

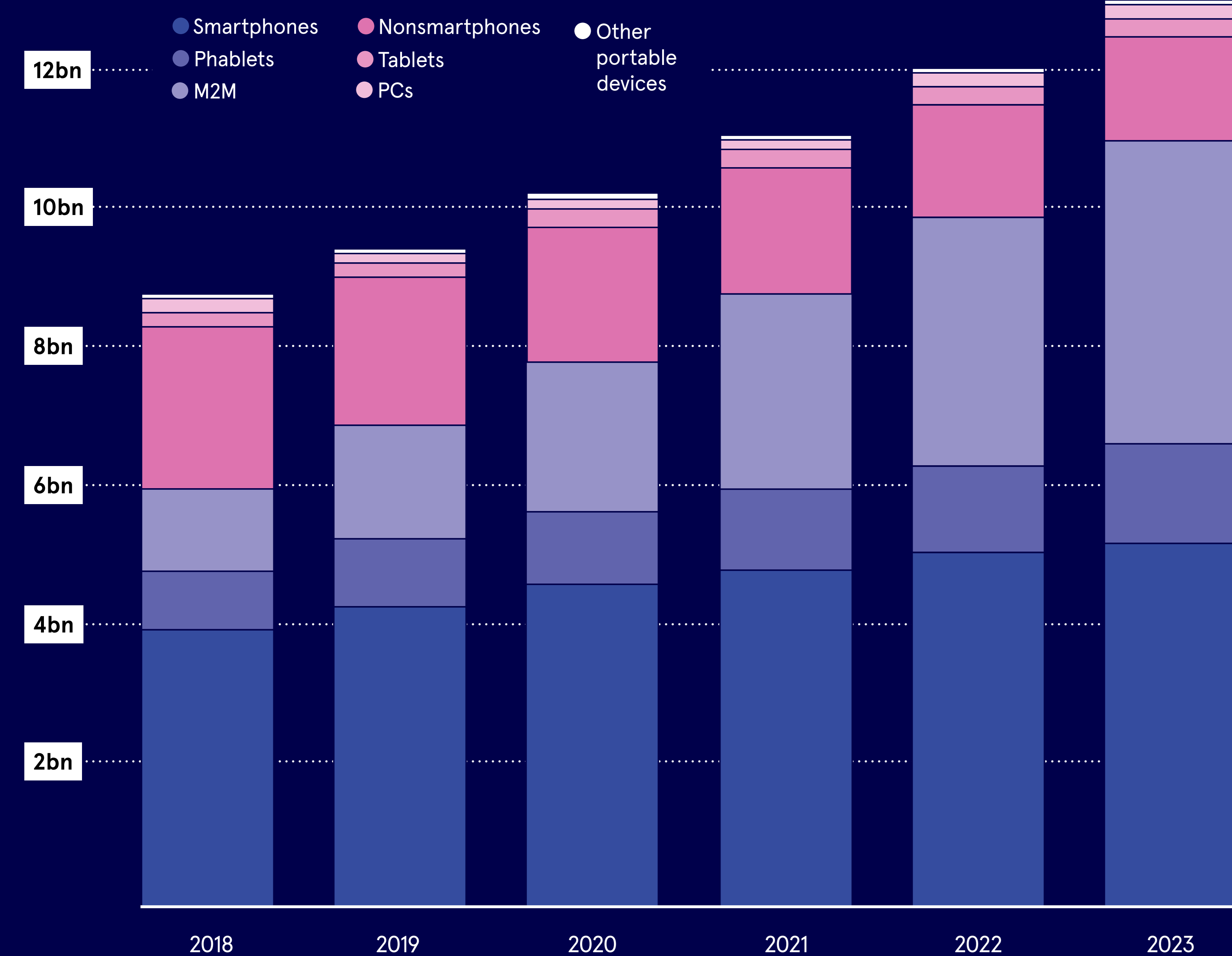
UNDERSTANDING E-WASTE

As our reliance on devices grows, so too does the amount of e-waste we create. Despite increasing legislation around e-waste, the vast majority is not being recycled in the right way. And, with many of us replacing our devices more often than necessary, the mountain of e-waste looks set to pile higher unless consumers commit to recycling their used devices

