



# FairPhone

Open up Stuff,  
Understand the System,  
Take Action

Joe Mier  
Community Manager

10 April 2013





**Every product** has a story

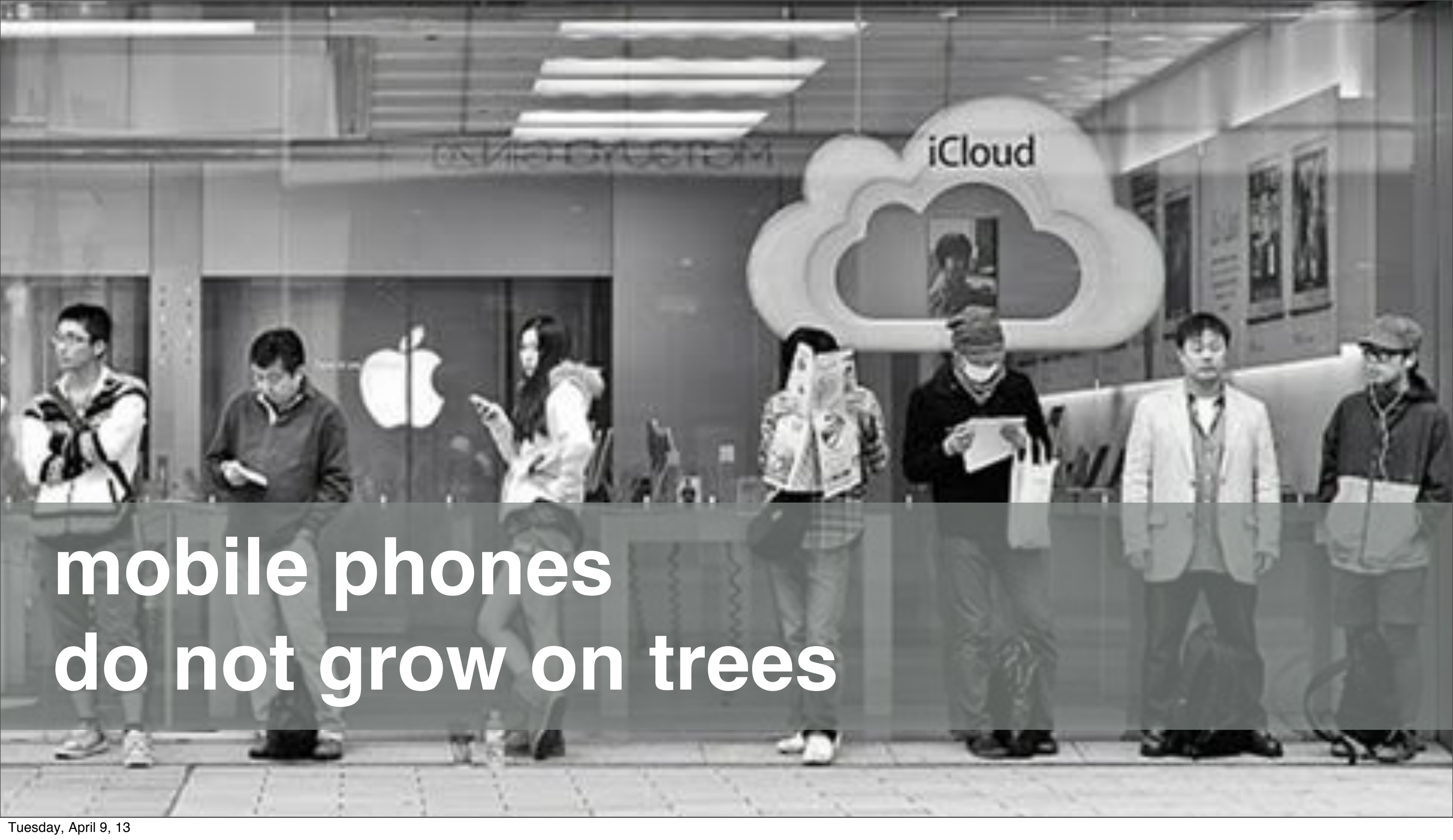
**Systems** should be  
opened up

We have to take shared  
**responsibility!**



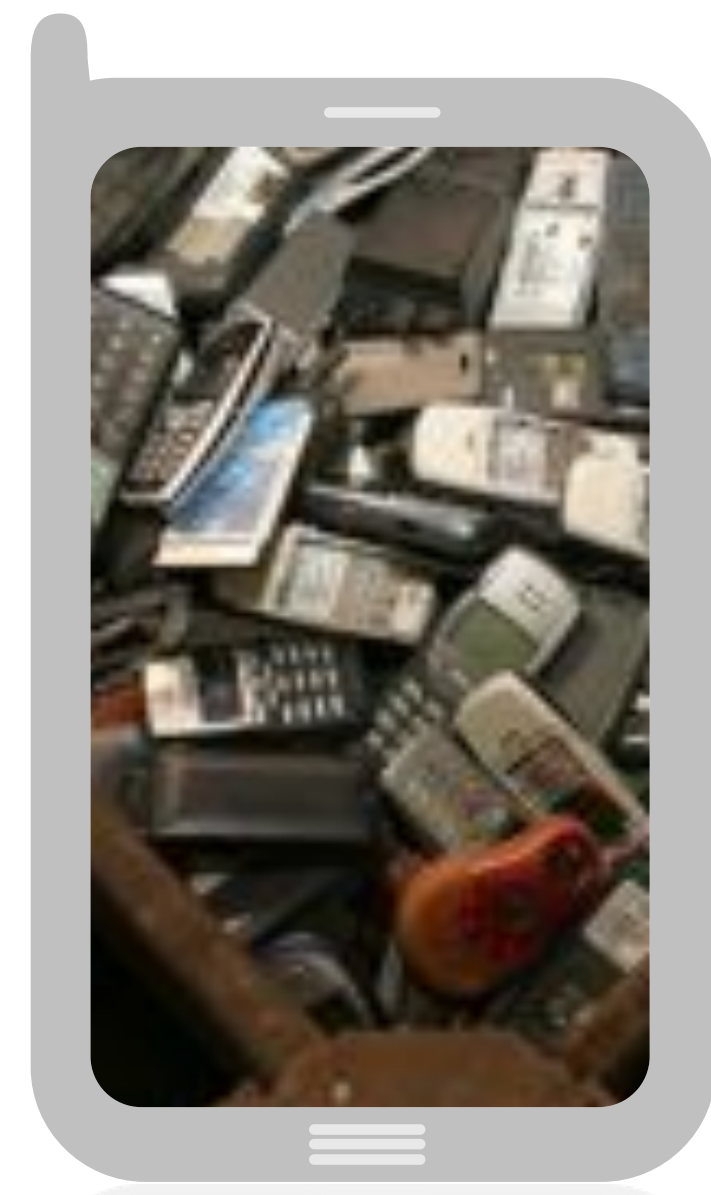






**mobile phones  
do not grow on trees**

just 3 examples...



