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# **IPP PILOT TASK FORCES**

Progress report II

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## 1. SUMMARY

The Nokia IPP pilot project is now in stage V and the progress that has been made in the six task force projects is reported here.

The six task forces representing the key improvement areas that were set up in the fourth stage of the IPP pilot project on mobile phones are:

- Information and Communication – Product environmental facts
- Information and Communication – Usage and Disposal Information
- Reduce Energy Consumption (in Use Phase)
- Reduce/Eliminate Agreed Materials of Concern
- Take-back of Phones
- Environmental Assessment Methods/Tools

The task forces are lead by organizations that have significant influence in the area and the members in the teams are from organizations that play a role in the mobile phone life cycle. The task forces focusing on products are thus lead by Nokia, the ones focusing on usage and disposal are lead by two operators Vodafone and France Telecom/Orange, the task force looking to reduce materials of concern is lead by component manufacturer Epson and the working group focusing on developing new assessment methods is lead by a research institute, the Finnish Environmental Institute SYKE.

Two of the task forces deal with improving sharing information to consumers and other stakeholders, as consumer behaviour can have a significant influence on the environmental impact caused in the mobile phone life cycle and they need to be aware of their role in minimizing the environmental impacts. The merge of these two task forces has been discussed and will remain an option.

Six months have now passed of the time period of one year that was set for these task forces so this is a mid-review of the progress made.

The task force working on developing environmental assessment methods and lead by Finnish Environmental Institute SYKE has yet to find funding that would enable conducting reliable and independent research, but some new possibilities for applying for funding have been identified. This might mean that the results will not be available within the agreed 12 months, but getting the process started is clearly a priority.

The other task forces have been able to secure needed resources to start their activities, but still some task forces have had delays and complications caused by changes in task force member organizations as well as changes in personnel. Some task forces are hopeful that they may already finalize their project before the end of the follow-up year.

Although all key stakeholders are represented in most of the task force teams, more participants are still welcome to join in the task forces. New members from industry have already joined some of the task forces and discussions are ongoing with some potential new members.

The task forces are now at a stage where they can start sharing preliminary results and developing further cooperation with the other task forces. A recent face-to-face meeting organized for the task force leaders showed that good possibilities for cooperation exist and the teams can benefit both from new members and from discussions with the other task force teams.

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All the task forces have made project plans for the follow-up year, more detailed information on the plans can be found in the stage IV report. This second progress report contains the current state reports of the task forces after the first six months, as well as their plans for the next three months. The next progress reports will be published in the beginning of July 2007.

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## 2. INTRODUCTION

Nokia's Integrated Product Policy (IPP) pilot project was initiated as a part of European Commission's (EC) effort to work together with stakeholders to further develop the IPP approach. The objective of the IPP approach is to "reduce the environmental impacts from products throughout their life-cycle, harnessing, where possible, a market-driven approach, within which competitiveness concerns are integrated"<sup>1</sup>.

The pilot project on mobile phones is now in stage V. The task forces that were set up to work on the improvement options that were chosen to be the most important ones based on the work done in the other four stages of the pilot are now ongoing and the current status reports can be found in the following pages of this progress report, as delivered by the task force leaders.

### 2.1 Task forces

The six task forces that are reporting their progress are:

- Information and Communication – Product environmental facts (lead by Nokia)
- Information and Communication – Usage and Disposal Information (lead by France Telecom/Orange)
- Reduce Energy Consumption (in Use Phase) (lead by Nokia)
- Reduce/Eliminate Agreed Materials of Concern (lead by Epson)
- Take-back of Phones (lead by Vodafone)
- Environmental Assessment Methods/Tools (lead by Finnish Environmental Institute SYKE)

### 2.2 Progress report schedule

This progress report contains the current state reports of the task forces, as well as their plans for the next three months. The next progress reports will be published in the beginning of April 2007.

