

ANNUAL DATA - BRONZE

ANNUAL | 2016

Sony Electronics, Inc

Please submit all numbers in tons.

An asterisk (*) denotes a required field. Participants cannot submit the data form until all fields marked with an asterisk are complete.

Reuse and Recycling Data

Total collected for Reuse & Recycling: 1 * 10,724.00 tons

Total sent to third-party certified recyclers from All Streams: 2 * 10,724.00 tons

Percentage sent to third-party certified recyclers: 100.00 %

Has collection increased compared to the previous year? *

Yes

No

Please explain company-specific contributing factors (e.g. decrease weight in electronic devices).

There are 2 reasons: Sony products are lighter weight on average. And state assigned recycling obligations lag sales by about 18 months, therefore, our dip in sales from 18 months prior were reflected in 2016.

Other Reporting Requirements

Certified Recyclers and Programs*

Is this information included in the final, publicly-posted report? *

Yes

No

List names of certified recycler(s) used and certification programs:

	CERTIFIED RECYCLER NAME: *	CERTIFIED RECYCLER LOCATION - CITY, STATE, COUNTRY (IF APPLICABLE) *	CERTIFICATION PROGRAM: *
1	IMS Recycling	Columbus, OH and Poway, CA	R2
2	Dynamic Recycling	La Crosse, WI	R2
3	Arrow Recovery	Fremont, CA	R2
4	Vintage Tech	Chicago, IL	R2 and e-Stewards
5	Waste Management	Chicago, IL	R2
6	RCRR	Rochester, NY	R2

Education & Outreach

List and describe public education and outreach activities on safe management of used electronics and available collection opportunities. *

<https://www.sony.com/electronics/eco/sustainable-development> is the main website external interested parties are directed to for information. For the 3rd year in a row, Sony sponsored an ewaste event in Hawaii leading up the Sony Open PGA Tournament where responsible recycling was the theme. State-run EPR programs often have public outreach as well which Sony indirectly supports through fees and recycling activities.

Company Policies Favoring Recycling and Reuse

List company policies that favor recycling and reuse of electronics equipment and/or components, as opposed to energy recovery,

incineration, or land disposal: *

Sony uses life cycle assessment to determine overall impacts of recycling to make sure the ecosystem is receiving an overall benefit. Sony has found that R2 companies typically provide some benefit, with the exception they typically transfer toxic lead unnecessarily into ceramic tile. For this matter, Sony has transferred more volume to e-stewards which allow for a life cycle approach to the best decision. Sony also has updated its auditing protocols by adopting the ISO 14001:2015 standards which calls for more "organizational context and influence" parameters and life-cycle analysis to drive good decisions. This compliments the already incorporated EICC Code of Conduct (social values) criteria.

Website

List website where EPA provided baseline/annual tier data is publicly posted: *

https://www.sony.net/SonyInfo/csr/SonyEnvironment/spotlight/recycling_program/index.html

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. It can include company assets, business to business, warranty returns, electronics collected and/or purchased to meet state take-back laws. See below for definitions of "reuse" and "all streams".

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: The year a participant joins the challenge Annual results are compared to the baseline in the first reporting year and previous years thereafter.

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