it is time for **fair electronics**





**waag society**

Building bridges  
between art,  
science,  
technology and  
society















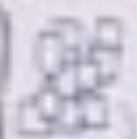






Project week 1 2007

# ULTIEME KINDER- + AFRIKA PHONE



• 10000 voor  
• 10000 voor  
• 10000 voor



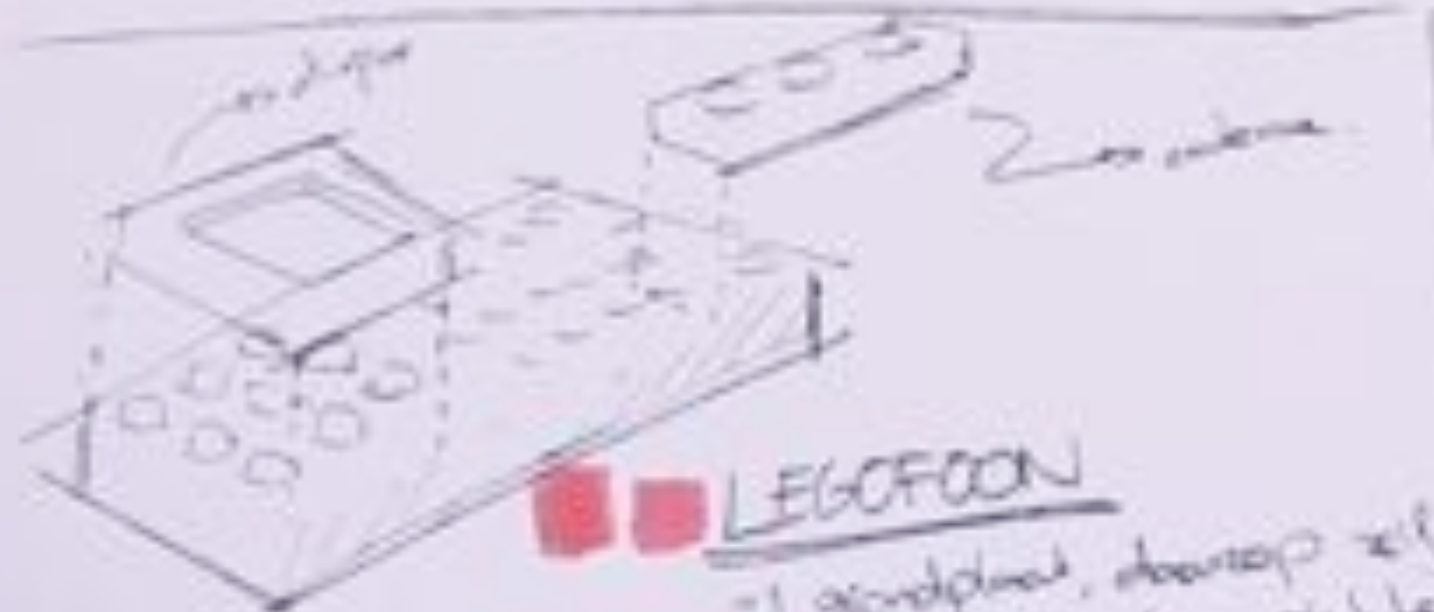
1 x drukken = flash call  
na lang drukken = bellen