- First report: by 12.1. 2007
- Second report: by 2.4. 2007
- Third report: by 2.7. 2007
- Final progress report: by 1.10. 2007

## 3. TASK FORCE 1: PRODUCT ENVIRONMENTAL FACTS

### 3.1 Introduction of the task force

This task force has been set up as an outcome of the stage III of the IPP pilot project on mobile phones. The target of this task force is to develop a Product Environmental Facts scheme relevant for mobile phones.

This task force consists of representatives from the following organizations:

- Ms. Sonia Metzger (France Telecom / Orange)
- Mr. Siegfried Pongratz (Motorola)
- Mr. Julian Lageard (Intel)

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<sup>1</sup> See EC's IPP at: <http://europa.eu.int/comm/environment/ipp/home.htm>

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- Ms. Minna Lindholm (Nokia)
- Mr. Jyri Seppälä (SYKE - Finnish Environmental Institute)
- Mr. Matthew Wilkinson (WWF)
- Ms. Beatrix Pichl (TI)
- Mr. Michael Guggisberg (Swisscom) – New Member
- Pontus Alexandersson & Kazumi Ichiba (SonyEricsson)

Ms. Minna Lindholm from Nokia is leading the task force. The task force may still be expanded by stakeholders representing teleoperators and mobile phone manufacturers after the IPP follow-up meeting in Brussels on March 28<sup>th</sup>, 2007.

### **3.2 Overview of the progress and results achieved**

The task force team has been successful in developing as a current outcome a proposal of an information sheet on Product environmental facts. This fact sheet is focusing on presenting key parameters on:

- 1) Company Environmental Footprint
- 2) Use of Materials
- 3) Energy
- 4) Waste reduction

In addition, the idea of an index has been introduced and further developed into practice. The idea is that the outcome of the other IPP task force projects, when they are finalized, could be used as elements in the index. To start with, the index will be based on energy efficiency criteria (charger energy efficiency) as an interim solution for piloting, leaving the option for continuous development by allowing a possibility to add other parameters.

The task force time schedule has been aligned with the IPP project schedule, which means that the target date for a voluntary approach and for format to be available for phone manufacturers is now August, 30<sup>th</sup> 2007.

All the stakeholders are committed. The study on existing schemes has been completed. Ways and means of communications have been agreed upon. This Task force group has been working on a monthly basis, having regular meetings where status, actions and progress have been reviewed. In order to be able to move forward, an industry wide commitment is needed.

It has been agreed with this task force group that as far as practically possible, communication of the Product environmental Facts –form should start from the forums and working groups where task force members are already involved. This part of the communication would be carried out by the task force members. So far the following bodies have been identified as target groups for which the results will be communicated after the form is developed:

- American Chamber of Commerce to the European Union (Am Cham EU)
- European Semiconductor Industry Association (ESIA)
- German Association for Information Technology, Telecommunications and New Media e.V. (Bitkom)
- European Information and Communications Technology Industry Association (EICTA)

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- American Electronics Association of Europe (AeA Europe)
- German Electrical and Electronic Manufacturers' Association (ZVEI Germany)
- European Engineering Industries Association (Orgalime)

### 3.3 Project plan for next three months

Task	Responsible person	Target	Target date	Status
Stakeholder engagement	Task force team	Nominated task force team, team members' commitment to targets	13.4.2006	Done
Study on existing schemes	Task force team	Identify and analyze already existing eco information schemes. Capture the best practices.	30.6.2006	Done. Closed
Communications	Task force team Might need some financing	Identify and agree on the ways and means	30.8.2006	Done.
Format development	Task force team	Agree what issues to be presented. Agree in what format.	28.2.2007	Ongoing
Piloting.	Task force team	Draft format shall be piloted by employees within the task force group companies.	30.4.2007	Not started
Feedback collection and analysis	Task force team	Feedback shall be collected and analyzed. Improvements identified and format updated accordingly	30.6.2007	Not started
Communication	Task force team	Agree how format is marketed/ communicated to selected phone manufacturers and network operators companies. Communication of format.	30.12. 2006. Communication : 28.2.2007	Not started
Voluntary approach	Task force team	Format available for phone manufacturers and operators to launch product environmental facts and	30.8.2007	Not started
Reporting	Task force team/Minna	Progress reporting to EU commission	Quarterly 4.12.06 (I) 19.3.07 (II) 18.6.07 (III) 17.9.07 (IV)	Agreed

