



BSR®

The Business of a Better World

# **An International Standard on Eco-rating: The need for Consensus and Transparency**

*3<sup>rd</sup> ITU Green Standards Week*

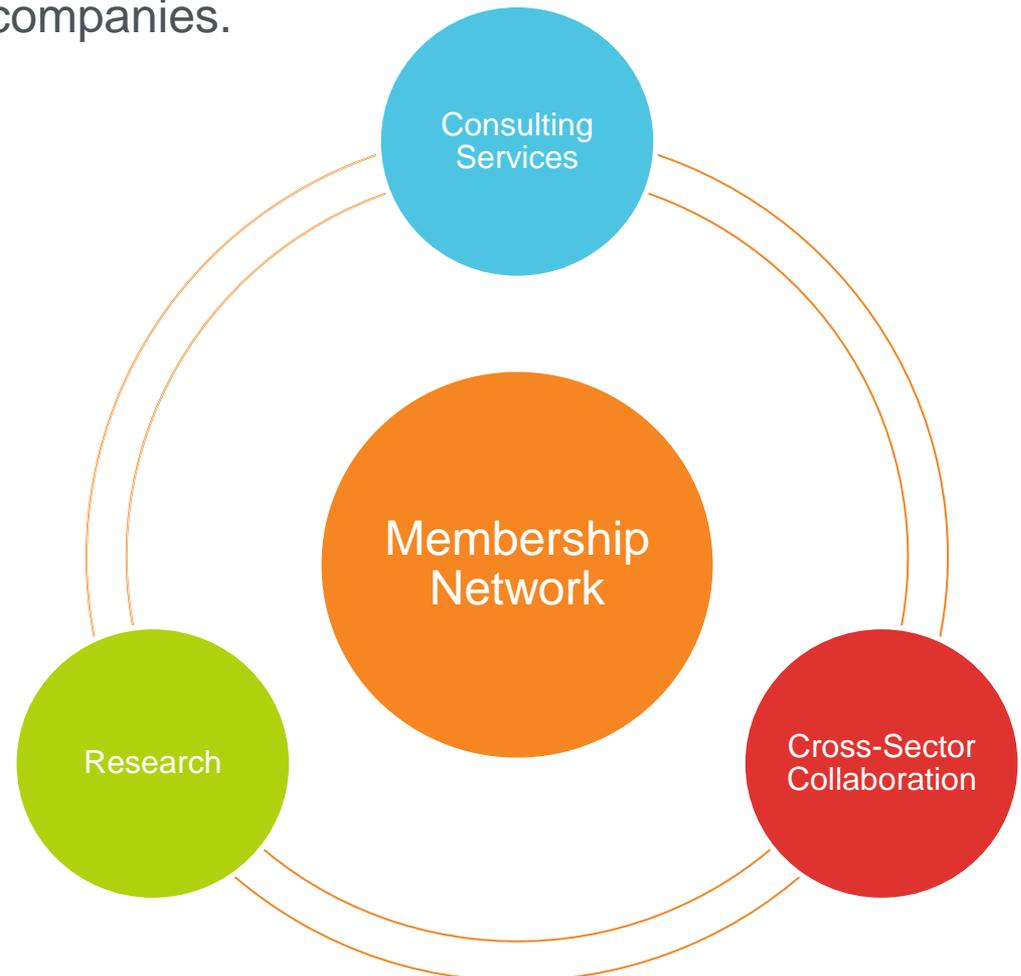
17 September, 2013

# About BSR

**Our mission:** We work with business to create a just and sustainable world.

**Our strategy:** We develop sustainable business strategies and solutions through consulting, research, and cross-sector collaboration with our global network of nearly 300 member companies.

