

TV Recycling Report Card Grading For: Best Buy

The Talk: “We recognize that we have a responsibility to help consumers make smart decisions about the environment impact of their Best Buy purchases. So naturally, we need to show leadership when it comes to energy efficiency and recycling of e-waste.”¹



The Walk: Best Buy will pick up TVs of any brand from customers who purchase a new TV. Outside of the areas where they are piloting an in-store takeback program or in areas where they are holding free drop-off events, if you don't buy a new TV from Best Buy, they will not take back their Insignia or Dynex TV from you.

About Best Buy: While Best Buy is a retailer selling a variety of brands of TVs, Best Buy also has their own “house brands” of TVs – Insignia and Dynex. As the brand owner of Insignia and Dynex TVs, Best Buy should be providing free, convenient and responsible recycling of those TVs. (It would also be convenient for consumers if retailers, such as Best Buy, provided collection opportunities for a range of brands.)

Category	Possible Points	Points Earned	Details
Scope of US takeback recycling program	38	12	
Offers free convenient national takeback recycling for their branded TVs for individual consumers	25	6	Variety of programs - 17% of U.S. stores have free TV takeback (SF, DC, Baltimore, MN area) ² , Free pickup of TV with delivery of a new TV by Best Buy or Geek Squad, 41 events in 10 states, but no national free takeback program ³
Offers free national takeback recycling for a larger scope of their branded products in addition to TVs	8	2	Computers, phones, cameras other electronics and peripherals are included in the pilot program in 117 stores. In-store kiosks take cell phones and other small electronics
Offers free national takeback recycling for other customers – not just individual consumers	3	2	The pilot program and the pickup with delivery program restrict consumers to 2 items at any one time
Offers to take products from other brands for free or a nominal charge	2	2	Programs are open to all brands
Provides responsible recycling	37	1	
Signed Manufacturers Commitment to Responsible Electronics Recycling	15	0	Has not signed
Other public commitment to not	5	1	Vague guidelines “We aspire to hold

¹ http://www.bestbuyinc.com/corporate_responsibility/our_planet.htm

² http://bestbuymedia.tekgroup.com/article_display.cfm?article_id=4565

³ <http://www.bestbuy.com/recycle>

export to developing countries/use prison labor/landfill/incinerate toxic materials*			every recycling vendor to a high standard to avoid dumping of e-waste" ⁴ This is a weak, inadequate statement, but we give 1 point for raising this issue.
Publishes full recycling standards on company website	5	0	None published
Use only E-Stewards as recyclers	5	0	Uses Recellular for cell phone recycling. Recellular used to be an E-Steward, but they are no longer on the E-Steward list.
Discloses recycling and refurbishing vendors on company website	5	0	Not published
Discloses countries where final disposal/recycling of toxic materials occurs	7	0	No info
Volumes and visibility	15	6	
Has ambitious collection and recycling goals expressed as a percent of sales or other measures	2	0	None stated
Significant volume of e-waste collected and recycled nationally and publicly reported as a percent of sales or other measure	10	4	On its website, Best Buy says they recycled 1725 tons (or 3.45 million pounds) of ewaste in Fiscal Year 2008. In correspondence with ETBC, Best Buy has stated they have recycled over 9400 tons. Best Buy has told ETBC that they have collected 131 tons of Insignia and Dynex brands.
Easy to find recycling information on company website	3	2	Most recycling options easy to find except for the pilot project in 117 stores which is only in news releases on the website.
Public policy	10	3	
Statement of support and active work in support of producer takeback recycling legislation with performance goals for manufacturers at the state level	5	0	Best Buy has taken a public stand in favor of producer takeback recycling and did support the passage of the MN producer takeback recycling law which include performance goals, but there is no record of these positions on its website. The only statement is in favor of a federal legislative solution. ⁵
Statement of support and active work on federal legislation to ban the export of toxic electronic waste to developing nations	5	3	Best Buy has a statement on its website that "the dumping of toxic electronic waste on developing nations should be prohibited." ⁶
	Possible Points	Points Earned	

⁴ http://www.bestbuyinc.com/assets/corporate_reponsibility/08_report/CSR_2008_Final.pdf

⁵ http://www.bestbuyinc.com/corporate_responsibility/our_planet.htm

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TOTAL SCORE	100	22	
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Recycling website: <http://www.bestbuy.com/recycle>

A: 81-100

D: 11-34

B: 61-80

F: 0-10

C: 35-60