4th ITU Green Standards Week

LIFE CYCLE THINKING AND ENGAGING CONSUMERS – EXPERIENCES FROM MOBILE DEVICES

Chen Min

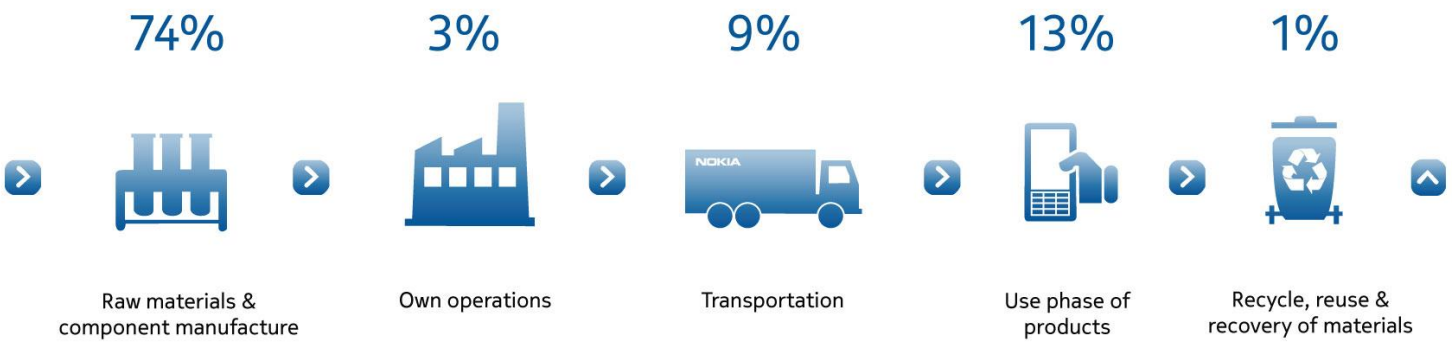
SUSTAINABILITY VISION

GREAT MOBILE PRODUCTS

International Telecommunication Union

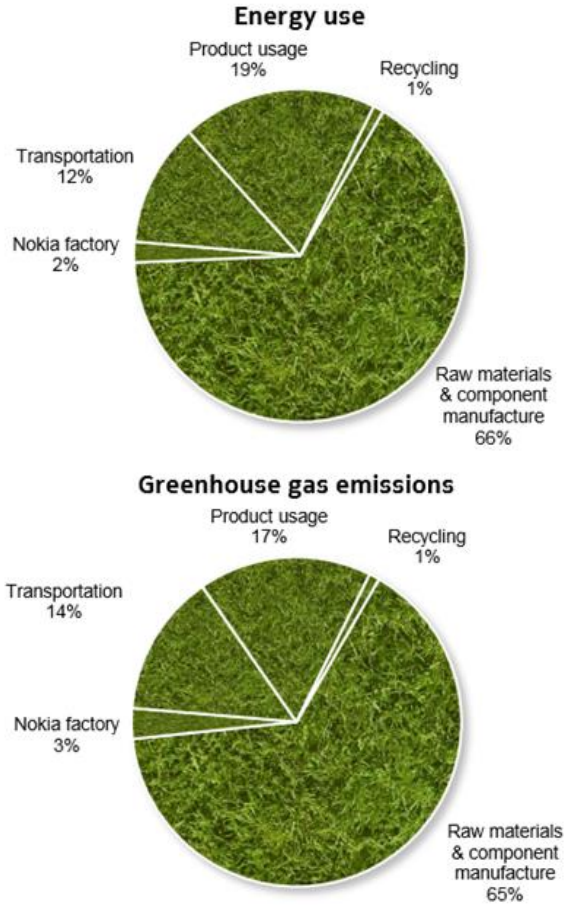
REDUCING THE ENVIRONMENTAL IMPACT OF OUR PRODUCTS

OUR PRODUCT CREATION IS GUIDED BY LIFE CYCLE THINKING



Greenhouse gas emissions across the life cycle of a phone

THE ENVIRONMENTAL IMPACT OF A DEVICE VARIES ACCORDING TO ITS WEIGHT AND THE FUNCTIONALITIES IT OFFERS



