

EPA's SMM Electronics Challenge – Bronze Reporting Template

PLEASE SUBMIT ALL NUMBERS IN METRIC TONS.

Basic Information			Used Electronics Collection	Recycling Data	
Company Name	Reporting Timeframe	Baseline or Annual Data?	Total Collected for Reuse & Recycling from all Streams ¹	Total Sent to Third-party Certified Recyclers from all Streams ²	Percentage Sent to Third-party Certified Recyclers
<i>Sony</i>	<i>January 1, 2014– December 31, 2014</i>	<i>Annual</i>	<i>12,589 (+1.3%)</i>	<i>12,329 (+4.7%)</i>	<i>97.93%</i>

COMMENTS: Sony improved its recycling rate from 89% to 94% compared to the amount of products sold in 2014*. 100% of e-waste Sony directed (via contracts) was recycled by R2 or e-steward certified recyclers. It was assumed that 80% of the ewaste managed by the state run programs in WA, ME, and CT was recycled by a certified recycler. Breakdown of e-waste consisted of approximately: 45% TV, 15% monitors, 10% computers, 30% low grade/other. **Sony has a goal to recycle 1 pound for every 1 pound sold. It is imperative that Sony estimate a portion of the CA program to track progress. To this end, Sony uses the market share assignment from other states to determine the correct portion.*

Notes:

- 1. Total Collected for Reuse and Recycling:** This is the total amount of used electronics collected for reuse and recycling, including the amount sent to certified and non-certified recyclers.
 - 2. Total Sent to Third-Party Certified Recyclers:** For the purposes of the SMM Electronics Challenge, the term “recycler” denotes refurbisher or recycler certified to a recognized third-party certified recycling program. Similarly, the term “recycling” denotes recycling, refurbishment and reuse. Currently, Responsible Recycling Practices (R2) and e-Stewards are the only recognized certification standards for recyclers. However, EPA may recognize additional standards at a later date. Also see definition of 'all streams' below.
- Reuse:** Denotes an electronics object, or component of an electronics object that is used again by a different owner either for its original purpose or for a similar purpose, without significantly altering the physical form of the object or material. The electronics object may be cleaned, repaired, or refurbished between uses.
- All Streams:** Denotes used electronics collected for recycling or reuse from the various return streams used by the participant including: consumer takeback programs; asset recovery programs; retired lease returns; collection events; trade-in programs; etc.
- Baselines:** Previous year's results become baseline for the following year.

Other Reporting Requirements

Certified Recyclers and Programs	
List names of certified recycler(s) used and certification programs.	List is confidential. 100% of all Sony contracted recyclers are certified to either R2 and/or e-stewards. States of CT, ME and WA are contracted by the state and assumed at 80% certified.
Education & Outreach	
List education and outreach activities encouraging recycling and reuse and/or the use of certified recyclers.	Developed “Responsible Recycling Powered by Sony”. Delivers the constructive message that electronics can be safely collected and recycled. Is deployed as a truck graphic, signage at e-waste drop off points, used in conjunction with the Sony Open PGA golf tournament, and lastly used as a tool to build brand loyalty through linkage with the Sony Rewards Points program.
Company Policies Favoring Recycling and Reuse	
List company policies that favor recycling and reuse of electronics equipment and/or components, over energy recovery, incineration, or land disposal.	Procurement policy requires usage of “preferred providers”. List of Preferred Providers only contains certified recycling vendors
Website	
Provide website where data and commitments are posted.	http://www.sony.net/SonyInfo/csr/SonyEnvironment/spotlight/recycling_program/index.html

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<i>Sony</i>	<i>January 1, 2013– December 31, 2013</i>	<i>Annual</i>	<i>12,299</i>	<i>11,779</i>	<i>95.60%</i>

COMMENTS: Sony improved its recycling rate from 83% to 89% compared to the amount of products sold in 2013*. 1,371,551 pounds were resold. 100% of e-waste Sony directed (via contracts) was recycled by R2 or e-steward certified recyclers. It was assumed that 50% of the ewaste managed by the state run programs in WA, ME, and CT was recycled by a certified recycler. Breakdown of e-waste consisted of: 38% TV, 27% monitors, 12% computers, 23% low grade/other. **Sony has a goal to recycle 1 pound for every 1 pound sold. It is imperative that Sony estimate a portion of the CA program to track progress. To this end, Sony uses the market share assignment from other states to determine the correct portion.*

Notes:

1. Total Collected for Reuse and Recycling: This is the total amount of used electronics collected for reuse and recycling, including the amount sent to certified and non-certified recyclers.

