



TOSHIBA Ranking = 4.3/10 – 2 = 2.3

Toshiba drops further down the ranking from 14th place to 16th, due to TWO penalty points; the first imposed for backtracking on its commitment to bring to market new models of all its consumer electronics products free of PVC vinyl plastic and brominated flame retardants (BFRs) by 1 April 2010, its own timeline for meeting this commitment; the second for misleading its customers and Greenpeace by not admitting that it would not meet its public commitment until the timeline for that commitment had passed. It has failed to provide a new timeline, which means there is no longer a commitment to eliminate these harmful substances.

Toshiba scores equally on the chemicals and energy criteria; it scores points for its Portege 600 series of PCs, which it describes as having “a PVC-free design”, excluding the AC adapter for markets outside Japan, but plastic moulded parts under 10g still contain BFRs. Mobile phones launched after January 2010 are free from PVC and BFRs, however, Toshiba’s mobile phone business has now been merged with Fujitsu so information isn’t currently available. Toshiba launched a TV (model 55X1) in December 2009 that has no BFRs in the cabinet and no PVC/BFRs in the main control circuit board. Toshiba has also committed to introduce alternatives to phthalates, beryllium and antimony by 2012 in all its products.

The company scores poorly on e-waste due to its lack of support for Individual Producer Responsibility and its low use of recycled plastic. It has made some progress on rolling out global take-back for its PCs but needs to extend this to all of its products, particularly TVs in non-OECD countries. However, Toshiba reports a recycling rate of 13.4 percent globally for a group of five types of products that includes TVs, PCs and 3 types of home appliances. It also provides separate global recycling rates for TVs (36.1 percent in 2009) and PCs (20.2 percent based on sales 10 and 7 years ago, respectively).

On energy, Toshiba scores most of its points on the energy efficiency of its products. Toshiba reports that all PCs developed in 2009 (up to the end of July) comply with the new Energy Star 5, except non-OS models; in addition 23 LCD TV models are compliant with the latest Energy Star 4.1 standard; however, this needs to be expressed as a percentage of all models. It is rewarded for supporting global cuts in greenhouse gas (GHG) emissions with greater cuts for industrialised countries and for disclosing GHG emissions from its own operations and supply chain, but the verification that Toshiba provides is for CSR reporting and not specifically for the calculation of its GHG emissions. The company commits to cut GHG emissions and it has clarified that it aims to stop further increases by (financial year) 2012. Toshiba reports that the percentage of renewable energy used by the Toshiba Group in total (additional to that supplied by the grid) is approximately 0.6 percent, up from 0.1 percent last year, although it fails to score points for this low percentage.

TOSHIBA Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle and support for revision of RoHS Directive.				
Chemicals Management				
Timeline for PVC & BFR phaseout				
Timeline for additional substances phaseout				
PVC-free and/or BFR-free models <small>(companies score double on this criterion)</small>				
Individual producer responsibility				
Voluntary take-back				
Information to individual customers				
Amounts recycled				
Use of recycled plastic content				
Global GHG emissions reduction support				
Carbon Footprint disclosure				
Own GHG emissions reduction commitment				
Amounts of renewable energy used				
Energy efficiency of new models <small>(companies score double on this criterion)</small>				

