

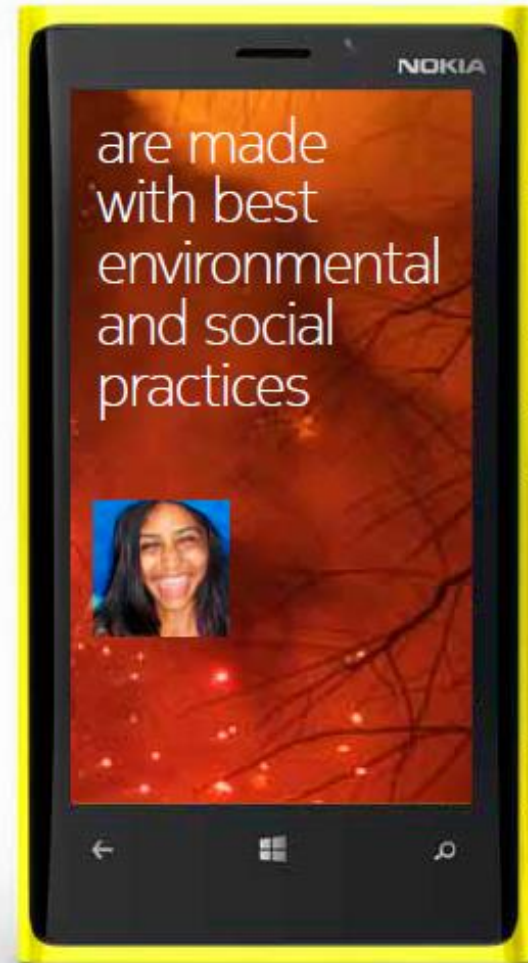
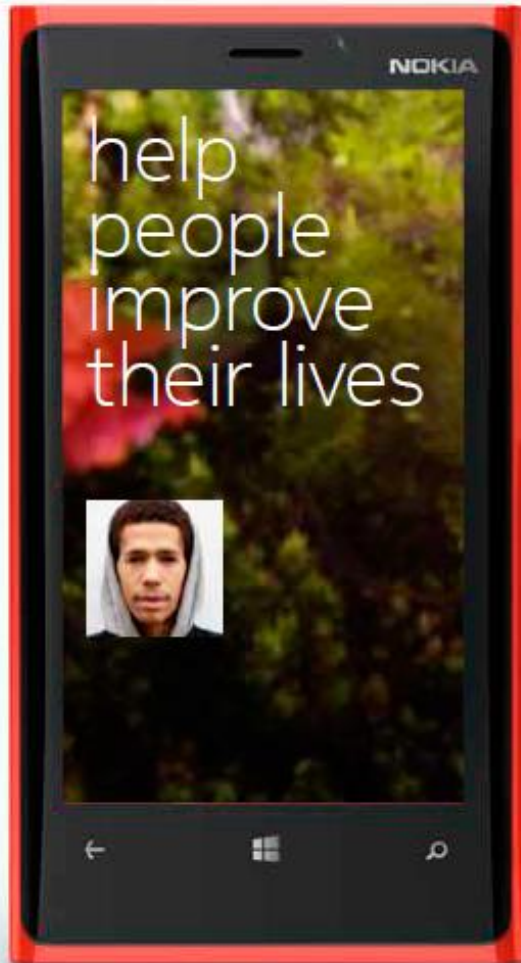
LIFE CYCLE THINKING AND ENGAGING CONSUMERS – EXPERIENCES FROM MOBILE DEVICES