### 3.4 Changes in task force and to the current plan

Mr. Michael Guggisberg from Swisscom has recently joined this task force group. A group of potential new stakeholders to this task force group have been identified and they have been invited to join the task force group. For example Samsung shows strong interest in joining the task force. Mr. Olli Väänänen

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from Spansion has informed that they only ever meant to participate in the task force dealing with the materials of concern, so they have been removed from the list of participants from the other task forces.

Also the possible merge with the task force focusing on usage and disposal information is under review.

#### 4. TASK FORCE 2: USAGE AND DISPOSAL INFORMATION

##### 4.1 Introduction of the task force

The target of this task force is to develop customer information that will help them adopt environmentally responsible behaviour during the use and end-of-life phases of mobile phones and identify the most effective channels for this communication.

This task force consists of representatives from the following organizations:

- Ms. Beatrix Pichl (TI)
- Mr. Matthew Wilkinson (WWF)
- Mr. Julian Lageard (Intel)
- Mr. Siegfried Pongratz (Motorola)
- Mr. Jyri Seppälä (SYKE - Finnish Environmental Institute)
- Ms. Outi Mikkonen (Nokia)
- Mr. Olli-Pekka Mäkirintala (Nokia)
- Ms. Minna Lindholm (Nokia)
- Ms. Sonia Metzger

##### 4.2 Overview of the progress and results achieved

The project is proceeding according to plan. The task force time schedule has been aligned with the IPP project schedule, which means that the new target date for Voluntary approach and for format to be available for phone manufacturers is now as of August, 30<sup>th</sup> 2007. New target dates have been defined. The status on the different tasks is as follows:

Task	Owner	Target	Target date	Status
Environmental focus area	Work-stream participants	Define key environmental focus areas linked to desirable customer/consumer behaviour	31 05 2006	Complete
Knowledge about customer needs on environmental information	IPP participating stakeholders	Gather knowledge about existing customer/consumer needs with respect to environmental information	February 2007	Complete
Existing good practice for environmental communication	Work-stream participants	Seek input form other stakeholders and trade associations about good practice for communicating environmental information	March 2007	Complete

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Three environmental focus areas were defined: Energy, Materials of concerns, Dismantling/return of phones. Concerning knowledge about customer's needs on environmental information, some of those have been gathered from the Forest Steward Certification, others from the Marine Stewardship Council, others from a special Euro barometer or a summary of ANEC study. Some discussions also started with GSMA Europe with good practise sharing on existing environmental communication. Some practices of environmental communication have been gathered. For example, the major trends of environmental messaging are the following: "Save money and save the planet based on financial and moral imperatives" or "Value: money, the environment and a sense of contribution" or "Shared responsibility".

#### 4.3 Project plan for next months

Task	Owner	Target	Target date	Status
Communication channels	IPP participating stakeholders	Establish suitable communication channels to target customers/consumers	April 2007	started
Content and format of messages to be delivered	Work-stream participants	Prepare proposed content and messages for customers/consumers	May 2007	not started
Test	Work-stream participants	Test the messages to be delivered to customers	June 2007	not started
Environmental information delivery to customers	IPP participating stakeholders	Introduce environmental information raised the question of branding	31 08 2007	not started
Work stream follow-up and continuous improvement	IPP participating stakeholders	Agree on how to review and update of environmental communication, consider possible extension as a industry voluntary agreement	31 12 2007	not started

#### 4.4 Changes in task force and to the current plan

Outi Mikkonen from Nokia has joined the task force. The possibility of merging this task force with the one focusing on product environmental facts is under review. Further cooperation with other task forces is also planned.

