



SONY Ranking = 5.1/10

Sony stays in joint 6th place, tying with Panasonic and Motorola, with an increased score of 5.1, up from 4.9. Sony gains a point for providing verification for its CSR report that also includes its calculations of greenhouse gas (GHG) emissions.

Sony does relatively well on chemicals, with its score boosted by having models on the market that are partially free of PVC and BFRs, including all models of the VAIO PC, and many models of video recorder, Walkman, camcorder and digital camera. However, to keep these points it needs to show more progress in bringing new products that are free from these hazardous substances onto the market. It still needs to set a timeline for eliminating all phthalates, beryllium copper and antimony and its compounds. Sony has yet to show support for bans on PVC vinyl plastic and brominated/chlorinated flame retardants (BFRs/CFRs) during the revision of the EU's RoHS Directive (Restriction of Hazardous Substances in electronics)

On waste issues, Sony's score is boosted for reporting use of some 17,000 tons recycled plastics annually in various products, representing 10 percent of all plastics used in the 2008 financial year. Almost 90 percent of the recycled plastic was post-consumer and not the less challenging post-industrial (factory scraps). It reports a recycling rate of 58 percent based on past sales of TVs and PCs, but this information is only for Japan and separate data need to be reported for TVs and PCs. Sony scores no points for its voluntary take-back of its products as it has failed to expand this programme to non-OECD countries.

Renewable energy now accounts for 8 percent of the total amount of energy purchased globally each year, up from 2.5 percent a year ago. Sony also scores a point for disclosing GHG emissions from its own operations. On the energy efficiency of its products, about 95 percent of Sony PCs sold between January and March 2010 conform to the latest Energy Star standards, and 94 percent of models sold from July 2009 comply. The AC adapter released in FY 2009 meets ES 2 standards. All new models of TVs released in the US comply with the latest ES standards (4.1). Sony also reports absolute cuts in GHG emissions, down 17 percent over the 8 year period 2000-2008 and has a commitment to an absolute reduction of 30 percent over 2001 levels by 2016.

SONY Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle and support for revision of RoHS Directive.				
Chemicals Management				
Timeline for PVC & BFR phaseout				
Timeline for additional substances phaseout				
PVC-free and/or BFR-free models (companies score double on this criterion)				
Individual producer responsibility				
Voluntary take-back				
Information to individual customers				
Amounts recycled				
Use of recycled plastic content				
Global GHG emissions reduction support				
Carbon Footprint disclosure				
Own GHG emissions reduction commitment				
Amounts of renewable energy used				
Energy efficiency of new models (companies score double on this criterion)				

SONY Detailed Scoring

Chemicals

Precautionary Principle and support for revision of RoHS Directive.	Chemicals Management	Timeline for PVC & BFR phaseout	Timeline for additional substances phaseout	PVC-free and/or BFR-free models (double points)
PARTIALLY BAD (1+)	GOOD (3+)	PARTIALLY BAD (1+)	BAD (0)	PARTIALLY GOOD (2+)
Sony references the precautionary principle and clarifies that this means taking action to substitute a chemical even where the scientific evidence is not fully proven. However, Sony makes no mention of the need for RoHS 2.0 to adopt a ban on organo- chlorine and bromine compounds (at least PVC, CFRs, and BFRs within 3-5 years) as well as an end-of-life focused methodology for adding future substance restrictions. More information.	Sony provides information in SS-00259 (9th edition, March 2010) Management Regulations and Green Partner programme to ensure implementation of the Regulations. More information here and here.	Sony provides a timeline of end of Fiscal Year 2010 which means April 2011 to substitute PVC in all new models of mobile products (excluding accessories), and BFRs in the casing and main PWBs of all new models of mobile products. Sony loses points as it needs to bring forward its timeline by one quarter to end of CY 2010 and substitute these harmful substances in all its products, not just mobile devices. More information.	Sony is working to eliminate specific phthalates used as a plasticiser in PVC, although a timeline for all products isn't specified. More information. Sony has banned beryllium oxide from April 2008 with exemptions, although beryllium copper is listed as a controlled substance with no timeline for elimination. Antimony is not listed. More information.	All VAIO PCs have BFR-free casings and PWBs, many are also free of PVC in casings and internal wiring. Other Sony products that are partially free of PVC and BFRs, include many models of Walkman, Personal Navigation Systems, IC recorders, Video Cameras, Video Recorders, HD Snap Cameras, Digital Cameras, SLR Cameras, Digital Photo Frames, Memory Sticks, Memory Cards, and PSPs; the casings and internal wiring are PVC free but not external cabling, and casings and main printed wiring boards are BFR free, but not all wiring boards. Sony has successfully eliminated PVC in many other internal and external components. More information. Sony needs to show progress by bringing more PVC and BFR free products to the market in order to keep these points.