THE NUMBER OF DEVICES WE OWN IS GROWING

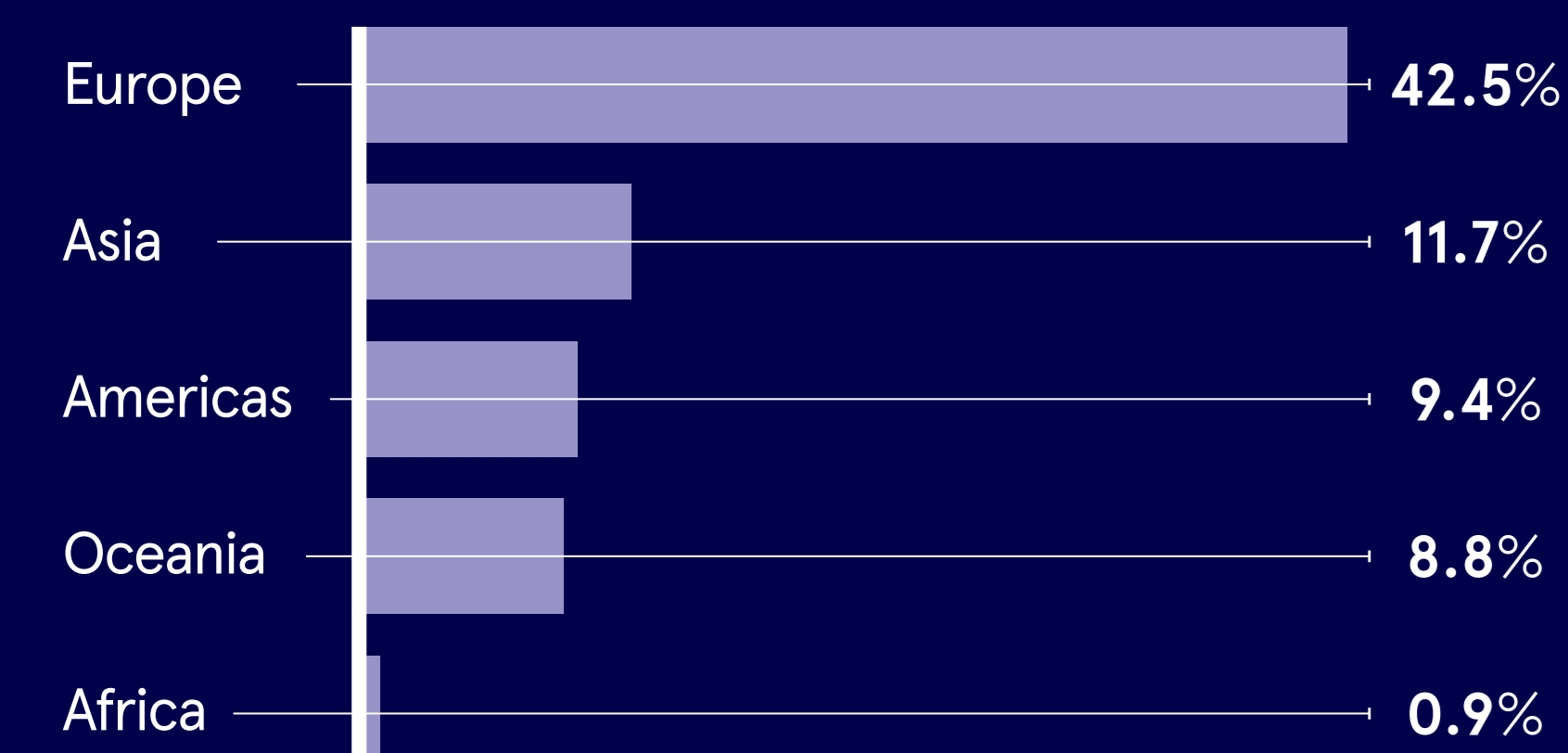
Global mobile device and connection growth