### 5. TASK FORCE 3: REDUCE ENERGY CONSUMPTION IN USE PHASE

#### 5.1 Introduction of the task force

This initiative aims at reducing the energy consumption of mobile phones during the use phase, especially minimizing charger no-load energy consumption.

The goal is to agree to add a visual reminder in the phone to inform consumers to unplug the charger from the wall after the phone is fully charged.

Current task force:

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- Mr. Olli-Pekka Mäkirintala (Nokia) – Task force leader
- Ms. Sonia Metzger (France Telecom / Orange)
- Mr. Chris Read / Ms. Lucy Connell (Vodafone)
- Mr. Siegfried Pongratz (Motorola)
- LG also participated in the last meeting (teleconference).

## **5.2 Overview of the progress and results achieved**

1. The final draft has been sent to other manufacturers for analysis
2. Task force is waiting for further comments and responses from other manufacturers.

Samsung and LG have already committed to implementing the unplug reminder.

## **5.3 Project plan for next three months**

Comments / commitments will be followed, the plan to complete this task force by end of May.

## **5.4 Changes in task force and to the current plan**

No changes.

## **6. TASK FORCE 4: REDUCE/ELIMINATE AGREED MATERIALS OF CONCERN**

### **6.1 Introduction of the task force**

The aim of this task force is to reduce and eliminate the use of certain flame retardants, heavy metals and phthalates in plastics from mobile phones. This will be done by the phone manufacturers in close cooperation with the component manufacturers as they have control over the design and the manufacturing phase.

### **6.2 Overview of the progress and results achieved**

The start of the task force has been rather delayed as there was no clear project plan identified and the project did not seem to move past the information gathering stages. Furthermore the task force was extended with several new team members that had not been involved in the earlier stages of the IPP project. On 23 February 2007 the task force has met in Brussels to decide on a new project planning. During the meeting the new team members were introduced to the backgrounds of the IPP project and the team discussed the details of chemical use in mobile phones and the possible alternatives for certain substances.

After the presentations on the different flame retardants it showed that the level of information available for the possible flame retardants differed in quality and quantity. Some flame retardants that are used in mobile phones have undergone a full EU risk assessment but other flame retardants lack this detailed level of data. It is expected that until REACH is in force this data will not be available.

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The project group has decided to analyze in which parts of mobile phones flame retardants and phthalates are still used. For every part the task force will analyze which alternatives can be used. As a next step the task force will identify which risk assessment data is available for these alternatives. On the basis of this data the task force will make a decision on the next steps of the project.

### 6.3 Project plan for next three months

- Compile a list showing all materials containing flame retardants in mobile phones specified per part
- Draft list of available flame retardants per polymer
- Combine list of flame retardants per polymer and list of materials used in mobile phones. The result will be a list that shows per mobile phone part and material which flame retardants can be used.
- Check for list of possible flame retardants if risk analysis data is available (EU risk assessment or similar).
- Conference call to discuss next steps on 2 May 10:00 CET

### 6.4 Changes in task force and to the current plan

After a first initial analysis the task force fears that it will be difficult to compare the chemicals used and their alternatives as the level of available data on these chemicals differs. This lack of data might make it very difficult to assess if the alternatives would lead to an environmental improvement. The next steps in the task force are aimed at clarifying which data is available and which data would be required to make any decisions.

In February 2007 Anna Marij van der Meulen (Epson) has stepped down as Task force leader and she has been replaced by Eelco Smit from Epson.