E-Waste

Support for Individual Producer Responsibility	Provides voluntary take-back where no EPR laws exist	Provides info for individual customers on take-back in all countries where products are sold	Reports on amount of e-waste collected and recycled	Use of recycled plastic content in products - and timelines for increasing content
PARTIALLY GOOD (2+)	BAD (0)	PARTIALLY GOOD (2+)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)
Sony supports the principle of Individual Producer Responsibility. For full marks, Sony will also need to document its operationalising of IPR and continue to lobby for IPR, inter alia by ensuring that the revised EU WEEE legislation sets clearer requirements (enforcement criteria) for the implementation of IPR. More information. Sony is a member of the European Recycling Platform established to implement IPR. More information.	Sony has expanded its nationwide recycling program in the US, together with WM Recycle America and has recently established the GreenFill initiative for recycling small electronics via retailers. Sony fails to score as it has failed to expand its take-back programme in non-OECD countries. More information. In Canada, all Sony handheld products are accepted for recycling, and notebook PCs can be traded in, at its Sony Style stores across Canada. 29 non-retail locations accept all Sony products for recycling at no charge. More information. Sony offers battery take-back and recycling in Brazil, Australia, New Zealand and Argentina.	Sony provides information to individual customers in the EU, US (including on batteries) and Japan, but not in Canada. More information. Also see Sony Take Back Recycling Program website for the US.	In fiscal 2009, Sony recovered 112,122 tons of end-of-life products from Japan, Europe, North America and South Korea, including TVs and PCs from Japanese consumers; the collection rate for TVs and PCs in Japan was approximately 88%, based on their average lifespan. But this figure is only for Japan and there is no differentiation for TVs and PCs. More information. Sony reports on the amounts of WEEE and batteries collected in N. America, recycling rates for TVs and PCs in Japan and recycling volumes for batteries in Asia & Australia. More information here and here. Recycling in Europe and ERP	Sony currently uses approximately 17,000 tons recycled plastics annually in various products, representing 10% of all plastics used (by FY 2008). Approximately 89% of this is post consumer plastic, with 11% post industrial plastic. Sony has set its reused/ recycled materials ratio targets at 12% or higher, by FY 2010. More information. Green Management 2010 recycled plastic progress and target.

Energy

Support for global mandatory reduction of GHG emissions	Company carbon footprint disclosure	Commitment to reduce own direct GHG emissions	Amount of renewable energy used	Energy efficiency of New Models (double points)
BAD (0)	PARTIALLY GOOD (2+)	GOOD (3+)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)
Sony fails to score points because the Tokyo Declaration it co-signed calls for emissions to peak in 10 to 15 years, rather than by 2015, uses a baseline year of 2000 (not 1990) and fails to differentiate between the higher cuts in GHG emissions required by industrialised countries. More information.	Sony discloses GHG emissions totalling approximately 26 million tons in fiscal 2008, of which 2.072 million tons are Sony's own emissions. The increase of 16% since fiscal year 2007 is due to CO ₂ emissions from consumer use of LCD televisions whose sales have risen sharply. More information here and here. Methods and approach. Sony regains a point as independent verification of its GHG emissions is provided by Bureau Veritas Group. Verification.	Sony has committed to an absolute reduction of 30% over 2001 levels by 2016 and scores maximum points. Road To Zero. Sony is committed to reducing emissions from business sites by 7% or more by 2010, but using emission data from 2000 as baseline. More information here and here. Sony cut GHGs by 17% over the 8 year period 2000-2008. In the period 2000-2007 GHGs fell only 6.6%. More information. As part of its 'Road to Zero' commitment, Sony is aiming for a 14% reduction in total CO ₂ emissions associated with all transportation and logistics (compared to fiscal 2008).	Renewable energy now accounts for 8% of the total amount of energy purchased globally each year, rising from 2.5% a year ago. CO ₂ emissions in FY 2008 were reduced by approx. 92,000 tons through the use of the Green Power Certification System in Japan and solar power. As of March 2009, Sony's US renewable energy purchases make up around 21% of its monthly electricity purchases. More information. However there is no commitment and timeline to increase its use. In FY2008 renewable energy accounted for 100% of the total power consumption by Sony's European sites. More information.	About 95% of Sony PCs sold between January and March 2010 conform to the latest Energy Star standards, and 94% of models sold from July 2009 comply. The AC adapter released in FY 2009 meets ES 2 standards. All new models of TVs released in the US comply with the latest ES standards (4.1). However, Sony needs to report on Energy Star compliance for TVs released outside the US. More information.