Simen  
kan niet  
lang roepen



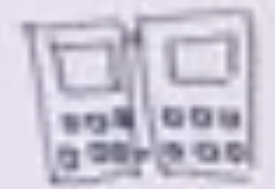
• koop de 1 scherm  
• mogelijkheid om  
aan aantal verschillende  
berichten te verzenden

• 10000 berichten in een  
van plastic spinnen die je  
kan veranderen, die je  
bij de AH krijgt. Dan maak  
berichten spinnen, daarvan naar  
2 koop



## LEGOFOON

- 1 gereedheid, daarop zelf  
custom elementen plakke.  
- 240 is x koop, bijv. antenne of display



• water bestik

2 foto's





precious  
materials



made  
with care



smartly  
designed

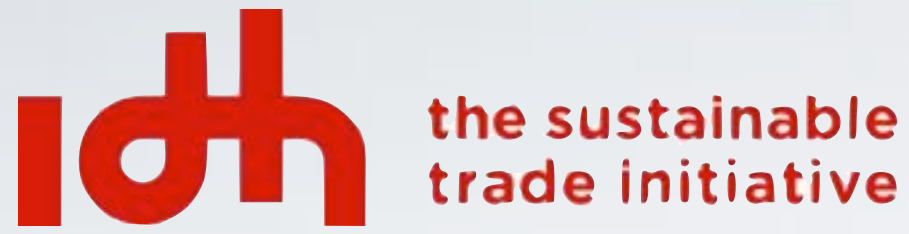


clear  
deals



everlasting  
value

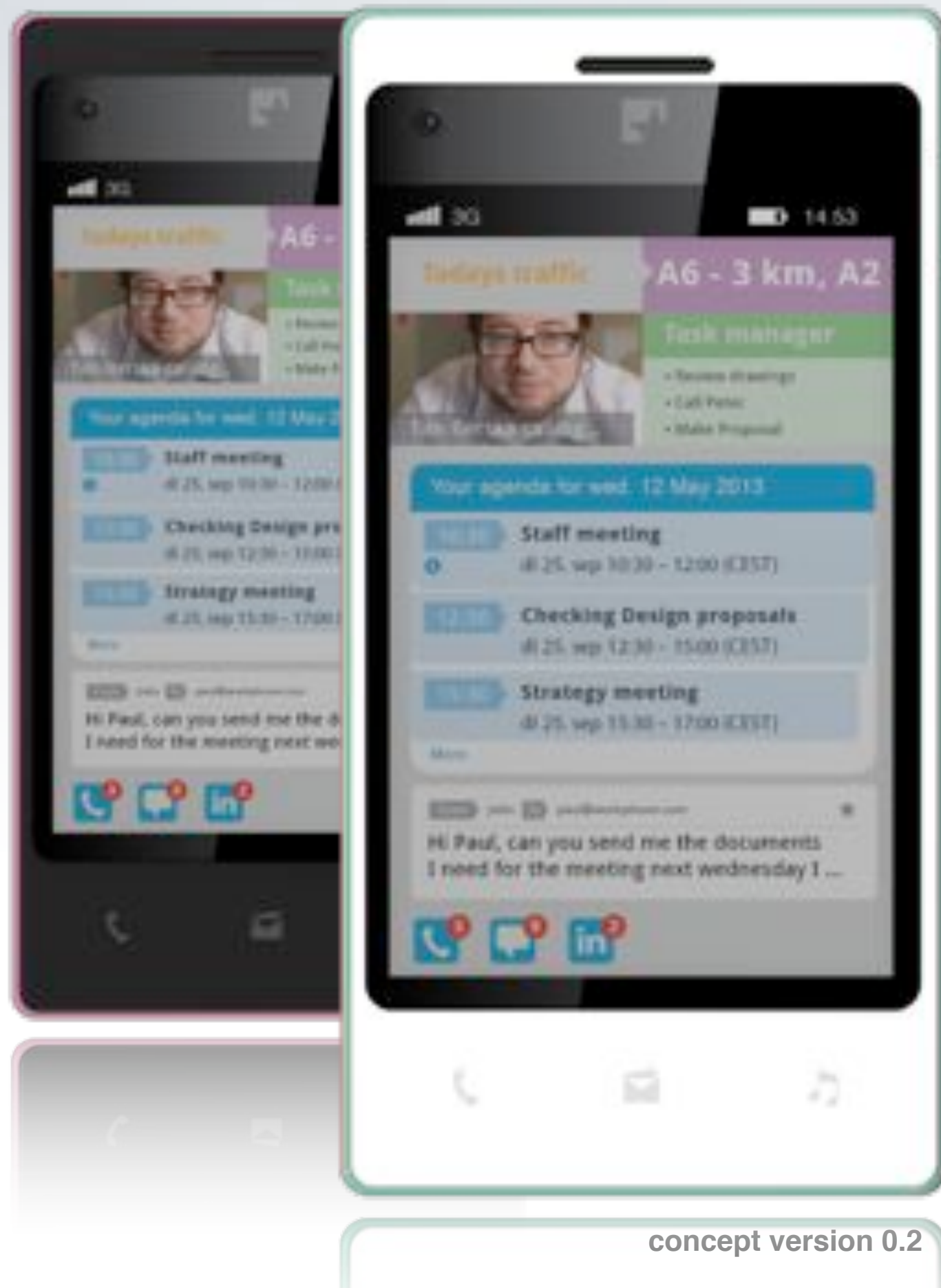




Conflict-Free  
Tin Initiative



End poverty. Together.



## Generation 1 Fair-er Phone

- Mid-/high-range smartphone
- ~ € 300
- 10,000 units
- Android Jelly Bean
- Dual Sim

concept version 0.2





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## Niederländisches Projekt: Das Smartphone des reinen Gewissens

Von Benjamin Dürr

**Designer aus Amsterdam entwickeln ein Fair-Trade-Smartphone. Es soll mit Android laufen und 2013 auf den Markt kommen, vor allem aber soll es unter fairen Arbeitsbedingungen entstehen, ohne Rohstoffe aus Bürgerkriegsregionen gefertigt werden. Ist das überhaupt möglich - und bezahlbar?**

Sonntag, 13.01.2013 - 14:58 Uhr