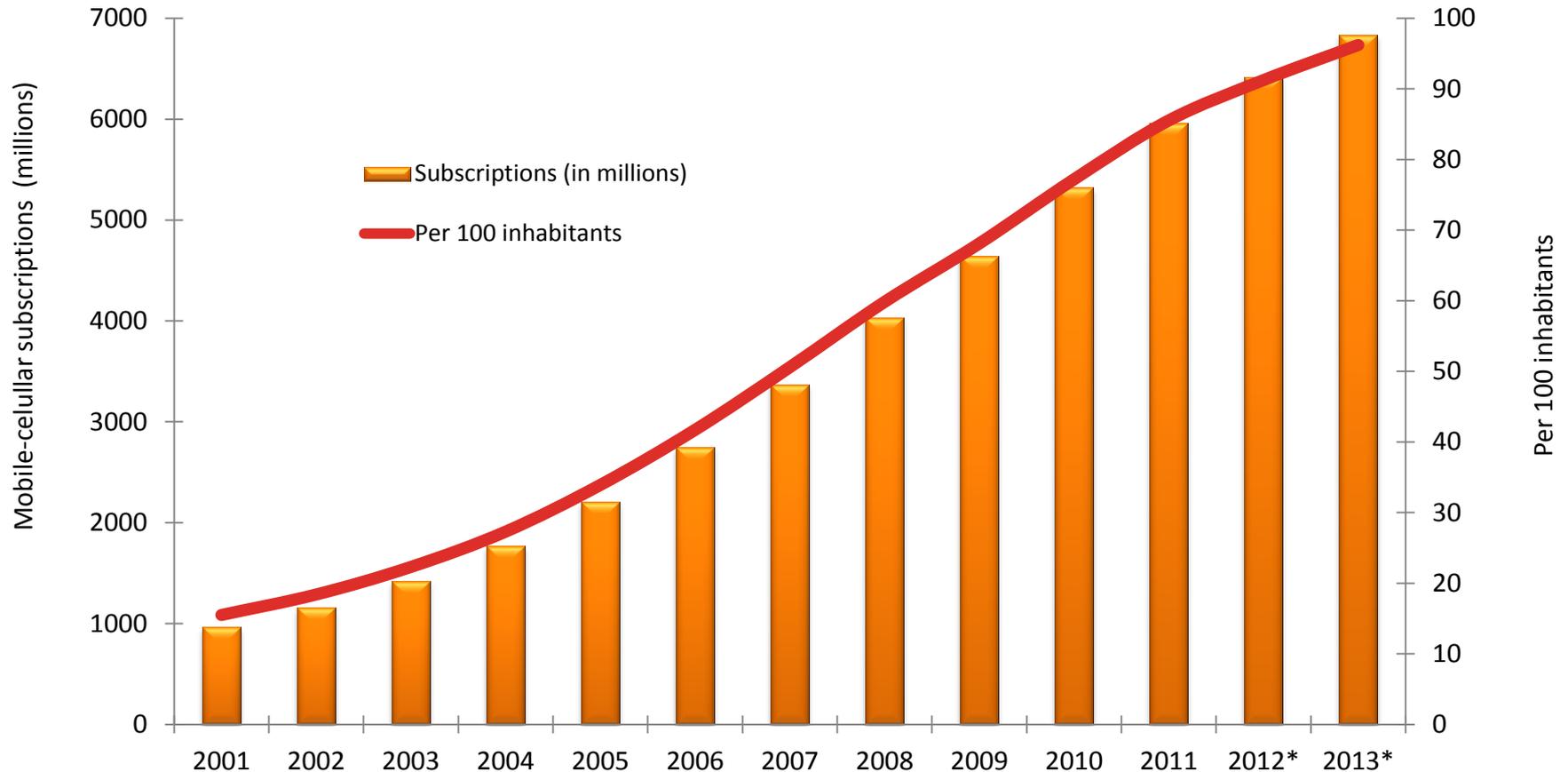
- Insights gained from our research and collaborative partnerships feed our consulting work.
- Our real-world experience working closely with member companies informs our research.
- Our cross-sector efforts build on our extensive network of members and stakeholders.



