



## SONY Ranking = 5.0/10

Although there is a slight increase in Sony's overall score, it has moved down the ranking compared to other companies that have made more progress. Sony earns extra points on chemicals for its commitment to eliminate substances that are potentially hazardous to the environment, and scores well for having models that are free of the worst chemicals on the market. However, Sony has yet to provide timelines for substituting toxic polyvinyl chloride (PVC) and brominated flame retardants (BFRs).

Sony loses a point on Individual Producer Responsibility (IPR) due to its double standards. Sony is a founding member of the European Recycling Platform which supports IPR; however, in the US, Sony is part of a Coalition that has been opposing Producer Responsibility and lobbying for U.S. consumers to pay an Advanced Recycling Fee (ARF).

### Ranking criteria explained

The ranking criteria reflect the demands of the Toxic Tech campaign to the electronics companies. Our two demands are that companies should:

- clean up their products by eliminating hazardous substances;
- takeback and recycle their products responsibly once they become obsolete.

The two issues are connected. The use of harmful chemicals in electronics prevents their safe recycling when the products are discarded. Companies score marks out of 30, which are then re-calculated to give a mark out of 10 for simplicity.

### SONY Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle				
Chemicals Management				
Timeline for PVC phaseout				
Timeline for BFR phaseout				
PVC-free and/or BFR-free models (companies score double on this criterion)				
Individual producer responsibility				
Voluntary takeback				
Information to individual customers				
Amounts recycled				

## SONY Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle			Sony gains 2 points for stating that they will take steps to reduce, substitute and eliminate the use of substances that are potentially hazardous to the environment. <b>More information</b>	
Chemicals Management				<b>Information</b> on SS-00259 (5th edition, Feb 2006) Management Regulations and Green Partner programme to ensure implementation of the Regulations <b>Chemicals Management Green Partner auditing</b>
Timeline for PVC phaseout		Sony has already phased out some applications of PVC, but no timelines on some applications and many exemptions. More information at: <b>SS-00259 CSR Report 2005</b>		
Timeline for BFR phaseout		Some applications of BFRs already phased out, but no timelines for applications such as circuit boards. <b>More information</b>		
PVC-free and/or BFR-free models (companies score double on this criterion)			Sony has a range of environmentally-conscious products and "Eco-Info" mark products which are free of BFRs in housings and circuit boards. Sony is also reducing use of PVC in some applications <b>More information Reducing PVC Usage</b>	

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility	<p>Sony loses the one point it had for its support of Extended Producer Responsibility, due to double standards. In Europe Sony is a founding member of the European Recycling Platform and claims to support IPR. <b>More information</b> However, in the US, Sony is a member of the Electronic Manufacturers' Coalition for Responsible Recycling which does not support EPR, but is demanding that consumers pay ARFs (Advanced Recycling Fees). <b>More information</b></p>			
Provides voluntary takeback where no EPR laws exist		<p>Sony provides voluntary takeback in North America and Japan, as well as takeback of batteries in Taiwan and Australia. <b>More information</b>  <b>Voluntary takeback of batteries in Taiwan</b>  <b>Voluntary takeback of batteries in Australia</b></p>		
Provides info for individual customers on takeback in all countries where products are sold		<p>Sony provides information for individual consumers (for PC monitors) but only in US and gives links to websites of PROs (Producer Responsibility Organisations) in some European countries. <b>More information</b>  <b>Japanese Sony consumer recycling information pages, recycling of TVs.</b>  <b>Recycling of Computer Displays &amp; PCs</b></p>		
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			<p>Sony reports on the amounts of WEEE and batteries collected in N. America, recycling rates for TVs and PCs in Japan and recycling rates for batteries in Asia &amp; Australia. <b>More information</b>  <b>Figures for recycling of TVs and PCs in Japan</b></p>	

## Toxic chemicals criteria

Greenpeace wants to see electronics companies clean up their act.

Substituting harmful chemicals in the production of electronics will prevent worker exposure to these substances and contamination of communities that neighbour production facilities. Eliminating harmful substances will also prevent leaching/off-gassing of chemicals like brominated flame retardants (BFR) during use, and enable electronic scrap to be safely recycled. The presence of toxic substances in electronics perpetuates the toxic cycle – during reprocessing of electronic waste and by using contaminated secondary materials to make new products.

Until the use of toxic substances is eliminated, it is impossible to secure 'safe' recycling. For this reason, the points awarded to corporate practice on chemicals (five criteria, double points for PVC – and BFR-free models) are weighted more heavily than criteria on recycling, because until the use of harmful substances is eliminated in products, it is impossible to secure 'safe', toxic-free recycling.

### The electronics scorecard ranks companies on:

#### Chemicals policy and practice (5 criteria)

1. A chemicals policy based on the Precautionary Principle
2. Chemicals Management: supply chain management of chemicals via e.g. banned/restricted substance lists, policy to identify problematic substances for future elimination/substitution
3. Timeline for phasing out all use of vinyl plastic (PVC)
4. Timeline for phasing out all use of brominated flame retardants (not just those banned by EU's RoHS Directive)
5. PVC- and BFR-free models of electronic products on the market.

#### Policy and practice on Producer Responsibility for taking back their discarded products and recycling (4 criteria)

1. Support for individual (financial) producer responsibility – that producers finance the end-of-life management of their products, by taking back and reusing/recycling their own-brand discarded products.
2. Provides voluntary takeback and recycling in every country where it sells its products, even in the absence of national laws requiring Producer Responsibility for electronic waste.
3. Provides clear information for individual customers on takeback and recycling services in all countries where there are sales of its products.
4. Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled.

#### Click here to see more detailed information on the ranking

**Ranking regrading:** Companies have the opportunity to move towards a greener ranking as the guide will be updated every quarter. However penalty points will be deducted from overall scores if Greenpeace finds a company lying, practising double standards or other corporate misconduct.

**Disclaimer:** Greenpeace's 'Guide to Greener Electronics' aims to clean up the electronics sector and get manufacturers to take responsibility for the full life cycle of their products, including the electronic waste that their products generate. The guide does not rank companies on labour standards, energy use or any other issues, but recognises that these are important in the production and use of electronics products.

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