



Green Consumption Pledges Renewd

Our everyday practices at Renewd® are focused on sustainability. We give used smartphones a second life.

Every day, we reduce the carbon footprint of the telecommunications industry. When people choose a used smartphone, they prevent that a new smartphone has to be produced. Every device sold contributes to a more sustainable future.

**Premium Quality
100% Original Apple Parts
Strictest Quality Check in the Market**



We Care
**About Reducing Electronic Waste &
Conserving the Natural Resources**



Pledge (2):

We pledge to calculate the carbon footprint of our used products starting in 2021 compared to the use of new products, and reduce it by 20% in 2023, while being audited by Kiwa, a Certification Body for CO2-reduction affiliated with SCCM, the EMAS Competent Body for The Netherlands.

We aim to receive an Innovation Certificate issued by Kiwa to suppliers who require an independent statement about the sustainable character of their product or services. The Certificate will be based on calculations using publicly available production data reported by Apple. Combining this with the average lifespan of a smartphone we will compare our product with what the consumer would emit if they chose a new phone instead of a used product.

Update May 2022:

Our savings in KG CO2 are updated daily on the following page:
<https://www.renewd.com/sustainability>

The number shown started counting on June 1st, 2021. The calculations use publicly available production data reported by Apple. For each Renewd® device that has been sold to this date, it has been compared what the consumer would emit if they chose a new phone instead of a used product.

During the past year, it became clear that an audit by Kiwa was not an option for Renewd®. The SCCM processes are too comprehensive for a scale-up like Renewd®. Additionally, with our processes, such as our strict Quality Control, we're not recognised as a manufacturer, which limits the possibilities of an audit.

To be able to give an independent statement about the sustainable character of our products, there is now a process being set up whereby an accounting firm will check our figures and verify our calculations with the manufacturer's figures.

Pledge (3):

We pledge to expand our product range with other used products, in order to give the consumer more possibilities in choosing sustainable products. We will increase the turnover for iPad and MacBook devices by 300% in 2022 and reduce the carbon footprint of our used products by 20% in 2024.

At the moment, our main focus is on Apple iPhone devices. A next step will be to add other used products (iPad and MacBook devices, wearables, audio devices) permanently to our assortment. By expanding our product range, we give the end user more possibilities to choose used products rather than a new device, which leads to significant CO2 savings and stimulates the circular economy. Furthermore, this will allow us to reduce the carbon footprint of our sold iPads and MacBooks, by giving them a second life.

Update May 2022:

Year to Date (01/01/2022 - 31/05/2022), we've achieved a growth in the turnover for the Renewd[®] iPad of 103%, compared to the same period last year (01/01/2021 - 31/05/2022).

In Q2, Renewd[®] added the Renewd[®] iPad Air (3rd generation) to its range of pre-owned products, which will further increase the turnover of this product category in the remaining period of this year.

At this moment, there are no models of the Renewd[®] MacBook actively being sold yet. The first 4 models of the Renewd[®] MacBook are expected to be added to the range of pre-owned products in June. As a result of our market research, we expect the various pre-owned MacBook models to have a broad target group and to develop into a popular product group.



Pledge (4):

We pledge to foster consumer awareness on the environmental aspect of buying refurbished products by investing at least 50.000 Euro in 2021.

We will work together with our partners to provide insights to consumers on the carbon emissions savings they can generate through the procurement of used products.

Update May 2022:

Our pledge to foster consumer awareness on the environmental aspect of buying pre-owned products was limited to 2021. Our dream of reducing e-waste and lowering the carbon footprint doesn't end in 2021, so we continue to invest together with our partners to raise consumer awareness.

In all our communication and storytelling towards consumers, we emphasise the sustainable advantages of pre-owned products. A great example of our sustainable initiatives in 2021 is a new partnership with WeForest. For every Renewd[®] iPhone that is sold, a contribution is made to a reforestation project in Dessa'a, Ethiopia. For this project alone, we've already passed the €50.000,- barrier.

Pledge (5):

We pledge that the information provided to our consumers related to the carbon footprint of our company and products will be permanently available on our webpages, regularly updated at least every quarter and will be designed to be easy to access, accurate and clear.

Update May 2022:

The information provided to our consumers related to the carbon footprint of our products is partly available (savings, see pledge (2)) at <https://www.renewd.com/sustainability>. A next step to fulfil this pledge is to be more specific for each product that we're selling, with a more comprehensive calculation.