# Why Green Phones?

# Growing mobile phone use

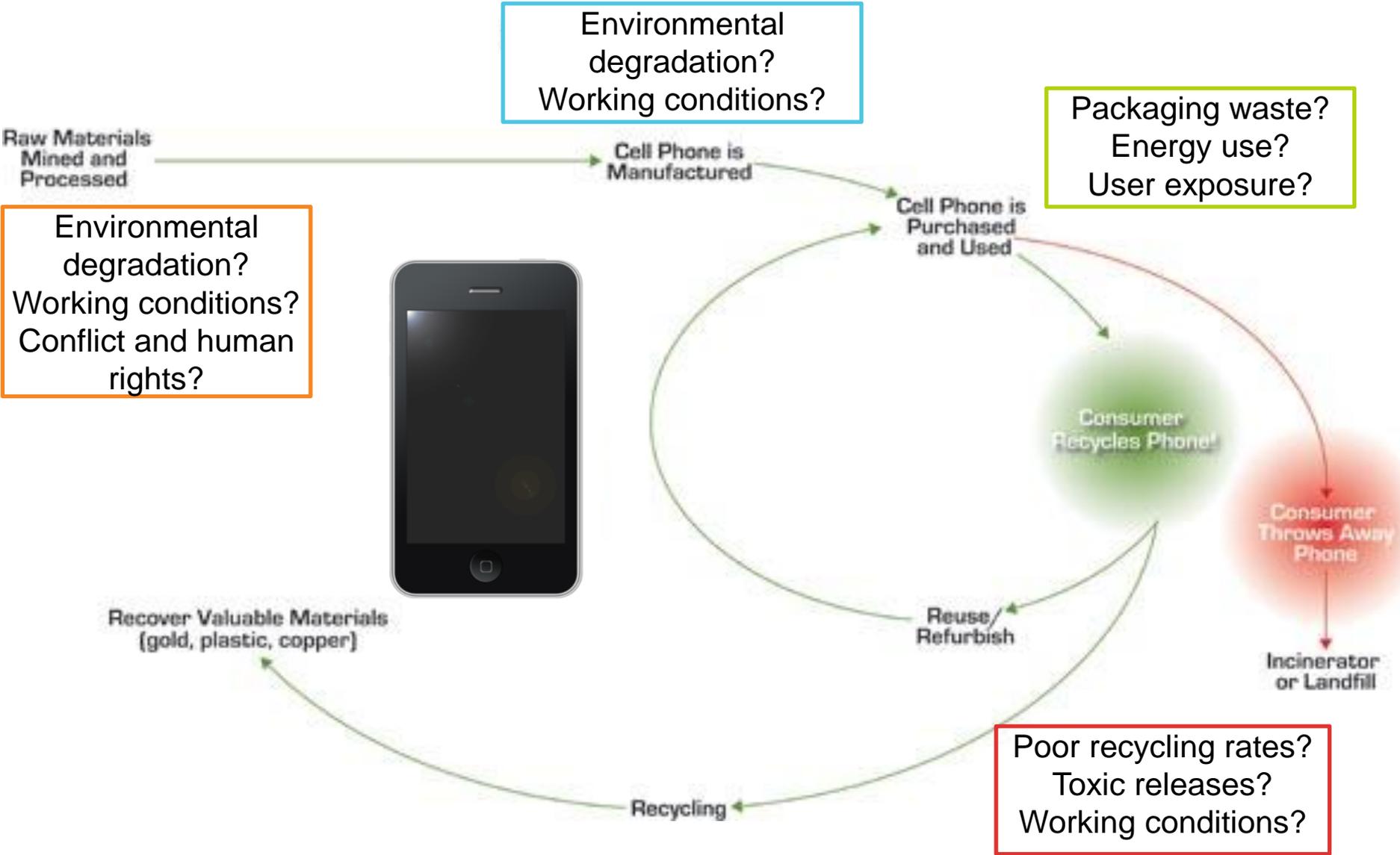
Global mobile-cellular subscriptions, total and per 100 inhabitants, 2001-2013



