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March 19, 2007

Vice President Al Gore  
2100 West End Avenue  
Nashville, Tennessee 37203

Dear Vice President Gore;

As a member of the board of Apple Computer, Inc. we are writing to urge you to use your influence (and \$5.3 million in stock options) to convince Apple to embrace new policies on toxic chemical use and global computer take-back and recycling. We understand that Apple CEO Steve Jobs is planning to announce a new policy this spring. However, we have reason to believe this announcement may fall far short of establishing Apple as an environmental leader and may not even keep abreast of policies already in place by its competitors such as Dell.

Other important stakeholders also want Apple to be a green leader within the electronics industry. For the 2007 Apple shareholder meeting this spring, two leading socially responsible investor (SRI) groups, Trillium Asset Management and As You Sow have filed two modest shareholder proposals. The Trillium proposal asks Apple to assess the phase out of toxic chemicals to become a more competitive "leader in the use of safer materials" (including a more rapid phase out of PVC plastics and BFRs) in all Apple products. The As You Sow proposal asks Apple to make their computer take-back and recycling program more ambitious (including the creation of computer take-back centers in stores and clarifying whether Apple supports strong take-back legislation such as individual producer responsibility).

Unfortunately, in Apple's March 13, 2007 letters to Trillium and As You Sow, they claim that the Board of Directors UNANIMOUSLY opposed their proposals (**attached**). In Apple's statement against the Trillium proposal they claim it would be too "costly, time intensive and duplicative of existing [Apple] policies, initiatives and efforts." In their statement against the As You Sow proposal on recycling, they claim to have an "expanded" recycling program but fail to publicly reveal any new recycling goals, commit to in-store recycling (except for iPods) or expand the program to Alaska, Hawaii or globally except where it is already required. Therefore, we urge you to immediately notify the Apple Board of Directors that you support these worthy SRI proposals as a modest first step toward making Apple at least even with its competitors.

As you know, our global environment faces a rising tide of toxic laden electronic waste (e-waste) from computers and cell phones. Over the past 10 years the life span of these products has fallen by more than half. As a result of increasing sales and high product turnover, the United Nations Environment Program estimates that up to 50 million tons of e-waste is generated each year globally, much of which ends up in scrap yards in Asia, Africa and the developing world.

Long ago, in Earth In the Balance you warned that "the growing problems associated with international waste shipments have led to much debate, and one African leader recently denounced 'garbage imperialism,'...waste mountains are rising in the Third World not only because of the pressures of population growth; equally responsible is a pattern of conspicuous consumption that has been exported to these countries along with Western culture and its consumer products".

Apple is the ninth largest computer manufacturer and is a leading innovator as well. Greenpeace has been in communication with Apple about this since 2003 but has also been challenging Apple to take the lead in applying its innovative genius to the production of toxic free products. The campaign has featured a new web site ([www.greenmyapple.org](http://www.greenmyapple.org)) which has received widespread praise from Mac users around the globe, including 42,000 people who have sent messages to Steve Jobs asking Apple to take the lead on greening this industry. We fear that Apple's conspicuous absence as a front runner in marketing toxic-

free products could slow the progress that other companies are making in phasing out these substances. Currently, Apple comes in dead last on our quarterly ranking guide of publicly available industry policies (**attached**). The next update of this ranking will be in late March.

Recycling alone will not address the pollution that is choking the air of children working in smoldering scrap yards in Asia and the developing world. In fact, we have found Apple products in those yards along with other brand names. The worst of these pollutants are very persistent when released into the environment and can bio-concentrate in animals and people by a factor of more than 100,000. In other words, seemingly small amounts of these chemicals, such as dioxins, brominated flame retardants (BFRs) and heavy metals such as mercury, can concentrate in our food and bodies at levels associated with serious health effects.

Only by eliminating the use of toxic substances in new computers and cell phones will the recycling of e-waste ever be clean or practical. We have urged Apple to use its creativity to build in green product design so that new chemicals or materials will also meet toxicity criteria as well as high performance standards. This will also make it clear to Apple's suppliers that Apple demands toxic-free components and will in turn motivate suppliers to "leap frog" to greener designs themselves.

While we are encouraged that Apple's web site says Apple is seeking alternatives to PVC and BFRs, last year Dell set a date of 2009 to eliminate both these same toxic materials from all of their products. Apple has yet to set a date for the elimination of PVC and BFRs. Given Apple's leadership in technology, they should be the first to put products on the market that are PVC and BFR free.

The launch of the iPhone offers Apple a unique opportunity to combine innovative technology with green design. Unfortunately, the iPhone will contain a non-replaceable battery similar to the iPod. This could mean the iPhone will have to be returned when the battery is no longer rechargeable. If sales of the iPhone are as successful as anticipated, it could also represent a new wave of toxic e-waste when the first generation of iPhones are discarded.

By publicly committing to combine policies to phase out toxic chemicals along with a strong global computer take-back and recycling program, Apple could become the industry's environmental leader and set the standard for green design as they do with creative design now.

First steps toward this policy should include:

\*\*\* Putting products on the market that are free of the worst toxic materials, such as PVC and BFRs (including TBBPA) and therefore lead the way among the largest computer manufacturers.

\*\*\* Implementing computer take-back and recycling worldwide (and from all points of sale) and support legislation such as Individual Producer Responsibility (IPR), as Dell and HP have done and are lobbying for nation-wide.

We look forward to working with you and Apple to implement policies that will make Apple the leading manufacturer of environmentally sound products in the electronics industry.

Thank you.

Sincerely,



John Passacantando  
Executive Director, Greenpeace USA

CC: Steve Jobs, CEO  
Apple, Inc.