

Nokia Advocating Sustainable Choices

Nokia Corporation is a Finnish multinational communications corporation, headquartered in Finland's capital Helsinki. The company is focused on wireless and wired telecommunications and is the world's largest manufacturer of mobile telephones, with 112,262 employees in 120 countries, sales in more than 150 countries and global annual revenue of 51.1 billion euros.

Case Background: Close to one billion people use *Nokia* devices everyday. This places the company in a unique position to help bring people closer together to connect and work in different ways to protect the environment. The thinking that '*the power of we is greater than the power of me*' underlies Nokia's attitude to eco business and its approach to more sustainable living. And as Nokia's business focus is increasingly being shifted towards software and services, it is looking into different ways in which mobile technology can be further used to contribute to sustainable development.

Case Description: Nokia's environmental catalogue provides mobile services and applications for users. It includes Nokia's own content as well as third-party material and offers information about the product's environmental attributes, including material use, energy consumption and recycling. It also includes environmental tips from '*We Are What We Do*', a movement inspiring people to use their everyday actions to change the world, as well as content from WWF, such as images and audio and video clips.

Carbon offsetting offers the opportunity to compensate for unavoidable CO2 emissions. Nokia recently launched '*We: Offset*', the world's first CO2 emissions offsetting tool for mobile phones. Working with Climate Care, the carbon offsets will help fund projects around the world that focus on renewable energy and energy efficiency solutions.

MobilEdu, Nokia's environmental service launched in China, is a learning solution that integrates device, content and services to provide highly individualized content to improve environmental awareness. 300,000 people used the service during its first 6 months, and there were 1.2 million content downloads by March 2008. The user base continues to grow at a rate of about 5,000 new users each day.

Nokia is supporting two of the world's largest environmental organizations, IUCN and WWF, in a new online community where young people can have their say on the environment. *Connect2Earth* is accessible both from desktop and mobile browsers and is aimed at generating discussion around the environmental issues that matter most to young people and sharing ideas and solutions from their own communities. It is optimized to allow the use of mobile phones to create films, capture photos and submit comments.

Mobile devices can also act as an efficient and environmentally friendly channel for various environmental awareness campaigns. Since November 2007 Nokia has offered *nokia.mobi* free of charge as a channel for the WWF's '*Stop Climate Change*' campaign. The pages containing the banner have been viewed over 50 million times so far.

Future Plans: Nokia is considering adding a reminder in its phones to unplug the charger from the wall socket once the battery is full. In fact, if all Nokia phone users remember to do this, the electricity saved would power 100,000 average-size European homes.

Reference: www.wbcsd.org