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FCNT is launching the first waste neutral mobile phone in Japan

- Collecting one scrap phone for every new "Arrows N" sold –

arrows N website: <https://www.fcnt.com/product/arrows/f-51c/>

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Today, FCNT/Fujitsu, one of Japan's leading mobile phone brands is launching their new flagship phone: the "Arrows N F-51C". This new phone goes one step further in bringing a sustainable proposition, making it a phone consumers love.

It offers a high percentage of recycled material content (67%!). Even more uniquely, FCNT has also partnered with Dutch Social Enterprise Closing the Loop, to offer waste compensation with every phone they sell. This partnership between the two companies is established by ITOCHU corporation. It will support electronic waste reduction in developing countries.

The proposition: waste compensation

FCNT is including waste compensation to the overall package for the new smartphone "Arrows N F-51C" sold by Japanese operator NTT DoCoMo. Waste compensation means that a new phone is linked to the collection and recycling of a scrap device. The latter waste reduction is used to 'compensate' the new device. This makes the new device waste-neutral.

The service funds Closing the Loop's waste collection efforts across the globe. Collaborations with OEM such as FCNT allow the company to recycle more scrap units than ever before.

FCNT is the first smartphone manufacturer in Japan to launch waste compensation services paired with a mobile phone. FCNT joins a bigger group of brands like Vodafone and Fairphone in offering waste compensation – together with Closing the Loop. Closing the Loop expects that waste compensation will allow for over 4 million scrap phones to be collected in 2023.

Electronic waste: why is this a problem?

E-waste (electronic waste) is currently the fastest growing waste stream in the world. It was reported* that 53.6 million tons of E-waste were generated, of which only 17.4% have been properly recycled.

Electronic waste is a growing problem, that mainly affects developing countries, even though recycling the complex waste is often possible. Services such as waste compensation not only reduce this environmental problem but also help an industry struggling with a less sustainable image get started on green - or 'circular' - thinking. By compensating new phones – through recycling of scrap phones - it is possible to properly recover materials from e-waste.

About ITOCHU Corporation

ITOCHU Corporation is a major general trading company with about 100 bases in 62 countries around the world. It conducts domestic, import/export, and trilateral transactions in the fields of textiles, machinery, metals, energy, chemicals, food, housing, information, and finance. In addition, it is developing a wide range of businesses, including business investments in Japan and overseas.

About Closing the Loop

Founded in 2012, Closing the Loop offers sellers of IT Hardware a safe and attractive way to create commercial value through positive impact. The award-winning social enterprise developed an NGO supported service known as waste-compensation. It collects scrap phones on behalf of its customers. By collecting and recycling this 'e-waste' on their behalf, Closing the Loop compensates the waste-footprint of its customers' new devices. Closing the Loop works with local communities and rewards them for safely and effectively reducing e-waste. Learn more at <https://www.closingtheloop.eu/>.

** A joint report by the United Nations University (UNU), the United Nations Institute for Training and Research (UNITAR), the International Telecommunication Union (ITU) and the International Waste Association (ISWA).*