

# Vodafone's approach to circularity

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# Vodafone connects people all over the world

**21**

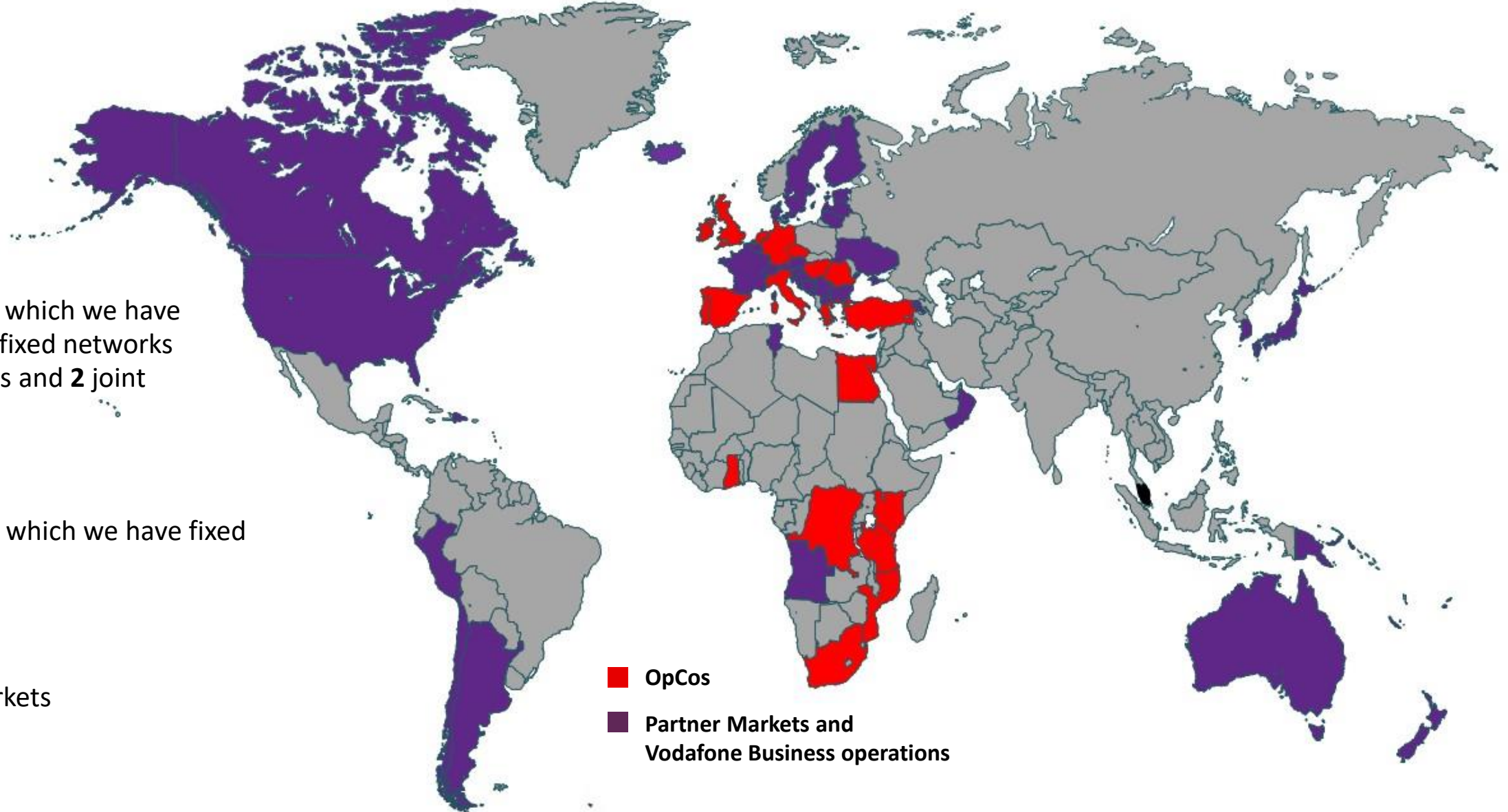
countries in which we have mobile and fixed networks – **19** markets and **2** joint ventures

