



SONY ERICSSON Ranking = 6.5/10

Sony Ericsson stays in 3rd place with the same score of 6.5. It is one of the best performers on the toxic chemicals criteria of all the ranked brands and also does well on energy.

It is weakest on waste and recycling issues, scoring nothing on use of recycled plastic; there was also an absence of reporting recycling rates of mobile phones as a percentage of past sales. It gains points on its information to consumers about its take-back programme, but loses points for no longer reporting the quantities of e-waste recycled as a percentage of past sales. For more points on e-waste, it needs to continue to increase its lobbying for Individual Producer Responsibility, extend its take-back and recycling programmes, and use recycled plastic across all its products – not just a few models.

It was the first company to score almost top marks on the chemicals criteria. All Sony Ericsson products are already PVC-free and BFR free, with the exception of a few components that are still being phased out. Sony Ericsson has already met the challenge of the new criterion on chemicals by banning antimony, beryllium and phthalates from new models launched since January 2008.

On energy, Sony Ericsson commits to reducing absolute greenhouse gas emissions from its internal activities by 20 percent by 2015 (2008 baseline) and reports that 40 percent of its electricity use globally comes from renewable sources. However, it is disappointing that Sony Ericsson has not made a stronger statement in support of the necessary cuts in global greenhouse gas emissions at this critical time for the Copenhagen negotiations. All of its products meet and exceed the Energy Star standard. It reports CO₂ emissions from its own manufacturing and product transportation, but fails to have these emissions verified by a third party.

SONY ERICSSON Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle				GOOD (3+)
Chemicals Management				GOOD (3+)
Timeline for PVC & BFR phaseout				GOOD (3+)
Timeline for additional substances phaseout				GOOD (3+)
PVC-free and/or BFR-free models <small>(companies score double on this criterion)</small>			PARTIALLY GOOD (2+)	
Individual producer responsibility		PARTIALLY BAD (1+)		
Voluntary take-back		PARTIALLY BAD (1+)		
Information to individual customers			PARTIALLY GOOD (2+)	
Amounts recycled	BAD (0)			
Use of recycled plastic content	BAD (0)			
Global GHG emissions reduction support	BAD (0)			
Carbon Footprint disclosure		PARTIALLY BAD (1+)		
Own GHG emissions reduction commitment			PARTIALLY GOOD (2+)	
Amounts of renewable energy used				GOOD (3+)
Energy efficiency of new models <small>(companies score double on this criterion)</small>				GOOD (3+)

SONY ERICSSON Detailed Scoring

Chemicals

Precautionary Principle	Chemicals Management	Timeline for PVC & BFR phaseout	Timeline for additional substances phaseout	PVC-free and/or BFR-free models (double points)
GOOD (3+)	GOOD (3+)	GOOD (3+)	GOOD (3+)	PARTIALLY GOOD (2.5+)
Sony Ericsson supports the Precautionary Principle as defined by the Rio Declaration and is implementing it. More information.	Sony Ericsson is ahead of many companies by already eliminating substances from its new products that others have only identified for future action. More information. SE's pdf List of Banned & Restricted Substances.	Since 2007 all SE products have been PVC free and in 2009 all charger cables except one legacy charger, became completely free of PVC. All models placed on the market after 1 January 2008 are BFR free in circuit boards, casings and cables, older models may still contain BFRs in circuit boards and substrates. More information. Banned & Restricted Substances. See also p. 7-8 Sustainability Report.	All new SE products are now beryllium free and phthalate free. More information. Antimony is also banned with a few exemptions for products placed on the market before 1 January 2008. More information. There are two minor remaining applications where antimony is used; alternatives have been developed for moisture protection and antimony is being phased out, but the use of antimony in varistors has been exempted from the phase out plan until replacement materials have been identified. See p.8 Sustainability Report.	SE scores 2.5 points (doubled) on this criterion. All SE products are already PVC-free, with the exception of cables in early models of chargers. Since January 2008, all new SE models are BFR-free, with the exception of a few components whose phase out is on-going, which is why SE fails to score full marks. Older models may still contain BFRs in circuit boards and substrates. More information. Environmental product declarations for phones and mobile broadband devices.

