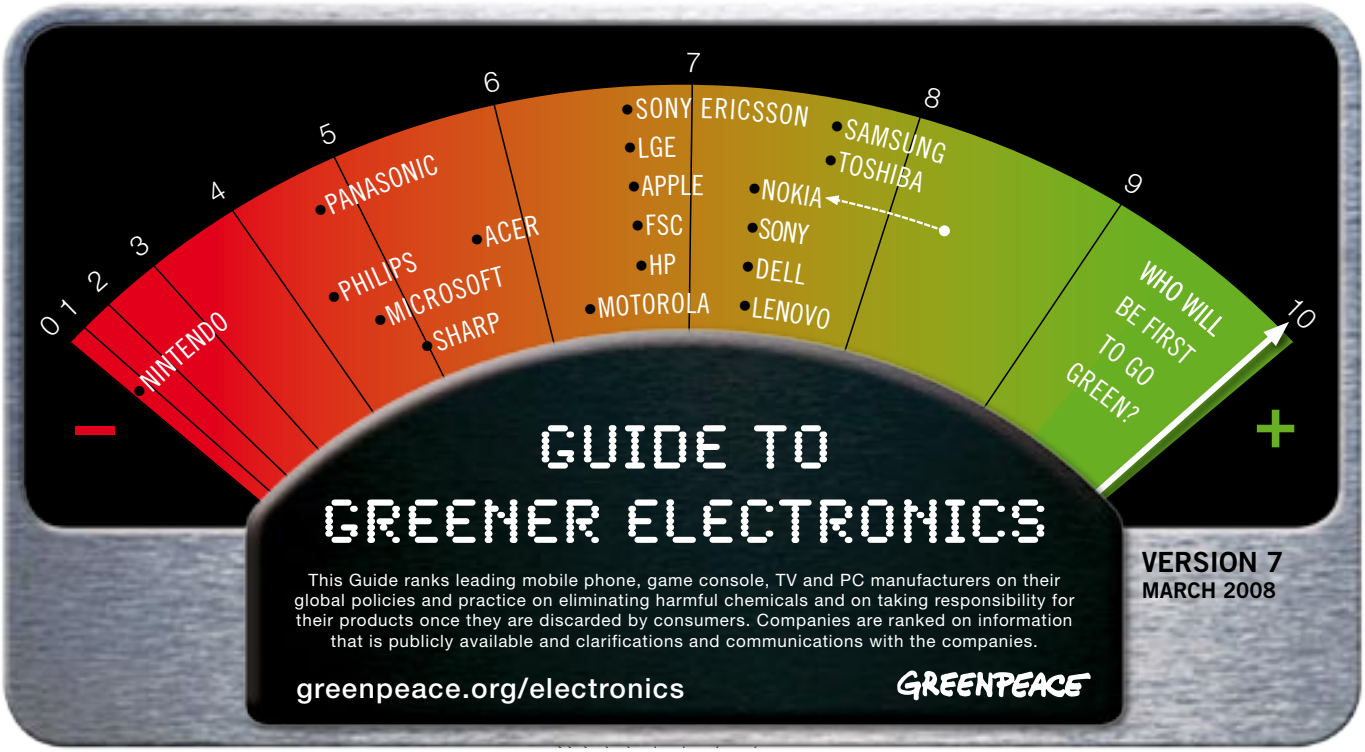


Ranking criteria explained

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**

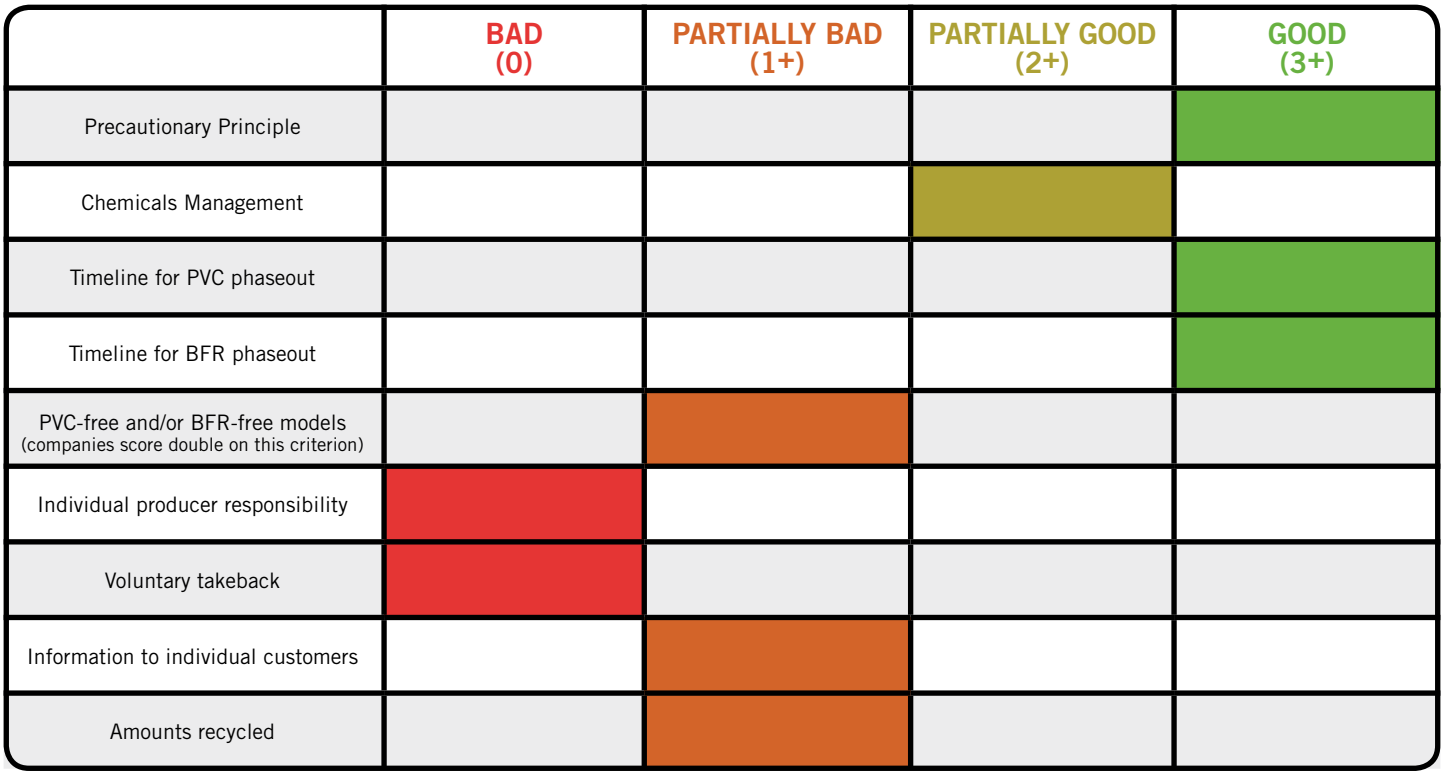
A penalty point has been deducted from Nokia's overall score for corporate misbehaviour as a result of Greenpeace testing of the companies' takeback practice in the Philippines, Thailand, Russia, Argentina and India.

SHARP Ranking = 5/10

A newcomer to the Guide at the last ranking, Sharp rises to number 14 from 15, by improving the information that it provides to customers on its take-back services. The company scores well on most of the chemicals criteria, already providing examples of models most of whose components are free of polyvinyl chloride (PVC) plastic 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 end of 2010 by which it intends to eliminate 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



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)		Sharp provides a list of many models of LCD TVs and solar modules that 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.**		

SHARP Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility	Sharp refers to Producer Responsibility but only in the context of complying with EU WEEE Directive. **More information here and here.**			
Provides voluntary takeback where no EPR laws exist	Sharp stays on zero as the voluntary takeback efforts to date are insufficient to score one point. Sharp is part of US EPA's Plug in to eCycling, offers voluntary take-back of toner cartridges in Canada, EU, Japan, Thailand and Australia and participates in voluntary take-back of mobiles (Mobile Muster) in Australia. **More information.** In Canada, Sharp also recycles old electronic equipment for a small fee, through a recycling partner, Accu-Shred. **More information.**			
Provides info for individual customers on takeback in all countries where products are sold		Links to local Sharp contacts are now provided for customers in EU, US and Canada, but not for those in Japan or Australia. **More information.**		
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled		Besides providing figures for recycling of TVs, copiers, PCs & washing machines in Japan for 2006 and 2007: **More information here** and **here.** Sharp also reports on amounts of used electrical products collected in Maine, Minnesota and as part of the EPA Plug-in to eCycling program, and the amounts recycled in Europe and Germany in 2007. **More information.**		