**17**

countries in which we have fixed operations

**48**

Partner Markets





# One of the world's leading converged operators

## Mobile

One of the world's largest  
mobile networks

**300m+ customers<sup>1</sup>**

## Fixed

Our network reaches

**28m customers<sup>2</sup>**

## TV

Europe's second largest  
TV platform

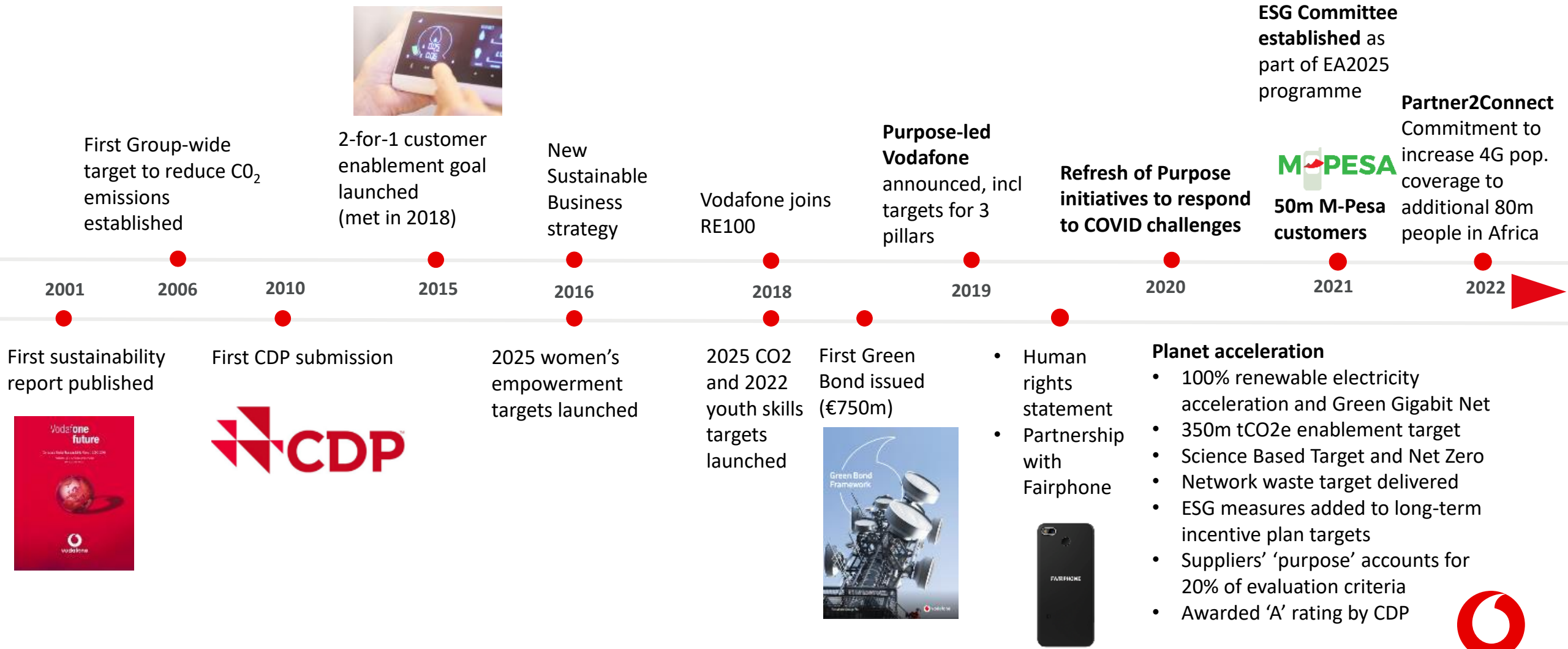
**22m customers<sup>2</sup>**

<sup>1</sup>Includes joint ventures and associates

<sup>2</sup>Includes Vodafone Ziggo



# We have been on a long ESG journey, and we're accelerating our efforts



# Our approach to ESG

Our Purpose as North star

## Inclusion for All

Ensuring everyone has access to the benefits of a digital society

- Access for all
- Propositions for equality
- Workplace equality

## Planet

Reducing our environmental impact and helping society decarbonise

- Climate change
- Carbon enablement
- E-waste

## Digital Society

Connecting people and things and digitalising critical sectors

- Digitising business
- Digitising critical sectors
- Digitising government

Underpinned by responsible business practices

## Protecting data

Data privacy  
Cyber security

## Protecting people

Health and safety  
Mobiles, masts and health  
Human rights  
Responsible supply chain

