



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](https://www.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.

SHARP Ranking = 4.7/10

As a newcomer to the ranking Guide, Sharp comes in at number 15 (out of 18). The company scores well on most of the chemicals criteria, already providing examples of models most of whose components are free of PVC and brominated flame retardants (BFRs). For example, all Sharp mobiles (sold in Japan) and many models of LCD TVs are free of PVC, except accessories.

Sharp scores top marks for setting a timeline of the end of 2010 by which it intends to eliminate vinyl plastic (PVC) and all BFRs from its entire product portfolio. To improve its score, Sharp needs to sharpen up its policies and practices on e-waste.

SHARP 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				

SHARP Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				Sharp scores top marks for its commitment and understanding of the Precautionary Principle. More information. Basic Environmental Philosophy (point 2.2).
Chemicals Management			To achieve top marks Sharp needs to define the criteria for identifying substances for future elimination. Manual for Survey of Chemical Substances and Green Procurement Guidelines. Manual for Survey of Chemical Substances Contained in Parts and Materials. Green Procurement Guidelines.	
Timeline for PVC phaseout				Sharp commits to eliminate PVC from all products by the end of 2010, provided it can find suitable alternatives. More information.
Timeline for BFR phaseout				Sharp commits to eliminate BFRs from all products by the end of 2010, provided it can find suitable alternatives. More information.
PVC-free and/or BFR-free models (companies score double on this criterion)		All Sharp mobiles and many models of LCD TVs are free of PVC, except accessories. Many models of LCD TVs, DVD projectors, audio and video products have casings free of BFRs, but none are totally free of BFRs. More information.		

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility	No reference to Individual Producer Responsibility. More information.			
Provides voluntary takeback where no EPR laws exist	The only voluntary takeback programme is in US, as part of EPA's 'Plug-in To eCycling'. More information.			
Provides info for individual customers on takeback in all countries where products are sold	Information is provided in Japanese for customers in Japan. More information. For European consumers, information on recycling is provided with the user's manual supplied with the product. Otherwise there is no information for individual customers. More information here and here.			
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled		Figures are given for recycling of TVs, copiers, PCs and washing machines in Japan only, for 2006. More information here and here.		