Check out more eco details at www.nokia.com/ecoprofiles

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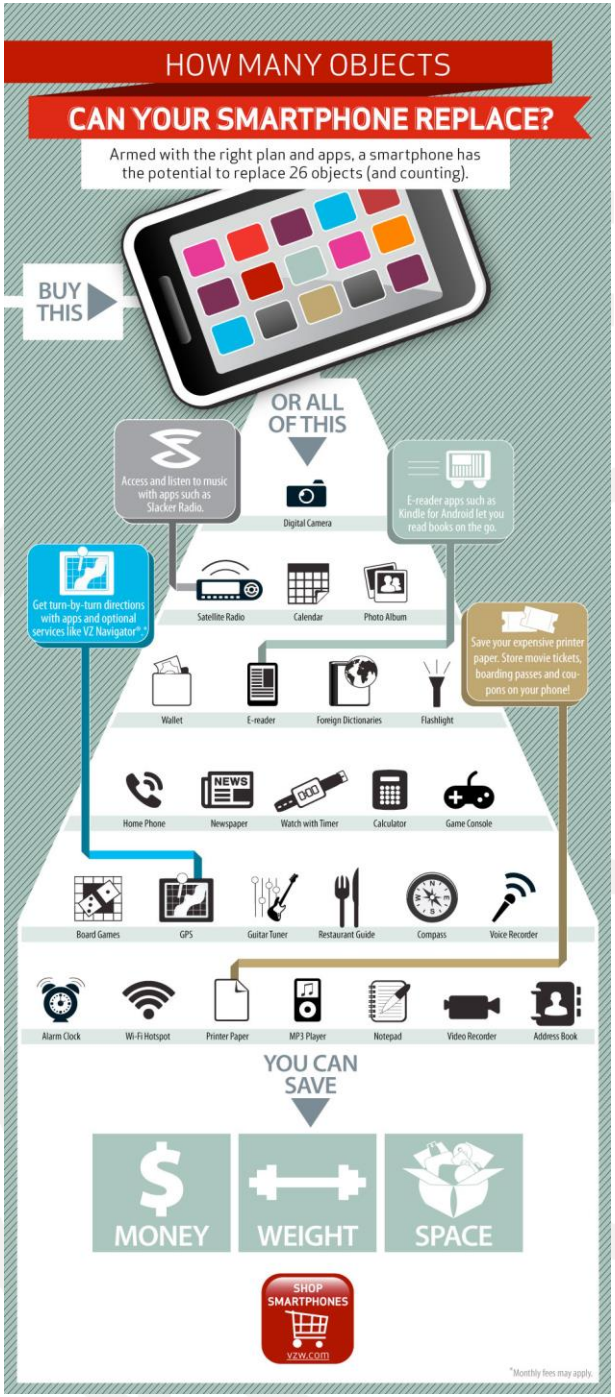
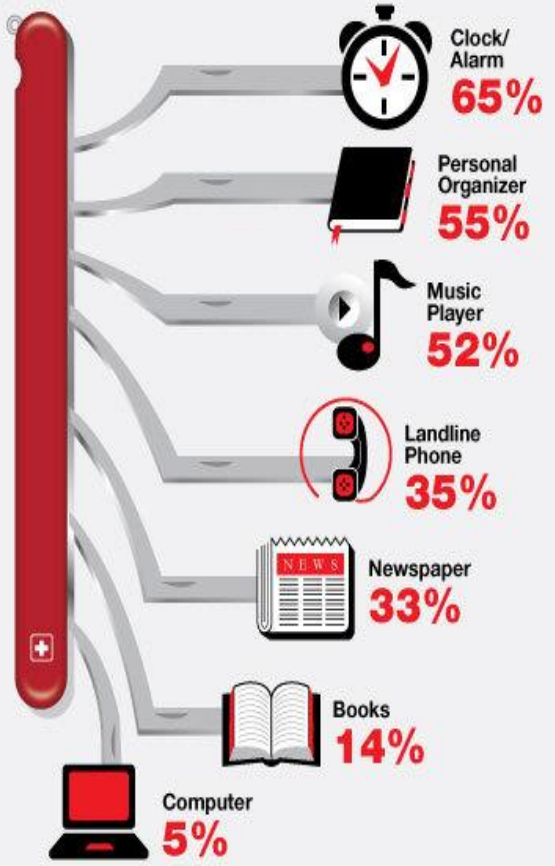
CONVERGENCE

Reduces environmental impact





Smartphones and tablets are wiping out a wide variety of consumer devices that provided either audio or video to many generations. According to the 21,590 mobile device users responding to a spring 2012 poll by IDG Global Solutions, any single-purpose audio device is vulnerable to replacement by a smartphone.

