



Eco-Rating

Helping Vodafone customers choose a greener phone

power to you



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Vodafone's Eco-Rating scheme

Vodafone's Eco-Rating scheme enables customers to compare the environmental and social impacts of different mobile phones, so they can make an informed and more sustainable decision when choosing a new phone.

What is Vodafone's Eco-Rating scheme?

Vodafone's Eco-Rating scheme offers customers the opportunity to choose a more sustainable phone by comparing the scores given to a range of phones. These are based on the answers to more than 200 questions about the environmental and social impact of a phone. The scores in each area are combined to give an overall rating.

Eco-rating is presented as an easy to understand score, ranging from one to five (where five is the most sustainable) and is displayed alongside the mobile phone (online or in-store).



The questions are divided into two key areas:

Product questions

These assess the environmental impact of the mobile phone throughout its lifecycle, from the extraction of raw materials that make up the phone, to its production, transport, use and disposal. Additional points are earned for 'green' design features and manufacturing choices that are particularly important to customers or demonstrate innovation.

Corporate questions

These evaluate each mobile phone manufacturer's practices and policies in managing the environmental and ethical impacts of the production of the phone.

How did you decide what to ask the manufacturers?

The Eco-Rating questions are based on:

- An analysis of a phone's environmental impact, from manufacture to disposal
- Research to understand which impacts customers and stakeholders are most concerned about
- International industry sustainability initiatives including the Global e-Sustainability Initiative's (GeSI's) E-TASC tool
- Non Governmental Organisation (NGO) analysis, including Greenpeace's 'Guide to Greener Electronics'



Issues covered by the Eco-Rating score	
<p>These include:</p> <ul style="list-style-type: none"> • Chemicals management • Pollution prevention • Energy management • Recycling • Water management • Packaging and printed materials • Environmental certification 	<ul style="list-style-type: none"> • Materials management • Ethical supply chain management • Conflict minerals • Ethical purchasing • Labour standards and risks • Health and safety management • Public disclosure and reporting • Zero-tolerance bribery controls.

How do you conduct the rating?

Manufacturers are asked to answer the questions and provide supporting evidence in order to gain a product score for each mobile phone when it is launched. Answers to the corporate questions are provided by the manufacturer once a year. All answers are verified by two independent third parties, [Bureau Veritas](#) and [SKM Enviros](#), who request further evidence, if needed. KPMG has analysed the Eco-Rating process and provides limited assurance that the methodology is applied correctly by the independent parties producing the scores.

Vodafone oversees the administration of this process and evaluates the Eco-Rating scheme annually to ensure the questions are relevant and fair. Over time, we will make the criteria tougher to drive better performance and reflect progress in technology. In time, we also aim to encourage manufacturers to design and produce more sustainable phones.

What is covered by the product score?

The product score reflects the environmental impact of the phone, including a lifecycle score and a green design score.