TOSHIBA Detailed Scoring

Chemicals

Precautionary Principle and support for revision of RoHS Directive.	Chemicals Management	Timeline for PVC & BFR phaseout	Timeline for additional substances phaseout	PVC-free and/or BFR-free models (double points)
PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	BAD (0)	GOOD (3+)	PARTIALLY BAD (1+)
Support for the precautionary principle on Toshiba's global corporate site refers to taking action on toxic chemicals regardless of lack of full scientific certainty. However, Toshiba makes no mention of the need for RoHS 2.0 to adopt a ban on organo-chlorine and bromine compounds (at least PVC, CFRs, and BFRs within 3-5 years), as well as an end-of-life focused methodology for adding future substance restrictions. More information. For PC Division see commitment 4.	Toshiba has Green Procurement Guidelines for suppliers and ranks suppliers. See pdf file. Toshiba's PC and Network Company updated guidelines. Guidelines for Green Procurement v.7. However, Toshiba loses a point as the details about restriction and phase out of hazardous substances in its various product lines do not reflect the commitments on its web-page.	Toshiba has committed to phasing out PVC and BFRs from all its products - not only from their notebook PCs and mobiles - with a timeline of FY 2009. More information. Toshiba outlines its plan for introducing BFR and PVC alternatives in TVs. However, although Toshiba has indicated that it is working hard to bring a PVC/BFR free product on the market, there are currently no totally PVC/BFR free products available. Given that by 1 April 2010 new models of all products should have been free of PVC and BFRs it must be concluded that Toshiba has backtracked on its commitment. Toshiba does not provide a new timeline for meeting this commitment, so it must be assumed that there is no longer a commitment to eliminate these substances. Therefore Toshiba scores no points on this criterion. More information.	Toshiba has committed to replace phthalates, beryllium and compounds and antimony and compounds by 2012 in all its consumer electronic products, if alternatives are available. Despite failing to meet its commitment on PVC and BFR phase out, Toshiba continues to score maximum points on this criterion. More information. For commitment to phase out these substances in notebook PCs.	Toshiba has no models of PC completely free of BFRs. The Portege 600 series of notebook PCs and the worldwide models Portege R700 and Libretto W100 are PVC free (excluding external cables) and BFR free for casing and all plastic parts weighing 10g or more. PVC-free AC cables are used for the Japanese models of Portege R600 and A600. More information here and here. Mobile phones launched after January 2010 are free from PVC and BFRs. PVC/BFR free models are: au mobile phones: T004, IS02 docomo mobile phone: T-01B – although information on these products is not currently available due to a merger of Toshiba's mobile phone business with Fujitsu. Other products which use PVC/BFR alternatives, include PVC free USB cables and halogen free printed circuit boards. Case studies of other products here. Toshiba has confirmed to Greenpeace that in November 2009, it launched a TV (model 55X1), which has no BFRs in the cabinet and no PVC/BFRs in the main control circuit board. See halogen-free hard disk drives here and here.

E-Waste

Support for Individual Producer Responsibility	Provides voluntary take-back where no EPR laws exist	Provides info for individual customers on take-back in all countries where products are sold	Reports on amount of e-waste collected and recycled	Use of recycled plastic content in products - and timelines for increasing content
BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	PARTIALLY GOOD (2+)	PARTIALLY BAD (1+)
Toshiba believes that IPR provides incentives for Design for Recycling. To score points Toshiba needs to explicitly support IPR with no 'flexibility' caveat. For full marks, it needs to clarify that this means supporting full internalisation and transparent feedback of its products real end-of-life costs, ie through differentiated financing that accounts for each brand separately (e.g. no longer collective financing such as market share but instead more real and individualised financing such as return share), in addition to lobbying for IPR and exploring how IPR can be operationalised. More information.	Voluntary take-back of PCs, covering 80% of total (PC) sales, is provided in Canada, South Korea, Australia, New Zealand, China, Singapore, Thailand and much of SE Asia. Take-back services have also been launched in India, Pakistan, Myanmar, Cambodia and many other South East Asian countries. These recycling programs don't include other Toshiba products like TVs, which are so problematic at end-of-life. For more points Toshiba needs to expand its TV take-back programme to non-OECD countries. More information here, here and here. Toshiba is part of recycling joint venture MIRM, which offers take-back of consumer electronics, including TVs. More information.	Comprehensive and improved information to customers on the take-back of used PCs. Toshiba now provides information on voluntary take-back of notebook PCs to customers in Thailand, Indonesia, Malaysia, Vietnam, Philippines and India. More information. Select: Services & Support. Information on take-back of consumer electronics including TVs in the US here.	Toshiba reports its ratio of "recycling weight to the sales weight" for specified products (including TVs, PCs and 3 types of home appliances) based on current (not past) sales. For 2009, the recycling rate is 13.4%. Toshiba provides separate global recycling rates for TVs (36.1% in 2009) and PCs (20.2%) based on sales 10 and 7 years ago, respectively. Toshiba needs to clarify how it calculates EU recycling rates. More information.	Toshiba used about 1,100 tons of recycled plastic in FY2008, for the base plates of washing machines, multifunctional peripherals, TVs, air conditioners, notebook PCs and other products. Toshiba plans to increase the ratio of recycled plastics to up to 25% of total plastics use as part of its next voluntary plan, which will be after FY 2012. More information. Examples of recycled plastics used in MFP. Example of recycled plastic parts used in PC case.

