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# Lessons from Fairphone's Longevity Score

Case Introduction: This flagship case presents Fairphone's approach to developing a sustainable smartphone, and the design and formulation of its Longevity Score.





## FAIRPHONE

### Case Study Learning Objective

- **Learn how** does the Longevity Score of Fairphone works.
- **Understand the benefits** of extending the lifetime of electronic products.
- **Get insights into** the approach to enable Fairphone's users to keep their phones for longer and how it can be applied by other actors.



## Case Context

- By 2040, 14% of the total global environmental footprint will come from the communications technology sector. The contribution of smartphones will surpass that of desktops, laptops and displays altogether.
- 82% of the emissions of a smartphone comes from its production.
- Only about 30% in weight of the materials contained in a smartphone can be recovered by recycling.
- On average a smartphone is used for 2.7 years and often replaced although still functioning
- Electronics waste has become the fastest growing waste stream.
- **Longevity** is key to reduce the environmental footprint, for resource efficiency in material consumption and reducing e-waste.



## Good Practice Aspects

1. Applying modularity
2. To inspire the industry by innovating scalable sustainable solutions and proving it is possible in practice

## Challenges Addressed

- How to enable smartphone users to keep their phones for longer?
- How to measure longevity? The average lifetime of a phone cannot be measured while the respective phones are still in use, since the lifetime is still in the making.



## The benefits

- Fairphone exceeded its Longevity Score target of 4.5 years with a result of 5.5 years.
- By extending the lifetime of their products, Fairphone secured substantial avoidance of CO2 emissions, achieved resource efficiency in material consumption and reduced e-waste.
- Total Industry's potential CO2 avoidance per year through longevity is immense: 9,300,000 tonnes per year

## How does it work?

Fairphone's approach to enable its users to keep their phones for longer consists of the following elements:

- Repairability and upgradability through modular design (long-lasting design)
- Hardware and software innovations
- Long-term software support
- 5-year manufacturer warranty

To measure longevity Fairphone uses a score that measures the current actual lifetime and predicts the additional useful lifetime of a phone.



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Please register at: <https://wu-ac-at.zoom.us/meeting/register/tJltdv-vqDltEtL9SmRCAjQjbb01gt3B4ICv>

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