Chen Min



SUSTAINABILITY VISION

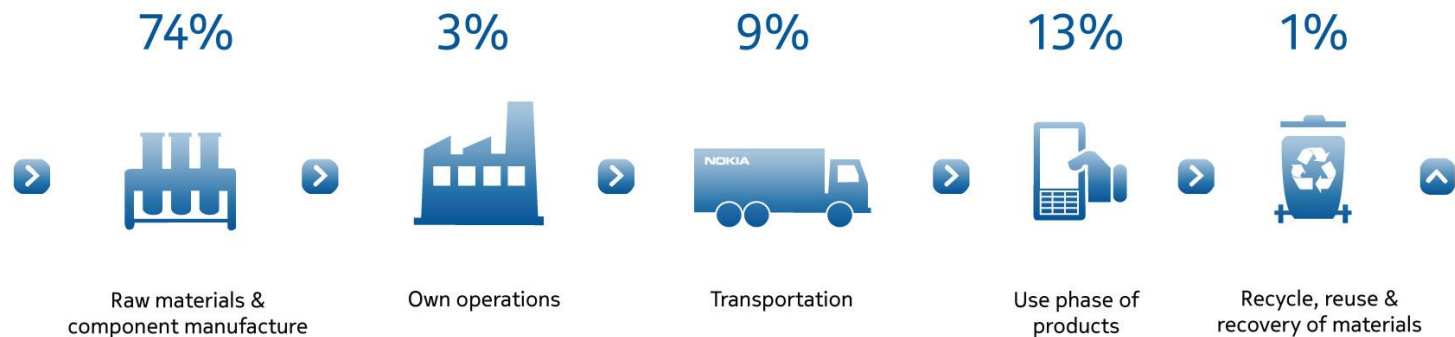
GREAT MOBILE PRODUCTS





**REDUCING THE
ENVIRONMENTAL
IMPACT OF OUR
PRODUCTS**

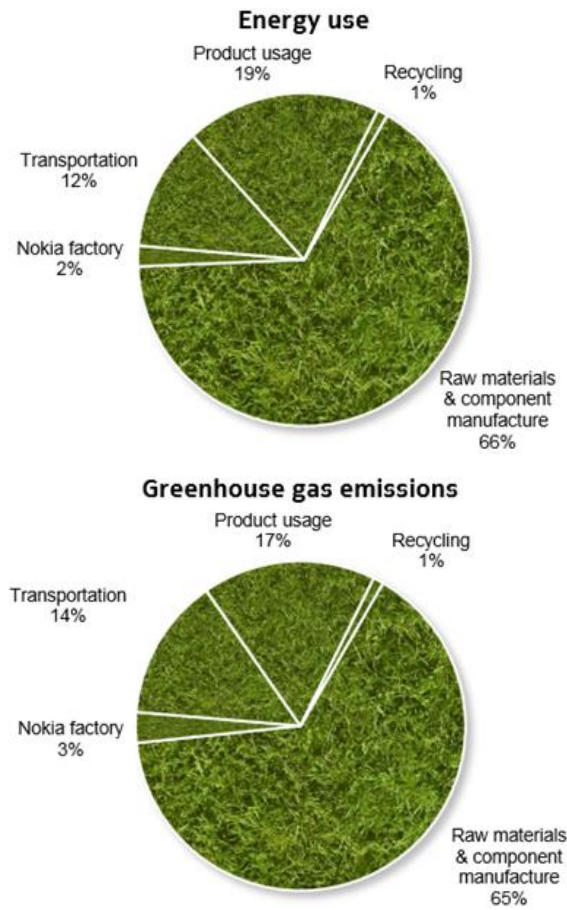
OUR PRODUCT CREATION IS GUIDED BY LIFE CYCLE THINKING



Greenhouse gas emissions across the life cycle of a phone

Committed to connecting the world

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

Committed to connecting the world



International
Telecommunication
Union

HOW MANY OBJECTS

CAN YOUR SMARTPHONE REPLACE?

Armed with the right plan and apps, a smartphone has the potential to replace 26 objects (and counting).

BUY THIS



OR ALL OF THIS



YOU CAN SAVE



*Monthly fees may apply.

