

TV Recycling Report Card Grading For: Samsung

The Talk: “All good things come to an end. Let's make sure it's a Green end.”

The Walk: Samsung launched a nationwide, recycling program for TVs and other electronics on October 1, 2008. Samsung moves up from a C to a B- with this report.

About Samsung Samsung is based in Korea and is the leading seller of TVs.



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	20	They have 208 drop-off locations, 138 of those in states that don't require them to recycle.
Offers free national takeback recycling for a larger scope of their branded products in addition to TVs	8	8	Covers TVs, DVD & VHS players, audio equipment, home theater systems, cameras, camcorders, computer monitors, printers & peripherals ¹
Offers free national takeback recycling for other customers – not just individual consumers	3	3	No limits on the number of return items or types of consumers.
Offers to take products from other brands for free or a nominal charge	2	2	Lists fees for other brands returns.
Subtotal	38	33	
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	5	Samsung now has a public statement on their website about not exporting, using prison labor, landfilling or incinerating e-waste. ² We still hope they will sign the Manufacturer's Commitment which is more detailed and clearer.
Publishes full recycling standards on company website	5	4	Samsung's site now includes some of the elements of recycling standards on their website.
Use only E-Stewards as recyclers	5	0	
Discloses recycling and refurbishing vendors on company website	5	5	Samsung discloses all 4 vendors: - SIMS Group Limited, CRT Processing, Eco International LLC, JFRC, LLC.
Discloses countries where final	7	7	Destinations now disclosed.

¹ http://pages.samsung.com/us/recyclingdirect/pdf/TBRRelease_09032008.pdf

² <http://pages.samsung.com/us/recyclingdirect/faqs.html>

disposal/recycling of toxic materials occurs:			
Subtotal	37	21	
Volumes and visibility			
Has ambitious collection and recycling goals expressed as a percent of sales or other measures	2	0	No goals stated.
Significant volume of e-waste collected and recycled nationally and publicly reported as a percent of sales or other measure	10	4	Improved. Site now has clear tally of volumes collected. ³ 2008: 2,130,424 lbs. 2009 YTD: 165, 822 lbs. Added page for totals by state which no others are reporting ⁴ . Still no comparison to sales, however. These are not large numbers, given market share.
Easy to find recycling information on company website	3	2	Must navigate via "Social and Environmental Programs to find info.
Subtotal	15	6	
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	Samsung has a global policy statement on producer takeback but has not been actively promoting state legislation with goals. ⁵
Statement of support and active work on strong federal legislation to ban the export of toxic electronic waste to developing nations	5	0	
Subtotal	10	1	
	Possible Points	Points Earned	
TOTAL SCORE	100	61	Previous Score (Nov 2008) was 45

Company website: www.samsung.com/recyclingdirect
<http://pages.samsung.com/us/recyclingdirect/faqs.html>

Grading Scale:

A: 81-100 B: 61-80 C: 35-60

³ <http://pages.samsung.com/us/recyclingdirect/>

⁴ <http://pages.samsung.com/us/recyclingdirect/progress.html>

⁵ "Samsung Electronics supports the concept of Individual Producer Responsibility (IPR), and understands that this is the critical mechanism that will incentivise manufacturers to make better products, and dramatically reduce the level of WEEE arising at traditional waste disposal options such as landfill and incineration." Available 11/10/08 at:
http://www.samsung.com/us/aboutsamsung/corpcitizenship/environmentsocialreport/environmentsocialreport_PolicyPrinciple.html

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