E-Waste

Support for Individual Producer Responsibility	Provides voluntary take-back where no EPR laws exist	Provides info for individual customers on take-back in all countries where products are sold	Reports on amount of e-waste collected and recycled	Use of recycled plastic content in products - and timelines for increasing content
PARTIALLY BAD (1+)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	BAD (0)	BAD (0)
Sony Ericsson has launched an individual product 'environmental warranty' as part of its commitment to Individual Producer Responsibility, by which it commits to recycle its products in an environmentally sound way when any SE product is taken to any designated collection point globally, regardless of where the product was originally purchased. More information. Also p.14 of 2008 Sustainability Report. SE also states that it supports legislation and participates in the process of putting legislation in place. For full marks, SE needs to clarify that this means supporting differentiated/ individualised financing for own-brand real end-of-life costs (e.g. no longer collective financing) for WEEE, and provide details of operationalisation of IPR.	Sony Ericsson has initiated its new 'environmental warranty' programme that includes take-back and recycling in Taiwan, China, Thailand, Singapore, Malaysia, Philippines, Australia USA and Canada, with a total of 500 collection points; Sony Ericsson intends to complete this rollout by 2009 in all the countries in which it operates. SE has added India, New Zealand and Israel to its take-back programme. SE states that take-back in other countries is coming soon. More information here and here.	Sony Ericsson intends to provide information to customers in all the countries in which it operates by 2009. More information. Currently, full information is accessible to customers in 25 European countries, the USA, Canada, Australia, China, Malaysia, Philippines, Singapore, Thailand, Taiwan, India, New Zealand and Israel. Customers in other countries are informed that SE take-back is coming soon. More information.	Sony Ericsson no longer provides estimates of the amount of mobile phones recycled as a percentage of current (not past) sales. SE previously reported recycling rates of 2 - 13% based on sales volume and 1 - 5% based on the number of subscribers. SE's goal is to collect 1 million phones annually via its own take-back system by the end of 2011. More information.	Sony Ericsson's new 'GreenHeart' pioneer phones use a minimum of 50% recycled plastics. The MH300 Green Heart™ headset includes 100% recycled plastics in most plastic parts. To score points, SE needs to use recycled plastics across all its products and report the amount of recycled plastic sourced as a % of all plastics used. More information. Also p.13 2008 Sustainability Report.

Energy

Support for global mandatory reduction of GHG emissions	Company carbon footprint disclosure	Commitment to reduce own direct GHG emissions	Amount of renewable energy used	Energy efficiency of New Models (double points)
BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)	GOOD (3+)
Sony Ericsson signed up in support of the Bali Communiqué, which calls for binding cuts of 50% by 2050. It identifies that industrialised countries need to make the greatest effort; however, no targets are specified. To score points SE needs to support calls for global GHG emissions to peak by 2015 and for industrialised countries to cut emissions by at least 30% by 2020. The lack of a recent statement on this pressing global issue is surprising, given that this is a company with its HQ in Europe. More information here and here.	Sony Ericsson reports its total GHG emissions reduced from 64,426,057 kg CO ₂ equivalents in 2007 to 57,390,998 kg in 2008; a large part of this reduction is due to a drop in business travel. For more points Sony Ericsson needs to provide evidence of external verification. More information. See p.11-13 & 18 of new Sustainability Report.	Sony Ericsson has new, absolute targets to reduce its total GHG emissions. By 2015 it aims to: - reduce emissions from the full life cycle of its products by 15%; - reduce emissions from its internal activities by 20%. Both targets are based on 2008 levels. More information here and here. Also p.3 of 2008 Sustainability Report.	From 2008 all Sony Ericsson sites in Sweden purchase renewable energy (wind, solar and hydro), making up about 40% of the total electricity used at all Sony Ericsson sites. To keep these points, SE needs to address concerns about the additionality of its renewable energy purchases by providing more information about its RECs, details of hydro and other RE sourced and clarify if this is in addition to RE sourced via the Swedish grid. More information.	All new models after 2005 meet the requirements of Energy Star, and "...67% are better than the EU CoC power requirements. The standby power is not more than 0.1 W for all new charger models after 2005." More information. Also p.10 2008 Sustainability Report .