Criteria on Toxic Chemicals

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.

The issue of toxicity is overarching. 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 are weighted more heavily than criteria on recycling.

Although there are five criteria on both chemicals and waste, the top score on chemicals is 18 points, as double points are awarded for vinyl plastic-free (PVC) and BFR-free models on the market, whereas the top score on e-waste is 15 points.

The first criterion has been sharpened to require companies not only to have a chemicals policy underpinned by the Precautionary Principle, but also to support a revision of the RoHS Directive that bans further harmful substances, specifically BFRs, chlorinated flame retardants (CFRs) and PVC. The criterion on Chemicals Management remains the same. The criterion: BFR-free and PVC-free models on the market, also remains the same and continues to score double points.

The two former criteria: Commitment to eliminating PVC with timeline and Commitment to eliminating all BFRs with timeline, have been merged into one criterion, with the lower level of commitment to PVC or BFR elimination determining the score on this criterion.

A new criterion has been added, namely Phase out of additional substances with timeline(s). The additional substances, many of which have already been identified by the brands as suspect substances for potential future elimination are:

- (1) all phthalates,
- (2) beryllium, including alloys and compounds and
- (3) antimony/antimony compounds

Criteria on e-waste

Greenpeace expects companies to take financial responsibility for dealing with the electronic waste (e-waste) generated by their products, to take back discarded products in all countries with sales of their products and to re-use or recycle them responsibly. Individual Producer Responsibility (IPR) provides a feedback loop to the product designers of the end-of-life costs of treating discarded electronic products and thus an incentive to design out those costs.

An additional e-waste criterion has been added and most of the existing criteria have been sharpened, with additional demands. The new e-waste criterion requires the brands to report on the use of recycled plastic content across all products and provide timelines for increasing content.

Criteria on energy

The five new energy criteria address key expectations that Greenpeace has of responsible companies that are serious about tackling climate change. They are:

- (1) Support for global mandatory reduction of greenhouse gas (GHG) emissions;
- (2) Disclosure of the company's own GHG emissions plus emissions from two stages of the supply chain;
- (3) Commitment to reduce the company's own GHG emissions with timelines;
- (4) Amount of renewable energy used
- (5) Energy efficiency of new models (companies score double on this criterion)

Click here to see more detailed information on the ranking

Ranking criteria explained

As of the 8th edition of the Guide to Greener Electronics, Greenpeace scores electronics brands on a tightened set of chemicals and e-waste criteria, (which include new criteria) and on new energy criteria.

The ranking criteria reflect the demands of the Toxic Tech campaign to electronics companies. Our two demands are that companies should:

- (1) clean up their products by eliminating hazardous substances; and
- (2) take-back and recycle their products responsibly once they become obsolete.

The two issues are connected: the use of harmful chemicals in electronic products prevents their safe recycling once the products are discarded.

Given the increasing evidence of climate change and the urgency of addressing this issue, Greenpeace has added new energy criteria to encourage electronics companies to:

- (3) improve their corporate policies and practices with respect to Climate and Energy

Ranking regrading: Companies have the opportunity to move towards a greener ranking as the guide will continue to be updated every quarter. However penalty points will be deducted from overall scores if Greenpeace finds a company lying, practicing 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 and the energy used by their products and operations.

The guide does not rank companies on labour standards, social responsibility or any other issues, but recognises that these are important in the production and use of electronics products.

Changes in ranking guide: 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.

In the eighth edition, we sharpened some of the existing ranking criteria on toxic chemicals and e-waste and added a criterion on each issue. We also added five new energy criteria. In the fourteenth edition the criteria for the Precautionary Principle was made more challenging.

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Toshiba, Samsung, LGE, Dell and Lenovo continue to be penalised in this latest version of the Guide for backtracking on their commitments to phase out vinyl plastic (PVC) and brominated flame retardants (BFRs). Toshiba is served with a further penalty point for misleading its customers and Greenpeace by not admitting that it would not meet its commitment. In addition, Microsoft is served with a penalty point for the first time for backtracking on its commitment to phase out PVC and BFRs by the end of 2010.