



Business (models) for circular telecom
Presentation for ITU - Green Standards Week

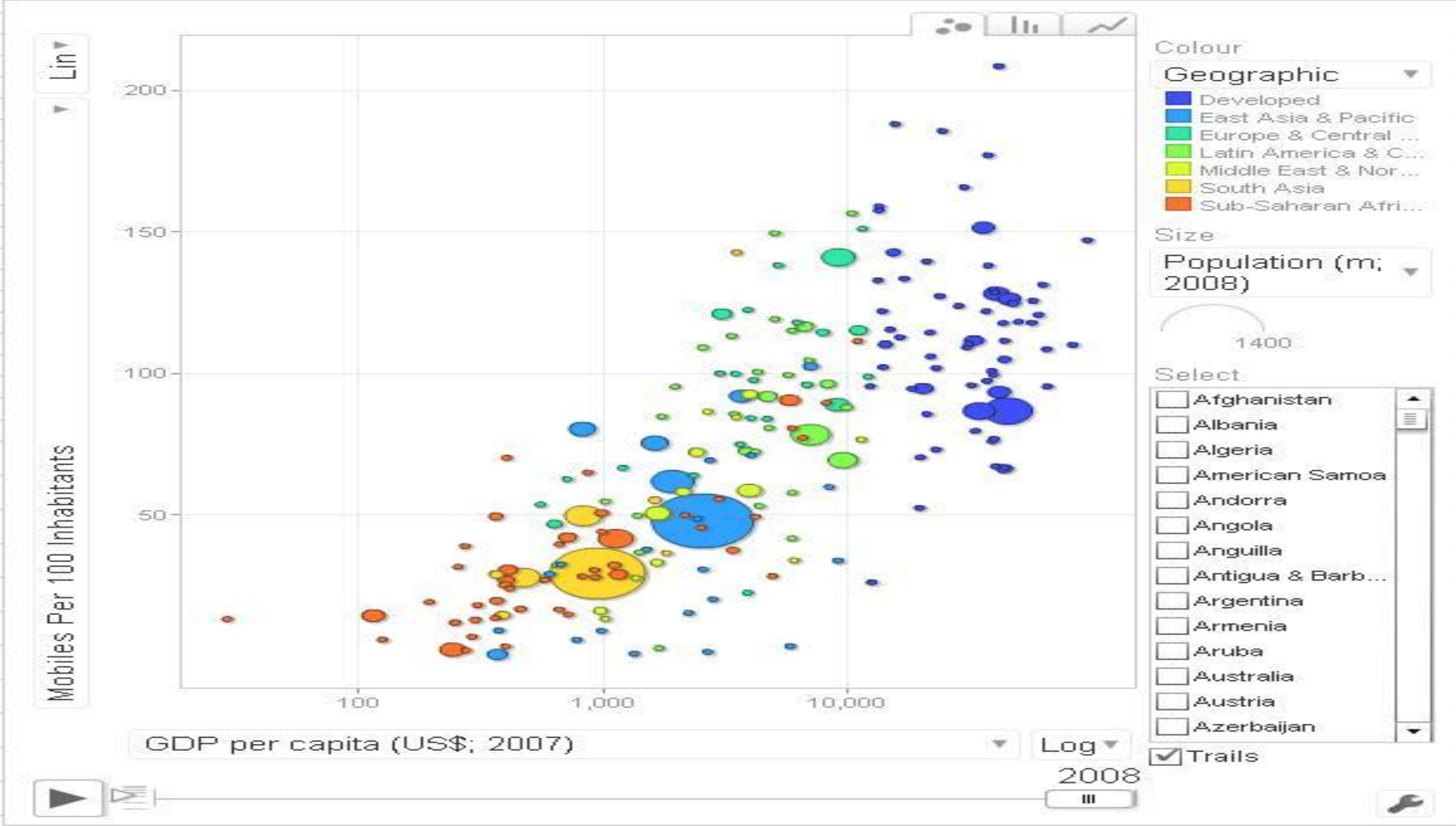
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2001



So many benefits



Less great



What was being done



What that lead to



Be ignorant

**UNGEPENDA KUJUA JINSI
UNAVYOWEZA KUJIPATIA
PESA KUTUMIA SIMU YAKO
ILIOZEEKA NA KUVUNJIKA?**

Kuchiriki ni bure na kila mshiriki anaweza
kujishinda muda wa maongezi kwa simu.

**Tuma
BUGA
kwa
8282**

**KIPE KIFAA CHAKO CHA ELEKTRONIKI KILICHOZEEKA, LENGU MPYA
NA USAIDIE KAMPALA IWE SAFI NA UJIPATIE FEDHA UNAPRODISHA
SIMU YAKO MZEE KWA DUKA LA BUGATECH.**

CLOSING THE LOOP
Circularity for phones

BUGATECH
CELLPHONE WORKS

**tech
returns**

**TEXT TO
CHANGE**

Be flexible

GET MONEY FOR YOUR COMPLETELY DAMAGED PHONES.

recellGhana

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+233 (0) 233 622 203

PARTNERS: accenture, FAIRPHONE, vodafone, MAERSK LINE, UNICURE, ENVIRONMENTAL PROTECTION AGENCY, GHANA, CLOSING THE LOOP

WE

- WHOLESALE GENTLY - USED SMART PHONES & TABLETS
- RENT OUT SMART PHONES & TABLETS
- REPAIR PHONES & TABLETS

Effective



Plenty of phones around



To the recycler



Great, right?



Circularity: too much utopian talk



“By 2050, this circular economy must be a reality in the Netherlands.

Waste will disappear in this circular economy. Waste will be a new raw material.

