

TV Recycling Report Card Grading For: Toshiba

The Talk: Toshiba’s TV company let’s the recycling partner MRM (see below) do the talking about recycling.

The Walk: Toshiba (along with Panasonic and Sharp) owns a recycling company called MRM, which was launched in Minnesota to comply with that state program, then broadened to TX to comply with the Texas program for computers (not TVs). In Feb 2009, MRM took this program to all states.



About Toshiba: Toshiba America Consumer Products (TACP) is the Toshiba company that makes TVs. (A separate company makes laptops and IT products.)

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	Toshiba is part of the MRM consortium, which launched a national takeback program for TVs in February. 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	MRM takes back its other consumer products in addition to TVs. Toshiba’s computer company also has launched a different, mail-back program for laptops and other equipment.
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	Toshiba has 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 MRM site has stated goal of 800 sites by 2011.
Significant volume of e-waste collected and recycled nationally and publicly reported as a percent of sales or other measure	10	0	No reporting on collection volumes from Toshiba. We’d like to see clear reporting on volumes each year – showing what was collected under mandated state programs, and what was collected in the voluntary program. Totals should also be expressed as a percent of sales, to allow comparison of each company’s recycling efforts.
Easy to find recycling information on company website	3	1	If you type in www.toshiba.com you will never find a link to TV recycling, because that’s the computer site. If you follow links to shop for TVs, you will get to the TV site, and you can follow links to press releases that will eventually lead you to the recycling site. This is not user friendly.
Subtotal	15	2	
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	0	Sharp still does not support producer takeback legislation.
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	0	

	Possible Points	Points Earned	
TOTAL SCORE	100	39	C (Up from 17 pts in Nov 08)

Company website:

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

<http://www.tacp.toshiba.com/recycling/recycling.html>

Grading Scale:

A: 81-100

D: 11-34

B: 61-80

F: 0-10

C: 35-60