

Gave old mobile phones a second lease of life

To reduce mobile phone waste, we conducted a vast campaign in Europe to raise awareness about drop-off points and recycling services for unwanted devices. We also launched a circular economy program in France.

Developing a circular economy

We began to integrate a circular economy into our processes and operations following COP 21 and have strengthened our efforts with our strategic plan. We now take an eco-design approach to product development for Orange brand products, collect unwanted equipment and promote reconditioned devices. By 2025, 100% of the products sold under the Orange brand will be developed in line with an eco-design approach.

To reduce the impact of electronic waste on the environment, Orange gives old equipment a second lease of life or upcycles the raw materials to make something new, in line with the current environmental standards. We also raise public awareness about how anyone can make a big difference with just a simple act. We can recondition or recycle the handsets brought back to our stores or one of the 2,000 community collection points. It is estimated there are around 100 million unwanted handsets lying forgotten in drawers in people's homes in France alone, even though 80.7% of the

materials could be recovered to make new products. In September 2020, the Group launched a widespread campaign across all operating countries in Europe to inform people about the idea. In October 2020, we also launched a circular economy program in France called "RE", designed to recycle, recover and recondition mobile handsets. The program will enable customers to exchange their old device for a discount on a new phone, store credit, or the option to choose from our range of reconditioned phones that have been rigorously checked by our experts. The program strengthens our circular economy approach initiated nearly a decade ago, which has already collected 15 million handsets, including 8 million by Orange France.

Indeed, Orange France is the only operator in Europe to have set up a charitable channel to handle the process collecting and recycling mobile phones. We donate all the profit from recycling to Emmaüs International which runs recycling workshops for unwanted mobile phones in five countries in Africa. Together, the number of telephones collected by Orange in Europe and these workshops totaled 1.2 million in 2020, which represents 15.1% of the number of mobiles sold directly by Orange in Europe. We are aiming to reach 30% by 2025.

