

IT'S YOUR CALL... FINDING A PHONE THAT'S FAIR

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With so many mobile phones on the market, it's difficult to know which one to choose. And it's even more difficult for ethical consumers to know which phones have been produced in a way that's fair to workers and the environment.

Over the last six years, makeITfair has been campaigning to make young people aware of the impact of the mobile phone industry on workers around the globe and on our planet too.

We believe it's unfair that **CHILDREN AS YOUNG AS SEVEN** in Africa are mining for the minerals that make our phones.

- We believe it's unfair that workers in Asia are working **12-HOUR SHIFTS FOR SIX OR SEVEN DAYS A WEEK** to build mobile phones for brands like Apple and Samsung – often earning as little as 4.50 Euros a day.
- And we believe it's unfair that millions of **TONNES OF ELECTRONIC WASTE ARE BEING EXPORTED ILLEGALLY AND DUMPED** in Africa and Asia, with a devastating impact on the environment and on people's health.

We think it's high time for the mobile phone industry to produce a phone that's **FAIR AND GREEN**. But this hasn't happened ... yet. So makeITfair has gathered some information to help conscious consumers like you to **MAKE AN INFORMED CHOICE** when it comes to buying your next mobile phone.

Since there are no really fair and green phones yet, we are urging people to:

- **STOP AND THINK** before you buy a new phone: can you make do with your old phone for another year or two?
- **ASK** where your new phone was produced and whether good social and environmental practices were followed: if more people start asking these questions, companies will start to address the issues.

 It's your call!

Go to www.makeITfair.org to find out how you can make a difference...

**MAKE
IT
FAIR**

How do I find

A phone that's fair?

Ranking mobile phone companies can be really difficult, especially as many of the big brands use the same suppliers for their component parts. makeITfair hasn't produced our own rankings or rating system for mobile phones – but we have gathered together all the most useful information from other organisations that will help ethical consumers to **FIND THE GREENEST AND FAIREST PHONE OF ALL...**

GREENPEACE: GUIDE TO GREENER ELECTRONICS

The campaigning organisation Greenpeace has compiled its very own ranking of IT companies, focusing on computer and mobile phone producers. The last **Guide to Greener Electronics** was produced in November 2012 and it is continually being updated online.

Greenpeace assessed the top-performing companies according to whether they had:

- reduced greenhouse gas emissions
- cleaned up their products by eliminating hazardous substances
- taken back and recycled their products responsibly once they became obsolete
- stopped the use of unsustainable materials in their products and packaging.

Even the highest ranking mobile phone company, Nokia, only scored 5.4 out of a possible 10 points. Which means that it's only half way green... See **WWW.GREENPEACE.ORG** for more information.

ETHICAL CONSUMER

Britain's leading alternative consumer organisation has been uncovering the truth behind big brand names and supporting the growth of the ethical market by producing buyers' guides on certain sectors. In 2010, they investigated mobile phone companies – the three top performing brands like HTC only got 10 out of a possible 20 points.

See **WWW.ETHICALCONSUMER.ORG** for more information.

MAKEITFAIR

makeITfair has persuaded mobile phone companies to accept they have a certain responsibility when it comes to the mining of minerals for their production line. We produced a set of "principles" and asked companies to report on their activities. Based on their answers, we placed the companies in three different categories: "Forerunners"; "Middle of the road" and "Those lagging behind".

Look under "companies" on **WWW.MAKEITFAIR.ORG** to find out which companies made the grade.

RANKINGS OF MOBILE NETWORK OPERATORS

In several countries, mobile network operators sell mobile phones together with telephone contracts. makeITfair has recommended that mobile network operators should join forces to produce one set of ratings for mobile phones that would replace the confusing ranking systems that are currently in place. The good news is that the European association of mobile phone operators and related companies has launched a joint initiative that could produce a coherent ranking system to help people decide which phones are fair and green.

You can find the links to the existing rankings at our makeITfair website.

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