ASMARTWORLD
Sustainable ICT Summer School

Be Smart. Save the World
Smartphone by smartphone

aSmartWorld

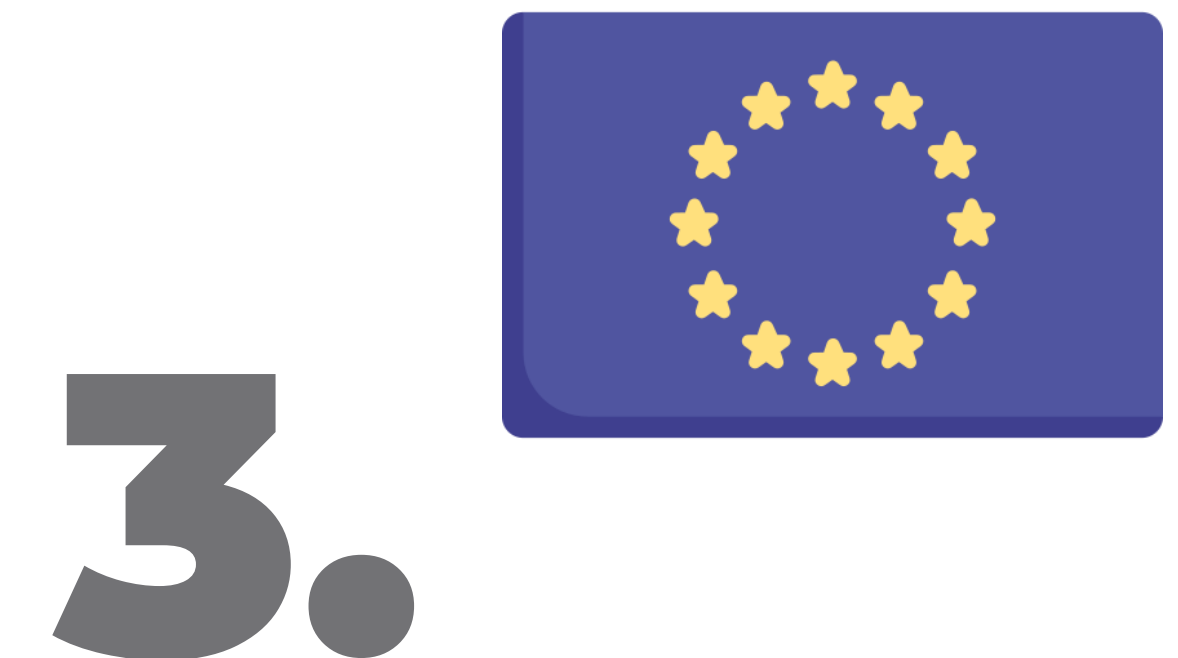# ASW - CIRCULAR AND LOCAL

1.
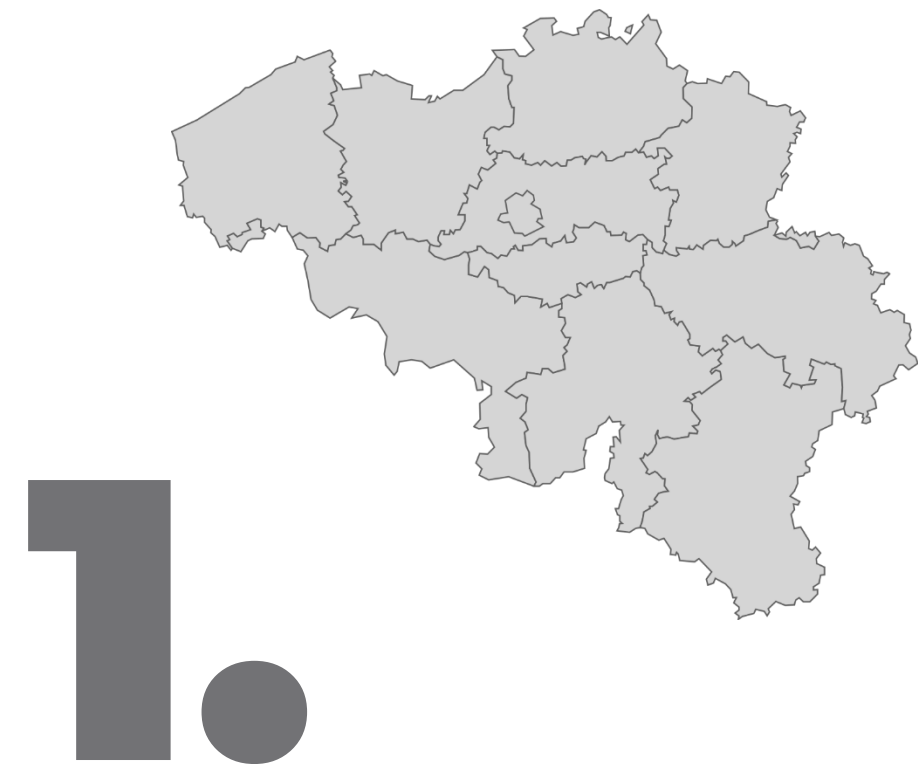
Collection

aSmartWorld collects smartphones and tablets from businesses and individuals.

2.

Refurbishment

The refurbishment process takes place in Belgium. Doing so contributes to the local economy and reduce the ecological impact.

3.

Resale

Our smartphones are sold to individuals in the European Union.

