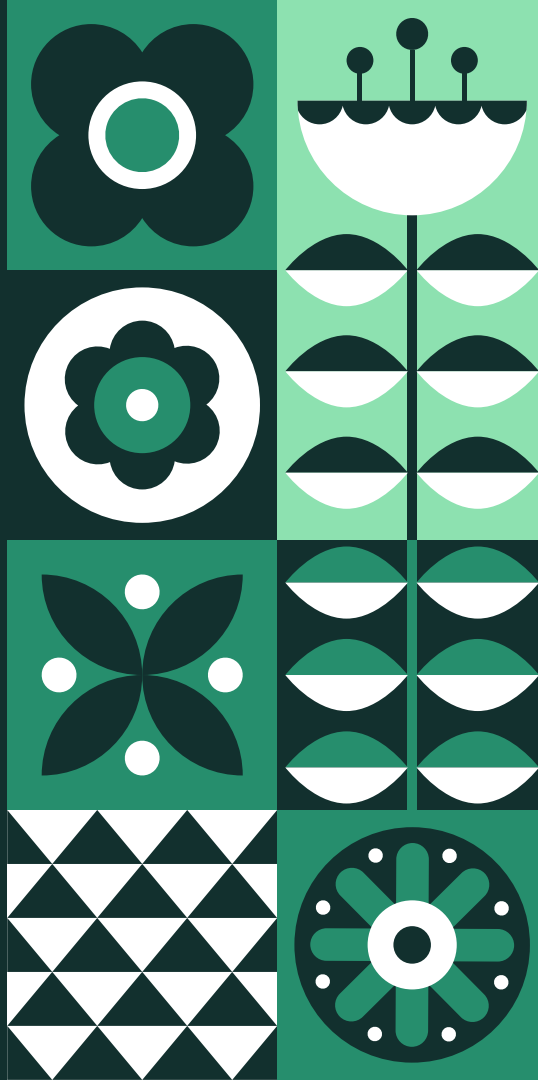


# Eco Rating

Método de evaluación para la sostenibilidad ambiental de teléfonos móviles

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Directora de Medio Ambiente y DDHH  
Telefónica



# Eco Rating

- Raise **awareness** of the environmental impact of the phones we supply, and customers choose.
- Provide **environmental transparency** for consumers and the rest of market.
- **Push** the industry to a more circular model.

Becoming part of the Eco Rating entails taking responsibility over what we, sellers and distributors of mobile devices, put in the market and taking pertinent action to make visible the elements that make a device more sustainable or not. Encouraging an improvement in the manufacturing process.

We are convinced that Eco Rating will move the whole mobile industry, accelerating its transition towards a more circular model for mobile phones.

deployed in

>35

countries

>550

devices assessed

>10

participating  
Mobile Network  
Operators

>20

participating  
Mobile Suppliers



# THE ECO RATING METHODOLOGY

## Main features

### CRADLE-TO-GRAVE APPROACH



### MULTIVECTORAL EVALUATION

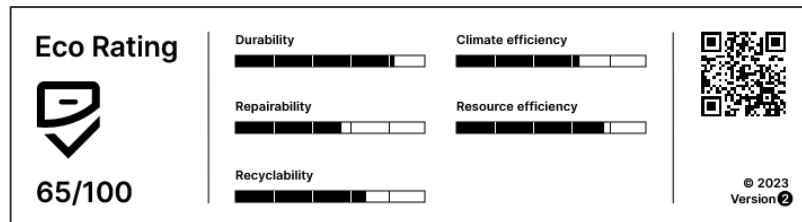
#### ENVIRONMENTAL IMPACT CATEGORIES

Climate change	Ozone depletion	Ionising radiation	Land use
Water scarcity	Respiratory inorganics	Photochemical ozone formation	Eutrophication freshwater
Eutrophication marine	Eutrophication terrestrial	Human toxicity, cancer	Human toxicity, non-cancer
Ecotoxicity, freshwater	Resource use, energy carriers	Resource use, minerals and metals	Acidification terrestrial & freshwater

#### CIRCULAR ECONOMY / MATERIAL EFFICIENCY CATEGORIES

Durability	Repairability / Reusability / Upgradeability	Recyclability and recoverability
Use of hazardous and restricted substances	Recycled materials content	Packaging and accessories

### PUBLIC LABEL WITH THE MAIN SCORES



**Etiqueta Eco Rating**

La etiqueta Eco Rating muestra de una manera sencilla y clara el impacto medioambiental de los terminales. Incluye una puntuación en una escala del 1 al 100 que evalúa cómo de sostenible es el móvil. Cuanto mayor es la puntuación más respetuoso es el teléfono con el planeta.

