

# Electronics Recycling Report Card

## Grading for: **Sony**



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	0.5	Dropoff available throughout US, but mailback only available in certain areas. Sony's collection network has shrunk since the last report card.
<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	1	Reported collecting 10.8 m. lbs. in 2009 in US.
<b>Transparent reporting</b> Is the company transparent in reporting on collection volumes, including where they are coming from?	7	2	Data provided only for total amount collected.
<b>Free not just for consumers</b> Does company offer free national takeback recycling for other customers – not just individual consumers?	1	1	Not specifically limited to consumers, assumed anyone can drop off or mail in products.
<b>Takeback other brands</b> Does program take products from other brands for free or a nominal charge?	1	0	No.
<b>Encourage reuse</b> Does the program encourage responsible reuse of electronic equipment and parts?	4	3	Trade in program available, also lists National Cristina Foundation charitable donation.
SUBTOTAL	42	7.5	
<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	10	Sony's website states they use one E-steward and one recycler that is not an E-Steward.

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<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	0	No published vendor requirements.
<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	2	Recyclers are not listed clearly on the recycling website. WMRA can be found in the Corporate Sustainability Report.
<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 found.
SUBTOTAL	36	12	
<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 products the company makes or products of equal value (not down-cycling).	2	2	Sony achieved a reused/recycled materials utilization rate of approximately 8% by increasing the amount of recycled materials used in a broad range of product categories, including televisions, audio units, camcorders, game consoles and PCs
<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	1	Sony says it is increasing the rate that it is using closed loop recycling, but no specific volumes are given.
<b>Recycling info easy to find?</b> Is it easy to find recycling information on company website?	3	1	Have to go to "Service & Support," then "Product Report" and click on the "Think Green/Recycling" box.
<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	Minimizing its use of petroleum-based material such as polystyrene in the packaging, opting instead to use recycled plastic materials, and paper materials for which well-established recycling systems exist.
SUBTOTAL	12	6	

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<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	In the US, Sony has been very vocally critical of the approach to pass state laws.
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 information provided.
SUBTOTAL	10	0	
<b>TOTAL SCORE</b>	<b>100</b>	<b>25.5</b>	

Primary webpage on recycling: <http://green.sel.sony.com/pages/recycle.html>

\* 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](#)