



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

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.

NOKIA Ranking = 8.3/10 - 1 Penalty Point = 7.3/10

Nokia rises from 9th position to 3rd, despite the fact that it retains a penalty point for corporate misbehaviour on its take-back and recycling practice. Further testing of Nokia's take-back programme by Greenpeace revealed that staff are still not informed about the take-back service in Russia and India, although the service was much improved in the Philippines and Thailand. However, Nokia has increased its score for the information it gives to customers on its take-back service.

Nokia scores well on the chemicals criteria; it has already eliminated polyvinyl chloride (PVC) plastic from new models of mobiles and is now eliminating brominated flame retardants (BFRs) from the remaining applications – in new flexible circuits. Nokia gets top marks for its support for Individual Producer Responsibility, whereby each company takes care of the electronic waste from its own-branded discarded products.

NOKIA 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				

NOKIA Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				Nokia's definition of the precautionary principle earns them top points.
Chemicals Management				Nokia has already phased out some harmful chemicals and identified future substances for elimination, including beryllium, nonyl phenols and NPEs (nonyl phenol ethoxylates), antimony trioxide. Nokia substance list.
Timeline for PVC phaseout				Nokia has now eliminated remaining uses of PVC. PVC elimination case study.
Timeline for BFR phaseout				Nokia aims to have all new products launched after the end of 2009 free of restricted flame retardants (all brominated and chlorinated compounds and antimony trioxide). More information. The substance list shows that 'bromine and compounds' are being eliminated; schedule shows components where BFRs are already restricted. More information.
PVC-free and/or BFR-free models (companies score double on this criterion)			Nokia gives the example of the Nokia 3110 Evolve which is 99.5% free of restricted flame retardants (all brominated and chlorinated compounds and antimony trioxide) More information. New models are PVC-free since the end of 2005. From January 2007, Nokia will launch the first products without components containing BFRs, although some models will still contain components with BFRs. More information. Eco-declarations are provided for all Nokia products.	

NOKIA Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility				Nokia scores top marks for supporting IPR. New information on this page explains Nokia's training and awareness program designed to ensure that those working in care centres operated on behalf of Nokia can take back unwanted devices and advise consumers on recycling issues. More information.
Provides voluntary takeback where no EPR laws exist			The number of countries covered by Nokia's take-back and recycling programme has increased in Africa, Latin America as well as the number of collection points within countries. However, not all of the links to Nokia Care Centres are currently working (eg. Singapore, Gambia, Botswana, Nigeria, Ghana) More information. E.g. free mail-back for US. Greenbox, China. In Chinese. The penalty point served on Nokia and deducted from Nokia's overall score in November 2007 stays. The penalty is for corporate misbehaviour on the company's take-back practice. Although the take-back service has improved in the Philippines and Thailand, the service is still not functioning on the ground in Russia and India.	
Provides info for individual customers on takeback in all countries where products are sold			Nokia is in the process of updating this information. Where the links work, the information provided is very good, with addresses and phone numbers of Care Centres, as well as updates about where new take-back programmes are being developed, e.g. Argentina. More information.	
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			Nokia provides a figure of 2% for mobiles recycled, but it unclear if this is as a percentage of all Nokia sales, or all brands of mobiles returned – and over which period and geography. More information here and here.	