

# Electronics Recycling Report Card

## Grading for: **Nintendo**



Nintendo has the largest market share in the US for game consoles.

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	Nintendo has a free national mailback program but no collection sites.
<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	2	Nintendo collected 1.6 m lbs. of equipment in FY 2010.
<b>Transparent reporting</b> Is the company transparent in reporting on collection volumes, including where they are coming from?	7	3	Nintendo provides some information on volumes on an annual basis.
<b>Free not just for consumers</b> Does company offer free national takeback recycling for other customers – not just individual consumers?	1	1	Does not restrict its services.
<b>Takeback other brands</b> Does program take products from other brands for free or a nominal charge?	1	0	No information provided.
<b>Encourage reuse</b> Does the program encourage responsible reuse of electronic equipment and parts?	4	4	Offers reasonably priced repair and support for hardware for older systems.
SUBTOTAL	42	12	
<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	0	Nintendo says it partners with a national recycler but doesn't name it, so we cannot determine if it is an e-Steward or not.

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<p><b>Other public commitment to responsible recycling</b></p> <p>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?*</p>	Up to 5 of the 22 pts above	1	Nintendo says they require their vendors to adhere to the "responsible recycling guidelines published by the EPA." By that, they refer to the R2 standard, which allows recyclers to export e-waste to developing countries, and to use prison labor for recycling processes. We give them 1 point for a zero landfill policy, but other statements made are not strong or detailed enough to suggest that no toxic e-waste is going to developing countries.
<p><b>Publish vendor requirements</b></p> <p>Does company publish its full recycling standards (vendor requirements) on company website?</p>	4	0	No vendor requirements on their site. They make some policy statements that are not detailed enough to be considered vendor requirements.
<p><b>Disclosure of recycling vendors</b></p> <p>Does company disclose all of the electronics recycling and refurbishing vendors, used by the company and its trade-in partners, on company website?</p>	6	0	No, they say they use a national recycler, but don't name it.
<p><b>Disclosure on business takeback streams</b></p> <p>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.</p>	4	0	No info on business streams, but presumably Nintendo products are mostly purchased by consumers.
<b>SUBTOTAL</b>	36	1	
<b>Other</b>			
<p><b>Disclosure of what is closed loop recycled</b></p> <p>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 products the company makes or products of equal value (not down-cycling).</p>	2	2	Nintendo says that its recycling partner is required to "operate a transparent closed-loop recycling process."
<p><b>Disclosure of how much is closed loop recycled</b></p> <p>Does company report on the volume of material that is recycled into closed loop recycling?</p>	5	3	Nintendo says it recycles close to 100% of the materials from any returned products or repair parts that can't be re-used, but the company does not give specific

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			volumes.
<b>Recycling info easy to find?</b> Is it easy to find recycling information on company website?	3	3	Easy to find recycling information, now that it's been added to their website (just recently).
<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	Uses recycled paper as packaging for all our retail shipments...Recyclable cardboard packaging has replaced PVC/PET clamshells for all Nintendo Wii accessories.
SUBTOTAL	12	10	
<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	0	No policy statement on this issue
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	0	No policy statement on this issue
SUBTOTAL	10	0	
<b>TOTAL SCORE</b>	<b>100</b>	<b>23</b>	

Primary webpage on recycling: <http://www.nintendo.com/consumer/recycle.jsp>

\* 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](#)