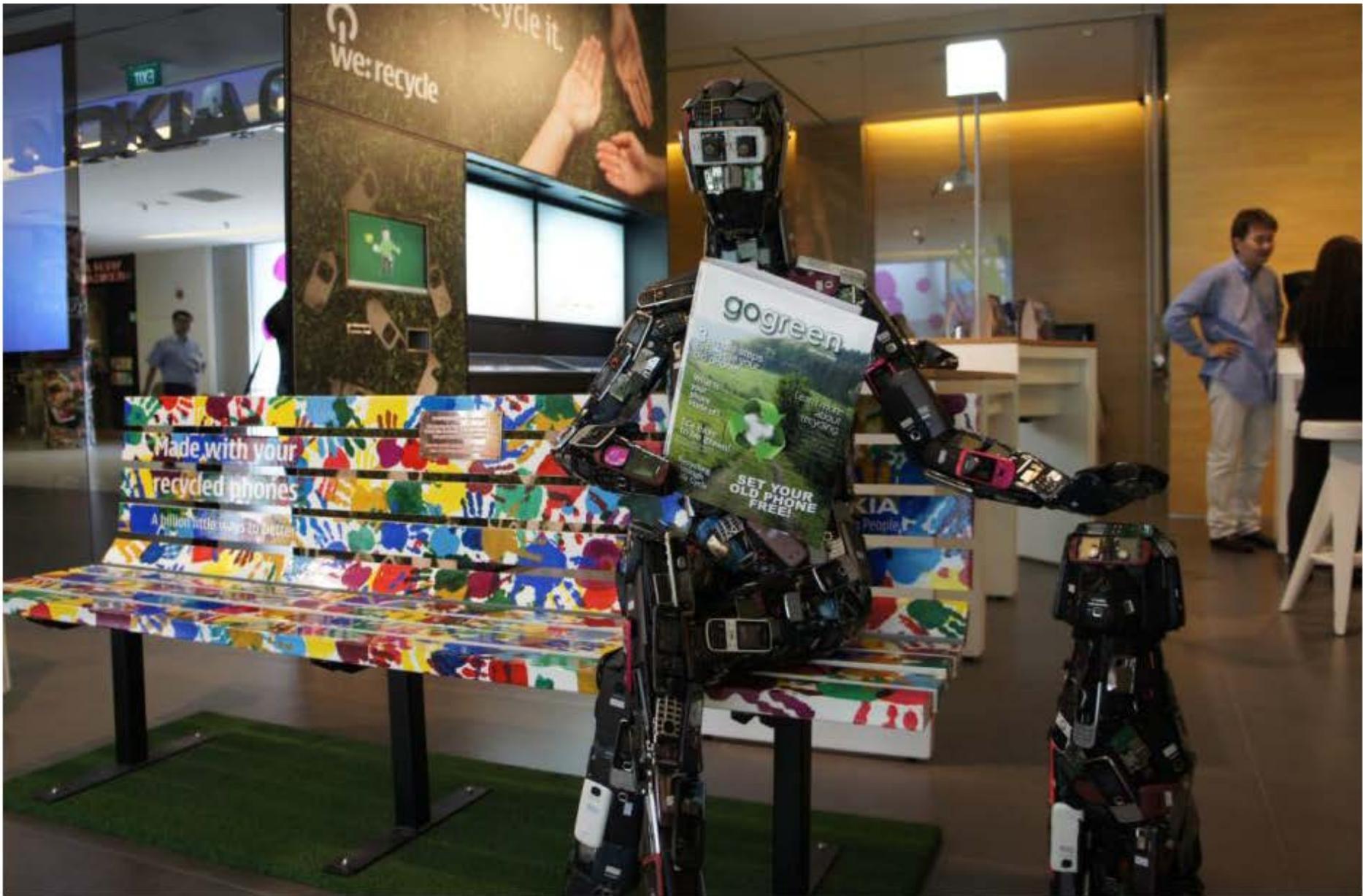


# Agenda

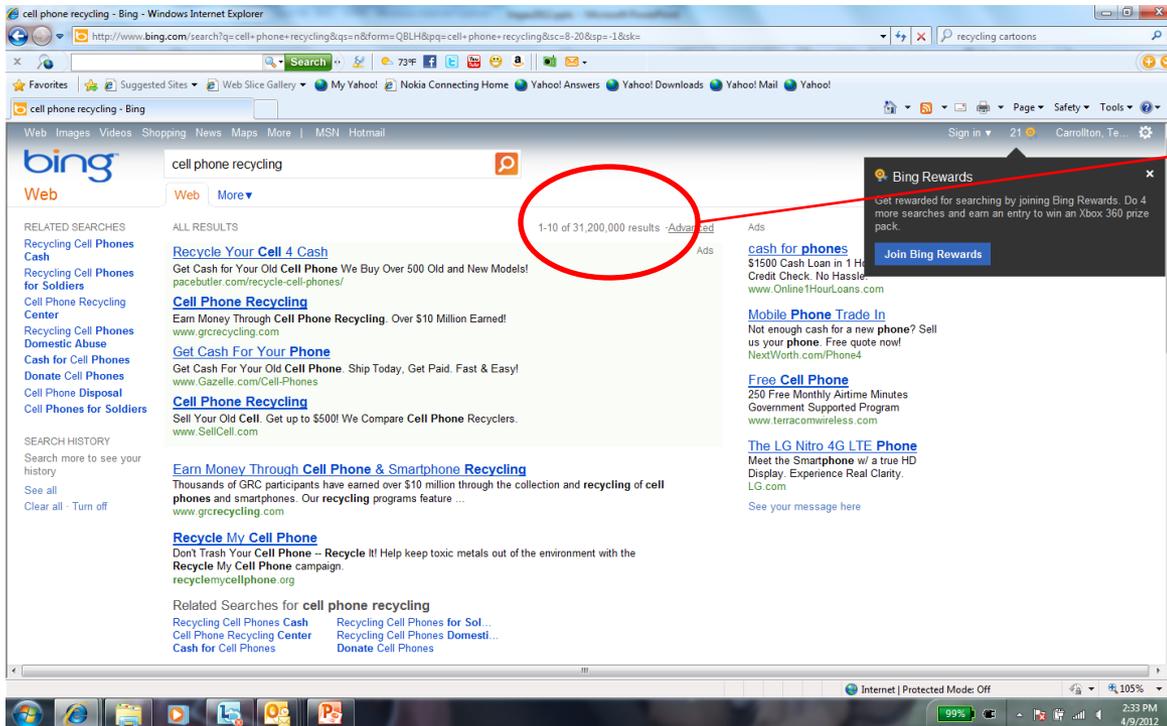
7/18/2013

- Nokia's e-waste take back programs in the U.S. and worldwide
- Which programs are mandatory and which are voluntary & how they vary
- How does our reverse logistics operate?
- Partnerships with retailers, municipalities, schools, state governments, other organizations
- What are Nokia's vendor requirements?
- How the take back programs do or don't support closed-loop manufacturing
- Manufacturers' experiences with secondary materials markets



# Consumer Awareness

- Only 9 % recycle their phones today
- Lack of awareness on where and how to recycle is the main obstacle
- 76% of consumers agree that they would like to buy a phone from a company that makes it easy to recycle



31 Million





# LATAM Countries Sustainability & Environmental Awareness 2012



# Nokia's Take back

## Permanent services for consumers

- Nokia Service Points -6K+
- Electronics waste producer associations in EU27 countries + Australia + Canada
- Customer cooperation China , LTA, SEAP
- Free postage in USA, Finland, Norway and Singapore
- Take back bins at Nokia branded retail

## For Nokia Employees

- Take back bins at large Nokia office lobbies

## Take back campaigns

- Country campaigns: USA, Malaysia, Indonesia, Latvia, South Africa, UAE, India etc.