For more information about the content consumption, mobile device preferences, and other vital insights about the global market, check out the complete report at http://bit.ly/NGSZRB.

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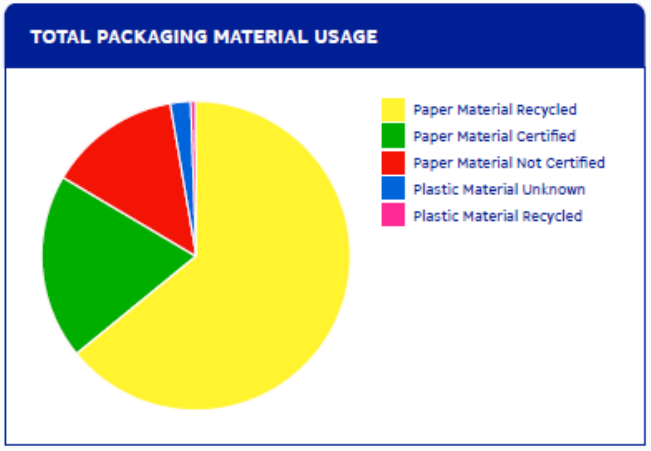
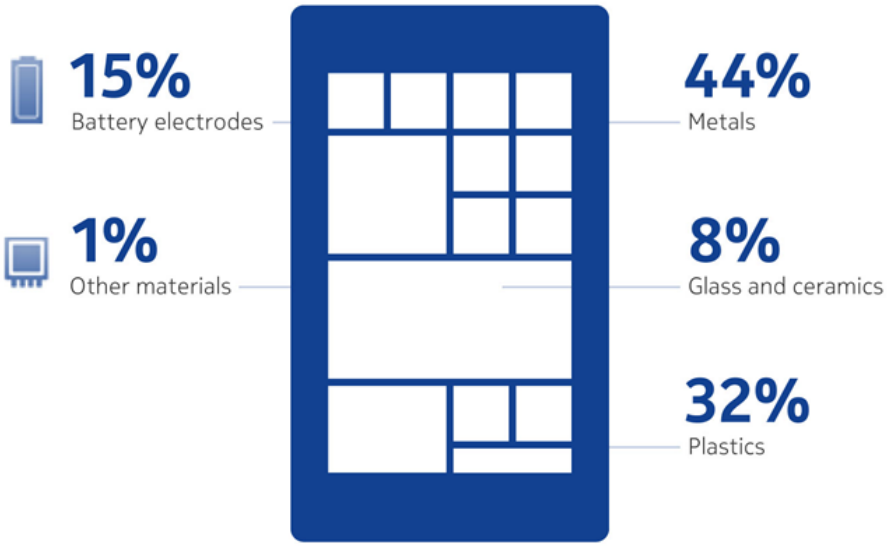
BY 2020, OUR VISION IS TO ONLY USE 100% CERTIFIED RENEWABLE OR RECYCLED MATERIAL

