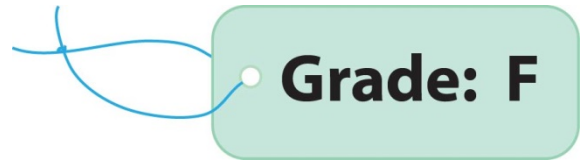


Electronics Retailers Recycling Report Card for: **Amazon.com**



Despite being the third largest seller of consumer electronics in the U.S. (\$19 billion in 2012), Amazon has no real recycling program, except for their Kindle products. They do have a trade in program for some categories of products, which they sell on their trade in site. Even though Amazon has no physical stores, they have figured out how to partner with other retailers (7-11, Rite Aid, Ace Hardware, Staples) to provide delivery lockers for customers who don't want home delivery. We believe that Amazon could use the same creativity to find partners to help their customers recycle electronics.

Grading Criteria	Max Points	Points Earned	Comments
1. ELECTRONICS RECYCLING PROGRAM			
1.1. Does the retailer have an ongoing year-round program to take back and <u>recycle</u> electronic products from consumers? (as opposed to occasional events or a trade in program)	1	1	Amazon's only recycling program is for Kindles. They also have a trade in program that allows consumers to send in certain working products for an Amazon gift card. They sell the used equipment online.
1.2. Do they take back for recycling all the same product categories that they sell?	3	1	They only take back Kindles for recycling. No program for all the other products they sell.
1.3. Do they offer physical collection sites (in stores or other locations) where they collect all of the large electronic items (categories other than phones and tablets) that they sell?	5	0	Kindle recycling requires mail back.
1.4. Do they have collection sites for e-waste recycling in every state they sell into?	5	0	No collection sites.
1.5. Is recycling free at the time of drop off?	3	1	Free to recycle the Kindle.
1.6. Secret programs - Is the recycling program a secret? No info on websites or in stores? This earns a deduction.	-10		
Total this section	17	3	
TRANSPARENCY on volumes			
2. TRANSPARENCY. Does the retailer publicly report on their takeback program every year, on their website, including:			
2.1. Total volume of equipment collected?	1	0	
2.2. How much equipment was refurbished and reused? (This can include trade in programs.)	1	0	
2.3. How much equipment was recycled?	1	0	
2.4. How much ink and toner was recycled (if they sell printers)	1	0	
2.5. Total volume collected as a percentage of the total volume the retailer sold.	5	0	No information on Kindle recycling.
2.6. Breakdown of specific materials ultimately recovered during recycling, including critical minerals, if any	1	0	No info provided
Total this section	10 pts	0	

Grading Criteria	Max Points	Points Earned	Comments
3. HOW MUCH IS COMING BACK?			
3.1. How much total electronic equipment did the retailer take back in 2012 in the U.S. for recycling and reuse?	5	0	No info provided
3.2. How much equipment was refurbished and reused?	4	0	No info provided
3.3. How much equipment was recycled?	4	0	No info provided
3.4. How much toner and ink recycled (if they sell toner/ink)?	4	0	No info provided
Total this section	17 pts	0	
RESPONSIBLE RECYCLING			
4. Responsible Recycling We want to be sure that reuse and recycling is done responsibly, and that toxic e-waste isn't sent to developing countries where it can cause harm.			
4.1. Public Export Policy. Does retailer have a formal public policy (on website) for their recycling and trade-in programs that says that:			
4.1.1. All products or parts must be tested and found to be fully functional before being exported from the U.S. to developing countries	3	0	No policy published
4.1.2. All hazardous materials ⁱ and components generated by downstream refurbishers and recyclers must be kept in developed countries throughout final disposition			
4.2. Transparency. Does company publicly disclose all their recycling and reuse vendors for their recycling and trade in programs?	3	1	They do disclose the use of Eco International for their Kindle Recycling program. But they provide no info on who manages the trade in program.
4.3. E-Steward Certification. 4.3.1. Are all of the company's recycling and reuse vendors handling electronics returned in the U.S. certified to the highest voluntary standard in the industry, the <u><i>e-Stewards Standard for Responsible Recycling and Reuse of Electronic Equipment</i></u> [®]	Max 10	0	Eco International is not a certified e-Steward.
4.3.2. Future certification. If the answer to 4.3.1 above is "no," has the company signed a pledge that by [future date], all of their takeback and trade-in programs in the U.S. will work <u>only</u> with reuse and recycling vendors who are certified e-Stewards? All electronics returned in the U.S. will go only to certified e-Stewards for reuse, repair, or recycling.			
Total this section	16	1	
TOTAL	60	4	

Grading Criteria	Max Points	Points Earned	Comments
Link to information on retailer website: http://www.amazon.com/b/ref=hp_200302910_storeland?node=2242532011			

For an explanation of why each question is important, see our "[Criteria for Grading.](#)"

Grading Scale

A = 46-60

B = 31-45

C = 21-30

D = 11-20

F = 0 to 10

ⁱ Hazardous materials as defined under International Law, established by the [Basel Convention](#), not the very narrow definition that the US EPA uses.