



ITU Green standards

*Inclusive business model for a
waste-free telecom industry*

Mobile phones: two realities



Prosperity, access, knowledge.
A symbol of human
advancement.

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Waste, scarcity, unfairness.
Undeniable failing of the market.

Mobile phones: two realities – which the market can bring together



Huge demand for green procurement

97% of CEO state sustainability & CSR are important or critically important for their procurement (EcoVadis '97)

Mobile phones: two realities – which the market can bring together



Huge demand for green procurement

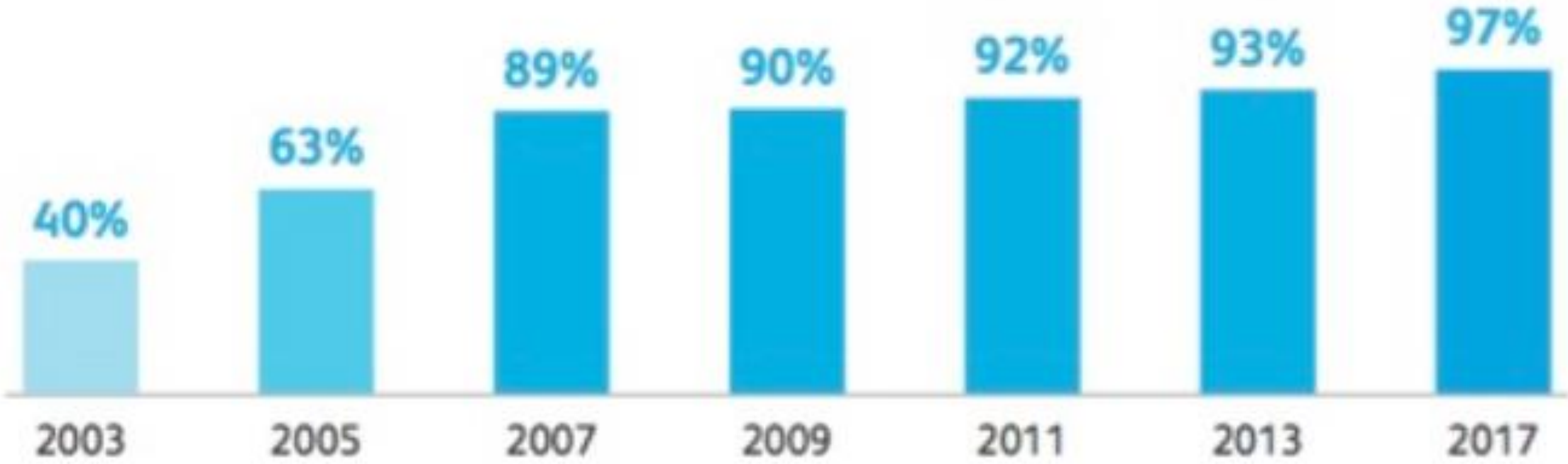
97% of CEO state sustainability & CSR are important or critically important for their procurement (EcoVadis '97)



Enormous source of materials

The official recycling rate in the African continent is 1%

The market - your customer - requires a solution



“Sustainability & CSR are important or critically important for my procurement”

(Source: EcoVadis, 2017)



...but our industry has difficulties delivering it

“Digital access has one clear negative impact: on environmental
SDG12 (sustainable consumption).”

Source: Accenture Strategy & GeSI (2018)

**Galaxy S9 Teardown Reveals
Bad Repairability Score**

**Apple: iPhones Are Too 'Complex'
to Let You Fix Them**

**APPLE, GOOGLE AND OTHER PHONE
COMPANIES RANKED FOR
CONNECTIONS TO WARS AND
HUMAN RIGHTS ABUSES**



**Repairable-by-design Fairphone runs
out of spare parts**

Components just aren't made any more and
Fairphone can't afford more batteries

**Google cancels modular smartphone
Project Ara**

**ASK HACKADAY: WHY DID
MODULAR SMART PHONES
FAIL?**

Samsung Revives Formerly Exploding Galaxy Note 7

Telecom needs to do what it does best:

