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Greenpeace reveals Nokia as greenest electronics brand

As Microsoft, Sharp and Nintendo still lag behind

by Amy-Mae Elliott published on 16 September 2008

Greenpeace has revealed its latest Guide to Greener Electronics and Nokia has regained the lead with seven points out of ten.

Near the bottom is Microsoft, which received 2.2. Sharp only managed 3.1 while Nintendo "remains rooted to the bottom" with 0.8.

There's a big improvement for Fujitsu Siemens Computers that jumps to third place, up from 15 in June, with a score of 5.5 points due to setting late 2010 as its deadline for eliminating PVC plastic and all brominated flame retardants across its product range.

Sony Ericsson ranked fourth with Sony, both scoring 5.3. Greenpeace says Philips stands out as the company with the worst position on e-waste and recycling.

"Most of the brands are responding to the more stringent chemical and e-waste criteria in the Greenpeace Guide and the recently added energy criteria", said Iza Kruszewska, toxics campaigner for Greenpeace International.

"Top scorers on energy efficiency of individual products are Apple, Nokia, Sony Ericsson and Samsung. Toshiba is an example of one company that has improved its climate policy."