## Business integrity

Tax and economic contribution  
Anti-bribery and corruption

Governance, measurement and reporting





# Our Planet targets

## Climate change



- **2025:** Purchase 100% of the electricity we use globally from renewable sources
- **2030:** Eliminate all carbon emissions from our own activities and from energy we purchase and use (Scope 1 and 2)
- **2030:** Halve carbon emissions from our carbon footprint including all Scope 3 emissions.
- **2040:** Eliminate Scope 3 emissions completely to reach 'net zero' across our full carbon footprint

## E-waste



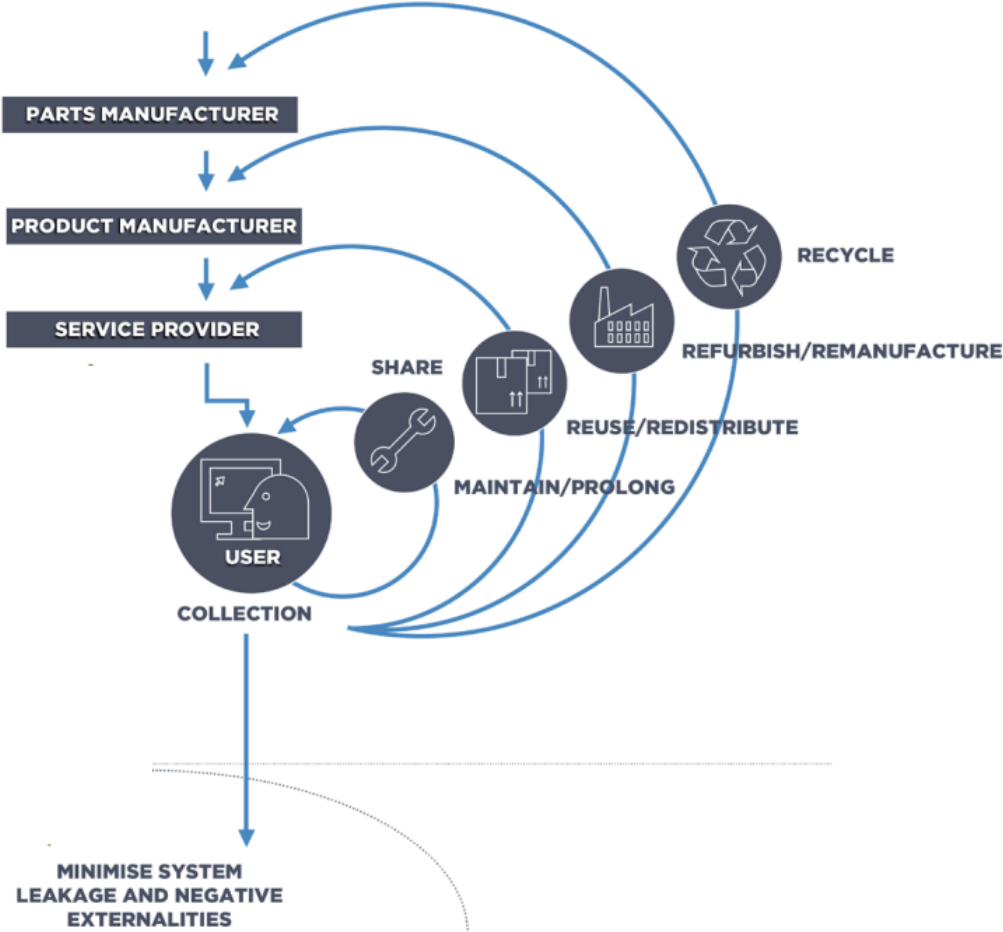
- **2025:** Reuse, resell or recycle 100% of our network waste

