**1SL2000 – SESSION 2024/2025 – INTEGRATED CLASS 4**

**Fairphone Business Model and its Impact on the Mobile Phone Value Chain**

* **Watch the video: , identify the impacts**<https://youtu.be/s6TYsjrAbng>
* **Read the documents – characterize Fairphone's Business Model and its impact**

[**https://fr.wikipedia.org/wiki/Fairphone\_(entreprise)**](https://fr.wikipedia.org/wiki/Fairphone_(entreprise))

Fairphone is a Dutch company, creator of smartphones, whose design and production of devices have been designed to integrate environmental and fair trade constraints throughout the production chain. It is also the name of the phones, created by the company, whose hardware and software elements have been designed to be easily repaired or updated (changing camera or camera modules). The Fairphone company, based in Amsterdam, Netherlands, is the result of a reflection on the use, for phones, of minerals such as coltan whose trade is exploited by warrior groups in the DRC.

Fairphone was founded in January 2013 by Bas van Abel: while acknowledging the impossibility of offering a smartphone that is completely in line with the ideal of fair trade, due to the complexity of the product, he initially set himself the following objectives:

* a better redistribution of profits along the production chain;
* a control of the origin of the components to avoid financing armed groups involved in conflicts;
* the recycling of old phones with the Dutch NGO Closing the Loop, which operates in Ghana, where many electronic waste is abandoned;
* a lower energy consumption compared to other smartphones, and a facilitation of repair and recycling.

On April 3, 2014, Fairphone and iFixit became partners. Fairphone's repair guides and spare parts are now available on both companies' websites. iFixit, which, among other things, publishes evaluations, gives Fairphone products excellent ratings. In early 2016, the company thought it was approaching a solution to supply tungsten from Rwanda without financing conflicts - a solution that ultimately did not materialize - and acknowledged difficulties in finding gold suppliers detached from combat in the Congo. In 2018, it organized a crowdfunding operation that allowed it to recover 2.5 million euros, to which 7 million had to be added from investors in addition to a 13 million euro loan, in order to resolve financial problems that had interrupted its production in 2017.

**See the company's website, in particular**<https://www.fairphone.com/fr/2021/09/30/fairphone-4/>

True to its ambitions, Fairphone is offering with its smartphone 5 years of warranty but also software support that will go until 2025 with updates to Android 12 and Android 13. Better, the company intends to offer extended support until 2027, which would allow it to go up to Android 15 even if the SoC support doesn't go that far! This would correspond to about 6 years of software support, unprecedented in the current mobile industry. These different measures aim to ensure that the Fairphone 4 can be used for several years with consistent follow-up and an eco-responsible approach through phone recycling and the use of materials from sustainable and equitable sources. Fairphone now certifies fair provenance for 14 key materials and the smartphone integrates a case made of 100% recycled polycarbonate. The manufacturer has also launched a living wage program aimed at improving working conditions in mines and factories among its partners. The smartphone has received TCO Certified validation for its sustainability efforts and scores 9.2/10 (6/128GB version) and 9.3/10 (8/256GB version) for the repairability index established in France, very high scores compared to the rest of the market. The FairPhone 4 will be available for pre-order from September 30th on the Fairphone website, priced at €579 for the Fairphone 4 in 6/128GB and €649 for the Fairphone 4 in 8/256GB.<https://www.generation-nt.com/actualites/fairphone-4-smartphone-5g-lancement-199300>