

INDUSTRY DILEMMA





ERICSSON PRODUCT TAKE-BACK

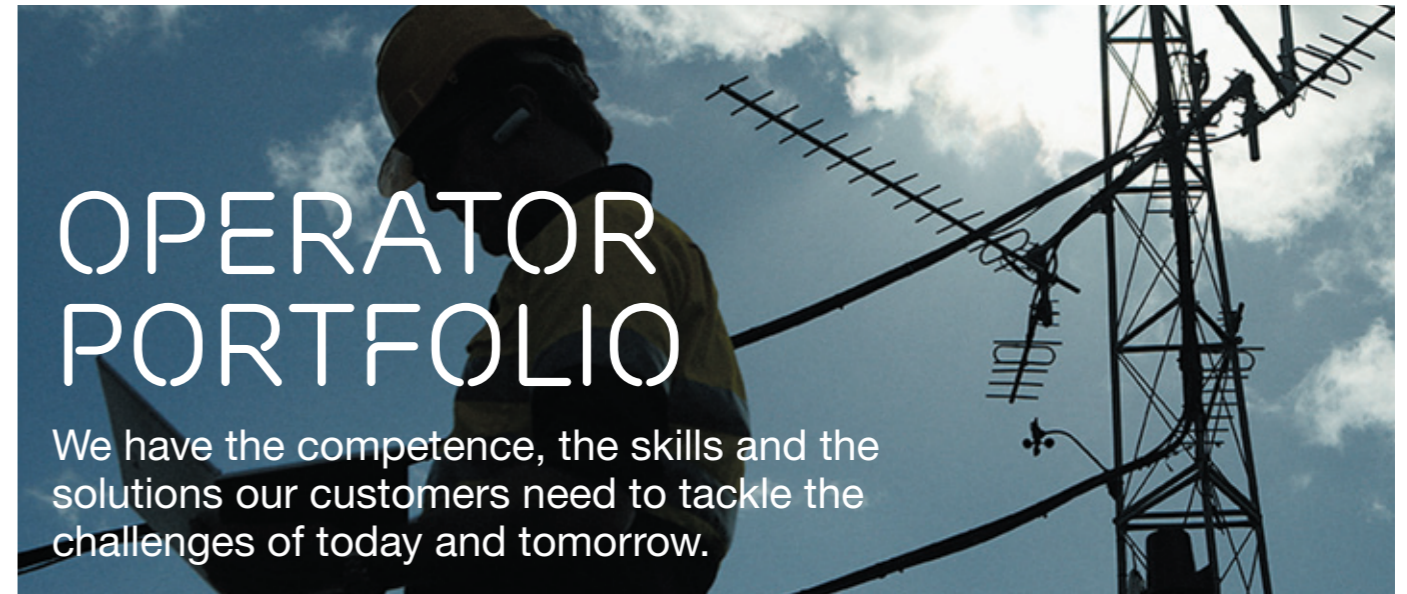
REDUCING OUR GLOBAL ENVIRONMENTAL IMPACT
BY TAKING OUR EXTENDED PRODUCER RESPONSIBILITY

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OUR BUSINESS IN BRIEF

Our business involvement extends from technology research, through development of networks and applications, all the way to running and evolving operations.



OPERATOR PORTFOLIO

We have the competence, the skills and the solutions our customers need to tackle the challenges of today and tomorrow.



NETWORKS

Network infrastructure provides the fundamentals for people to communicate. Increasing mobile data traffic and use of the internet creates demand for high-performing and cost-efficient networks that deliver the best user experience. We were a driver in the development of 2G and 3G technology. Now we are taking one step further with 4G/LTE and the evolution towards all-IP. Our technology expertise, broad product portfolio and the world's largest installed base enable us to meet the network evolution needs of mobile and fixed operators.



SUPPORT SOLUTIONS

Business Unit Support Solutions develops and delivers software-based solutions for operations and business support systems (OSS and BSS), real-time, multi-screen and on demand TV and Media solutions as well as solutions and services for the emerging M-Commerce eco-system.



GLOBAL SERVICES

Effectively managing large and complex projects and multi-vendor networks requires experience and understanding. We combine robust local capabilities with global expertise in consulting, systems integration, network roll-out, network operation and customer support. This enables us to understand and respond to each customer's unique challenges. When operators outsource service activities to Ericsson, they can focus even more on their core business of attracting, serving and retaining customers.



COMMUNICATION SERVICES

The full range of services people use to interact with each other, such as voice, video, text and multimedia messaging, chat, web services and e-mail.

