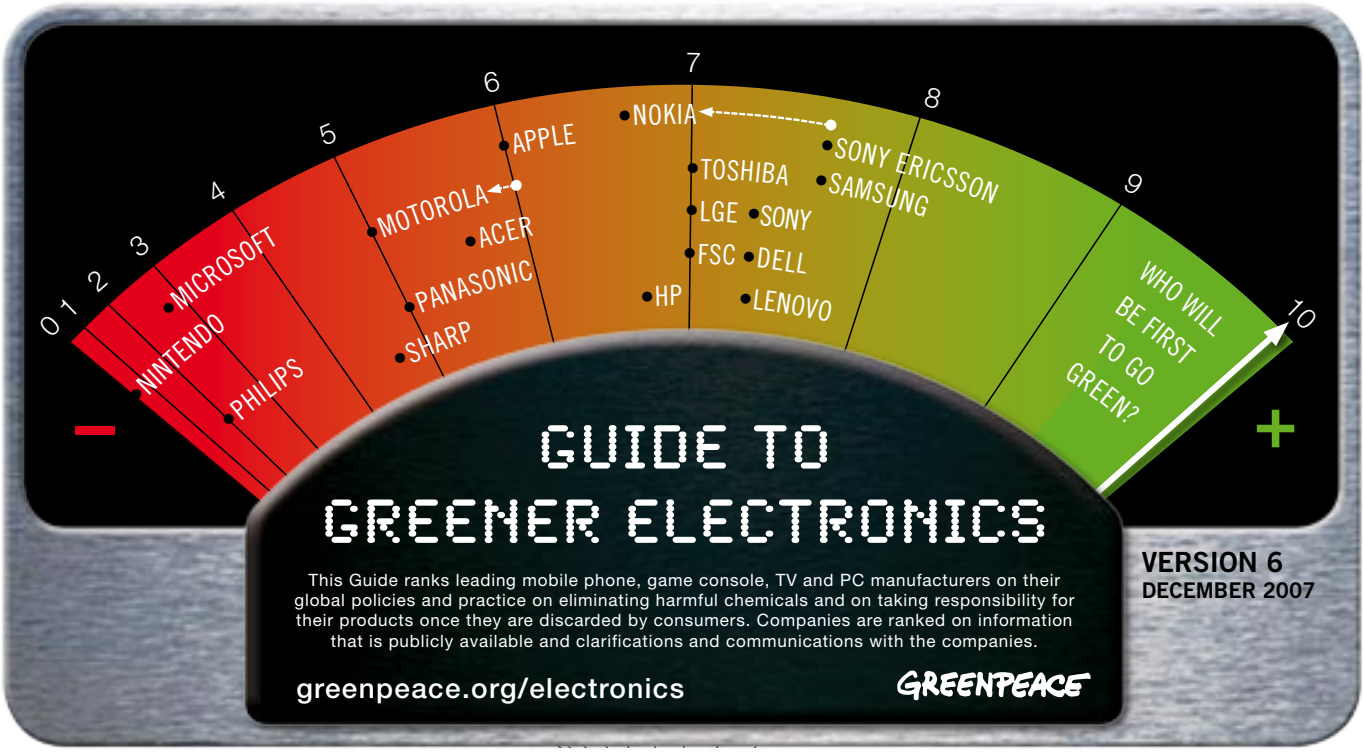

Ranking criteria explained

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**

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.

NOKIA Ranking = 6.7/10

Nokia loses its top position, falling down to 9th position. This is due to the penalty point for corporate misbehaviour on its takeback and recycling practice. Testing of Nokia's takeback programme by Greenpeace revealed confusing web information and
Nokia staff who are not informed about the takeback in the Philippines, Thailand, Argentina, Russia and India. In Thailand, Russia and Argentina, information on Nokia's takeback service is not available in the local language. Also, Nokia scores badly for poor reporting on the quantities of discarded mobiles that it recycles as a percentage of past sales.

On the chemicals criteria, Nokia does much better, having already eliminated PVC from new models of mobiles. It is now eliminating brominated flame retardants (BFRs) from remaining applications in new flexible circuits. Nokia gets top marks for its support for Individual Producer Responsibility. Every company should assume responsibility for the electronic waste arising from its own-brand 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				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)			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.** E.g. the **new N95** is PVC free and has no BFRs in main PWB and casing. **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. **More information.**
Provides voluntary takeback where no EPR laws exist			Still many gaps on Nokia's global takeback map of the world especially in Latin America and Africa – but more service points are now listed in North Africa and Middle East. **More information.** E.g. **free mail-back for US. Greenbox, China.** A penalty point has been deducted from Nokia's overall score for corporate misbehaviour as a result of Greenpeace testing of the company's takeback practice in the Philippines, Thailand, Russia, Argentina and India.	
Provides info for individual customers on takeback in all countries where products are sold			**No information in countries where no takeback services.** The information on the website has deteriorated. **The earlier link** provided country-specific information on collection points. This information can no longer be found on the site.	
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled		Nokia now 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. Nokia provides data on production waste, but the Guide ranks on end-of-life product waste. **More information here** and **here.**		