Circular devices

Haarlem Pitch Slam
Circularity – too much utopian talk
Reality – extremely complex supply & value chain

EXHIBIT 4: TELCO BUSINESS MODELS ACROSS THE EXTENDED VALUE CHAIN

Extended TMT Value chain

- Equipment
- Connectivity
- Devices / Aggregation
- Content, Apps...
- Customers

Potential telco business

1. Access provider: Maximising ROI through efficiency and scale
   - Access and connectivity services (voice, SMS and data) to business and consumers
   - Traditional business for all telecom operators

2. Enabler: Fully monetising unique capabilities
   - Fees from digital players for operator capabilities (i.e. preferential rates/SLAs, billing, S&D channels, etc.)
   - Fees from companies, Government or advertisers buying customer data related insights

3. Services creator: Competing head-on for a fair share of the “digital cake”
   - Fees (subscription, usage...) from consumers from new digital services, content and applications
   - Large variety of potential services (social media, M2M, VoIP, video, ICT, entertainment, financial) svc...

Note: 1. Provide capabilities requiring interaction with user interface (devices/OS); 2. Requiring capabilities like billing, security, etc.; Source: Delta Partners
What’s needed is a first step: practical, realistic and effective...
Based on Carbon offsetting and Extended Producer Responsibility
Based on Carbon offsetting and Extended Producer Responsibility

We call it One for One
The case of Utrecht: Circular procurement (material neutral phones)

EU users replace phones every 19 months.

New phones require the mining of new metals: the material footprint.
The case of Utrecht: Circular procurement (material neutral phones)

EU users replace phones every 19 months.

New phones require the mining of new metals: the material footprint.

To offset this footprint, CTL collects a scrap phone in Africa.

The scrap phone is turned into metals and 'offsets' your footprint.
The case of Haarlemmermeer: One for One (waste free reuse)

EU users replace phones every 19 months

Used phones get resold, and 70% of these end up in the emerging world
The case of Haarlemmermeer: One for One (waste free reuse)

EU users replace phones every 19 months

Used phones get resold, and 70% of these end up in the emerging world

CTL creates a closed loop for reuse, by collecting scrap phones in Africa

This One for One model offsets potential e-waste, it makes reuse waste-free.
Hope to talk to you afterwards, about:

How we collect phones

1. **COLLECTION NETWORK**
2. **LOCAL PARTNERS**
3. **LOGISTICS & PERMITS**
4. **RECYCLING FACILITIES**
5. **RECYCLED METALS**
Hope to talk to you afterwards, about:

**How we collect phones**
- Collection Network
- Local Partners
- Logistics & Permits
- Recycling Facilities
- Recycled Metals

**Which benefits it delivers**
- Sales
- Stakeholder management
- Compliance
- Marketing & PR
- SDGs
Hope to talk to you afterwards, about:

- How we collect phones
  - COLLECTION NETWORK
  - LOCAL PARTNERS
  - LOGISTICS & PERMITS
  - RECYCLING FACILITIES
  - RECYCLED METALS

- Which benefits it delivers
  - Sales
  - Stakeholder management
  - Compliance
  - Marketing & PR
  - SDGs

- Our reference cases

[Logos of Gemeente Groningen, Gemeente Amsterdam, and Rijksdienst voor Ondernemend Nederland]
THANK YOU

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