

ANNUAL DATA - BRONZE

ANNUAL | 2014

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.

Recycling Data

Total collected for Reuse & Recycling: 1 *	13,878.02 tons
Total sent to third-party certified recyclers from All Streams: 2 *	13,590.09 tons
Percentage sent to third-party certified recyclers:	97.93 %

Has collection increased compared to the previous year? *

- ☒ Yes
- ☐ No

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: *	CERTIFICATION PROGRAM: *
1	IMS Recycling	R2
2	Dynamic Recycling	R2
3	Arrow Recovery	R2
4	Vintage Tech	R2 and e-Stewards
5	Waste Management	e-Stewards
6	RCRR	R2

Education & Outreach

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

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

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: *

Procurement policy requires usage of "preferred providers". List of Preferred Providers only contains certified recycling vendors

Website

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

http://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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