

Electronics Recycling Report Card

Grading for: **TARGET**



Summary: For years, Target made its own house brand of TVs called TruTech. They are no longer selling them but they still have many products that are being disposed/recycle. Target has no takeback program for TVs, and its website makes no explicit mention of recycling, just a trade-in program for small electronics.

Category	Possible Points	Points Earned	Details
Scope of U.S. takeback recycling program	42		
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	0	Target does not have a mail back program. Potential TV buyers are given the option to purchase installation for new TVs that include removal/recycling of old units, but through third party, and details are not readily available.
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	0	No information provided.
Transparent reporting Is the company transparent in reporting on collection volumes, including where they are coming from?	7	1	Only total amounts reported.
Free not just for consumers Does company offer free national takeback recycling for other customers – not just individual consumers?	1	0	No.
Takeback other brands Does program take products from other brands for free or a nominal charge?	1	0	No.
Encourage reuse Does the program encourage responsible reuse of electronic equipment and parts?	4	2	No recycling for items without value. Has trade-in program, but only for game consoles and laptops (not desktops, printers or TVs).
SUBTOTAL	42	3	
Does program provide responsible recycling?	36		
Are recycling vendors e-Stewards? Does company only use e-Stewards as vendors for	22	0	No.

Category	Possible Points	Points Earned	Details
all of its consumer recycling, including trade in/buy back programs? For more info, see www.e-stewards.org			
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	No information provided.
Publish vendor requirements Does company publish its full recycling standards (vendor requirements) on company website?	4	0	None published.
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	0	None published.
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	None published.
SUBTOTAL	36	0	
Other	12		
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	
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 information provided.
Recycling info easy to find? Is it easy to find recycling information on company website?	3	0	Home page has "trade in" on electronics section's drop down box, but no services for TVs or recycling for products without value.

Category	Possible Points	Points Earned	Details
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.
SUBTOTAL	12	0	
Public policy	10		
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 statements.
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 statements.
SUBTOTAL	10	0	
TOTAL SCORE	100	3	

Primary webpage on recycling:

http://sites.target.com/images/corporate/about/responsibility_report/2009/full_report.pdf

* 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](#)