

# TV Recycling Report Card Grading For: Walmart

**The Talk:** “Our vision is to reach a day where there are no dumpsters behind our stores and clubs, and no landfills containing our throwaways. We want to create zero waste.<sup>1</sup>”

**The Walk:** WalMart announced it was teaming up with Samsung to offer nationwide, recycling program for its own brand of TVs – Durabrand and Ilo on November 13, 2008. Details can be found at [www.samsung.com/recyclingdirect](http://www.samsung.com/recyclingdirect). Walmart’s score benefits from the improvements made in Samsung’s program.

**About Walmart:** Wal-mart has manufactured its own house brands of TVs, including iLo and Durabrand. They say they are no longer making house branded TVs.



Category	Possible Points	Points Earned	Details
<b>Scope of US takeback recycling program</b>			
Offers free convenient national takeback recycling for their branded TVs for individual consumers	25	20	Walmart has teamed up Samsung which has 174 drop-off locations with at least one in every state with promises of drop-off events.
Offers free national takeback recycling for a larger scope of their branded products in addition to TVs	8	8	At collection events and in the Samsung program, they take back all electronic products. Walmart’s Sams Club stores have an online trade-in program for other electronics, but not for TVs. <sup>2</sup>
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	1	
<b>Subtotal</b>	<b>38</b>	<b>32</b>	
<b>Provides responsible recycling</b>			
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] is working directly with leading e-waste recyclers who do not incinerate, send to solid waste landfill, or export toxic waste (defined in a manner consistent with the commonly accepted definition of hazardous electronic waste) to developing countries.” <sup>3</sup>
Publishes full recycling standards on company website	5	4	Samsung has posted most of the info we’d expect to see from standards

<sup>1</sup> <http://walmartstores.com/Sustainability/7762.aspx>

<sup>2</sup> [www.econewonline.com/samsclub](http://www.econewonline.com/samsclub)

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

Use only E-Stewards as recyclers	5	0	
Discloses recycling and refurbishing vendors on company website	5	5	The SAMSUNG RECYCLING DIRECT website lists its partners.
Discloses countries where final disposal/recycling of toxic materials occurs.	7	7	Samsung now discloses this
<b>Subtotal</b>	<b>37</b>	<b>21</b>	
<b>Volumes and visibility</b>			
Has ambitious collection and recycling goals expressed as a percent of sales or other measures	2	0	No goals from Walmart.
Significant volume of e-waste collected and recycled nationally and publicly reported as a percent of sales or other measure	10	1	Wal-mart has no reporting on e-waste collected in the Samsung program. Walmart also does its own collection events, but with no information about the recyclers, standards, etc. So we did not evaluate based on the event collections. This suggests that we should create a somewhat separate report card for retailer takeback efforts to adequately address the efforts that retailers are making.
Easy to find recycling information on company website	3	2	The e-waste recycling webpage is two clicks off the walmart.com home page if you know to look under "Sustainability." But searches from the home page on "recycling" etc. will never get you there, since this info lives on the walmartstores.com website.
<b>Subtotal</b>	<b>15</b>	<b>3</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	0	No statement.
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>0</b>	
<b>A: 81-100 C: 35-60 B: 61-80 D: 11-34 F: 0-10</b>	<b>Possible Points</b>	<b>Points Earned</b>	
<b>TOTAL SCORE</b>	<b>100</b>	<b>56</b>	<b>C +</b> (Up from 40 pts in Nov 08)

Company website: Company website: <http://walmartstores.com/Sustainability/8787.aspx>