FIXED BROADBAND AND CONVERGENCE

The wireline access and connectivity services used to connect computers, devices, sensors and machines to each other, to data centers and to the internet.

MANAGED SERVICES

From designing, planning and building a network to manage day-to-day operations, replacing the activities telecom operators traditionally do in-house.

MOBILE BROADBAND

The mobile network technologies such as HSPA and LTE used for connecting smartphones, computers, devices, sensors and machines to the internet and broadband services.

OPERATIONS AND BUSINESS SUPPORT SYSTEMS

The systems and services used for managing networks, services, revenues and subscriber relationships.

TV AND MEDIA MANAGEMENT

Content distribution and delivery services for high-performance video, mobile TV and IPTV consumer services.



ST-ERICSSON

ST-Ericsson's wireless platforms and semiconductors allow smarter communication, entertainment and mobile broadband connectivity. For Ericsson, the joint venture is the link between infrastructure and handsets.



READ MORE

There is much, much more to explore at ericsson.com. Use your QR Reader to get to know everything about the company. Films, news, innovations and blogs are just a few clicks away. Enjoy.

ERICSSON PRODUCT TAKE BACK



ERICSSON – taking its Extended Producer Responsibility (EPR)

Ecology Management (ECOM)

Ericsson's mandatory take-back process

Handling all Take-Back requests globally

Reporting
- WEEE*
- Batteries
- Packaging

Recycler Auditing

Ensures a sustainable treatment of end-of-life material

* Waste Electrical and Electronic Equipment

GLOBAL COVERAGE



Recycling facilities globally



Take-back from any country in the world

PRODUCT TAKE BACK CHALLENGES



- Few countries have published e-waste legislation
- Only a handful of e-waste refining facilities globally
- Complications in handling transboundary shipments of e-waste
- Hurdles in obtaining export authorization in many countries
- Issues associated with the transposition/interpretation of the Basel Convention
- Minimal environmental awareness and of the negative consequences of e-waste

THE CURRENT PROCESS



ERICSSON MOTIVES



It is about
responsibility



- 75 % of all WEEE* in the EU is currently unaccounted for.**
- Large amounts of toxic waste ends up in developing countries.

It is about
brand



- Protect and build the brand
- Protect sensitive customer data
- Strengthen our environmental profile

It is about
the law



- EU directive
75% RECOVERY
- Global Ericsson directive
> 95% RECOVERY

* Waste Electrical and Electronic Equipment

**According to Greenpeace report.

CUSTOMER BENEFITS



REDUCED COSTS

Reduced warehousing, distribution and administration costs.

PROPER RECYCLING

Protect sensitive customer data & improve environmental profile.

ACCOUNTABILITY

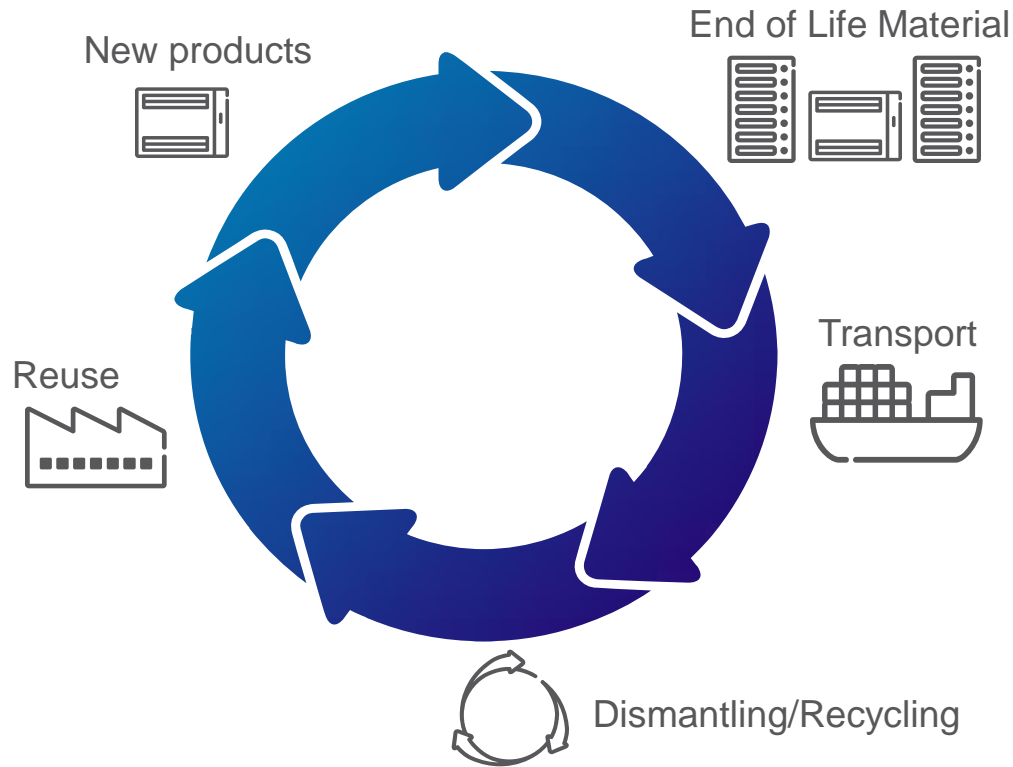
Follow environmental legislation & utilize Certificate of Destruction.