CONVERGENCE

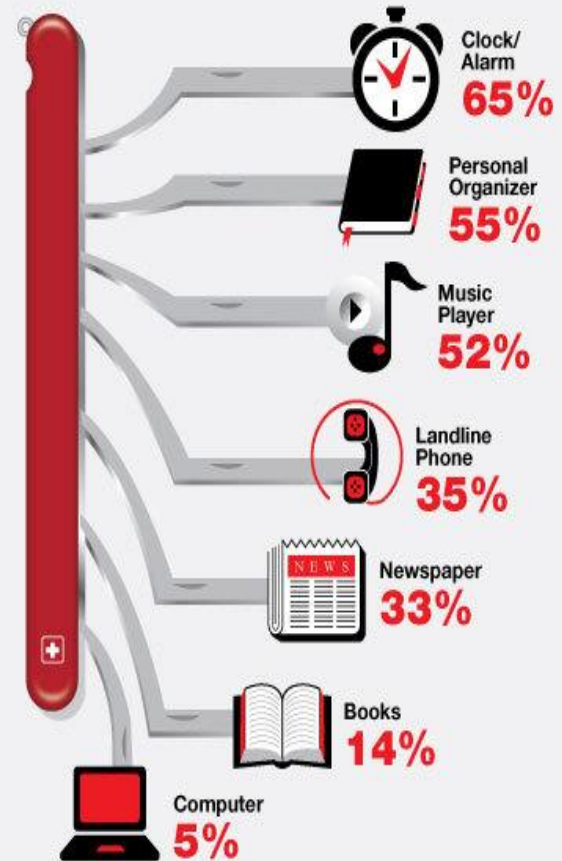
Reduces environmental impact



Committed to connecting the wo

Consumer Electronics Hit List

% of respondents who indicated that a mobile device replaced another product.



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>.

Eco info

Materials



Paper >
Up to 60% recycled
Virgin wood fibres up to
100% certified



Contains recycled metals
and Bio material

Free of PVC, BFR, RFR, lead,
mercury, cadmium and
hexavalent chromium

We'd love to tell you more about our commitment to sustainability and
how to recycle your old phone. Visit nokia.com/lumia820/ecoprofile

Recycling



100% recyclable



Please dispose
of appropriately



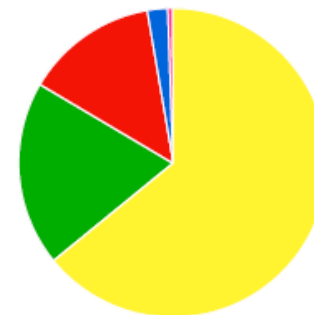
100% recoverable as
materials and energy



Dispose of electrical
parts accordingly

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

TOTAL PACKAGING MATERIAL USAGE



■ Paper Material Recycled
■ Paper Material Certified
■ Paper Material Not Certified
■ Plastic Material Unknown
■ Plastic Material Recycled

Lumia



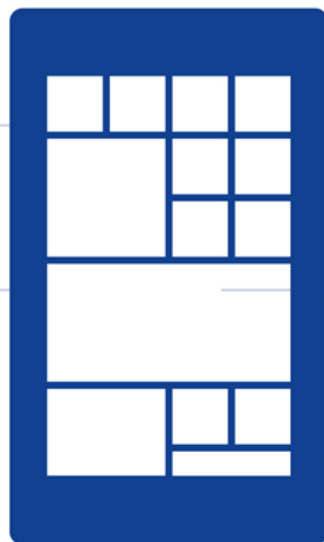
15%

Battery electrodes



1%

Other materials



44%

Metals

8%

Glass and ceramics

32%

Plastics

Asha



22%

Battery electrodes



1%

Other materials



26%

Metals

7%

Glass and ceramics

44%

Plastics

INGREDIENTS OF A NOKIA PHONE

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**

Committed to connecting the world



International
Telecommunication
Union

ELEMENTS TYPICALLY USED IN A MOBILE DEVICES

hydrogen
1
H
1.0079

lithium
3
Li
6.941

beryllium
4
Be
9.0122

sodium
11
Na
22.990

potassium
19
K
39.098

rubidium
37
Rb
85.468

caesium
55
Cs
132.91

francium
87
Fr
[223]

beryllium
4
Be
9.0122

magnesium
12
Mg
24.305

calcium
20
Ca
40.078

strontium
38
Sr
87.62

barium
56
Ba
137.33

radium
88
Ra
[226]

57-70
*

89-102
**

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1.0079

helium
2
He
4.0026

boron
5
B
10.811

carbon
6
C
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nitrogen
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N
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V
50.942

