

TV Recycling Report Card Grading For: Target

The Talk: “Target strives to be a responsible steward of the environment¹Decades ago, Target was one of the first large retailers to commit to a philosophy and practice of reducing, reusing and recycling.²”

The Walk: Absolutely no program for the takeback of TVs or other electronics

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



Category	Possible Points	Points Given	Details
Scope of US takeback recycling program	38	0	
Offers free convenient national takeback recycling for their branded TVs for individual consumers	25	0	Target only handles product returns and their own company e-waste. ³
Offers free national takeback recycling for a larger scope of their branded products in addition to TVs	8	0	
Offers free national takeback recycling for other customers – not just individual consumers	3	0	
Offers to take products from other brands for free or a nominal charge	2	0	
Provides responsible recycling	37	1	
Signed Manufacturers Commitment to Responsible Electronics Recycling	15	0	
Other public commitment to not export to developing countries/use prison labor/landfill/incinerate toxic materials*	5	1	Limited information available for monitor and TV glass: “Our recycling vendor uses the “Glass to Glass” recycling method, meaning that all components are recycled and no waste is generated. ⁴ ”

¹ <http://sites.target.com/site/en/company/page.jsp?contentId=WCMP04-031698>

² <http://sites.target.com/site/en/company/page.jsp?contentId=WCMP04-031813>

³ <http://sites.target.com/site/en/corporate/page.jsp?contentId=PRD03-004429>

⁴ <http://sites.target.com/site/en/corporate/page.jsp?contentId=PRD03-004429>

Publishes full recycling standards on company website	5	0	
Use only E-Stewards as recyclers	5	0	
Discloses recycling and refurbishing vendors on company website	5	0	
Discloses countries where final disposal/recycling of toxic materials occurs:	7	0	
Volumes and visibility	15	1	
Has ambitious collection and recycling goals expressed as a percent of sales or other measures	2	0	
Significant volume of e-waste collected and recycled nationally and publicly reported as a percent of sales or other measure	10	1	In 2006, Target recycled 1.4 million pounds of e-waste from its customer returns and company e-waste. There is no data for a more recent year. ⁵
Easy to find recycling information on company website	3	0	
Public policy	10		
Statement of support and active work in support of producer takeback recycling legislation with performance goals for manufacturers at the state level	5	0	
Statement of support and active work on federal legislation to ban the export of toxic electronic waste to developing nations	5	0	
	Possible points	Points Earned	
TOTAL SCORE	100	2	

Company Website: <http://sites.target.com/site/en/company/page.jsp?contentId=WCMP04-031813>

⁵ <http://sites.target.com/site/en/corporate/page.jsp?contentId=PRD03-004429>