Criteria on Toxic Chemicals

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.

The issue of toxicity is overarching. 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 are weighted more heavily than criteria on recycling.

Although there are five criteria on both chemicals and waste, the top score on chemicals is 18 points, as double points are awarded for vinyl plastic-free (PVC) and BFR-free models on the market, whereas the top score on e-waste is 15 points.

The criteria on Precautionary Principle and Chemicals Management remain the same. The criterion: BFR-free and PVC-free models on the market, also remains the same and continues to score double points.

The two former criteria: Commitment to eliminating PVC with timeline and Commitment to eliminating all BFRs with timeline, have been merged into one criterion, with the lower level of commitment to PVC or BFR elimination determining the score on this criterion.

A new criterion has been added, namely Phase out of additional substances with timeline(s). The additional substances, many of which have already been identified by the brands as suspect substances for potential future elimination are:

- (1) all phthalates,
- (2) beryllium, including alloys and compounds and
- (3) antimony/antimony compounds

Criteria on e-waste

Greenpeace expects companies to take financial responsibility for dealing with the electronic waste (e-waste) generated by their products, to take back discarded products in all countries with sales of their products and to re-use or recycle them responsibly. Individual Producer Responsibility (IPR) provides a feedback loop to the product designers of the end-of-life costs of treating discarded electronic products and thus an incentive to design out those costs.

An additional e-waste criterion has been added and most of the existing criteria have been sharpened, with additional demands. The new e-waste criterion requires the brands to report on the use of recycled plastic content across all products and provide timelines for increasing content.

Criteria on energy

The five new energy criteria address key expectations that Greenpeace has of responsible companies that are serious about tackling climate change. They are:

- (1) Support for global mandatory reduction of greenhouse gas (GHG) emissions;
- (2) Disclosure of the company's own GHG emissions plus emissions from two stages of the supply chain;
- (3) Commitment to reduce the company's own GHG emissions with timelines;
- (4) Amount of renewable energy used
- (5) Energy efficiency of new models (companies score double on this criterion)

Click here to see more detailed information on the ranking

Ranking criteria explained

As of the 8th edition of the Guide to Greener Electronics, Greenpeace scores electronics brands on a tightened set of chemicals and e-waste criteria, (which include new criteria) and on new energy criteria.

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

- (1) clean up their products by eliminating hazardous substances; and
- (2) take-back and recycle their products responsibly once they become obsolete.

The two issues are connected: the use of harmful chemicals in electronic products prevents their safe recycling once the products are discarded.

Given the increasing evidence of climate change and the urgency of addressing this issue, Greenpeace has added new energy criteria to encourage electronics companies to:

- (3) improve their corporate policies and practices with respect to Climate and Energy

Ranking regrading: Companies have the opportunity to move towards a greener ranking as the guide will continue to be updated every quarter. However penalty points will be deducted from overall scores if Greenpeace finds a company lying, practicing 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 and the energy used by their products and operations.

The guide does not rank companies on labour standards, social responsibility or any other issues, but recognises that these are important in the production and use of electronics products.

Changes in ranking guide: We first released our 'Guide to Greener Electronics' in August 2006, which ranked the 14 top manufacturers of personal computers and mobile phones according to their policies on toxic chemicals and recycling.

In the sixth issue of the Guide, we added the leading manufacturers of TVs – namely, Philips and Sharp – and the game console producers Nintendo and Microsoft. The other market leaders for TVs and game consoles are already included in the Guide.

In the eighth edition, we sharpened some of the existing ranking criteria on toxic chemicals and e-waste and added a criterion on each issue. We also added five new energy criteria.

For the latest version greenpeace.org/greenelectronics

In versions 11 and 12 of the Guide, PC manufacturers HP, Dell and Lenovo were served a penalty point for backtracking on their commitment to eliminate vinyl plastic (PVC) and brominated flame retardants (BFRs) from their products from the end of 2009. The penalty point on HP has been lifted in this edition. LGE is served a penalty point, also for backtracking on its timeline to eliminate PVC and BFRs in all its products by end of 2010. Dell and Lenovo continue to be penalised in this version.