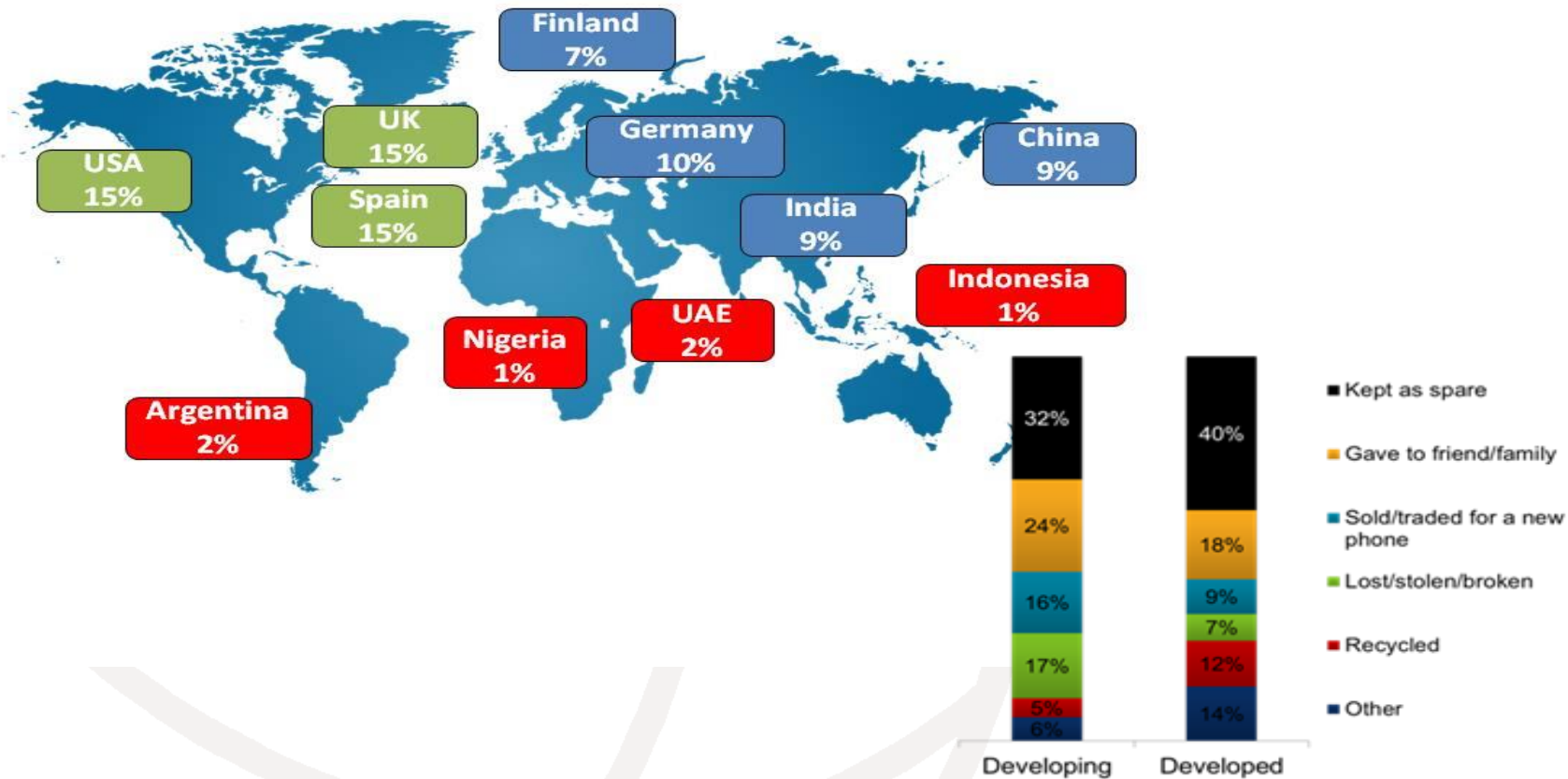
niobium
41
Nb
92.906

tantalum
73
Ta
180.95

dubnium
105
Db
[262]

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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GAMING FOR GOOD

THE GAMING-FOR-GOOD TREND

[NEED TO KNOW: SXSW]

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

+104 +f +in 44 +p g+ +e

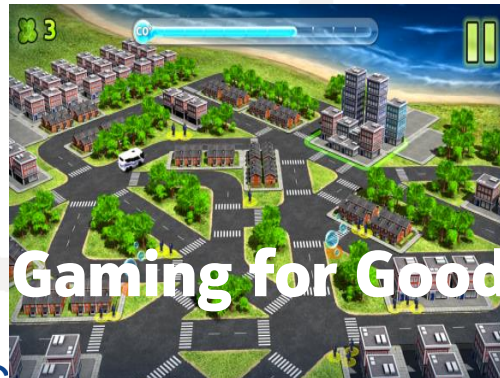
Like 48



Piers Fawkes on



Education



Gaming for Good



On the Green Move

C

12 von 14



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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4th ITU Green Standards Week

Thank you