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WHY THIS BUSINESS ?

160.000 km

A new smartphone will travel **4 times around the world** before it reaches its first user. Its production will generate **on average 49 kg of CO_2.**
(The Shift Project, 2014 ; Le Monde Diplomatique, 2016)

40.000

40.000 children are working in the mines in **Congo** in order to extract raw materials which are needed to produce a new smartphone.
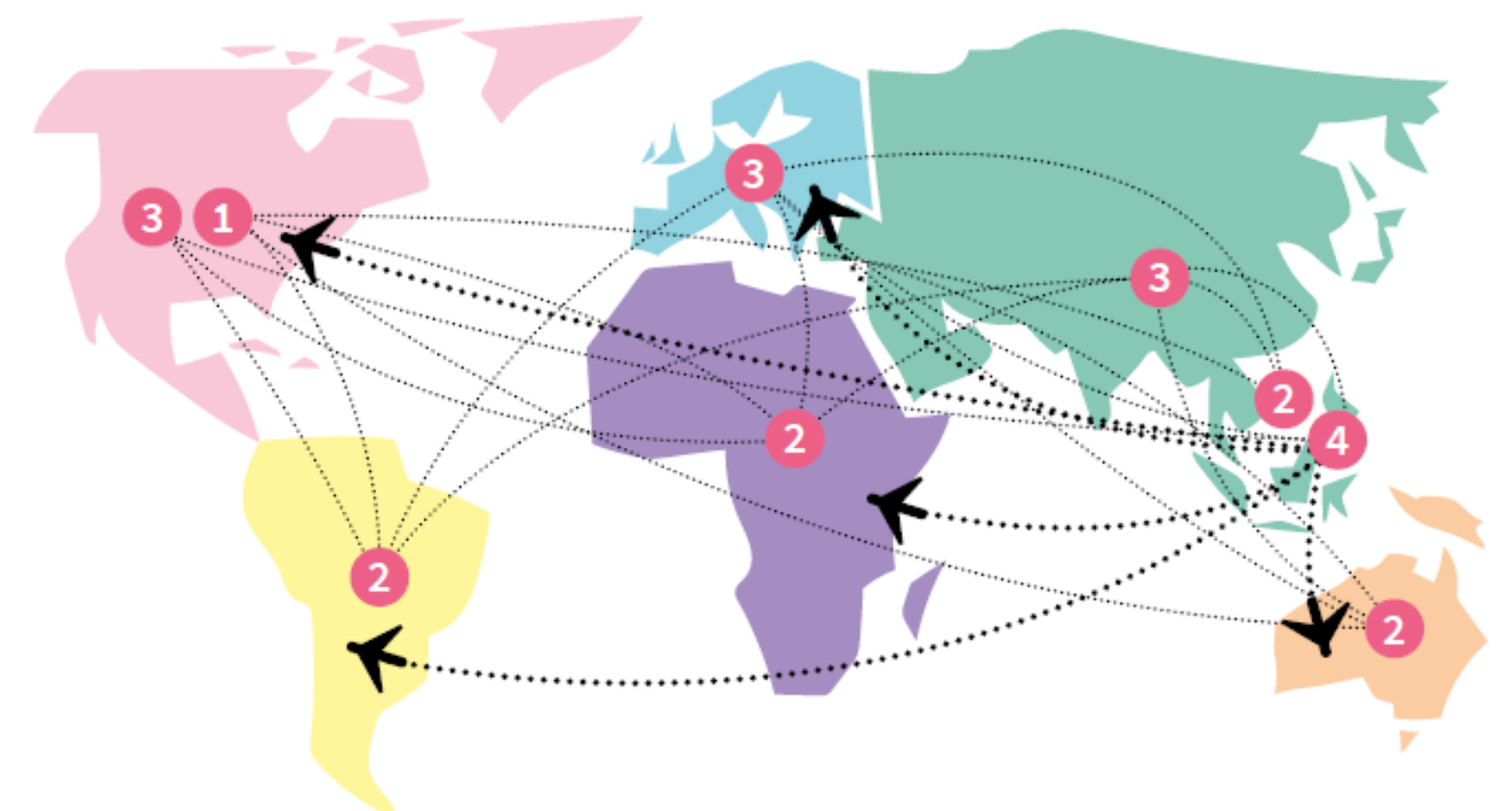(Amnesty Internationale, 2016)

