



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.

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.



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.

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.

25th January 2021