The current task force members are:

- Michael Riess, Siegfried Pontgratz - Motorola
- Veronique Steukers - Albemarle
- Adrian Beard - Clariant
- Olli Väänänen - Spansion
- Beatrix Pichl - Texas Instruments
- Brigitte Dero, Christine Crab, David Cadogan, René Montaigne, Tim Edgar - CEFIC;
- Jarkko Epäily - Nokia
- Jörgen Svensson, Pontus Alexandersson – Sony Ericsson
- Julian Lageard, John Harland, Stephen Tisdale - Intel
- Lars Wallin - IPC
- Line Andersen - forbrukerradet
- Matthew Wilkinson – WWF
- Eelco Smit - Epson

The task force has contacted LGE and Samsung to participate in the data gathering exercise to ensure that the list of chemicals used gives a good overview of the market situation.

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## **7. TASK FORCE 5: TAKE-BACK OF PHONES**

### **7.1 Introduction of the task force**

Vodafone is leading the Take back of Phones work programme. This initiative aims to analyse, identify and share good practice in the incentivisation of the return of used/unwanted mobile phones, devices and batteries in different countries/markets. Once good practice has been identified the aim is to pilot selected 'new' incentives. The results of this will be communicated across industry with the intention of using new incentives, if successful, into existing return schemes where appropriate.

Currently the work programme is nearing the end of the data collection phase of the work. The wide range of markets we operate in and the length of time that the schemes have been running in some of those markets means that the task force has a lot of information to share.

### **7.2 Overview of the progress and results achieved**

The data collection template has been completed in some form by most task force members. The deadline for completion was mid December but this has had to be stretched to allow members to provide their data. The process for identifying best practices has now begun.

### **7.3 Project plan for next three months**

The data analysis by the task force will aim at finding what incentives and practices have been the most successful. Once the best practice has been identified the aim of the task force is to develop a method / tool for sharing this amongst industry.

### **7.4 Changes in task force and to the current plan**

None since the last report.

## **8. TASK FORCE 6: ENVIRONMENTAL ASSESSMENT METHODS/TOOLS**

### **8.1 Introduction of the task force**

Based on experiences in the mobile phone industry it is not an easy task to use environmental impact methods and tools such as life cycle assessment (LCA) for eco-design and product information purposes. Therefore the aim of this task force is to solve the difficulties, especially to set the inventory data for all important components on a broader base and to find a consensus about the best suitable impact assessment methods. The focus is especially on simplified environmental assessment methods such the Key Environmental Performance Indicators (KEPIs) and their data requirements.

### **8.2 Overview of the progress and results achieved**

The task force has not yet been started. The working plan prepared by the Finnish Environment Institute (SYKE) was introduced in the IPP stakeholder meeting in May 2006. The assumption was that the Commission also could finance the project. However, the Commission did not promise any funding for it. On the other hand, Nokia did not want to finance the project alone because the work will offer benefits for the whole electronic industry and the results might also not be seen as reliable, if the link to one company is too strong.

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After the summer holiday period the Finnish Environment Institute (SYKE) and the University of Stuttgart prepared a new working plan for the task force. The budget of the project was divided in half. The idea was that the work will be funded by mobile phone and component manufacturers and the work will be started in the autumn of 2006.

In September an invitation letter with the new project plan was sent to fifteen contact persons working at the mobile phone and component manufacturers. The answers revealed that the companies were not interested in paying additional money for the project. On the other hand, some companies were interested in spending their work hours in the task force.

The funding for the project is still under preparation.

### **8.3 Project plan for next three months**

SYKE has started to search for possibilities to develop and test the KEPI method in the context of EU projects. This requires finding suitable funding instruments and partners in the EU. For example, it seems that the 7<sup>th</sup> Framework Programme can offer themes suitable for KEPIs. However, it is important to notice that this approach may lead to a solution in which the results can not be obtained during this year.

### **8.4 Changes in task force and to the current plan**

In September the original work plan was simplified so that the aim of the study is to test, develop and standardize the Key Environmental Performance Indicators (KEPIs) approach on the bases of former LCA experiences, especially gathered in the IPP Pilot study and the EPIC-ICT project.

In the near future the contents of the work plan will be changed according to the needs of possible funding instruments and to the requirements of companies and other partners that will be committed to the work.