



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

SONY Ranking = 7/10

Sony is now in 6th position, up from the bottom position it occupied in the forth version of the Guide. This is due in part to Sony having had its penalty point lifted because it no longer operates double standards on Individual Producer Responsibility. Sony has concluded its membership of the US Coalition that has been opposing Producer Responsibility and lobbying for U.S. consumers to pay an Advanced Recycling Fee (ARF).

Sony has also gained points for providing a timeline of end of 2010 for eliminating PVC and brominated flame retardants (BFRs) in all new models of mobile products. The company now presents many more examples of products free of BFRs and PVC, including models of the VAIO notebook, Walkman, camcorder and digital camera.

Other reasons for Sony's climb up the ranking is the improved coverage of its takeback and recycling programme, specifically in the US, and improved information to its customers on what to do with their discarded products. However, Sony has yet to report on its recycling rate as a percentage of past sales.

SONY 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				

SONY Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle			Sony scores 2 points for stating that it will take steps to reduce, substitute and eliminate the use of substances that are potentially hazardous to the environment. More information.	
Chemicals Management				Information on SS-00259 (6th edition, March 2007) Management Regulations and Green Partner programme to ensure implementation of the Regulations More information.
Timeline for PVC phaseout			Sony now provides a timeline of end of 2010 to substitute PVC in all new models of Mobile products (excluding accessories). More information here.	
Timeline for BFR phaseout			Sony scores 2 points for providing a timeline of end of 2010 to substitute BFRs in the casing and main PWBs of all new models of Mobile products by the end of fiscal 2010. More information here.	
PVC-free and/or BFR-free models (companies score double on this criterion)			Sony provides many more examples of products that are free of PVC and BFRs, including many models of the Personal Computer VAIO, "WALKMAN", Camcorder and Digital camera. More information here.	

SONY Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility			<p>Sony is no longer a member of the Electronic Manufacturers' Coalition for Responsible Recycling (EMCRR), so it no longer operates double standards. Therefore, its penalty point has been lifted. Sony scores 2 points on this criterion because it 'respects' rather than supports the principle of extended producer responsibility – rather than individual producer responsibility.</p> <p>More information.</p>	
Provides voluntary takeback where no EPR laws exist			<p>Sony has now established a nationwide recycling program in the US, together with WM Recycle America. There is also a Sony Notebook trade-in program in the US and Canada.</p> <p>More information. Sony offers recycling programs in Korea, Taiwan, Brazil and Australia. More information.</p>	
Provides info for individual customers on takeback in all countries where products are sold			<p>Sony provides information to individual customers in the EU, North America (including batteries) and Japan at:</p> <p>More information.</p>	
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			<p>In fiscal 2006, Sony recovered 36,355 tons of resources from collected e-waste and reports that "its resource reusing/recycling ratio was approximately 3%". But it is unclear what the 3% figure refers to – if sales in previous years, this is not specifically mentioned.</p> <p>More information. Sony reports here on the amounts of WEEE and batteries collected in N. America, recycling rates for TVs and PCs in Japan and recycling rates for batteries in Asia & Australia. Figures for recycling of TVs and PCs in Japan.</p>	