Cisco, 2020



EUROPE IS LEADING THE WAY IN E-WASTE RECYCLING

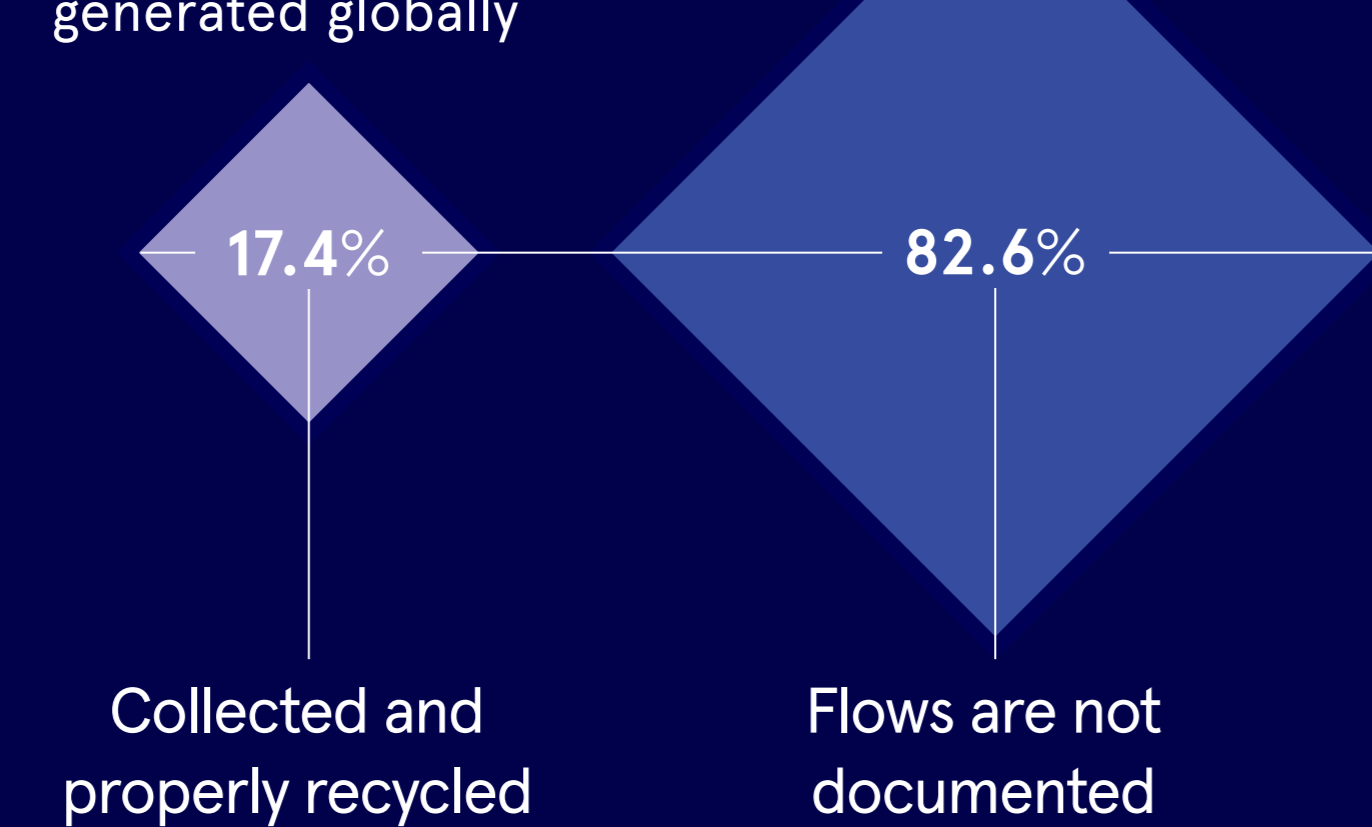
Collected and recycling rates of e-waste by region



