



## 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.

## SONY ERICSSON Ranking = 6.7/10

Sony Ericsson drops from 1st position to 7th, as a result of losing points on its e-waste policy and practice. The company states strong support for the Precautionary Principle but needs to show more explicit support for Individual Producer Responsibility. The company only reports on the quantities of obsolete phones recycled in Europe and does not calculate this figure as a percentage of past sales.

It scores well on the chemicals criteria with a timeline of 1st January 2008 for eliminating brominated flame retardants (BFRs) in two remaining applications and the same timeline for substituting phthalates, beryllium and some uses of antimony compounds. Although phthalates have been eliminated, substitutes for the other substances are still being developed. All new models of mobiles put on the market since 2006 are free from polyvinyl chloride (PVC) plastic.

### SONY ERICSSON Overall Score

	<b>BAD (0)</b>	<b>PARTIALLY BAD (1+)</b>	<b>PARTIALLY GOOD (2+)</b>	<b>GOOD (3+)</b>
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				

## SONY ERICSSON Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				Sony Ericsson scores top marks for defining the Precautionary Principle and their commitment to it. <b>More information.</b>
Chemicals Management				Sony Ericsson is ahead of many companies in already setting timelines to eliminate substances that others have only identified for future action. The company is to eliminate phthalates, beryllium and some uses of antimony compounds by 1st January 2008. <b>More information.</b> <b>SE's pdf List of Banned &amp; Restricted Substances.</b>
Timeline for PVC phaseout				All SE products are PVC free – except for cables in a few early models of chargers and accessories, and these are being phased out. <b>More information.</b> <b>Banned &amp; Restricted Substances.</b>
Timeline for BFR phaseout				Two remaining uses of BFRs have still to be phased out. Otherwise, most models are now BFR-free. <b>More information.</b> <b>SE's List of Banned &amp; Restricted Substances.</b>
PVC-free and/or BFR-free models (companies score double on this criterion)			All SE products are now PVC-free, with the exception of cables in early models of chargers; and BFR-free with two exemptions for which substitutes are still being developed. <b>More information.</b> <b>Environmental product declaration W300 example.</b>	

## SONY ERICSSON Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility			Sony Ericsson believes in the idea of “taking responsibility for our own products” but no explicit support for the principle of Individual Producer Responsibility. <b>More information.</b>	
Provides voluntary takeback where no EPR laws exist		Sony Ericsson does not provide a list of countries where it offers voluntary takeback. Instead its Product Declarations inform customers to contact local SE representatives. Testing of SE’s takeback by Greenpeace revealed that no takeback services are offered in Thailand, Russia, Argentina or India. <b>More information.</b> <b>Product (Environmental) Declaration</b> (e.g. J100). <b>USEPA’s Plug-In To eCycling.</b>		
Provides info for individual customers on takeback in all countries where products are sold	Information on what customers should do with their discarded mobiles is not provided by country. Instead, Product Declarations direct customers to local SE representatives. <b>More information.</b> <b>E.g. for J100.</b> <b>Info for US customers.</b>			
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled		Sony Ericsson provides estimates of the amount of mobile phones recycled as a percentage of current (not past) sales: 2 - 13% based on sales volume and 1 - 5% based on the number of subscribers, but this information is collected only for Europe. <b>More information.</b>		