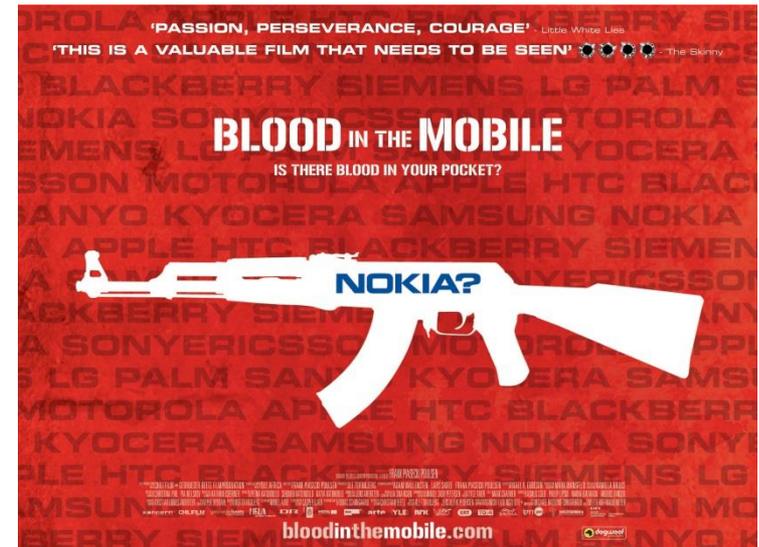
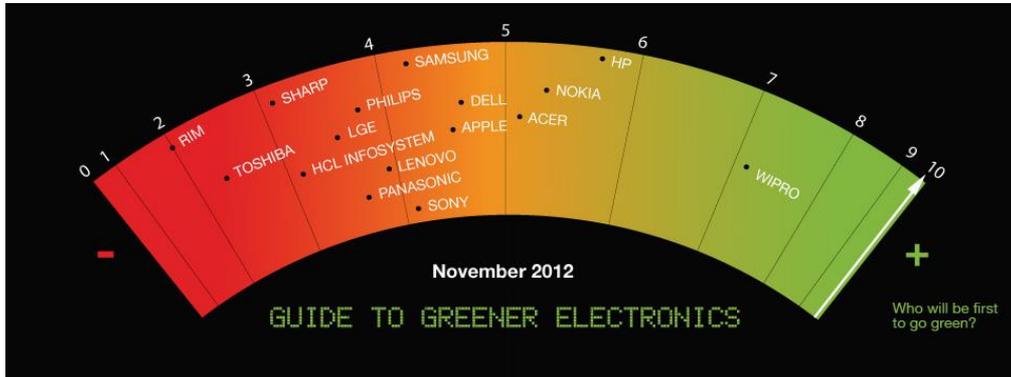
Note: \* Estimate

Source: ITU World Telecommunication /ICT Indicators database

# Concerns about impacts



# Actions from NGOs and regulators



# New business opportunities

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**Regulatory readiness  
reduces risks and costs**

**Innovation creates  
differentiation and market  
advantage**

**Environmental attributes  
contribute to the story a  
company tells  
consumers**

**Collaboration along the  
value chain**

# Industry Responses

# Flagship and demo devices create an ideal



Nokia "Remade"



Samsung "Blue Earth"

# Rating systems and labeling can drive progress



Vodafone

Eco rating



O2



AT&T



*From Sprint*



*Meets Sprint eco-criteria*



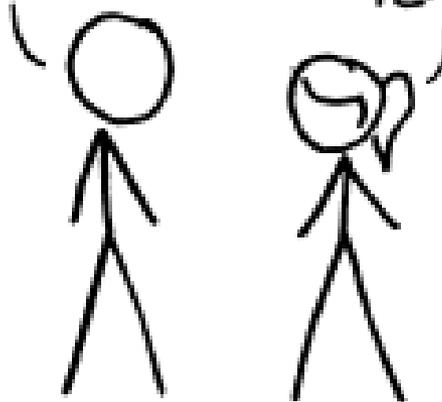
# Need for consensus and transparency

## HOW STANDARDS PROLIFERATE:

(SEE: A/C CHARGERS, CHARACTER ENCODINGS, INSTANT MESSAGING, ETC)

SITUATION:  
THERE ARE  
14 COMPETING  
STANDARDS.

14?! RIDICULOUS!  
WE NEED TO DEVELOP  
ONE UNIVERSAL STANDARD  
THAT COVERS EVERYONE'S  
USE CASES.



