



How eco-friendly SIM card offer can help mobile operators address their sustainable goals



The ecological awareness is on its way

The pandemic is strengthening environmental awareness globally

70% of people are more aware that human activity threatens the climate and that environmental degradation can threaten humans

40% of people intend to integrate more sustainable behaviours in the future

87% of people said companies should integrate environmental concerns into their products, services

Source: BCG Survey on COVID-19 and Environment conducted in May 2020 in 8 countries (Brazil, China, France, India, Indonesia, South Africa, the UK and the US) on 3,249 respondents.

The United Nations set goals to protect the planet



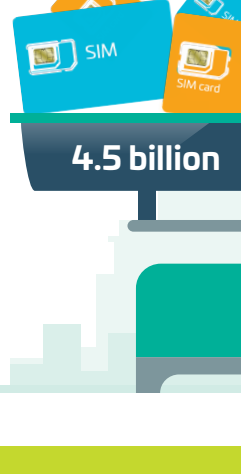
United Nations

In September 2015, all UN Member States adopted **17 Sustainable Development Goals** (or SDGs) to promote prosperity while protecting the planet

SUSTAINABLE DEVELOPMENT GOALS



The GSMA has endorsed UN's SDGs



In February 2016, the **mobile industry** (GSMA¹) became the **first sector to commit to the United Nations Sustainable Development Goals**



Over **50 mobile operators**, representing more than two thirds of mobile connections globally, are now **disclosing their climate impacts, energy and GHG (greenhouse gas) emissions**

¹ The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators with nearly 400 companies in the broader mobile ecosystem (incl. Thales)



How mobile operators can easily embark on SDGs



The SIM card is the **only physical element – belonging to the mobile operator – in the hands of end-users**

It's the **de-facto mobile operator symbol for users**

How much plastic the SIM cards industry uses

Every year, **4.5 billion SIM cards** are produced globally

This is equivalent to **20,000 tons of polymers** (PVC, ABS), and to the weight of almost **2 Eiffel towers** or **40 Airbus A380** at take-off

Most of them will end up in the garbage



How Thales can help to make SIM cards greener

Thales offers an **unrivalled, ecological SIM portfolio** to mobile operators looking for **sustainable strategies** and willing to **reduce environmental impact of their SIM activity** while **improving brand awareness** in front of their end customers

100% recycled card body

An eco-friendly SIM packaging offer

A carbon offset to reach a net zero carbon footprint

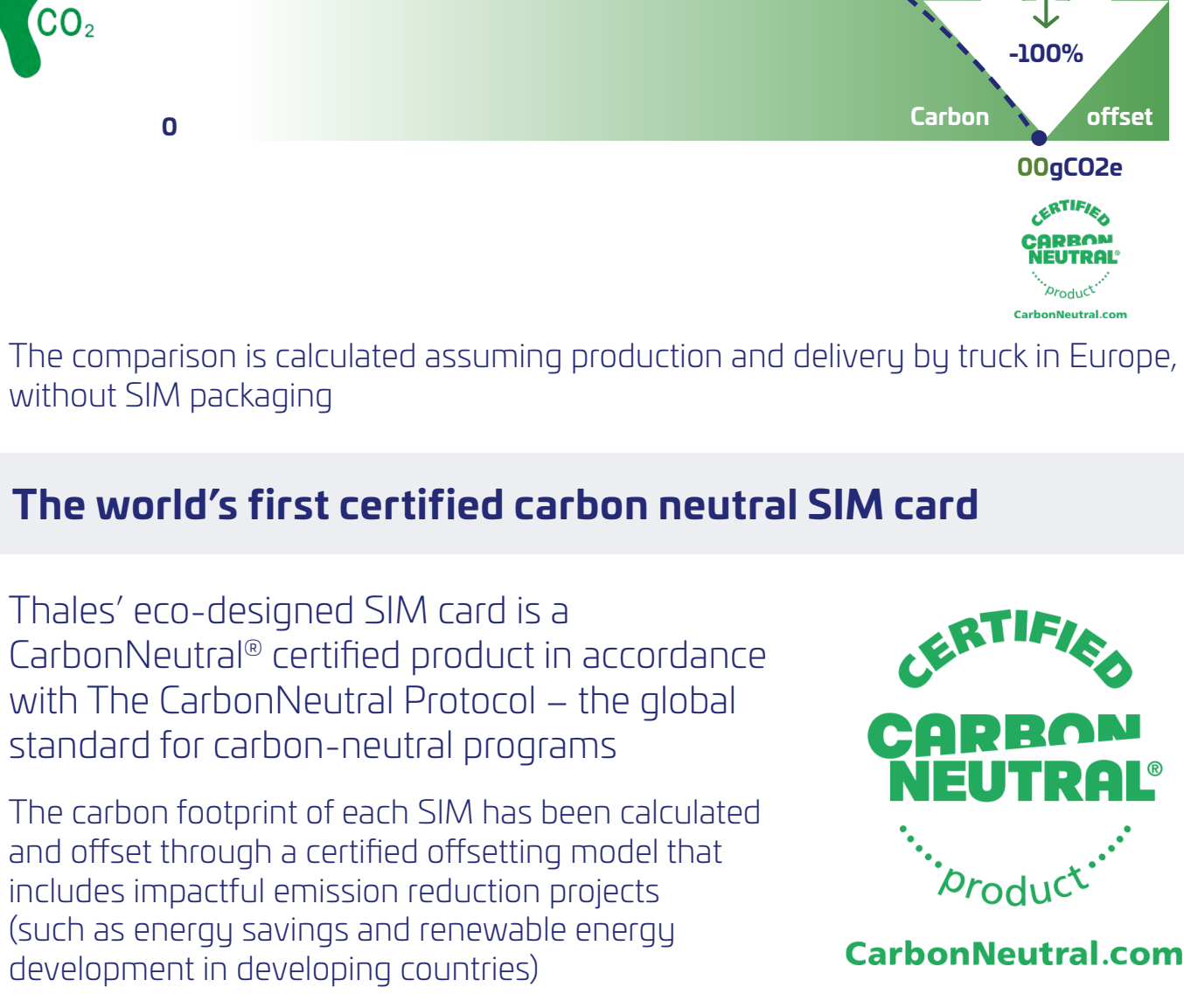
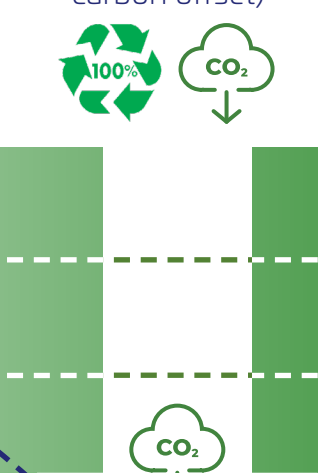
Launching Eco SIM, the world's first SIM made of 100% post-consumer recycled plastic