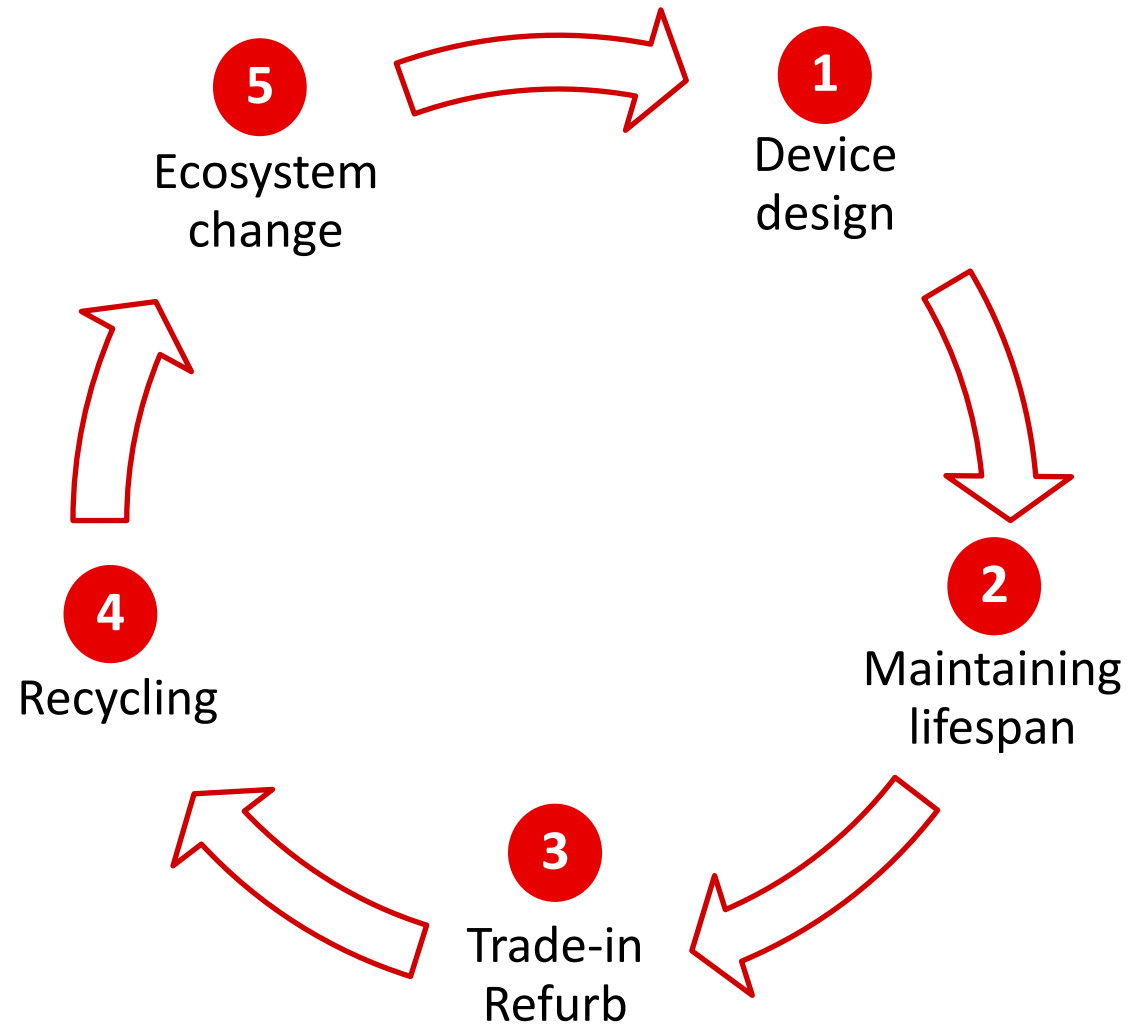
## Carbon enablement



- **2030:** Enable our business customers who use our services to reduce their own carbon emissions by a cumulative total of 350 million tonnes between 2020 and 2030

# Building a more circular model for electronic devices

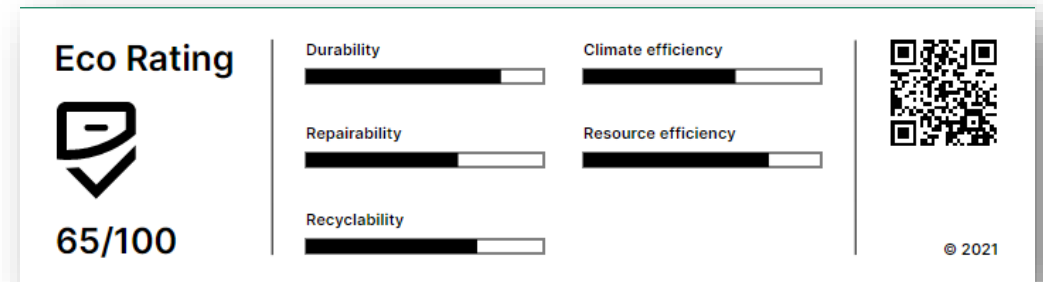






# 1 Device design

- Eco Rating initiative launched to provide consistent, accurate information at retail on the environmental impact of producing, transporting, using and disposing of smartphones and feature phones.
- Guidance in five main areas:
  1. Durability
  2. Repairability
  3. Recyclability
  4. Climate efficiency
  5. Resource efficiency