Soon, virtually everything that we use, will later be reused repeatedly. This means that in a circular economy we step away from the linear make, take, waste approach. Instead, our approach will be circular.

We will not only save raw materials but also reduce the burden on the environment and have a positive impact on other major issues of this age, including climate change.”

Material offsetting



Waste free reuse



Circular services

B2B customers
replace phones
every 24 months

70% of phones get 2nd
life in emerging markets



New phones require the
mining of new metals



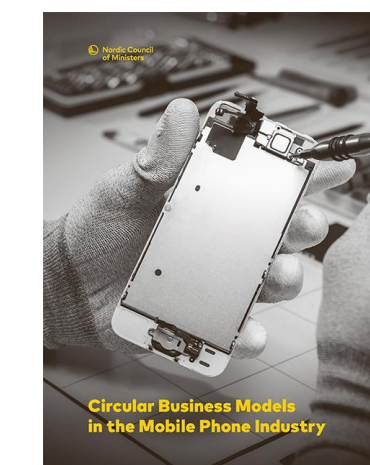
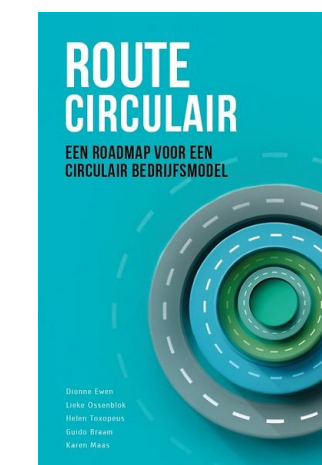
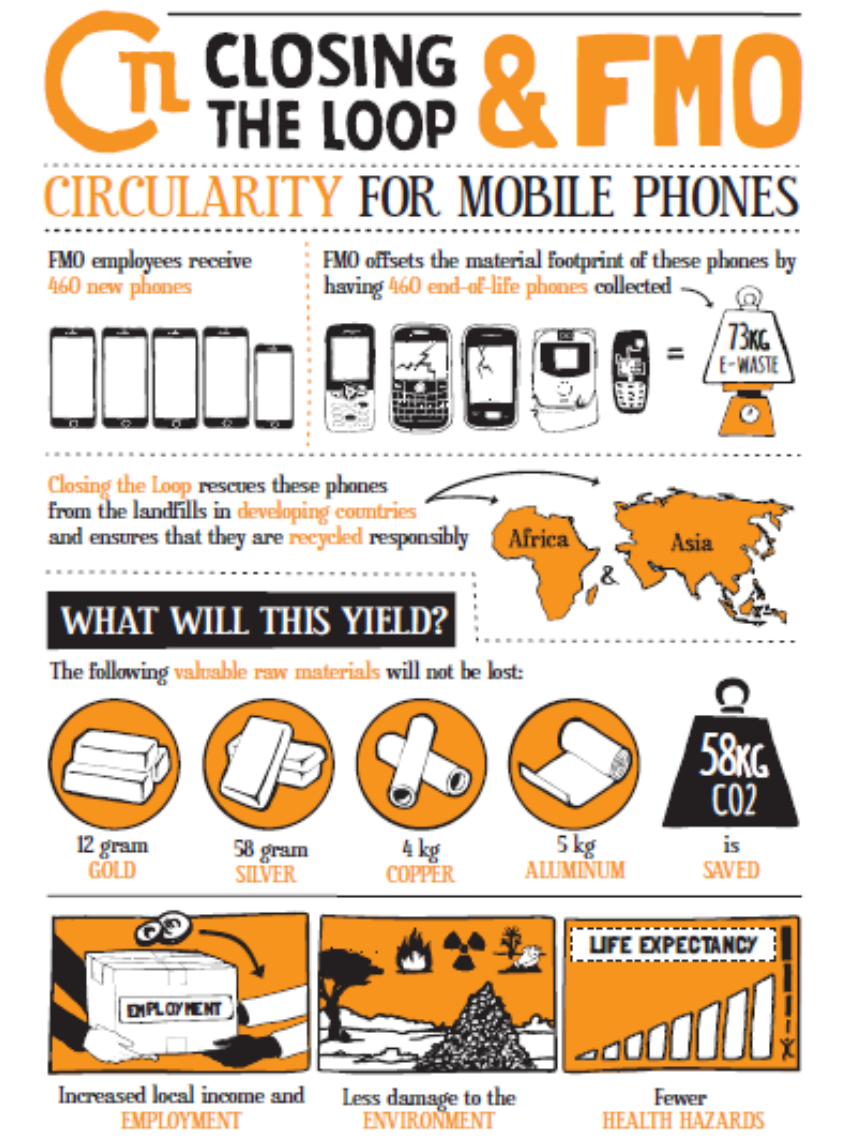
CTL can make this
reuse 'waste-free'



Similar to CO2 offsetting:
we offset material footprints



The positive
(offsetting) results are
shared



Circular services are linked to sales, compliance, PR & stakeholder management, while including emerging markets.



Sales

Circular services are increasingly in demand by customers / end-users



Stakeholder management

Showing & explaining your vision to stakeholders such as employees, suppliers and others



Compliance

Taking responsibility for waste and material scarcity will become obligatory in the near future



Marketing & PR

Tangible circularity delivers a great story, and competitive advantage: it is THE way to beat the competition



SDGs

Becoming a circular innovator – and supporting emerging markets in their fight against waste & pollution – ‘scores’ on #1, 8, 11, 12 and 13

From 19th to 21st century



From the world's dump site...



To leading the way on circularity





**Urban mined
metals
FIRST**

**Make
recycling
great again**



**URBAN
MINING
IN GHANA**



THANK YOU