Energy

Support for global mandatory reduction of GHG emissions	Company carbon footprint disclosure	Commitment to reduce own direct GHG emissions	Amount of renewable energy used	Energy efficiency of New Models (double points)
PARTIALLY GOOD (2+)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)	BAD (0)	PARTIALLY GOOD (2+)
Toshiba states that it is contributing to the G8 2008 Summit agreement to reduce global GHGs by at least half by 2050; that Japan should decrease emissions by 60-80% by 2050 and that global emissions should peak 2018-2028 and be halved by 2025. More information. By 2025 global CO ₂ emissions should be halved, with a reduction of 80% by advanced nations. More information. For full marks, Toshiba needs to support global emissions peaking by 2015.	Toshiba reports on emissions from R&D, through procurement, manufacturing, use & recycling which would score 2 points. see p. 44 of CSR report 2009. See also Environment Report 2009, p.13 – 14. But Toshiba scores only one point as verification is for the whole Environment Report, not just the GHG emissions, which should be verified to the GHG Protocol ISO standard. Details of third party verification by Bureau Veritas.	Toshiba scores a point on this criterion as it aims to stop increasing emissions by FY2012. It plans to control the absolute reduction at a level of 1.96 million tons by FY2012, to have emissions peak at 70% less than the FY1990 level, and decrease them by a further 10% by 2025. More information. Toshiba has a target of reducing CO ₂ emissions by 47% by 2012, but this is a relative 'rate to net production output'. Reduction of non-CO ₂ GHG emissions is 38% by 2012 for total emissions. The baseline year is 2000. See p. 46 CSR report 2009.	Toshiba gives some examples of renewable energy at Toshiba facilities and estimates that the percentage of renewable energy used by Toshiba Groups in total (additional to that supplied by the grid) is approximately 0.6% up from 0.1% last year. To score points, Toshiba needs to invest in renewable energy and set a target and timeline for increased use of RE globally. More information.	Toshiba reports that 23 LCD TV models are compliant with the latest Energy Star 4.1 standard. However, this is not expressed as a percentage of all models. More information. Toshiba reports that all PCs developed in 2009 (up to the end of July 2009) comply with the new Energy Star 5, except no-OS models. Toshiba needs to update its information on Energy Star compliance for its PCs. More information.

Criteria on Toxic Chemicals

Greenpeace wants to see electronics companies clean up their act.

Substituting harmful chemicals in the production of electronics will prevent worker exposure to these substances and contamination of communities that neighbour production facilities. Eliminating harmful substances will also prevent leaching/off-gassing of chemicals like brominated flame retardants (BFR) during use, and enable electronic scrap to be safely recycled. The presence of toxic substances in electronics perpetuates the toxic cycle – during reprocessing of electronic waste and by using contaminated secondary materials to make new products.

The issue of toxicity is overarching. Until the use of toxic substances is eliminated, it is impossible to secure 'safe' recycling. For this reason, the points awarded to corporate practice on chemicals are weighted more heavily than criteria on recycling.

Although there are five criteria on both chemicals and waste, the top score on chemicals is 18 points, as double points are awarded for vinyl plastic-free (PVC) and BFR-free models on the market, whereas the top score on e-waste is 15 points.

The first criterion has been sharpened to require companies not only to have a chemicals policy underpinned by the Precautionary Principle, but also to support a revision of the RoHS Directive that bans further harmful substances, specifically BFRs, chlorinated flame retardants (CFRs) and PVC. The criterion on Chemicals Management remains the same. The criterion: BFR-free and PVC-free models on the market, also remains the same and continues to score double points.