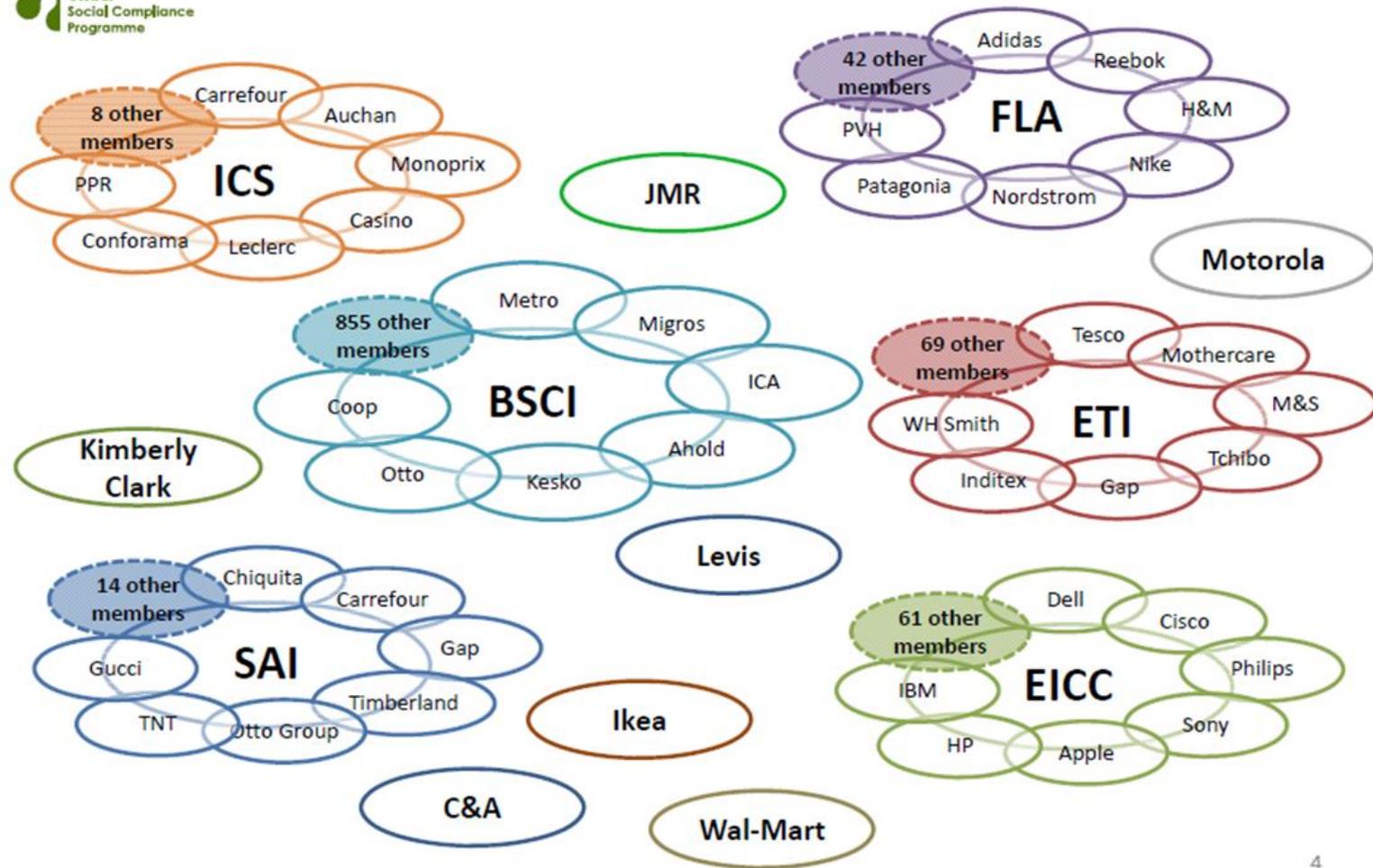
SOON:

SITUATION:  
THERE ARE  
15 COMPETING  
STANDARDS.

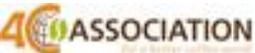
# Over 1,000 labour codes of conduct



Context – over 1000 codes...



# Around 438 eco-labels in 197 countries



# How do we make progress?

## From

- Competing standards and rating systems
- Uncertain priorities and direction
- Unclear capabilities for advancement
- Disengaged consumers



## To

- Consensus standards and a development roadmap
- Understanding and communication of real concerns and interests
- Effective competition and collaboration among industry players on green attributes

There is a need for industry and multi-stakeholder discussion to clarify priorities and direction

Thank you.

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