

# TV Recycling Report Card Grading For: Best Buy

**The Talk:** “We recognize that we have a responsibility to help consumers make smart decisions about the environment impact of their Best Buy purchases. So naturally, we need to show leadership when it comes to energy efficiency and recycling of e-waste.”<sup>1</sup>

**The Walk:** In Feb 2009, Best Buy launched a national takeback program at all 1006 of its stores, taking back all brands of TVs, 32 inches or less for a fee of \$10. (The fee doesn’t cover the whole recycling cost, so Best Buy is subsidizing the costs to recycle TVs in this program.)

This goes beyond what we intended to grade Best Buy on – since they take all brands, not just their house brand – and represents a significant milestone in providing convenient takeback options for consumers – at the same stores where they are buying TVs.



Category	Possible Points	Points Given	Details
<b>Scope of US takeback recycling program</b>			
Offers free convenient national takeback recycling for their branded TVs for individual consumers	25	23	Best Buy takes back its own house brands (Insignia, Dynex and VPR Matrix) for free at all stores. They take back other brands of TVs (32 inches or less) for a fee of \$10. Not full credit for limit at 32 inches.
Offers free national takeback recycling for a larger scope of their branded products in addition to TVs	8	8	Yes, you can bring other electronics back, not just TVs. Hard drives must be removed from computers.
Offers free national takeback recycling for other customers – not just individual consumers	3	3	Open to all customers, but limited to 2 products per day.
Offers to take products from other brands for free or a nominal charge	2	2	Yes, Best Buy will take all brands back. They charge \$10 for TVs, max 32 inches.
<b>Subtotal</b>	<b>38</b>	<b>36</b>	
<b>Provides responsible recycling</b>			
Signed Manufacturers Commitment to Responsible Electronics Recycling	15	0	Has not signed.
Other public commitment to not export to developing countries/use prison labor/landfill/incinerate toxic materials*	5	4	
Publishes full recycling standards on company website	5	3	Not full standards but some details are provided.

<sup>1</sup> [http://www.bestbuyinc.com/corporate\\_responsibility/our\\_planet.htm](http://www.bestbuyinc.com/corporate_responsibility/our_planet.htm)

Use only E-Stewards as recyclers	5	0	They “encourage” recyclers to meet a standard like e-Stewards or the very weak R2 standards. But e-Stewards are not required. No credit.
Discloses recycling and refurbishing vendors on company website	5	5	All disclosed
Discloses countries where final disposal/recycling of toxic materials occurs	7	0	No info
<b>Subtotal</b>	<b>37</b>	<b>12</b>	
<b>Volumes and visibility</b>			
Has ambitious collection and recycling goals expressed as a percent of sales or other measures	2	0	No goals.
Significant volume of e-waste collected and recycled nationally and publicly reported as a percent of sales or other measure	10	5	Best Buy reports collecting 19,000 tons in 2008 <sup>2</sup> but with no breakdown beyond that, no percent of sales. Still, it’s a higher volume than others in this report card.
Easy to find recycling information on company website	3	3	Yes, link from home page. Very user friendly.
<b>Subtotal</b>	<b>15</b>	<b>8</b>	
<b>Public policy</b>			
Statement of support and active work in support of producer takeback recycling legislation with performance goals for manufacturers at the state level	5	0	
Statement of support and active work on strong federal legislation to ban the export of toxic electronic waste to developing nations	5	0	
<b>Subtotal</b>	<b>10</b>	<b>0</b>	
	<b>Total Possible</b>	<b>Total Earned</b>	
<b>TOTAL SCORE</b>	<b>100</b>	<b>56</b>	Grade: C+ (Up from a D last time)

**Grading Scale:**

**A: 81-100      D: 11-34**  
**B: 61-80      F: 0-10**  
**C: 35-60**

**Company websites**

[www.bestbuy.com/recycling](http://www.bestbuy.com/recycling)

<sup>2</sup> [http://www.bestbuyinc.com/corporate\\_responsibility/our\\_planet\\_recycling.htm](http://www.bestbuyinc.com/corporate_responsibility/our_planet_recycling.htm)