

# FAIRPHONE

## Press Release

### FOR IMMEDIATE RELEASE

## Impact Report 2020: Fairphone nearly doubles sales in 2020 as its industry influence increases

*Despite the challenging climate during the global pandemic, Fairphone scales rapidly, is profitable in 2020 and gains followers for their initiatives.*

**Amsterdam, 29.06.2021** - Fairphone, the Dutch social enterprise building a market for ethical smartphones, has released its 2020 Impact Report revealing that the company is scaling rapidly and therefore gaining traction on its way of working in the electronics industry. The growth of Fairphone's influence and impact coincided with its revenue increasing by 87% and the company becoming profitable in 2020, proving their progress in their mission of establishing a viable market for ethical phones. With achieving this milestone Fairphone challenges other industry players to raise the bar on sustainability and fairness.

The Fairphone Impact Report is published annually to measure the company's progress towards the goal of producing the most fair and environmentally-sound devices it can and motivating the industry to act more responsibly. The report provides the latest progress reports on the company's KPIs. The highlights include:

- **Number of phones sold:** The volume of devices sold jumped by 76%. Fairphone sold almost 95,000 devices as well as accessories, modules and spare parts - compared to over 53,000 devices in 2019.
- **Percentage of phones recovered vs sold in Europe:** In 2020, Fairphone set the target of compensating for at least 14% of Fairphones sold by collecting old devices through its take-back program and it exceeded this goal: the company compensated for 18% of Fairphones sold. For 2021, the company aims for 45% and will include the collection of e-waste outside the EU.
- **Average percentage of 8 focus materials fairly sourced:** As well as updating and expanding its fair materials KPIs, around 56% of Fairphone's eight focus materials have been fairly sourced, up from 25% in 2018 and 32% in 2019. The 8 focus materials were chosen because they are the materials that offer the electronics industry the greatest potential to create a positive impact. From this year on, Fairphone will increase its ambitions to integrate 70% of 14 Fair materials by 2023.
- **Number of people benefiting from Fairphone's social interventions:** 2020 saw 10,717 people benefiting from Fairphone's social interventions, up from 5,296 in 2018 and 7,839 in 2019. This KPI reflects how many individuals have benefited from Fairphone's social, environmental and/or economic interventions in mines and factories.
- **Industry influence:** Fairphone continues to drive wider impact within the electronics industry, as its influence grows each year. Although influence is difficult to quantify, Fairphone currently measures its industry impact based on a system that assigns points to companies that follow

Fairphones' initiatives based on their size, influencer and market value. In 2020, Fairphone achieved 31 influence points because of its collaborations with companies including Glencore, Tesla, and /e/OS, a significant figure compared to 10 in 2018 and 13 in 2019.

Eva Gouwens, CEO at Fairphone states: "Each year, our sales figures have steadily grown and in 2020 we turned a profit for the first time since 2014. We are pleased to have finished the year in the black, missing our pre-Covid sales goal, but doing much better than expected. This is a significant milestone for us and we want to continue on this upward financial trajectory. By establishing a viable market for ethical consumer electronics, we want to inspire the entire industry to act more responsibly. To be an inspiring example, we need to show that we're financially sustainable and commercially successful, while making more ethical choices in our business and supply chain.

2020 was also the year where we really showed the scalability of our impact and our industry influence grew significantly - with the launch of initiatives such as the Fair Cobalt Alliance, which we intend to expand and invite other industry players to join. Just imagine if all the biggest companies in tech were to shift their supply chains to even a fraction of fair sourced materials, or scale up even a fraction of our impact programs, we'd make a difference in the world. That's why we're inviting the industry to follow our lead and buy ethically and join our impact programs and by doing so, help scale up the ethical supply chain."

To view the full Impact Report 2020 click [here](#).

#### Note to the editor

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##### About Fairphone

Fairphone is building a market for ethical phones and motivating the industry to act more responsibly. We design, produce and sell smartphones to uncover the supply chain behind our products, raise awareness for the most urgent issues, and prove that it's possible to do things differently. Together with our partners and collaborators, we're working to make caring for people and the planet a natural part of doing business.

Photos, videos, fact sheets and other materials are available at the Fairphone press page: <https://fairphone.com/en/about/press/>  
[www.fairphone.com](http://www.fairphone.com)

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