



SONY ERICSSON Ranking = 5.3/10

Since the start of 2006, new Sony Ericsson models are already free of brominated flame retardants (BFRs), but Sony Ericsson [they] still have to announce a timeline for substituting polyvinyl chloride (PVC). The company's website makes no reference to supporting the precautionary principle or Individual Producer Responsibility. Sony Ericsson also loses points for failing to report on the amounts of discarded mobile phones that it takes back and recycles.

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 scored marks out of 30 this has then been calculated to a mark out of 10 for simplicity.

SONY ERICSSON 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 ERICSSON Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle	No reference to the precautionary principle			
Chemicals Management				Sony Ericsson is ahead of many companies in already making efforts to eliminate substances that others have only identified for future action. More information at: SE's List of Banned & Restricted
Timeline for PVC phaseout		A timeline for phasing out PVC is to be announced in 2006. More information		
Timeline for BFR phaseout				The phase out of BFRs in circuit boards completed already at the start of 2004 and complete phase out of all BFRs from the start of 2006. More information
PVC-free and/or BFR-free models (companies score double on this criterion)			BFR-free products are available since the start of 2006 for new models. More information	

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility	No reference to supporting individual producer responsibility.			
Provides voluntary takeback where no EPR laws exist				Voluntary takeback services provided globally product-by-product e.g. for W300: More information Also information For US consumers
Provides info for individual customers on takeback in all countries where products are sold			Voluntary takeback services provided globally product-by-product e.g. for W300 : More information Also information For US consumers	
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled	No information on amounts of WEEE collected and recycled.			

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.

For the latest version [greenpeace.org/greenelectronics](https://www.greenpeace.org/greenelectronics)