2. Total Sent to Third-Party Certified Recyclers: For the purposes of the SMM Electronics Challenge, the term “recycler” denotes refurbisher or recycler certified to a recognized third-party certified recycling program. Similarly, the term “recycling” denotes recycling, refurbishment and reuse. Currently, Responsible Recycling Practices (R2) and e-Stewards are the only recognized certification standards for recyclers. However, EPA may recognize additional standards at a later date. Also see definition of 'all streams' below.

Reuse: Denotes an electronics object, or component of an electronics object that is used again by a different owner either for its original purpose or for a similar purpose, without significantly altering the physical form of the object or material. The electronics object may be cleaned, repaired, or refurbished between uses.

All Streams: Denotes used electronics collected for recycling or reuse from the various return streams used by the participant including: consumer takeback programs; asset recovery programs; retired lease returns; collection events; trade-in programs; etc.

Baselines: Previous year's results become baseline for the following year.

Other Reporting Requirements

Certified Recyclers and Programs	
List names of certified recycler(s) used and certification programs.	R2 Certified: IMS Recycling, Dynamic Recycling, Good Point Recycling, Arrow Recovery, E-World Online. R2 and e-steward: Vintage Tech, Waste Management
Education & Outreach	
List education and outreach activities encouraging recycling and reuse and/or the use of certified recyclers.	http://www.sony.com/SCA/company-news/press-releases/sony-electronics/2013/sony-electronics-supports-america-recycles-day-on-.shtml Sony community posting: 10/14/2013: http://community.sony.com/t5/Life-on-the-Go/Do-you-recycle-Of-course-you-do-Does-Sony-recycle-You-betcha-we/ba-p/202007
Company Policies Favoring Recycling and Reuse	
List company policies that favor recycling and reuse of electronics equipment and/or components, over energy recovery, incineration, or land disposal.	Procurement policy requires usage of “preferred providers”. List of Preferred Providers only contains certified recycling vendors
Website	
Provide website where data and commitments are posted.	www.sony.com/green

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<i>Sony</i>	<i>January 1, 2012– December 31, 2012</i>	<i>Baseline</i>	<i>14,389</i>	<i>13,886</i>	<i>96.50%</i>

COMMENTS: Sony recycling rate at 83% compared to the amount of products sold in 2012*. 3,481,610 pounds were resold. 100% of e-waste Sony directed (via contracts) was recycled by R2 or e-steward certified recyclers. It was assumed that 50% of the ewaste managed by the state run programs in WA, ME, and CT was recycled by a certified recycler. Breakdown of e-waste consisted of: 38% TV, 27% monitors, 12% computers, 23% low grade/other. **Sony has a goal to recycle 1 pound for every 1 pound sold. It is imperative that Sony estimate a portion of the CA program to track progress. To this end, Sony uses the market share assignment from other states to determine the correct portion.*

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- Baselines:** Previous year's results become baseline for the following year.

Other Reporting Requirements

Certified Recyclers and Programs List names of certified recycler(s) used and certification programs.	confidential
Education & Outreach List education and outreach activities encouraging recycling and reuse and/or the use of certified recyclers.	Sony blog: 3/17/2012: https://blog.sony.com/2012/03/sonys-road-to-zero/ Sony blog: 11/10/2012: https://blog.sony.com/2012/11/sony-recycle-electronics-books/
Company Policies Favoring Recycling and Reuse List company policies that favor recycling and reuse of electronics equipment and/or components, over energy recovery, incineration, or land disposal.	Procurement policy requires usage of “preferred providers”. List of Preferred Providers only contains certified recycling vendors
Website Provide website where data and commitments are posted.	www.sony.com/green