United Nations University and World Economic Forum, 2020

THE VAST MAJORITY OF E-WASTE IS NOT RECYCLED

Fate of e-waste generated globally

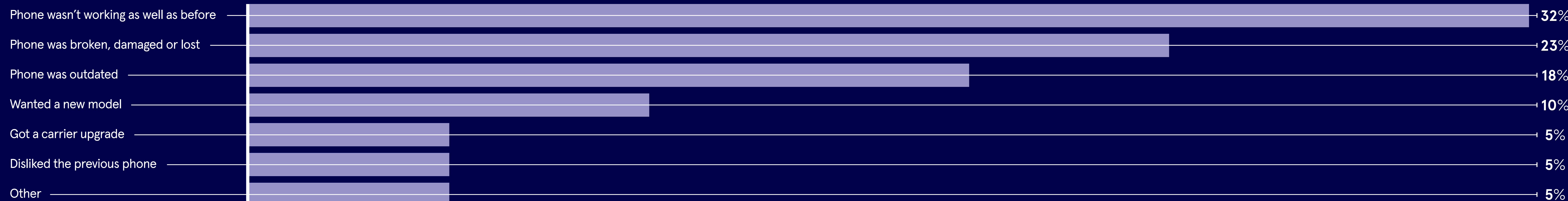


United Nations University and World Economic Forum, 2020

LACK OF PERFORMANCE AND BREAKAGE ARE AMONG THE TOP REASONS USERS CHANGE THEIR PHONE