- Take back at Nokia events (Nokia World, AGM-annual meeting, MWC)
- Cooperation with schools& universities, NGO's, suppliers, customers and retail
- Social media (Twitter I # recycling, You Tube...)



# Recycle a phone, adopt a tree. Watch it grow through Ovi Maps.

Can one phone save the world? Every phone contains significant amounts of copper, aluminium, gold, plastic and other non-metals that can be salvaged and reused. If each of 4.6 billion phone users recycles just one phone, we can save over 370,000 tonnes of raw materials. That's equivalent to eliminating CO<sup>2</sup> emissions from 6 million cars.



**NOKIA**

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Now, when you recycle a phone, Nokia will plant a tree in your name. Just follow these steps:

1. Fill out the blanks below.

Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

I am recycling (please tick one):

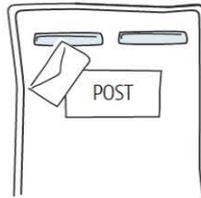
- Mobile Phone (any brand)
- Mobile Phone Battery
- Mobile Phone Accessories

For each phone recycled, we will email you the coordinates of your tree viewable on Ovi Maps under our Recycle a Phone, Adopt a Tree Program.

2. Detach this sheet from the envelope and put it inside the envelope together with your phone/accessories.



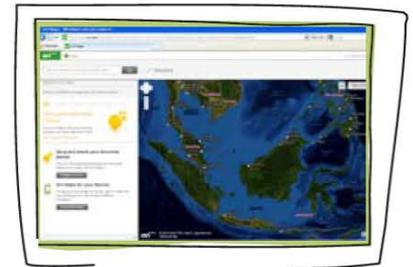
3. Drop the envelope into a Post Box.