2.800.000

2.8 **million** new smartphones were sold in **Belgium** in 2018.
(Le Soir, 2018)

700.000.000

700 **million** smartphones are unused in Europe.
(Rizos, V., Bryhn, J., Alessi, M., Campmas, A., & Zarra, A. 2019)

QUATRE TOURS DU MONDE POUR FABRIQUER UN SMARTPHONE

1. Conception le plus souvent aux États-Unis

2. Extraction et transformation des matières premières en Asie du Sud-Est, en Australie, en Afrique centrale et en Amérique du Sud

3. Fabrication des principaux composants en Asie, aux États-Unis et en Europe

4. Assemblage en Asie du Sud-Est

Distribution vers le reste du monde, souvent en avion.

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LOCAL...WHY ?

Starting point

- 2018 ASW is established

- Refurbished smartphone market looks like black market

Decision

- Let's apply basic sustainability principles on this market

- ASW should be transparent, should operate locally and aim at circularity (link to natural resources use)

RACHAT

REVENTE

CO_2

RECONDITIONNEMENT

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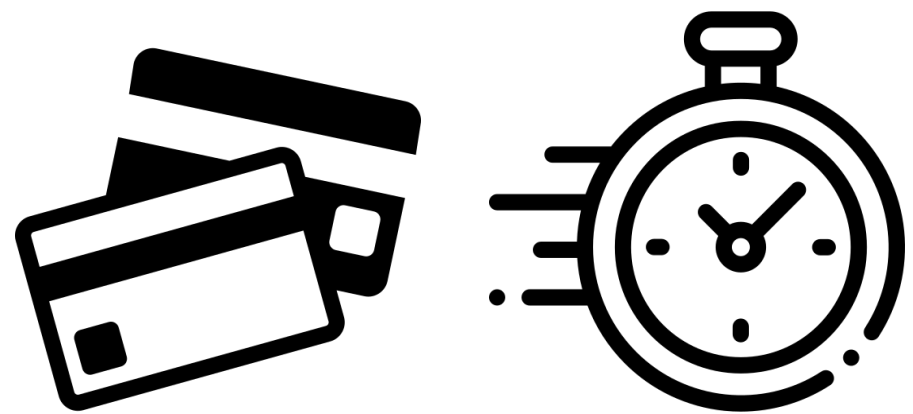# IN PRACTICE – THE CHALLENGES

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ASW IN PRACTICE

Collecting from Businesses

- ASW should challenge existing systems

- Being better in terms of CSR is not enough

- Money is still an important argument

ASW should convince its prospects that we are better than (current solution + switching cost)

ASW IN PRACTICE

Collecting from Individuals

- How ? Which process ?

- How to be known and trusted by the public ?

- Several barriers to sell its old smartphone (emotional, data, price)

Innovation is welcome

ASW IN PRACTICE

Selling to Individuals

- How ? Which process ?

- How to be known and trusted by the public ?

- Several barriers to buy a refurbished smartphone

Branding is important

ASW IN PRACTICE

Processes and logistics

- Integration of collection, refurbishment, and resale is a logistical challenge. Usually companies specializes only in one of these 3 steps.

- WEEE Regulation in not adapted for small businesses (e.g. Recupel certification)

- Not always easy to find subcontractors offering sustainable solutions

THANK YOU FOR YOUR ATTENTION

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