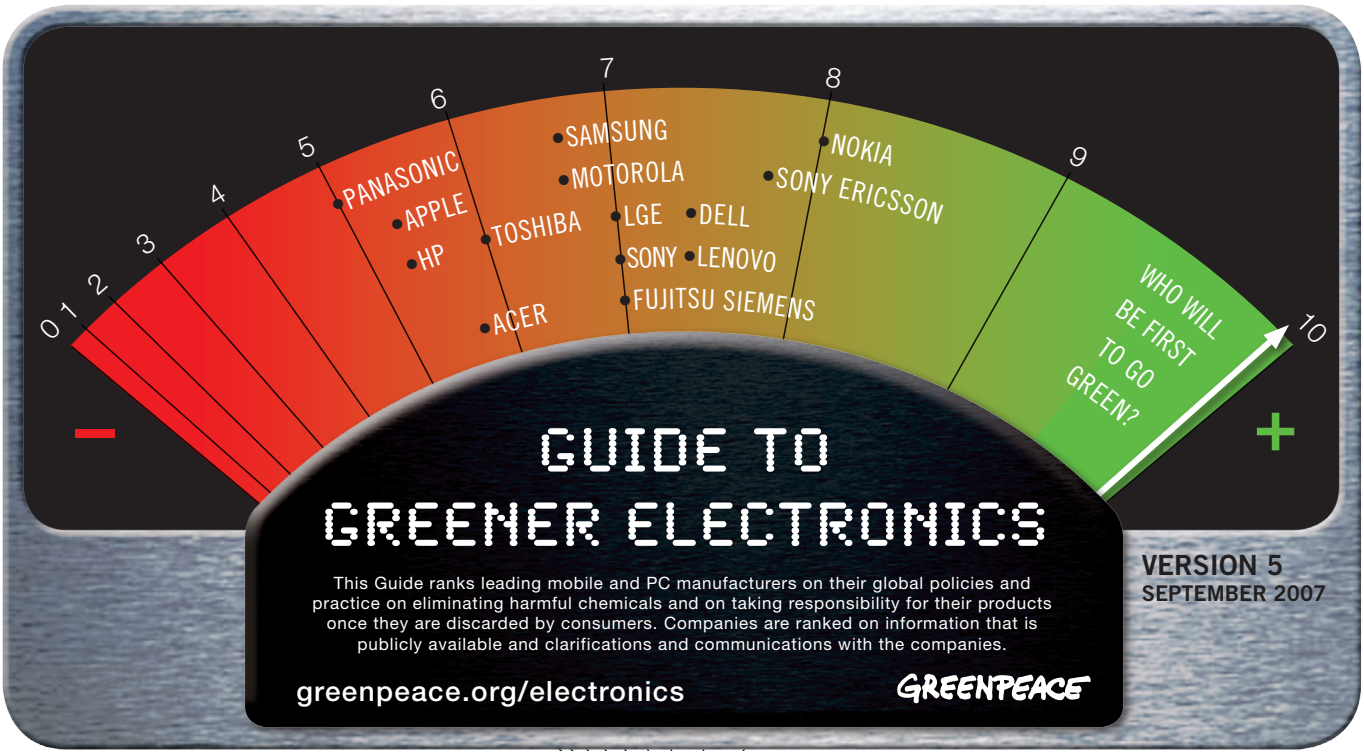

Ranking criteria explained

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 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/greenerelectronics**

APPLE Ranking = 5.3/10

Apple has slid down the ranking again to 12th position with no new improvements, while its competitors race ahead. The company has committed to eliminate all uses of PVC and brominated flame retardants (BFRs) in its products by the end of 2008. It now provides examples of additional substances that it plans to eliminate with timelines, such as arsenic in LCDs and mercury, and Material Safety Data Sheets for all its products. But, Apple has yet to offer consumers products that are free of PVC and BFRs.

Top marks to Apple for reporting on its recycling rate as a percentage (9.5%) of sales 7 years ago and for setting goals to recycle nearly 30% by 2010. It could score better by supporting the principle of individual producer responsibility for its end of life products globally.

APPLE Overall Score

APPLE Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle		Definition of precautionary principle reflects poor understanding of this principle in chemical policy. **More information.**		
Chemicals Management			Apple now provides examples of additional substances that it plans to eliminate with timelines e.g. arsenic in LCDs and mercury by moving to LEDs. It also provides Material Safety Data Sheets for its product portfolio. However Apple still fails to disclose its Substance Specification 069-0135. **More information.**	
Timeline for PVC phaseout				Apple plans to completely eliminate the use of PVC in its products by the end of 2008. **More information here** and **here.**
Timeline for BFR phaseout				Apple plans to completely eliminate the use of brominated flame retardants by the end of 2008. **More information here** and **here.**
PVC-free and/or BFR-free models (companies score double on this criterion)	**No product systems free of BFRs and PVC.**			

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility		Apple refers to its "individually responsible approach" to recycling through its own takeback initiatives and national collective take-back programmes. The definition of IPR needs to be more explicit. **More information.**		
Provides voluntary takeback where no EPR laws exist			Apple has extended its recycling programme - they now operate or participate in recycling programs in regions where more than 82% of Macs are sold (previously 75%) although the only countries where takeback is voluntary is US and Canada. **More information here** and **here.**	
Provides info for individual customers on takeback in all countries where products are sold		Information to customers is only in US, Canada, Japan, Taiwan and 15 EU countries. **More information.**		
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled				Apple scores top marks for reporting its recycling rate as a percentage of sales 7 years ago. In 2006, Apple recycled 9.5% of the weight of all products sold seven years earlier and has set goals to recycle 13% in 2007, 20% in 2008 and nearly 30% in 2010. **More information.**