

TV Recycling Report Card Grading For: Panasonic

The Talk: After years of lobbying against producer takeback on the state and federal level, Panasonic has added the following statement to its global [website](#):
“Panasonic is one of the leading manufacturers supporting the concept of Extended Producer Responsibility (EPR) and is earnestly promoting product recycling worldwide.”
 This is a significant change of position for this company which spent years promoting policies to charge consumers recycling fees.



The Walk: In 2008, Panasonic (along with Toshiba and Sharp) launched a recycling company called MRM, initially to comply with state mandated recycling programs in MN and TX (monitors only). In January 2009, MRM expanded this to be a national program with sites in every state, although only a couple of sites in most states (except those with e-waste laws). **Panasonic improves from a D to a C grade with this report card.**

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	17	In October 08, Panasonic said it would take 3 years to set up sites in all 50 states, but they actually did it by Feb 09. Like other TV company programs, almost half of the sites are in states with laws that require takeback. But this is still a significant step forward.
Offers free national takeback recycling for a larger scope of their branded products in addition to TVs	8	8	Panasonic takes back its other consumer products in addition to TVs. Also now taking back its Qasar and Technics brands
Offers free national takeback recycling for other customers – not just individual consumers	3	0	No, consumers only.
Offers to take products from other brands for free or a nominal charge	2	2	Yes.
Subtotal	38	27	
Provides responsible recycling			
Signed Manufacturers Commitment to Responsible Electronics Recycling or other public commitment to not export to developing countries/use prison labor/landfill/incinerate toxic materials*	15	0	They have not signed the Commitment.
Publishes full recycling standards on company website	5	4	The MRM website has added a “recycling ethic” section that says they prohibit use

			of prison labor, which gets one point. It also says, "We will not allow the export of e-waste for dismantling and recycling in non-OECD countries" and they have a no landfill policy.
Use only E-Stewards as recyclers	5	1	They mention E-stewards as one standard, but they also allow compliance with the weak R2 standard.
Discloses recycling and refurbishing vendors on company website	5	5	MRM says they work with CRT-Processing, Creative Recycling Systems, Eco-International and Materials Processing Corporation
Discloses countries where final disposal/recycling of toxic materials occurs.	7	0	No information on final destination
Subtotal	37	10	
Volumes and visibility			
Has ambitious collection and recycling goals expressed as a percent of sales or other measures	2	1	No stated goals on volume, but stated goal of 800 sites by 2011, so partial credit.
Significant volume of e-waste collected and recycled nationally and publicly reported as a percent of sales or other measure	10	1	No reporting as percent of sales or other benchmark. Panasonic's environmental website reports on volumes from Maine and Minnesota totaling 601 tons of TVs and monitors collected in 2007. ¹ But these are both legally mandated programs. MRM site also lacks data.
Easy to find recycling information on company website	3	1	Still no link from home page, and you have to know to go to "About Panasonic" to find recycling website.
Subtotal	15	3	
Public policy			
Statement of support and active work in support of producer takeback recycling legislation with performance goals for manufacturers at the state level	5	1	After years of leading a coalition of TV companies in opposition to producer responsibility, including lobbying against takeback bills, Panasonic's global website now reflects support for individual producer responsibility ² so they get 1 point for that. But they do not support goals nor do they support state legislation on takeback.
Statement of support and active work on strong federal legislation to ban the export of toxic electronic waste to	5	0	

¹ <http://www.panasonic.net/eco/recycle/region.html#us>

² <http://www.panasonic.net/eco/recycle/>

developing nations			
Subtotal	10	1	
	Possible Points	Points Earned	
TOTAL SCORE	100	40	C (Up from 18 pts in Nov 08)

Company website:

<http://www.mrmrecycling.com/index.htm> MRM site

<http://www.panasonic.net/eco/recycle/>

Grading Scale:

A: 81-100

D: 11-34

B: 61-80

F: 0-10

C: 35-60