**Title**: ORANGE Environmental Labeling for mobile and fixed devices

ABSTRACT:

The objective of the Eco Labeling of mobile and fixed devices is to calculate the environmental performance of products sold by Orange, to provide clear information to consumers about the environmental impacts of the products they use and to help customers to make the appropriate choice when purchasing.

It also allows evaluating and influencing manufacturers to deliver more environmental-friendly products.

It is a detailed label with 3 indicators: Carbon footprint, Resources preservation and Eco-friendly design.

The methodology has been developed by Orange France, Orange Labs, BIO Intelligence Service and the WWF as referent NGO.

The ranking is based on data provided by suppliers and analyzed with BIO Intelligence Service automatic web tool.

A pilot project has been launched in France in Oct. 2008 and Orange has converged with SFR (Vodafone) for the carbon footprint indicator.

Environmental labeling is now available in Spain, Romania and Armenia.