TAKE-BACK PROCESS



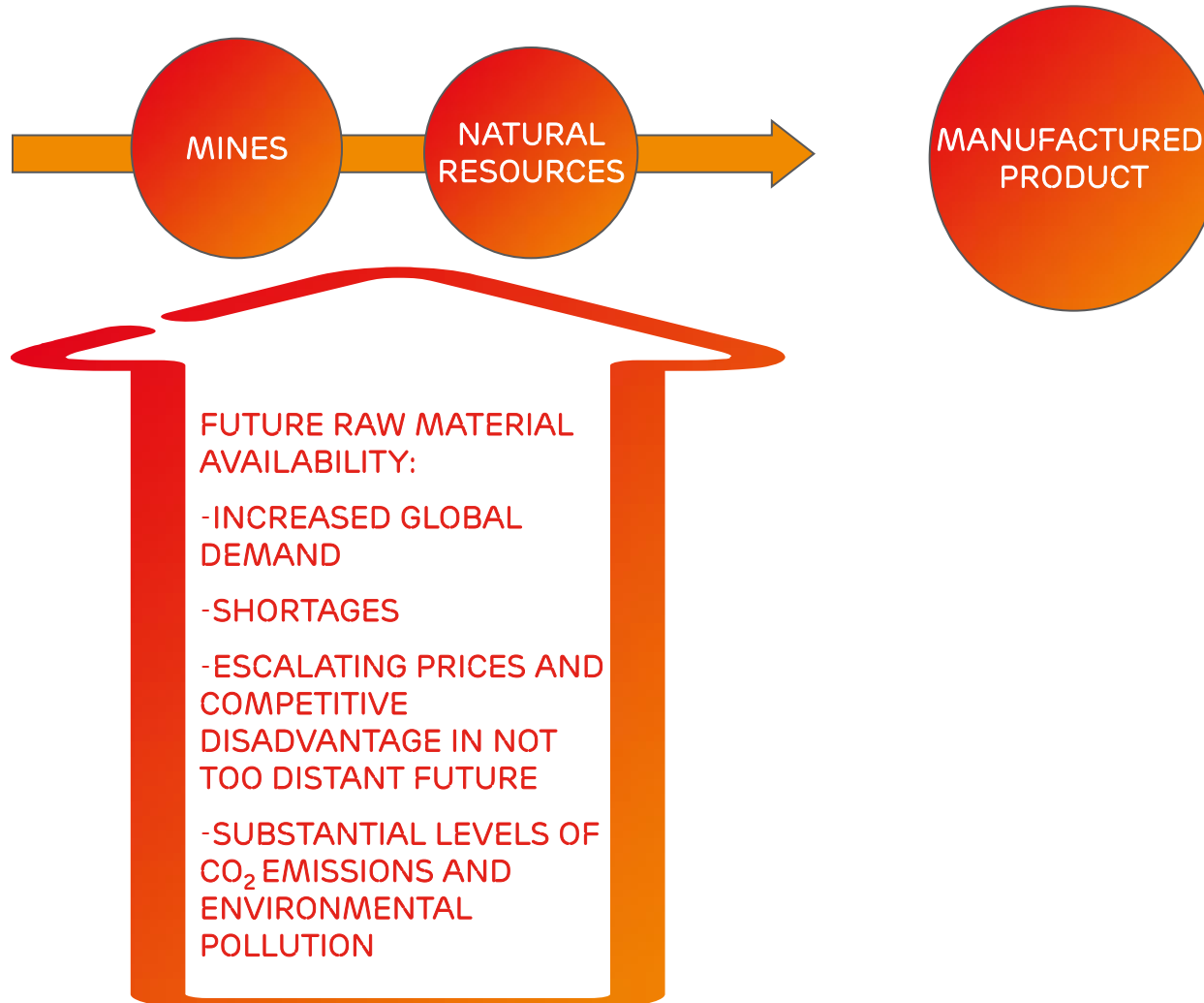
TAKE-BACK PROCESS



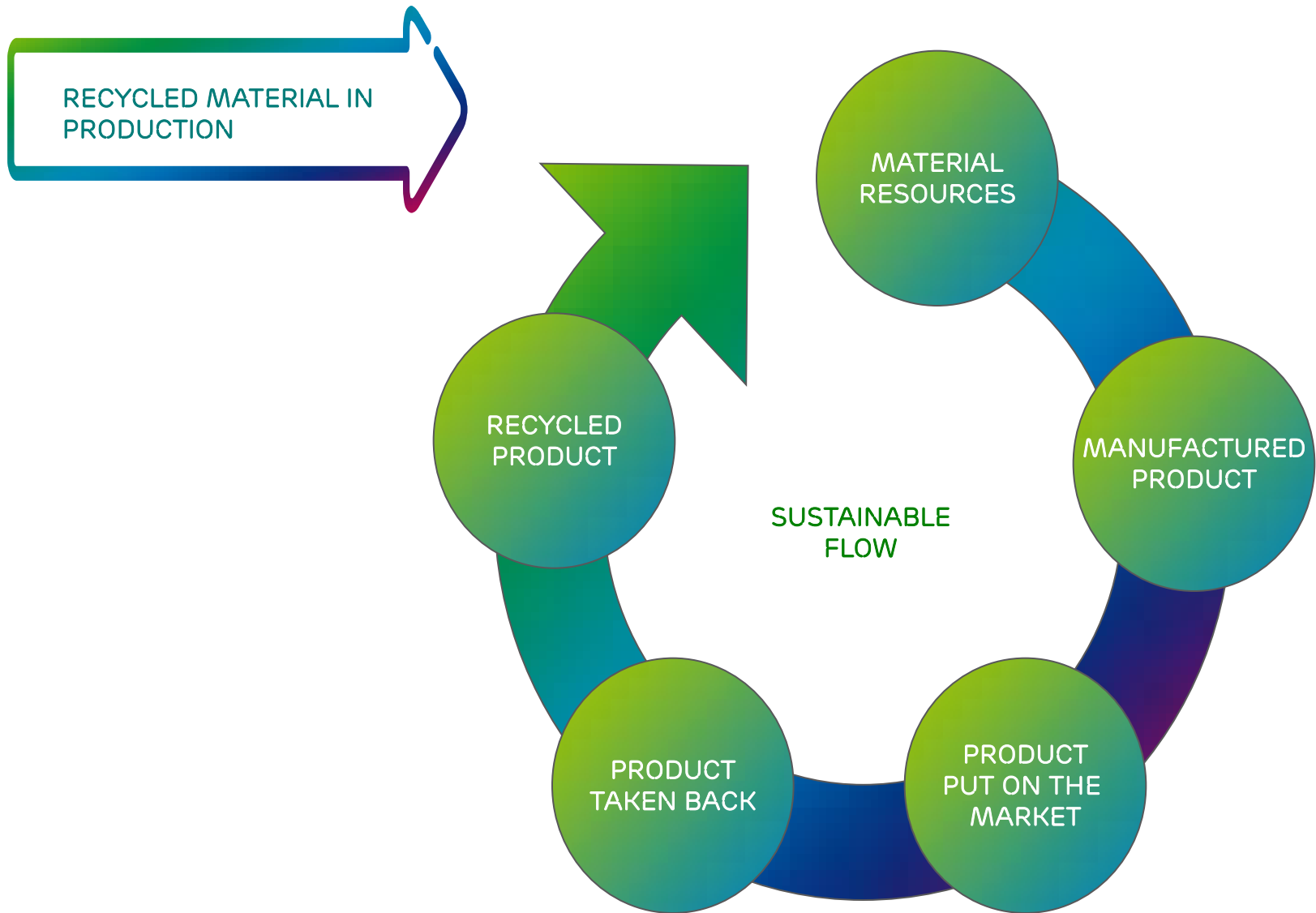
ECOLOGY MANAGEMENT: CURRENT SYSTEM



NON-SUSTAINABLE FLOW



ECOLOGY MANAGEMENT VISION: THE CLOSED LOOP





ERICSSON