Drucken | Versenden | Merken | Feedback

Kommentieren | 60 Kommentare

Twittern 99 Empfehlen 2,4 Tsd. +1



consuming = **political act**



# Community Feedback



**Woking Fairtrade** @WokingFairtrade

5 Feb

Anyone know about @FairPhone? A smartphone with no conflict minerals and transparent supply chain. I read about it in @wireduk

Expand ← Reply ↕ Retweet ★ Favorite ⋮ More



**Thomas Scharfstädt**

Ich bin gespannt drauf und hoffe, bald "fair" telefonieren zukönnen.

Unlike · Comment · 8 January at 13:23



**Mattias Herald Eldon**

It would be great if the first Fairphone would be powered by open source software like Ubuntu:

<http://tweakers.net/reviews/2892/ubuntu-voor-smartphones-bekeken.html>. Any plans putting Ubuntu on a Fairphone?

Like · Comment · 18 January at 14:31



**Congo Calling** @CongoCalling

Fair Phone: The Fair Trade smartphone from the Netherlands  
[lovexy129.bcz.com/2013/01/24/fai...](http://lovexy129.bcz.com/2013/01/24/fai...) @FairPhone #Congo #DRC  
#Fairtrade

Expand

# 47% of subscribers are German

**Open** up Stuff

**Understand** the  
systems behind it

Engage and take **action!**



# Thanks!

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Community Manager

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