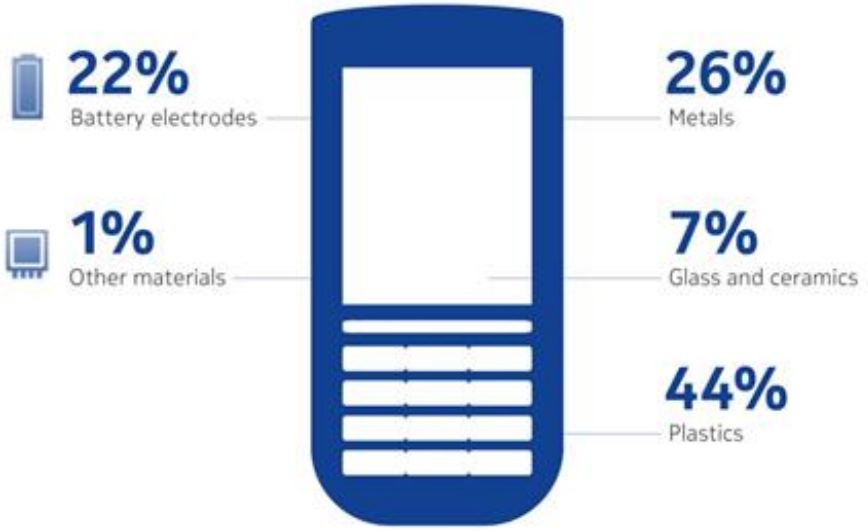


INGREDIENTS OF A NOKIA PHONE

Lumia



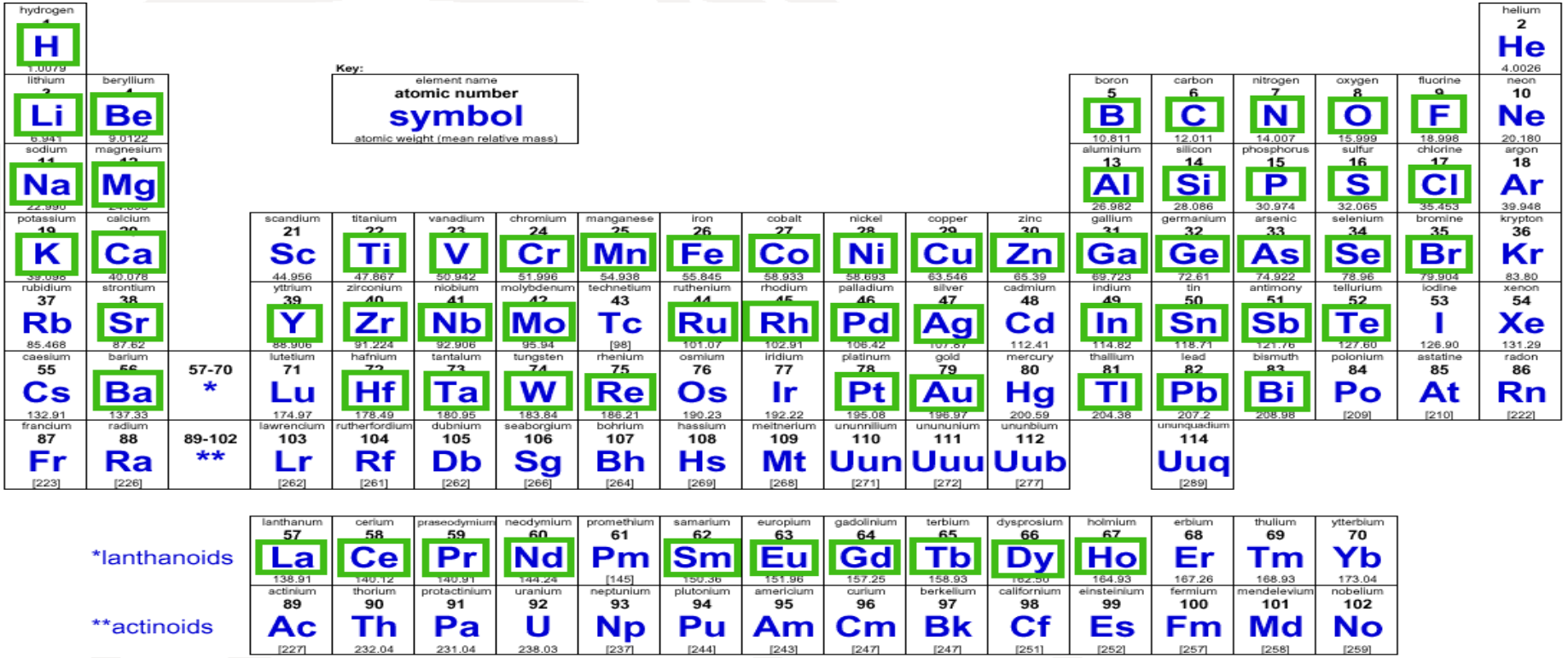
Asha



We are the first mobile manufacturer to offer full list of substances used in our phones.

WE REGULARLY INTRODUCE NEW, MORE SUSTAINABLE MATERIALS IN OUR DEVICES

ELEMENTS TYPICALLY USED IN A MOBILE DEVICES



This periodic table does not take into account in what quantities and concentrations the elements have been used (only the smallest impurities are excluded). Neither does it take into account the form the element in question has been used in.

