



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 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/greenelectronics](https://www.greenpeace.org/greenelectronics)

A penalty point has been deducted from Nokia'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.

PANASONIC Ranking = 4.7/10

Panasonic drops from 13th position to joint 15th, having lost a point on its reporting of its recycling rate, which is not presented as a percentage of past sales; its score on the other criteria has not changed since the last ranking.

Panasonic provides a large and growing list of products on the market that are free of PVC, which include DVD players and recorders, home cinemas, and video players. It also has two models of lighting equipment free of brominated flame retardants (BFRs) and is manufacturing halogen-free printed wiring boards for certain applications and markets. Panasonic has committed to eliminating all uses of PVC in its products – starting with internal wiring - and has set a timeline of 2011 for getting PVC out of its notebooks. The company has yet to commit to the elimination of BFRs in all products, although a timeline of 2011 has been set for getting BFRs out of notebooks and mobiles – these represent a small fraction of Panasonic's large product range.

Panasonic scores poorly for its lack of support for Individual Producer Responsibility and its limited voluntary take-back programmes.

PANASONIC 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				

PANASONIC Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				Panasonic endorses the Precautionary Principle as defined in the 1992 Rio Declaration. More information.
Chemicals Management				Panasonic's web pages on chemicals management contain a lot of detailed information. Managed substances include: antimony, beryllium, bismuth and phthalate esters. More information. Chemical Substances Management rank guidelines Ver. 4 for products. Green Procurement Standards. Chemical Substances Management Rank Guidelines for Factories.
Timeline for PVC phaseout			Panasonic has committed to eliminating PVC in internal wiring of all products for the Japanese market by end of March 2009 and globally by end of March 2011. No timelines yet for substitution of PVC external cables, except for notebooks which should be globally PVC-free (including AC power cords) by 2011. More information.	
Timeline for BFR phaseout		All new models of mobile phones and computers should be free of BFRs by 2011, but there is no commitment to eliminate BFRs from Panasonic's whole product portfolio. More information.		
PVC-free and/or BFR-free models (companies score double on this criterion)		As of March 2007, Panasonic has many examples of PVC-free products, including DVD players and recorders, home cinemas, video players and lighting equipment. Panasonic gives two examples of products free of BFRs – fluorescent ceiling lamps and a kitchen lamp, & are manufacturing halogen-free printed wiring boards for certain applications and markets. The PVC free models are listed here.		

PANASONIC Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility	Although Panasonic has clarified its support for recycling, the company fails to embrace Individual Producer Responsibility. More information.			
Provides voluntary takeback where no EPR laws exist		Voluntary takeback programmes are not worldwide and do not cover all Panasonic's product groups, mainly mobiles and toner cartridges. Panasonic's recycling services for PCs now offered in countries where 95% of sales of new PCs. More information. Information on the different regions. B2B takeback systems in the US. Info on MRM recycling, Panasonic's joint venture with Sharp & Toshiba in the US.		
Provides info for individual customers on takeback in all countries where products are sold		Information to customers is available in European countries with EPR laws and for electronics, batteries and toner cartridges in US, as well as mobile phones and cartridges in Australia. Information on takeback and recycling programmes in Korea (many product groups) and Japan (PCs and household appliances). More information here and here. US trade-in programme. Recycling events in US. Battery recycling.		
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled		Panasonic provides data on home appliances and PCs recycled in Japan (2007) and recycling quantities for the US (PCs, batteries and other) and Korea; information for Europe is in its infancy. But Panasonic does not report the amounts recycled as a percentage of past or even current sales. More information here and here. US recycling volumes. Notebooks in the US. Data on fiscal year 2007 for Japan and the US: link 1, link 2, link 3, link 4, link 5.		