Reasons users upgrade their phone

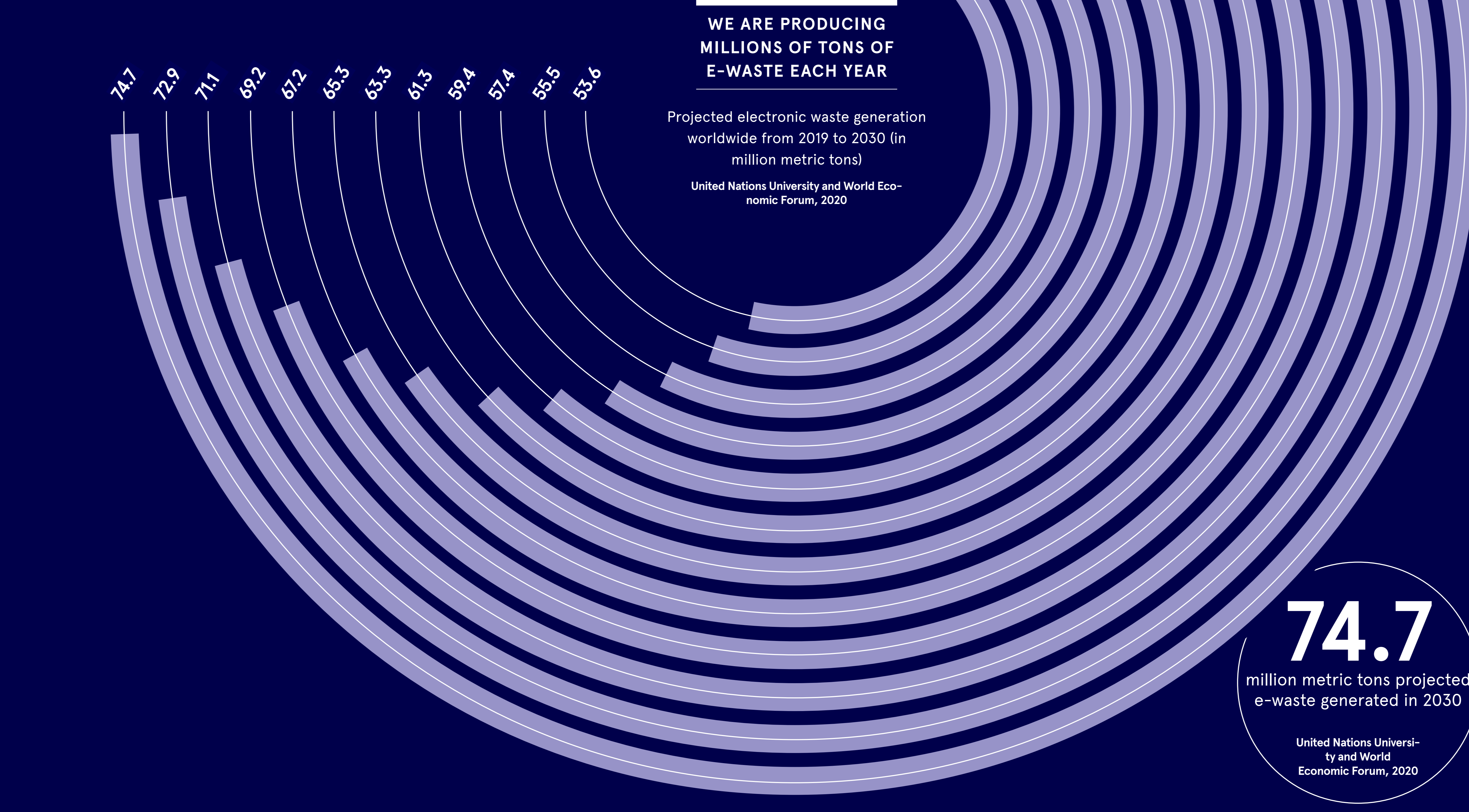
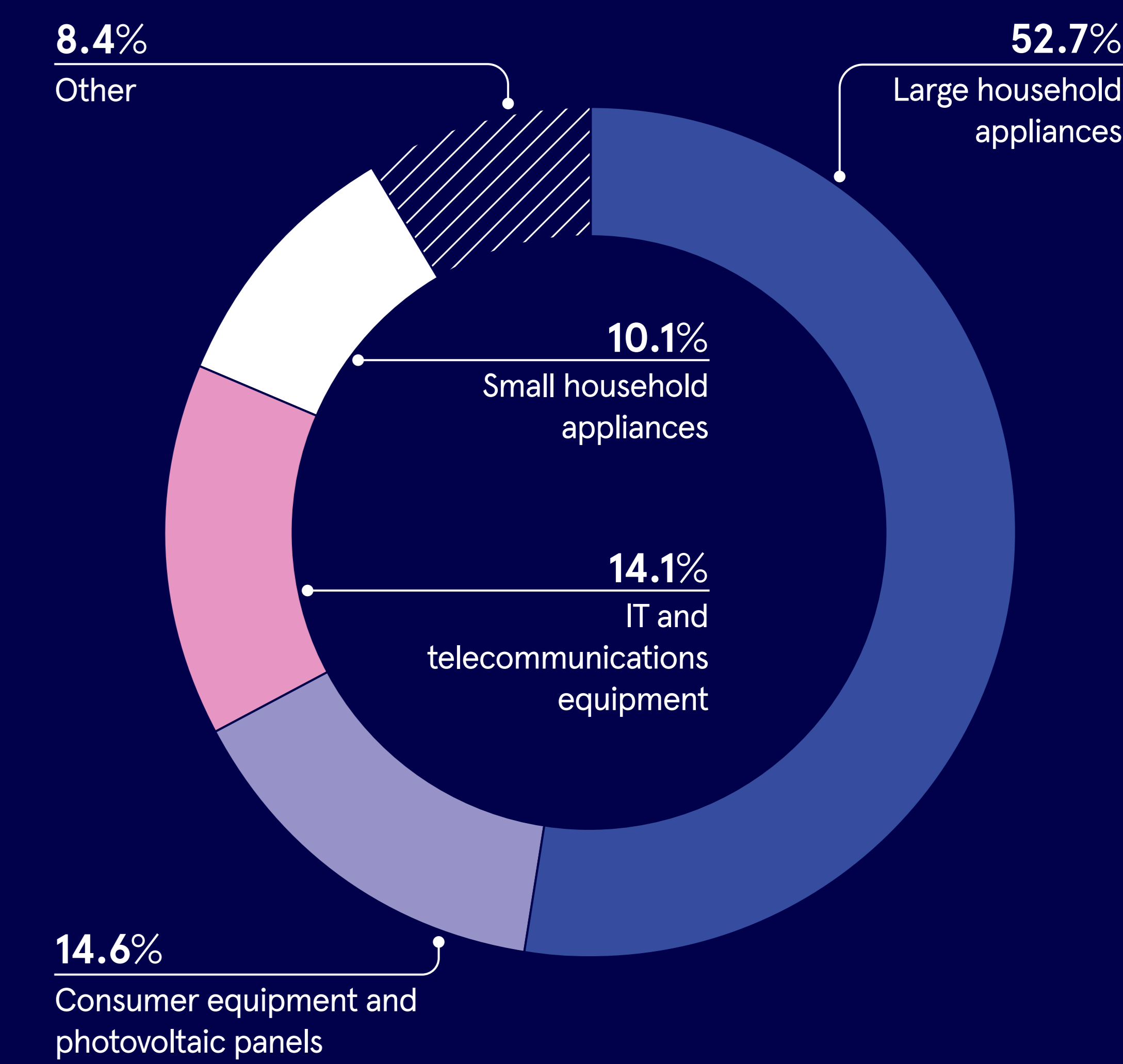
Ting, 2019



CONSUMER AND IT EQUIPMENT ACCOUNT FOR A SIGNIFICANT PORTION OF E-WASTE

Types of e-waste in the EU

Eurostat, 2020



MANY USERS CHANGE DEVICES OFTEN

Length of time users kept their last phone

Ting, 2019