Thales' Eco SIM body is made of recycled polystyrene waste from old fridges

The path from used fridges to Eco SIM cards

Thales and Veolia developed an innovative **post-consumer recycling** process to **produce SIM cards from plastic that is 100% recycled from polystyrene salvaged from old refrigerators**



The Eco SIM card body is itself recyclable, thus closing the loop of the circular economy

An eco-friendly SIM packaging offer

Eco-Touch

- Small and smart layouts to reduce paper consumption
- Vegetal inks for safer products
- Recycled papers to decrease waste

The paper material used in the packaging is certified by FSC². It is sourced from FSC-certified forests, recycled materials, and/or FSC-controlled woods

Helping to take care of the world's forests

² FSC (Forest Stewardship Council[®]) is an independent non-governmental organization that promotes environmentally sound, socially beneficial, and economically prosperous management of the world's forests

A carbon offset to reach a net zero carbon footprint

Thales commits to offsetting the **carbon footprint** of the **other components that can not be reduced** (e.g. the chip) in order to achieve a **controlled environmental impact**

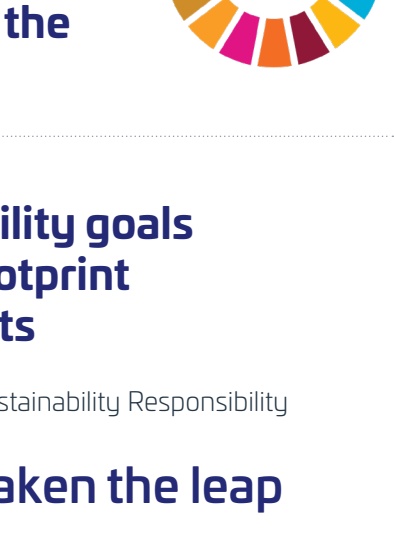


The comparison is calculated assuming production and delivery by truck in Europe, without SIM packaging

The world's first certified carbon neutral SIM card

Thales' eco-designed SIM card is a CarbonNeutral[®] certified product in accordance with The CarbonNeutral Protocol – the global standard for carbon-neutral programs

The carbon footprint of each SIM has been calculated and offset through a certified offsetting model that includes impactful emission reduction projects (such as energy savings and renewable energy development in developing countries)



³ Corporate Sustainability Responsibility

How Eco SIM is welcome by mobile operators

Orange Belgium was the **first mobile operator in the world to launch Thales' Eco SIM in Q4 2020**

Since 2006, Orange Belgium has deployed an ambitious CSR³ strategy to reduce its environmental impact

³ Corporate Sustainability Responsibility

BT The eco-SIM is simple elegant and **delivers both sustainability benefits** as well as being **easy to implement and communicate to the consumer**

Thales' Eco SIM received BT's **"2020 Game Changing Challenge" award**

BT has led on climate action for over 28 years and aims to be a net zero emissions business by 2045, working with its customers, colleagues and suppliers to reduce emissions

"Best Practice on Circular Economy" award from telecom operator sustainability association JAC⁴

⁴ JAC (Joint Audit Co-operation) is an association of telecom operators aiming to verify, assess and develop the Corporate Social Responsibility (CSR) implementation across the manufacturing centres of important multinational suppliers of the Information Communication Technology (ICT) industry

What the benefits of an eco-friendly SIM offer are

Deliver true sustainability benefits thanks to SIM body and packaging material recycling, and SIM component carbon footprint offset

Increase operator brand eco-awareness by **improving user awareness-raising to environmental challenges – being easy to implement and communicate to the consumer**

Contribute to operator's sustainability goals by **integrating SIM offer carbon footprint savings into operator's CSR³ reports**

³ Corporate Sustainability Responsibility

Several mobile operators have already taken the leap

Want to be the next one?

For more information, please visit <https://www.thalesgroup.com/SIM-packaging-solutions>