



APPLE STATEMENT

A preliminary calculation of Apple's announcement of May 2nd – that they will eliminate BFRs and PVC by 2008 and providing a clear description of a recycling plan – **earns them a score of 5.**

NEXT STEP

When Apple announces a global take back program and confirm that all its products are free of the worst chemicals (starting with BFRs and PVC), **their score will become 7.7.**

ULTIMATE GOAL

APPLE ENVIRONMENTAL LEADER - A score that will hit the perfect 10.

Apple announces that they publicly support individual producer responsibility and translate this into action by taking back their products regardless of where they are sold, and recycling them following international standards. The Apple website should provide detailed information on how consumers can return old Apple products free of charge, and publicly disclose figures showing what percentage of apple products sold globally they are recycling.

To make their products safer to consumers, to workers in production facilities and to workers in recycling facilities, Apple announces that starting with the current generation of MACs, all future MACs will be free of BFRs and PVC.

To commit to a track of continuous improvement, Apple implements the precautionary principle - looking into gradual elimination of all hazardous chemicals.

And to ensure that all their suppliers abide by this policy, Apple's chemicals management policy becomes transparent and public, so that consumers can make informed decisions about Apple products.