4. You will receive an email with a 'Planting Certificate' containing the details of your tree.



5. Follow instructions in the email to view your tree through Ovi Maps.



# Local Recycling Activation in India



Collection in 2009-11  
**12 tons, 27 tons, 60 tons**

Over **2,000,000** pieces of phones and accessories Recycled

Over **130 million** people reached with recycle message



**GIVE A NEW SENSE OF PURPOSE TO YOUR OLD PHONE**

**81 LAKH OF CHILDREN IN INDIA STILL REMAIN OUT OF SCHOOL  
 YOUR OLD PHONE IS CAPABLE OF MAKING A DIFFERENCE**

**JUST RECYCLE YOUR OLD PHONE OF ANY BRAND WITH US  
 AND SUPPORT A CHILD'S EDUCATION**

**DROP YOUR OLD PHONE AT:**

**OR HAND IT OVER TO A OXFAM INDIA REPRESENTATIVE**

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 Connecting People  
[www.nokia.co.in/environment](http://www.nokia.co.in/environment)

**ऑक्सफैम इंडिया**  
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# WILD OCEAN 3D

PRESENTED BY **NOKIA**

## PARTNERSHIP HIGHLIGHTS

CAPTIVATING AUDIENCES WORLDWIDE

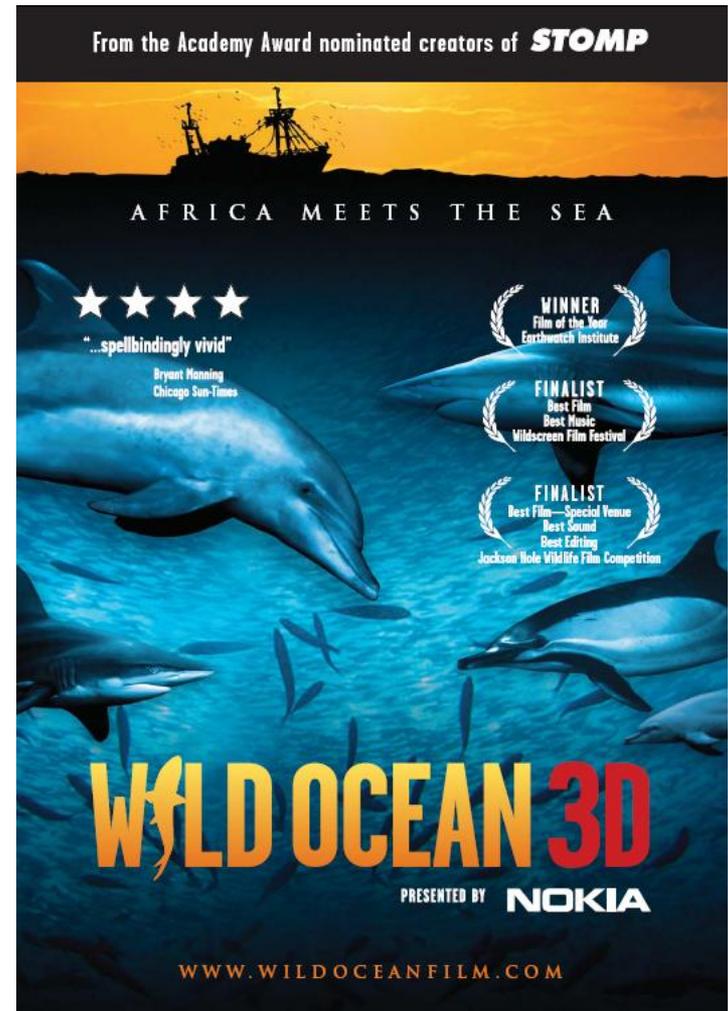
6+M theatrical viewers; 5.5+M views of Nokia message

51M exposed to Nokia in learning venues

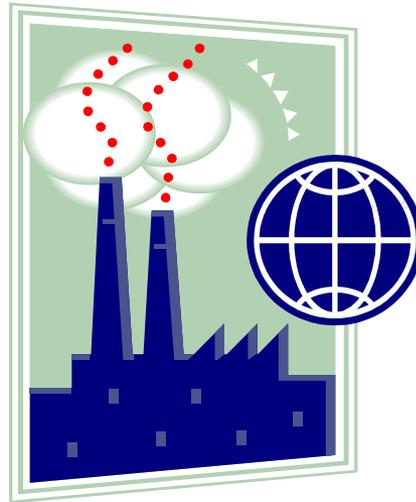
80 M exposed through on-line/Social Media Channels

Average of 1000 devices collected at each recycling promo

Total ROI through Q1 2010 was 3:1



# Reverse Logistics



## Sustainable Materials Management – Electronics Challenge

### Challenge Goals:

- **Ensure** responsible recycling through the use of recognized 3<sup>rd</sup> party certified recyclers (R2 and E-Stewards)
- **Increase** collection and recycling rates for used electronics
- **Increase** transparency and accountability through public posting of electronics collection and recycling data; and
- **Encourage** outstanding performance through awards and recognition

# Rethink

