

TV Recycling Report Card Grading For: Sony

The Talk: "At Sony, we support the recycling of our products with the same respect as we have when creating them."¹



The Walk: On September 15, 2007, Sony established the first national takeback recycling program for TVs and other electronics. Sony has expanded the number of drop-off facilities and has held 246 recycling events in 2008, with 9 more scheduled. In 2007, Sony made explicit commitments to provide responsible recycling and set goals to have a recycling facility within 20 miles of 95% of all Americans, but these commitments are not visible on Sony's recycling web pages.

Category	Possible Points	Points Given	Details
Scope of US takeback recycling program			
Offers free convenient national takeback recycling for their branded TVs for individual consumers	25	21	Sony has a national program, with collections sites across the country. But many more sites are needed before this can be a "convenient" program.
Offers free national takeback recycling for a larger scope of their branded products in addition to TVs	8	8	Sony takes back all their electronic products. Sony added recycling drop boxes for smaller (non TV) Sony products in stores.
Offers free national takeback recycling for other customers – not just individual consumers	3	2	Consumers may drop off up to 5 Sony-branded items at a time. ²
Offers to take products from other brands for free or a nominal charge	2	2	Sony does take back other company products for a fee at TV sites.
Subtotal	38	33	
Provides responsible recycling			
Signed Manufacturers Commitment to Responsible Electronics Recycling	15	15	"[Sony] was the first to sign the Electronics TakeBack Coalition's "Manufacturers' Commitment to Responsible E-Waste Recycling". This is a commitment to a sound recycling process restricting the export of toxic components to developing countries. ³
Other public commitment to not export	5	0	NA See above.

¹

<http://www.sonystyle.com/webapp/wcs/stores/servlet/CategoryDisplay?catalogId=10551&storeId=10151&langId=-1&categoryId=8198552921644513777#/program/>

²<http://www.wm.com/WM/TakeBack/sony/index.asp>

³ <http://www.sony.net/SonyInfo/Environment/activities/recycle/america/index.html>

to developing countries/use prison labor/landfill/incinerate toxic materials*			
Publishes full recycling standards on company website	5	0	Not published
Use only E-Stewards as recyclers	5	1	Pledged to ETBC to have its vendors apply to be E-Stewards, but info not on any of Sony's websites. Waste Management Recycle America is going through E-Steward review process.
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
Subtotal	37	21	
Volumes and visibility			
Has ambitious collection and recycling goals expressed as a percent of sales or other measures	2	2	"[Sony] aims to eventually provide a collection center located within 20 miles of 95% of the country's population. The company's goal is to recycle one pound of old consumer electronics equipment for every pound of new products sold. ⁴ No timeline to reach this goal.
Significant volume of e-waste collected and recycled nationally and publicly reported as a percent of sales or other measure	10	3	Sony reports collecting over 14 million lbs in collection events. (This includes meeting state obligations in MN.) Not clear what amounts were collected via sites. No reporting in terms of sales, and no clear (readable) breakdown by year.
Easy to find recycling information on company website	3	1	From Sony.com it's hard to find the recycling site, which lives on the Sony Style site. On Sonystyle.com, searching on "recycling" does not find it. You have to click on "Discover" section to bring up recycling page. This is NOT user friendly.
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	Sony.com has a statement of support for producer takeback recycling. ⁵ Sony sent a letter in support of the NJ producer takeback bill, but there is no record on its website for doing so.
Statement of support and active work	5	0	

⁴ <http://www.sony.net/SonyInfo/Environment/activities/recycle/america/index.html>

⁵ <http://www.sony.net/SonyInfo/Environment/activities/recycle/general/index.html>

on strong federal legislation to ban the export of toxic electronic waste to developing nations			
Subtotal	10	1	
	Total Possible	Total Earned	
TOTAL SCORE	100	61	Grade: B-

Grading Scale:

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

Company websites

<http://green.sel.sony.com/pages/recycle-2.html>