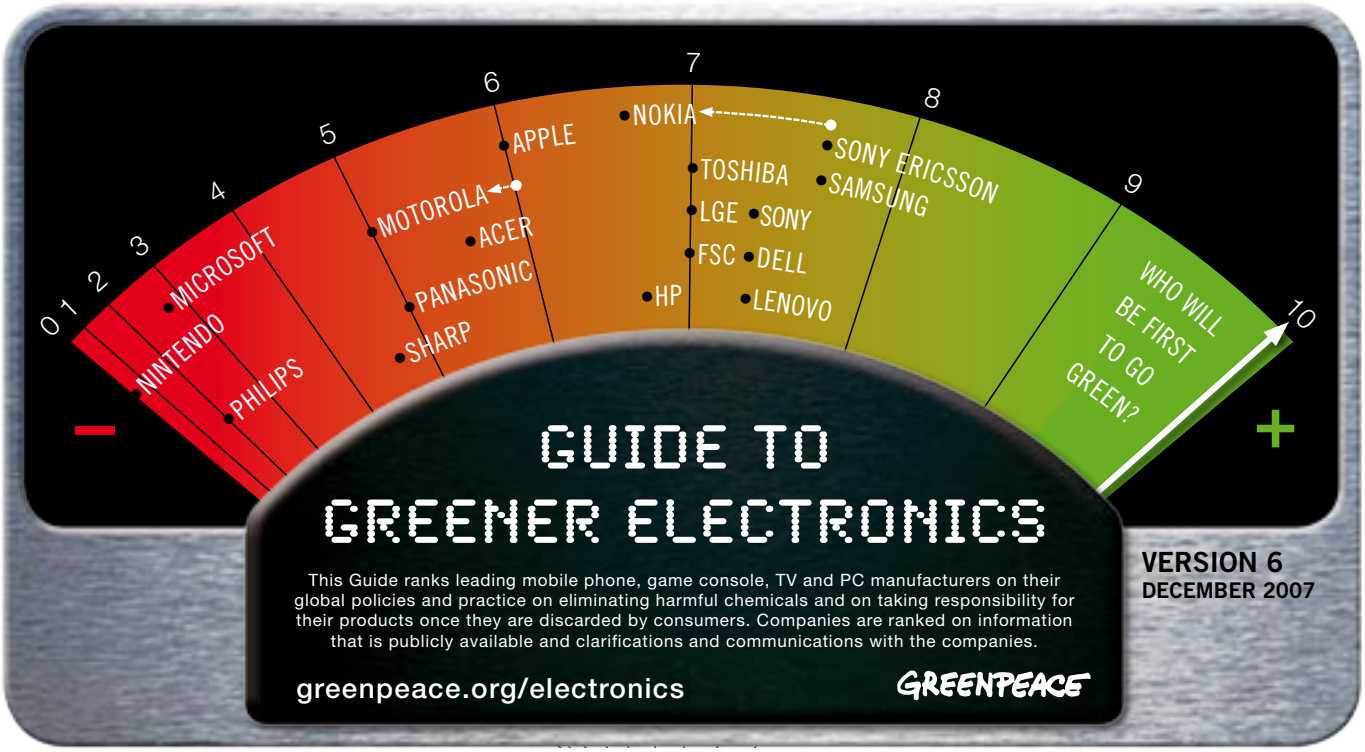

Ranking criteria explained

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.

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.

Where two companies score the same number of total points, the company with the higher score on the chemicals criteria will be ranked higher.

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 its products are sold, 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 is updated every quarter. However penalty points are 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.

Ranking guide addition: 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 have 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.

For the latest version **greenpeace.org/greenerelectronics**

A penalty point has been deducted from Nokia and Motorola's overall score for corporate misbehaviour as a result of Greenpeace testing of the companies' takeback practice in the Philippines, Thailand, Russia, Argentina and India.

LG ELECTRONICS Ranking = 7/10

LGE is down from 5th position to joint 6th. Having made no progress on any of the criteria since the last ranking, LGE has allowed competitors to overtake.

LGE scores well on all the chemicals criteria and has also launched models of mobile phones with components free from brominated flame retardants (BFRs). It also scores well for its policy on Individual Producer Responsibility and has improved its voluntary product takeback and recycling efforts. But LGE needs to provide more takeback services for discarded products other than mobile phones.

LG ELECTRONICS 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				

LG ELECTRONICS Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				LGE provides a strong definition of the precautionary principle reflecting the need to take action to eliminate harmful chemicals even though their effects may not be scientifically proven. **More information.**
Chemicals Management				LGE's product specs in the Manual for Preparation of Environmental Regulations earn them top marks. **More information here** and **pdf here.** LGE provides a substance list that includes **future substances to be reduced**, including beryllium and antimony.
Timeline for PVC phaseout				The first PVC-free products are to be launched in 2008; the remaining uses of PVC are to be phased out by the end of 2010. **More information here.**
Timeline for BFR phaseout				All new models released in 2010 are to be BFR- free. **More information here.**
PVC-free and/or BFR-free models (companies score double on this criterion)		LGE's mobile phone division now has three models sold during and after 2006 that contain no BFR in their main PCB, and all handsets developed since June 2007 have a halogen-free main PCB & FPCB (excluding camera/LCD module etc). **More information.** LGE's Chocolate Phone has a halogen free circuit board and a PVC free cable. **More information.**		

LG ELECTRONICS Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility				LGE are no longer a member of the Electronic Manufacturers' Coalition for Responsible Recycling (EMCRR) so the penalty point for double standards has been lifted. **More information.**
Provides voluntary takeback where no EPR laws exist		LGE now provide voluntary takeback of its discarded mobile phones in many countries, but large gaps still exist in Africa, Middle East and Latin America. **More information.** **More info about takeback of other end-of-life products here.**		
Provides info for individual customers on takeback in all countries where products are sold		**Improved information** to customers on what to do with discarded mobile phones. **Information on other discarded products here.**		
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			LGE has now compiled figures for e-waste recycling in Europe, Asia and North America . **More information here.**	