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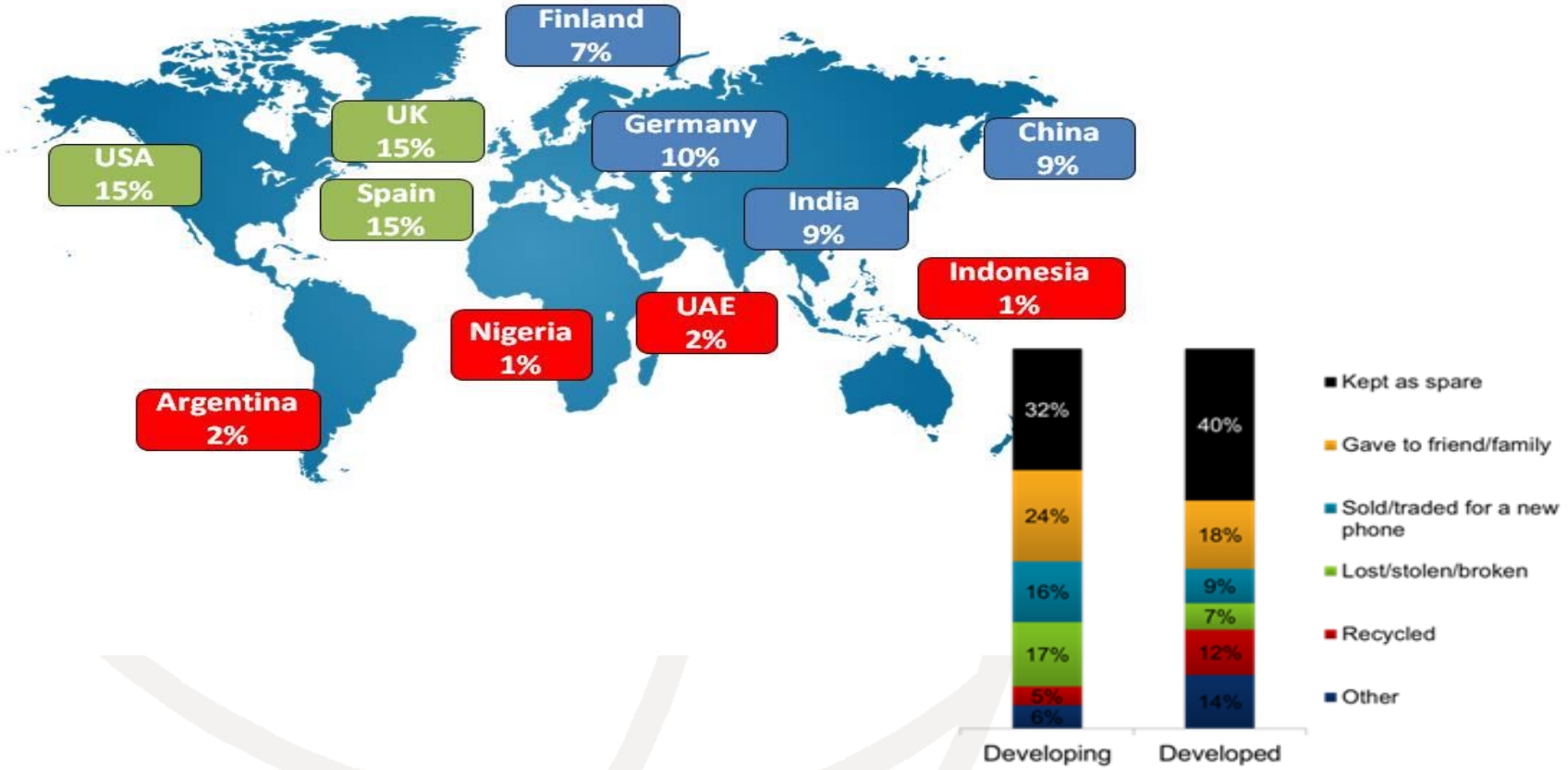
RECYCLING BEHAUVIOUR-MOBILE PHONES



ENABLING SUSTAINABLE LIFESTYLE

APPS FOR YOU AND YOUR PLANET

Whether improving health, raising funds or solving problems previously though to be unsolvable, a new breed of gamers are using their skills personal...

104 44 Like 48

Piers Fawkes on

HELPING PEOPLE REDUCE THEIR DAILY ENVIRONMENTAL IMPACT

- **With HERE Transport WE ENCOURAGE more people to use public transportation**
- **HERE Maps and HERE Drive help you AVOID UNNECESSARY DRIVE and consider the environment.**

EVERYONE SHOULD BE ABLE TO CONNECT

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300M people with hearing loss

300M people with poor eyesight

800M people over 60 years old

“Nokia to bring mobile technology to the visually impaired in India”

“Great cameras become eyes for the blind”

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Thank you