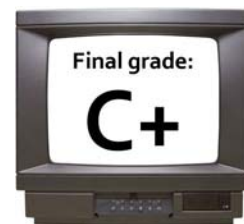


# Electronics Recycling Report Card

## Grading for: **APPLE**



Category	Possible Points	Points Earned	Details
<b>Scope of U.S. takeback recycling program</b>			
<b>Free, convenient, national takeback program</b> Does the company offer free convenient national takeback and recycling of their branded products for individual consumers? - Convenience requires ongoing physical collection sites as well as mailback options. - Evaluates efforts made in states with no e-waste laws or laws with weak requirements	13	2	Apple operates a mailback collection system, plus a trade in program. You can recycle iPods in their stores, and get a 10% discount towards new iPod purchase.
<b>Significant collection volumes</b> Does takeback program have significant collection volumes, and does the company have high volume even in states where the law does not require it?	16	3	Apple doesn't disclose volume information, and doesn't provide any way to evaluate whether Apple is collecting high volumes in non-mandated states in addition to states that require it to. They do express their volumes as a high percentage of their sales (7 years ago), which earns 3 points
<b>Transparent reporting</b> Is the company transparent in reporting on collection volumes, including where they are coming from?	7	2	Apple is one of the few companies to report on takeback as a percent of sales (7 years ago). In 2009, they recycled 66.4% of what they sold by weight in 2003.) They also don't report where their volumes are coming back from - mail back, events, etc, so they don't earn full points here.
<b>Free not just for consumers</b> Does company offer free national takeback recycling for other customers – not just individual consumers?	1	1	They take back from other customers.
<b>Takeback other brands</b> Does program take products from other brands for free or a nominal charge?	1	1	They will take back other brands for a \$30 charge. It's free if you are buying a new Mac.
<b>Encourage reuse</b> Does the program encourage responsible reuse of electronic equipment and parts?	4	3	Apple promotes reuse through their trade in program, run by Power On. Apple's recycler specifications encourage reuse.
SUBTOTAL	42	12	

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<b>Does program provide responsible recycling?</b>			
<b>Are recycling vendors e-Stewards?</b> Does company only use e-Stewards as vendors for all of its consumer recycling, including trade in/buy back programs? For more info, see <a href="http://www.e-stewards.org">www.e-stewards.org</a>	22	11	Apple has 2 recycling systems that they report on - a trade in program (for products with value) and a mail back program (for non-Apple products). The mail back program for non-Apple products uses We Recycle, a certified e-Steward. Apple uses PowerOn as the trade in vendor, but Power On is not an e-Steward, so Apple gets partial points here.
<b>Other public commitment to responsible recycling</b> If the company is not using e-Stewards, does it have another public commitment to not export toxic e-waste* to developing countries, use prison labor or landfill/incinerate toxic e-waste?*	Up to 5 of the 22 pts above	0	
<b>Publish vendor requirements</b> Does company publish its full recycling standards (vendor requirements) on company website?	4	4	Apple publishes its vendor requirements. <a href="http://images.apple.com/recycling/docs/Recycler-Controls.pdf">http://images.apple.com/recycling/docs/Recycler-Controls.pdf</a>
<b>Disclosure of recycling vendors</b> Does company disclose all of the electronics recycling and refurbishing vendors, used by the company and its trade-in partners, on company website?	6	3	Apple discloses use of PowerOn for its trade in program, and WeRecycle for taking back of non-Apple products. No disclosure is made of what recycler PowerOn uses for non-working parts, however.
<b>Disclosure on business takeback streams</b> Do the four disclosures above apply to business streams? While this report card is aimed at consumer streams, company takeback programs for businesses (asset recovery, business trade-ins, lease returns, etc.) comprise a huge volume of some manufacturers' takeback programs.	4	0	No information provided.
<b>SUBTOTAL</b>	36	18	
<b>Other</b>			
<b>Disclosure of what is closed loop recycled</b> Does company disclose information about what streams from its takeback program are closed loop recycled or make a commitment to move in this direction? Closed loop recycling means recycling material streams back into other	2	0	Apple discusses various design for recycling efforts, but none of them explicitly say that Apple is doing any closed loop recycling with the materials returned to the company.

Category	Possible Points	Points Earned	Details
products the company makes or products of equal value (not down-cycling).			
<b>Disclosure of how much is closed loop recycled</b> Does company report on the volume of material that is recycled into closed loop recycling?	5	0	No information that was specific to closed loop recycling.
<b>Recycling info easy to find?</b> Is it easy to find recycling information on company website?	3	2	Must click on environment, which then takes you to the recycling website.
<b>Recyclable Packaging</b> Does the company ship products using packaging made from materials that are typically easily recyclable for most U.S. households (cardboard, but not Styrofoam/ polystyrene)?	2	2	Detailed Product Environmental Reports has some information on recyclable materials used in packaging
SUBTOTAL	12	4	
<b>Public policy</b>			
Does company have a statement in support of strong state legislation for producer takeback, with drivers for manufacturers to collect high volumes, and does company actively support these bills in the States?	5	5	Apple has supported strong takeback laws in many states.
Does the company have a statement of support for federal legislation to ban the export of toxic electronic waste to developing nations and does the company actively support it?	5	5	Apple is a public supporter of HR 6252 which would restrict exports of e-waste to developing nations.
SUBTOTAL	10	10	
<b>TOTAL SCORE</b>	<b>100</b>	<b>44</b>	

Primary webpage on recycling: <http://www.apple.com/recycling/>

\* Toxic e-waste means electronic equipment, parts, and materials destined for recycling or disposal but not for direct reuse, that contain, consist of, or are derived from:

- Cadmium-, lead- or beryllium-containing circuit boards;
- Cathode ray tubes (CRTs);
- CRT glass (processed and unprocessed);
- Batteries containing lead, mercury, and/or cadmium and/or are flammable;
- Components, lamps and devices containing mercury-, beryllium- and Polychlorinated Biphenyl antimony, barium, cadmium, chromium, lead, thallium, beryllium, arsenic, or selenium; and/or
- Non-working or untested parts and whole equipment or devices exported for repair or reuse

For an explanation of the questions and grading, see the [explanation of grading](#)