

Electronics Recycling Report Card

Grading for: **Panasonic**



Category	Possible Points	Points Earned	Details
Scope of U.S. takeback recycling program			
Free, convenient, national takeback program 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	Panasonic is one of five partners of MRM Recycling which has a modest national program with 251 sites in the 41 states without strong laws.
Significant collection volumes 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	Panasonic reported collecting 7.4 m lbs. in 2009 in the US. MRM Recycling collected 22 m lbs. in 2009 and 23.8 m. lbs. from Jan. through Aug. 2010.
Transparent reporting Is the company transparent in reporting on collection volumes, including where they are coming from?	7	1	Provided only a national total for its recycling.
Free not just for consumers Does company offer free national takeback recycling for other customers – not just individual consumers?	1	0	
Takeback other brands Does program take products from other brands for free or a nominal charge?	1	0.5	MRM Recycling website states there "may be a charge for recycling other brands or products in certain states."
Encourage reuse Does the program encourage responsible reuse of electronic equipment and parts?	4	2	Has a trade-in and reuse program for their Toughbook computers.
SUBTOTAL	42	8.5	
Does program provide responsible recycling?			
Are recycling vendors e-Stewards? Does company only use e-Stewards as vendors for all of its consumer recycling, including trade in/buy back programs? For more info, see www.e-stewards.org	22	11	MRM uses some E-Stewards and some that recyclers that are not.

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Other public commitment to responsible recycling 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	
Publish vendor requirements Does company publish its full recycling standards (vendor requirements) on company website?	4	2	Recyclers can't use prison labor, but it's too vague on the export topic. Whole units are specifically prohibited from being exported, but other hazardous e-waste such as shredded circuit boards are not covered. It does not require compliance with international hazardous waste definitions and protocols.
Disclosure of recycling vendors Does company disclose all of the electronics recycling and refurbishing vendors, used by the company and its trade-in partners, on company website?	6	6	MRM discloses all of their recycling vendors.
Disclosure on business takeback streams 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 regarding the specifics of vendors or criteria for recycled Toughbooks "in an eco-friendly manner by Panasonic."
SUBTOTAL	36	19	
Other			
Disclosure of what is closed loop recycled 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).	2	0	None disclosed.
Disclosure of how much is closed loop recycled Does company report on the volume of material that is recycled into closed loop recycling?	5	0	No.
Recycling info easy to find? Is it easy to find recycling information on company website?	3	1	From home page, must click "about", then "environment", then the MRM link to visit a different site to learn about recycling.

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Recyclable Packaging 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	0	No statements made about ability to recycle packaging for products reviewed in this report card, but Panasonic is doing a redesign of TV packaging in the US to reduce GHG content.
SUBTOTAL	12	1	
Public policy			
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	
TOTAL SCORE	100	28.5	

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

* 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](#)