The two former criteria: Commitment to eliminating PVC with timeline and Commitment to eliminating all BFRs with timeline, have been merged into one criterion, with the lower level of commitment to PVC or BFR elimination determining the score on this criterion.

A new criterion has been added, namely Phase out of additional substances with timeline(s). The additional substances, many of which have already been identified by the brands as suspect substances for potential future elimination are:

- (1) all phthalates,
- (2) beryllium, including alloys and compounds and
- (3) antimony/antimony compounds

Criteria on e-waste

Greenpeace expects companies to take financial responsibility for dealing with the electronic waste (e-waste) generated by their products, to take back discarded products in all countries with sales of their products and to re-use or recycle them responsibly. Individual Producer Responsibility (IPR) provides a feedback loop to the product designers of the end-of-life costs of treating discarded electronic products and thus an incentive to design out those costs.

An additional e-waste criterion has been added and most of the existing criteria have been sharpened, with additional demands. The new e-waste criterion requires the brands to report on the use of recycled plastic content across all products and provide timelines for increasing content.

Criteria on energy

The five new energy criteria address key expectations that Greenpeace has of responsible companies that are serious about tackling climate change. They are:

- (1) Support for global mandatory reduction of greenhouse gas (GHG) emissions;
- (2) Disclosure of the company's own GHG emissions plus emissions from two stages of the supply chain;
- (3) Commitment to reduce the company's own GHG emissions with timelines;
- (4) Amount of renewable energy used
- (5) Energy efficiency of new models (companies score double on this criterion)

Click here to see more detailed information on the ranking

Ranking criteria explained

As of the 8th edition of the Guide to Greener Electronics, Greenpeace scores electronics brands on a tightened set of chemicals and e-waste criteria, (which include new criteria) and on new energy criteria.

The ranking criteria reflect the demands of the Toxic Tech campaign to electronics companies. Our two demands are that companies should:

- (1) clean up their products by eliminating hazardous substances; and
- (2) take-back and recycle their products responsibly once they become obsolete.

The two issues are connected: the use of harmful chemicals in electronic products prevents their safe recycling once the products are discarded.

Given the increasing evidence of climate change and the urgency of addressing this issue, Greenpeace has added new energy criteria to encourage electronics companies to:

- (3) improve their corporate policies and practices with respect to Climate and Energy

Ranking regrading: Companies have the opportunity to move towards a greener ranking as the guide will continue to be updated every quarter. However penalty points will be deducted from overall scores if Greenpeace finds a company lying, practicing double standards or other corporate misconduct.

Disclaimer: Greenpeace's 'Guide to Greener Electronics' aims to clean up the electronics sector and get manufacturers to take responsibility for the full life cycle of their products, including the electronic waste that their products generate and the energy used by their products and operations.

The guide does not rank companies on labour standards, social responsibility or any other issues, but recognises that these are important in the production and use of electronics products.

Changes in ranking guide: We first released our 'Guide to Greener Electronics' in August 2006, which ranked the 14 top manufacturers of personal computers and mobile phones according to their policies on toxic chemicals and recycling.

In the sixth issue of the Guide, we added the leading manufacturers of TVs – namely, Philips and Sharp – and the game console producers Nintendo and Microsoft. The other market leaders for TVs and game consoles are already included in the Guide.

In the eighth edition, we sharpened some of the existing ranking criteria on toxic chemicals and e-waste and added a criterion on each issue. We also added five new energy criteria. In the fourteenth edition the criteria for the Precautionary Principle was made more challenging.

For the latest version greenpeace.org/greenelectronics

Toshiba, Samsung, LGE, Dell and Lenovo continue to be penalised in this latest version of the Guide for backtracking on their commitments to phase out vinyl plastic (PVC) and brominated flame retardants (BFRs). Toshiba is served with a further penalty point for misleading its customers and Greenpeace by not admitting that it would not meet its commitment. In addition, Microsoft is served with a penalty point for the first time for backtracking on its commitment to phase out PVC and BFRs by the end of 2010.