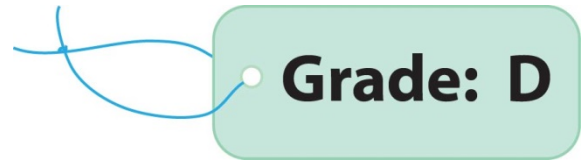


Electronics Retailers Recycling Report Card for: **TARGET**



Target sold \$7 billion in consumer electronics last year, but the only things they take back for recycling are phones, MP3 players, and ink cartridges. (They tell us they will take GPS devices also, but they don't tell the public that.) With 1781 stores, they could be serving their customers much better by taking back the larger items that are difficult to recycle.

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	Target takes back only 3 things for recycling: cell phones, MP3 players and ink cartridges for recycling in their stores. They also have a trade in program.
1.2. Do they take back for recycling all the same product categories that they sell?	3	1	No. They take back smaller, higher value products. But not TVs, monitors, printers, desktops.
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	2	Unlike many trade in programs, Target does accept trade in items at their stores. And for the 3 small things they take for recycling, they have collection bins in the stores.
1.4. Do they have collection sites for e-waste recycling in every state they sell into?	5	5	They only accept 3 small items in their stores.
1.5. Is recycling free at the time of drop off?	3	3	Yes for the 3 small items they take.
1.6. Secret programs - Is the recycling program a secret? No info on websites or in stores? This earns a deduction.	-10	0	
Total this section	17	12	
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	Target does not publish and refused to share any information on the volumes from their recycling or trade in programs for 2012. Actually, as of June 30, we could find no mention of the in store recycling kiosks on Target's website anywhere.
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 disclosure
2.6. Breakdown of specific materials ultimately recovered during recycling, including critical minerals, if any	1	0	No disclosure
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	We can't grade on their volumes since they won't disclose them. Their online CSR report says they recycled 7000 lbs of electronics in 2011, but this appears to be their store-generated e-waste, not customer recycling.
3.2. How much equipment was refurbished and reused?	4	0	
3.3. How much equipment was recycled?	4	0	
3.4. How much toner and ink recycled (if they sell toner/ink)?	4	0	
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.			There is no stated policy on their website. In an email, they told us this, "All vendors we do business with for electronics recycling are contractually obligated to not only be a certified recycling (via ISO, R2 and/or E-stewards) but they are also obligated to recycle all materials within the U.S. and exportation is not allowed." This doesn't address the most common problem - exporting parts and products (not materials) to developing countries. But we gave them one point.
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	1	
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?			
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 <i>e-Stewards Standard for Responsible Recycling and Reuse of Electronic Equipment</i> [®]			
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.			

Grading Criteria	Max Points	Points Earned	Comments
Total this section	16	1	
TOTAL	60	13	
Link to information on retailer website: http://www.targettradeinprogram.com/			

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.