



"Together we can change the way products are made" - FAIRPHONE



13 CLIMATE ACTION

"CO₂ EMISSIONS WHICH ARE ENERGY-RELATED HAVE INCREASED BY 6% IN 2021. THIS CAUSED ITS LEVEL TO BE AT AN ALL TIME HIGH. THE GLOBAL TEMPERATURES KEEP ON RISING, WHICH LEADS TO MORE INTENSE WEATHER"

CURRENT EFFORTS:

- STRIVING TO BE 100% E-WASTE NEUTRAL
- STRIVING TO MAKE THE AVERAGE LIFESPAN OF THE FAIRPHONE AT LEAST 5 YEARS
- FOCUSING ON THE GREENHOUSE GAS EMISSION FOOTPRINT

1 NO POVERTY

"THE ILO ESTIMATES THAT 630 MILLION WORKERS - THAT'S NEARLY 1 IN 5 WORKERS GLOBALLY - EARN TOO LITTLE TO LIFT THEMSELVES AND THEIR FAMILIES OUT OF EXTREME OR MODERATE POVERTY"

CURRENT EFFORTS:

- INTRODUCED A BONUS AT THE FINAL ASSEMBLY PARTNER TO MOVE CLOSER TO LIVING WAGES
- FAIRPHONE WORKS CLOSELY WITH SELECTED SUPPLIERS AND THEIR WORKERS TO CO-CREATE AND CO-INVEST IN IMPROVEMENT PLANS

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

"SHOULD THE GLOBAL POPULATION REACH 9.6 BILLION BY 2050, THE EQUIVALENT OF ALMOST THREE PLANETS COULD BE REQUIRED TO PROVIDE THE NATURAL RESOURCES NEEDED TO SUSTAIN CURRENT LIFESTYLES"

CURRENT EFFORTS:

- MAKE FAIRLY MADE PHONES, WHICH ARE RECOGNIZED BY AMONGST OTHER FAIRTRADE GOLD AND ECOVADIS
- THE FAIRPHONE 4 IS 100% E-WASTE NEUTRAL
- REUSE & RECYCLE PROGRAM IN WHICH CONSUMERS ARE ENCOURAGED TO RETURN THEIR UNUSED PHONES AS SOON AS POSSIBLE
- FAIRPHONE EASY: RENTAL PHONE

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

"1/4 OF THE WORLD POPULATION LIVES IN COUNTRIES WHICH ARE AFFECTED BY CONFLICTS. THE NUMBER OF PEOPLE WHO'VE HAD TO FLEE THEIR COUNTRY HAS REACHED AN ALL TIME HIGH OF 100 MILLION WORLDWIDE"

CURRENT EFFORTS:

- STRIVING TO SOURCE AT LEAST 70% OF THE 14 FOCUS MATERIALS FROM FAIR SOURCES.
- PROVIDING BONUSES TO FACTORY WORKERS TO CLOSE THE GAP TO A LIVING WAGE.
- IMPROVING WORKING CONDITIONS BY GIVING SPECIALIZED TRAINING.

BUSINESS CASE LEVELS:

LEVEL 1: INACTIVE (CORPORATE SELF RESPONSIBILITY)

LEVEL 2: NEGATIVE EXTERNALITY IS A COST THAT IS SUFFERED BY A THIRD PARTY AS A RESULT OF AN ECONOMIC TRANSACTION. FAIRPHONE IS ABLE TO PRODUCE A PHONE WHICH WILL NOT RESULT IN E-WASTE.

LEVEL 3: POSITIVE EXTERNALITY IS A BENEFIT THAT IS ENJOYED BY A THIRD-PARTY AS A RESULT OF AN ECONOMIC TRANSACTION. FAIRPHONE IS FOCUSING ON THE LONGER LIFESPAN OF A PHONE. AND ON TOP OF THAT, THE PARTS OF THE FAIRPHONE ARE MADE OF SUSTAINABLE MATERIALS.

LEVEL 4: FAIRPHONE IS TRYING TO COLLABORATE WITH BIGGER PARTNERS. THE AMOUNT OF PHONES SELLED BY FAIRPHONE IS IN NOTHINGNESS COMPARED TO THE PHONES SELLED BY BIGGER BRANDS.

FAIRPHONE IS IN THEIR OWN NICHE, VERY ACTIVE WITH BEING SUSTAINABLE AND FOCUSING ON THE POSITIVE EXTERNALITIES OF THEIR PHONE. THE FIRM IS CURRENTLY OPERATING AT BUSINESS CASE LEVEL 3, IT HAS NOT YET SUCCEEDED IN CHANGING THE ENTIRE SYSTEM.



WICKED PROBLEM, bad influences:



AVERAGE SMARTPHONE LIFESPAN OF 2-3 YEARS. WORSE ATTRIBUTION AT CLIMATE CHANGE. 630 MILLION WORKERS ARE NOT PAID A LIVING WAGE. TOO MANY PEOPLE WORK IN UNSAFE CIRCUMSTANCES. COMPANIES SHOULD CARE MORE IF THEIR PRODUCTS ARE FAIRLY MADE. WORSE WORKING ENVIRONMENT IN FACTORIES. SOURCING MATERIALS FROM CONFLICT AFFECTED AREAS.



UNSUSTAINABLE USE OF PHONES. ALWAYS WILLING TO BUY THE LATEST (UNSUSTAINABLE) MODELS. PEOPLE ARE NOT WILLING TO PAY FOR A PRODUCT THAT IS FAIRLY MADE. SEE ABOVE. INSUFFICIENT SUPPORT TO FAIR MADE PRODUCTS. BARELY ANY ACKNOWLEDGEMENT TOWARDS CORRUPTION.



INSUFFICIENT SUBSIDIES FOR SUSTAINABLE PHONES. THE STATE IS NOT ENCOURAGING PEOPLE AND COMPANIES TO MAKE OR BUY FAIRLY MADE PRODUCTS. THE GOVERNMENTS ARE NOT RESTRICTING COMPANIES TO IMPROVE WORKING CIRCUMSTANCES. SEE ABOVE. INSUFFICIENT COUNTERMEASURES TOWARDS CORRUPTION AND INJUSTICE. INSUFFICIENT SUBSIDIES TOWARDS FAIR MADE PRODUCTS.

WHAT SHOULD FAIRPHONE DO:

- ACHIEVE BEING 100% E-WASTE NEUTRAL BY 2023 (2021: 45%)
- ACHIEVE AN AVERAGE LIFESPAN OF AT LEAST 5 YEARS (MARKET AVERAGE: 2-3 YEARS)
- ACTIVELY DRIVING SUSTAINABLE CHANGE IN THE SUPPLIER AREAS



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WHAT SHOULD FAIRPHONE DO:

- MAKE AT LEAST 3 MORE PARTNERS IN THE TECH INDUSTRY BY THE END OF 2024. TO HELP THOSE COMPANIES WITH A MORE RESPONSIBLE PRODUCTION PROGRAM.
- MAKE ALL THE PRODUCTS 100% E-WASTE NEUTRAL BY THE END OF 2025.
- USE RECYCLED-ONLY ALUMINUM BY THE END OF 2025.



WHAT SHOULD FAIRPHONE DO:

- ACHIEVE TO SOURCE AT LEAST 70% OF THE 14 FOCUS MATERIALS FROM FAIR SOURCES.
- ONLY PARTNER WITH SUPPLIERS THAT WORK ON BETTERING THE WORKENVIRONMENT FOR THE FACTORY WORKERS.
- INCREASE AWARENESS AROUND CORRUPTION AND INJUSTICE.