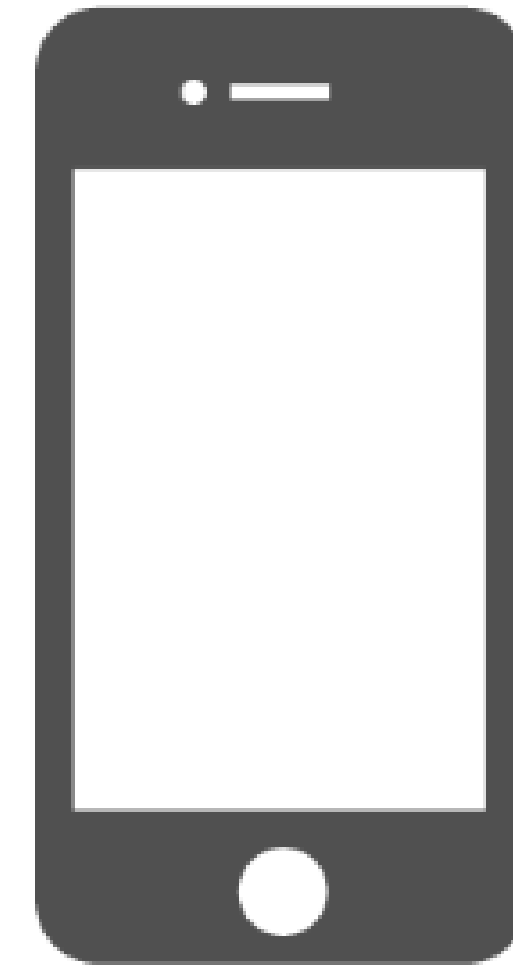
Telecom needs to do what it does best: create a better reality



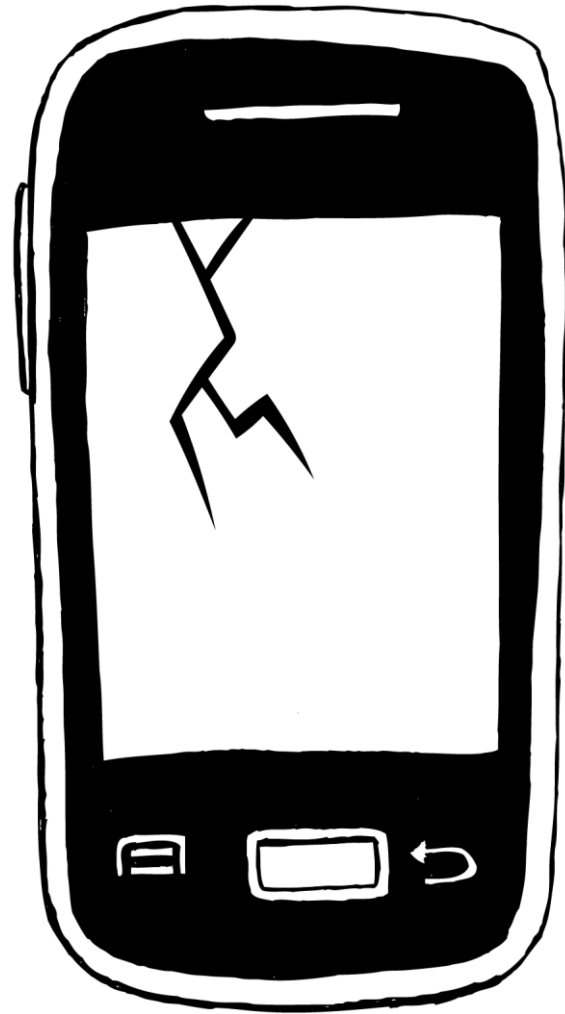
That reality is very pragmatic

Referred to as **One**

O



for



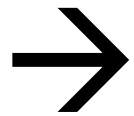
It's based on Carbon offsetting and

Extended Producer Responsibility



This 'circularity as a service' allows for material neutral phones

EU B2B users
replace phones
every 19 months

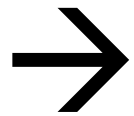


New phones require the mining of
new metals: the material footprint



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New phones require the mining of
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To offset this footprint, one can
collect a scrap phone in Africa



The scrap phone is turned into
metals and 'offsets' the initial
footprint



Collecting electronic scrap... becomes a service

Many million of phones to be collected

Metals include gold, silver, copper and palladium



Legal exports

People can financially benefit

Treatment by the best smelters (local recycling is not facilitated)

Let's make our great industry waste-free





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THANK YOU