

Swisscom awards eco-points for mobile phones

When Swisscom mobile customers purchase a new phone in the Online Shop, they can see straight away how environmentally friendly their chosen phone actually is. Swisscom is the first Swiss mobile phone provider to award from one to five eco-points for outstanding models, in partnership with myclimate, an independent climate-protection foundation. All mobiles are evaluated in terms of power consumption, energy used for manufacture and choice of raw materials. Starting this autumn, mobile phones will also be similarly labelled in Swisscom Shops.

Many customers want to be informed consumers and know exactly how environmentally friendly any given product is. By means of a simple, easy to understand label, Swisscom is helping to make this possible when selecting a suitable mobile phone. Based on publically available data, eco-points are awarded by myclimate, an independent climate-protection foundation. In this way, customers can see at a glance how well the phone of their choice is rated in terms of energy consumption, energy used for manufacture and choice of raw materials such as avoidance of toxic materials. The way the points are allocated is simple. For example, the less power used by a charger and the mobile in stand-by mode, the more eco-points the device is awarded, up to a maximum of five per category.

The Nokia C3-01 has been awarded the highest rating of the current best-selling phones. Also very environmentally friendly are the SonyEricsson Zylo music mobile and the Nokia X7 smartphone with its large 4-inch AMOLED touchscreen.

With immediate effect, all mobile phones in the Swisscom Online Shop have been labelled with eco-points, and from this autumn onwards, those in Swisscom Shops and the Swisscom Shop Magazine will be similarly labelled. New models will be evaluated on an ongoing basis using the same criteria.

Swisscom shows its commitment to the environment

With these eco-points, Swisscom is expanding its commitment to providing environmentally friendly services. As long ago as 2008, this telecoms provider sold wireless fixed-line phones which thanks to the Ecomode plus feature were energy efficient and low in radiation during both conversations and in stand-by mode. With solar labels for mobile phones, customers are assured that solar energy in an amount equal to the annual power consumption of their mobile is fed into the electricity grid and the Solidarcomm project allows Swisscom to give a second life to old mobiles – the devices are resold in countries with limited purchasing power, giving the people there access to mobile communications. The entire sales proceeds go to Terre des Hommes Switzerland. Furthermore, Swisscom runs its entire network exclusively with power generated by renewable sources and purchases more electricity from wind and solar energy than any other company in Switzerland.

Download photos of the Nokia C3-01 and its eco-points:

<http://images.swisscom.com/CategoriesInternet/Standard/SelectCatalog2.jsp?kategorieID=3928>

The most environmentally friendly mobile phones at Swisscom as at 17 August 2011

Manufacturer	Model	Eco-points	Low power consumption	Low energy during manufacture	Responsible choice of raw materials
Nokia	C1	4.0	4.0	4.0	3.5
Nokia	C3	4.0	4.5	4.5	3.5
Nokia	X7	4.0	4.0	3.0	4.5
SonyEricsson	Elm	4.0	4.5	3.5	4.5
SonyEricsson	Zylo	4.0	4.5	4.0	3.5

Additional information:

www.swisscom.ch/ecopoints

www.myclimate.org/ecopoints

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