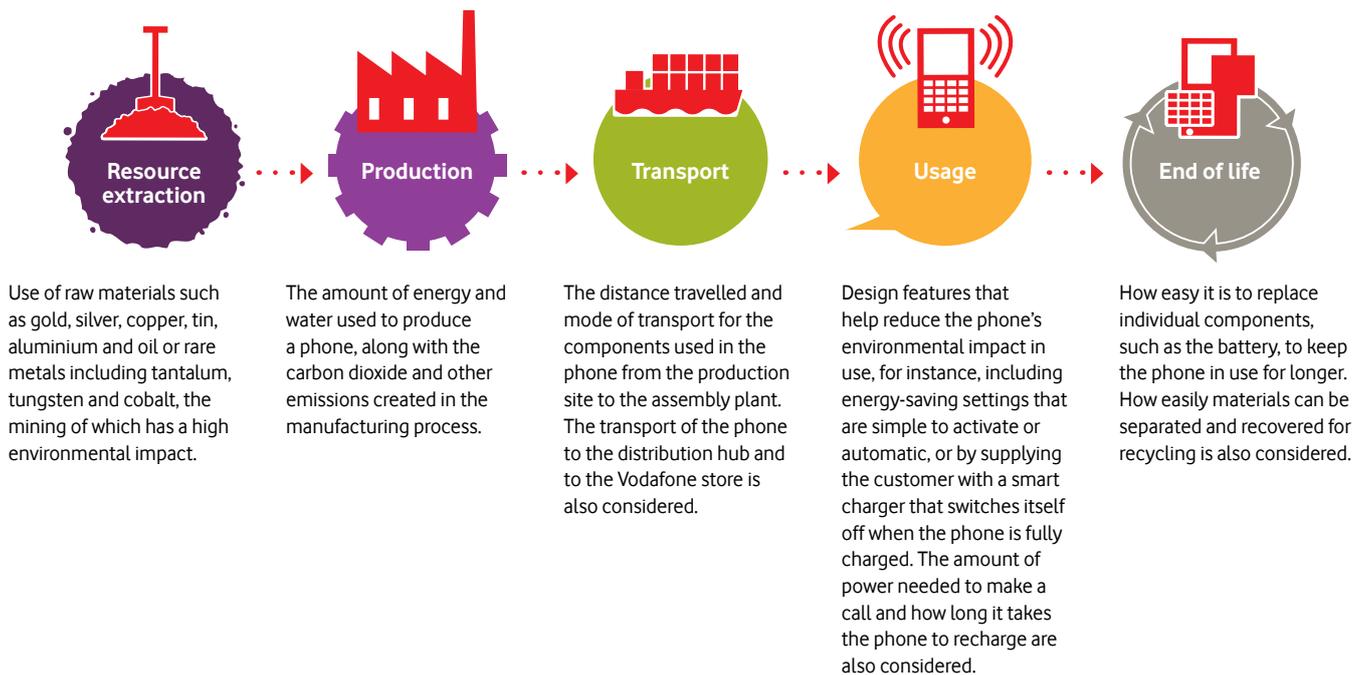
Lifecycle score

The greatest environmental impact comes from the extraction of raw materials, the production and the transport of components used in the phone, and the transport of the phone to the customer. The impact of using the phone and its disposal depend on the customer's behaviour, but both of these stages can be influenced by the design of the phone.

The answers to the lifecycle questions are analysed and the environmental impact of the phone is calculated following the International Organization for Standardisation's lifecycle assessment framework – ISO 14040:2006. Bureau Veritas analyses and verifies the results, and requests further information or evidence if needed.



Our product lifecycle



Green design score

Some of the questions for the product score reward manufacturers that use innovative design features to reduce the environmental impact of the phone, and that address our customers' environmental concerns. These include, for example, using recycled materials to make the phone, replacing materials that can give off hazardous substances when the phone is disposed of incorrectly (such as during incineration), or modularity build, so broken parts can be easily replaced. The green design score is based on work with key stakeholders, such as NGOs and consumer groups, and is assessed by SKM Enviros.

What is covered by the corporate score?

The corporate score reflects how committed the manufacturer is to managing the environmental and social issues they face. The questions reward manufacturers that go beyond legal requirements and Vodafone's ethical standards for suppliers. The questions evaluate the standards, policies and procedures the manufacturer has in place. All manufacturers' answers, and the evidence they provide, are checked by SKM Enviros, to confirm the corporate score for each manufacturer is appropriate.

Do all the handsets you sell have a Vodafone Eco-Rating?

Sometimes the Eco-Rating for phones displayed in our stores or online is 'unavailable'. This can happen when a phone is launched very quickly and there is not enough data to score it. As soon as enough data is available, we update the score and display its Eco-Rating. Alternatively, this can be because the manufacturer has chosen not to participate in Vodafone's Eco-Rating scheme. The Eco-Rating scheme is currently only available in: the Netherlands, Hungary, Romania, Spain, Portugal, the Czech Republic, Australia and New Zealand. There are plans to roll it out to a number of other European markets throughout 2013.

▶ Tell us what you think about Eco-Rating

If you have feedback on Vodafone's Eco-Rating scheme please contact sustainability@vodafone.com.

