

# TV Recycling Report Card Grading For: LG

**The Talk:** “The LG Electronics Recycling Program provides consumers with a free and convenient way of recycling their used, unwanted, obsolete or damaged LG consumer electronic products.”



**The Walk:** LG launched its program on August 1, 2008 with the goal of providing recycling within 20 miles of 95% of all Americans. The press release promised the recycling would be done “in an environmentally responsible manner...that protects the local environment in those communities along with the people handling this waste.” There are a number of drop-off locations, but millions of Americans still have no convenient locations near them and there are no explicit commitments to responsible recycling, goals, disclosure of volumes or examples of advocacy on these issues.

**About Samsung** LG Electronics is a Korean-based company that is responsible for LG, Zenith and GoldStar brands. Because there are so many old Zenith TVs “out there” it is significant that LG is taking back these old brands.

Category	Possible Points	Points Earned	Details
Scope of US takeback recycling program			
Offers free convenient national takeback recycling for their branded TVs for individual consumers	25	18	There are 154 drop-off locations listed on LG's site, (up from 135 last November) with at least one in every state. Roughly half are in states with no law requiring recycling. However, there are still not enough to be considered convenient for most Americans. Consumers have to pay the mailing expenses to use the mailback program. While LGE has promised drop-off events, none were held or scheduled as on 11/8/08 and website only shows one since then. (Dallas in 12/08)
Offers free national takeback recycling for a larger scope of their branded products in addition to TVs	8	8	Products covered by the LG Electronics Recycling Program include LG, Zenith and GoldStar brands of televisions, monitors, audio equipment, video cassette players and recorders, DVD players and recorders, combination TV/VCR and TV/DVD units, set top boxes and accessories associated with those products.
Offers free national takeback recycling	3	2	Consumers may drop off up to 5 LG-

for other customers – not just individual consumers			branded items at a time. <sup>1</sup>
Offers to take products from other brands for free or a nominal charge	2	2	Other brands are accepted at drop-off facilities for a fee. Website should say how much
<b>Subtotal</b>	<b>38</b>	<b>31</b>	
<b>Provides responsible recycling</b>			
Signed Manufacturers Commitment to Responsible Electronics Recycling	15	0	
Other public commitment to not export to developing countries/use prison labor/landfill/incinerate toxic materials*	5	0	The LGE website says, “Recycling prevents usable commodities from going into landfills, reduces the need for extraction or production of new materials and saves energy.” However, there is no public commitment to prevent sham recycling.
Publishes full recycling standards on company website	5	0	Not published
Use only E-Stewards as recyclers	5	1	Recycler is in e-stewards review process
Discloses recycling and refurbishing vendors on company website	5	5	LG works with Waste Management’s Recycle America company as its processor.
Discloses countries where final disposal/recycling of toxic materials occurs:	7	0	No info stated
<b>Subtotal</b>	<b>37</b>	<b>6</b>	
<b>Volumes and visibility</b>			
Has ambitious collection and recycling goals expressed as a percent of sales or other measures	2	1	Goal of providing recycling within 20 miles of 95% of all Americans but no timetable
Significant volume of e-waste collected and recycled nationally and publicly reported as a percent of sales or other measure	10	4	LG now reports volumes collected by region – 935 tons in North America in 2008. (But compare that to the 8000 tons of electronics in Asia, and 40,000 tons of electronics in Europe.) LG doesn’t break down what’s from mandated programs and what’s “voluntary.” LG is the only TV company to offer a global recycling rates as percentages of sales (sales 10 years ago): Recycling rates for 2008: TVs - 159 % (based on an average life-span of 10 years)

<sup>1</sup> <http://www.wm.com/WM/TakeBack/LG/index.asp>

			Computers - 59 % (based on an average life-span of 7 years, but with sales by the LG brand from '05) Mobile phones - 7.1% (based on an average life-span of 2 years) <sup>2</sup>
Easy to find recycling information on company website	3	3	Home page on the LG USA site now has direct link to recycling program.
<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	1	Statement of support for producer takeback recycling on website but no details and no active support
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>1</b>	
	<b>Total Possible</b>	<b>Total Earned</b>	
<b>TOTAL SCORE</b>	<b>100</b>	<b>46</b>	<b>C</b> (Up from 39 in Nov 08)

Company website: <http://us.lge.com/green/>

[http://us.lge.com/products/model/detail/tv|audio|video\\_lcd%20flat%20panel\\_\\_RECYCLING.jhtml](http://us.lge.com/products/model/detail/tv|audio|video_lcd%20flat%20panel__RECYCLING.jhtml)

Collection volumes: [http://www.lge.com/about/sustainability/take-back\\_Performance.jsp](http://www.lge.com/about/sustainability/take-back_Performance.jsp)

**A: 81-100**

**D: 11-34**

**B: 61-80**

**F: 0-10**

**C: 35-60**

<sup>2</sup> [http://www.lge.com/about/sustainability/take-back\\_Performance.jsp](http://www.lge.com/about/sustainability/take-back_Performance.jsp)