# 1 Device design



## 2 Maintaining lifespan

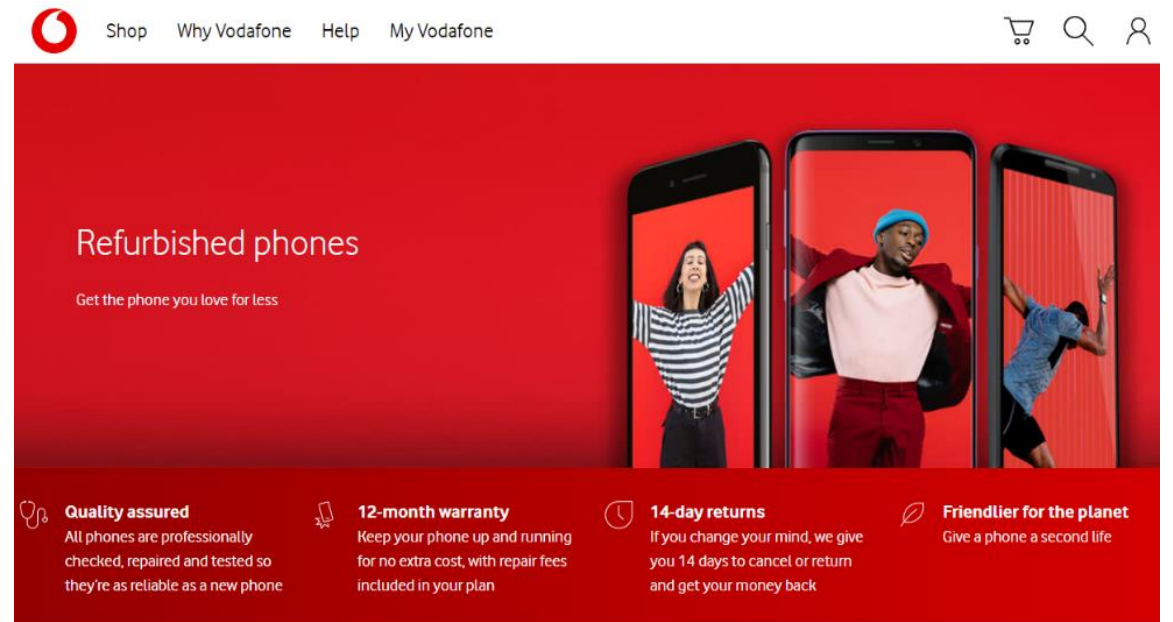
- **Device repair:** Research has shown that keeping a phone handset for an extra year can reduce its lifetime CO2 impact by up to 29%.
- **Cloud computing:** By dematerialising and transferring capabilities from consumer hardware to the cloud, the pace of hardware obsolescence can be reduced.





### 3 Trade-in & refurbishment

- Purchasing a refurbished smartphone saves around 50 Kg CO2e (20% or less than the equivalent newly manufactured smartphone).
- More than **50,000** tonnes of CO2e could potentially be avoided for every million smartphones Vodafone receives via trade-in that are subsequently refurbished and resold.
- We are working to make **trade-in** easier and to begin offering more **refurbished** devices.



# 3 Trade-in & refurbishment

## The Great British Tech Appeal

Donate your old smartphone or tablet to The Great British Tech Appeal and we'll gift them to refugees arriving in the UK, along with free data, calls, and texts.

Donate my tech





## 4 Recycling

- 53.6 million tonnes of e-waste was generated worldwide in 2019. Only 17% was collected and recycled.
- Up to 80% of a mobile phone is recyclable.
- For every 1 million mobiles recycled, the following can be recovered:



35,724lbs  
of copper



772lbs of  
silver



75lbs of  
gold





## 5 Ecosystem change



# One for One: How to close the circle

If you buy a new phone from us, we will recycle an old<sup>one 1</sup>