También incluye información adicional sobre 5 aspectos ambientales de interés para los consumidores: Durabilidad, reparabilidad, reciclabilidad, eficiencia climática y eficiencia en el uso de los recursos.

**Eco Rating** 65/100

- Durabilidad**: (Progress bar)
- Reparabilidad**: (Progress bar)
- Reciclabilidad**: (Progress bar)
- Eficiencia climática**: (Progress bar)
- Eficiencia en uso de recursos**: (Progress bar)

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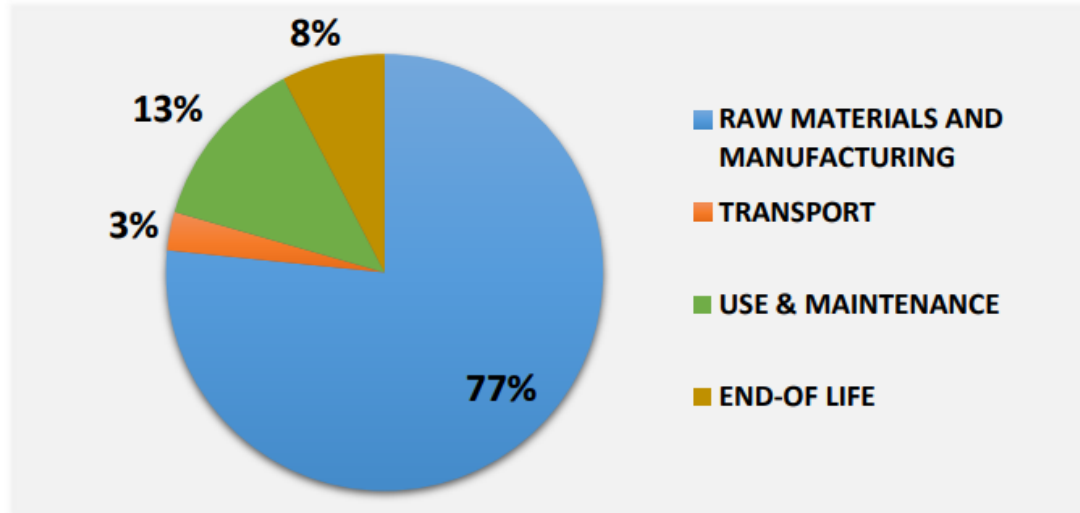
**Durabilidad**: (Icon) (Info: Información sobre la calidad)

**Reparabilidad**: (Icon) (Info: Datos de facilidad de reparación del

**Reciclabilidad**: (Icon) (Info: Datos de facilidad para reciclar)



## ECO RATING vs ENERGY LABELING



# BENEFITS FOR MANUFACTURERS

- **Support for manufacturers**
  - Reduce carbon emissions
  - Eliminate unnecessary plastic
  - Reduce eWaste
  - Avoid hazardous substances
  - Increase longevity
  - Support better reparability capabilities and high recyclability rate
- **The scores are comparable**
- **Positive competition to reduce environmental impact**

## Participating mobile suppliers

mobile.

CAT

CROSSCALL

doro

FAIRPHONE

HONOR

HUAWEI

MobileWire

motorola

NOKIA | Phones

NOTHING

nubia

ONEPLUS

oppo

orange

realme

SAMSUNG

SONY

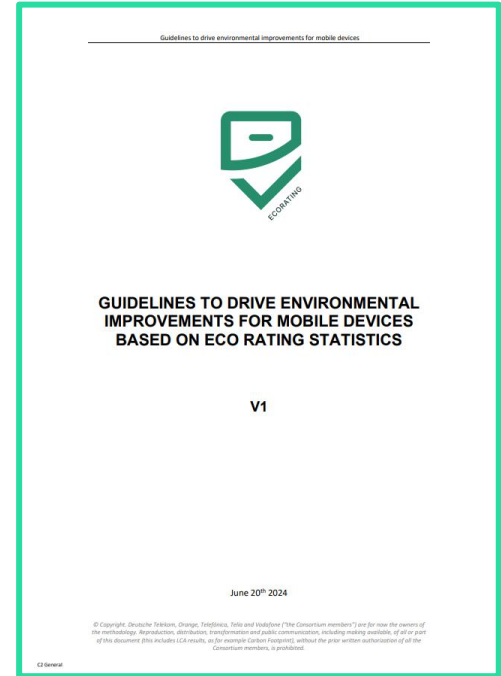
TCL

T

vivo

mi

ZTE



Thank you!!

