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Carbon Neutral

What Makes An iPhone?



Carbon Neutral

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According to Apple's Environmental Progress Report 2021, Apple has introduced a promise to its users that by 2030 every Apple product will be completely carbon neutral, working towards making 100% of its products made from recycled or renewable materials. The report explains how Apple is finding new ways to extract aluminium, steel, tungsten, and plastic from recycled Apple products, not only this but Apple is also growing enough trees and recycling enough paper to sustain all their packaging. Apple acknowledges that it's not just what their products are made from but 'how' they are made, promising that manufacturers, distributors, material makers and more are all upgrading to 100% renewable energy some even going zero waste. Still not convinced? Additionally, Apple states that by 2030 all the devices that you and I use today will be charged with 100% renewable energy, Apple considers their users and acknowledges, we all have a part in the journey to a carbon neutral Apple.

"Companies have to figure out solutions to emit as little emissions as possible along the lifecycle of their products" (Arndt, H. K., & Ewe, C. (2017)). Apple's pledge on renewables not only considers the lifecycle of its products but puts in action strategies to do so, improving the environment and its business.

Apple's environmental progress report reveals their environmental strategy as having three pillars, climate change, resources, and smarter chemistry. It states that "Our comprehensive carbon footprint informs the work we do to address our climate impact, including our roadmap to carbon neutrality". Within the first pillar, climate change, Apple have set a goal to become carbon neutral across their entire footprint by 2030, getting there by reducing emissions by 75% and investing in carbon removal solutions. The second pillar, resources, states the aim to make products and packaging using only recycled and renewable materials, committed to sending zero waste to land fill. Lastly, smarter chemistry, innovative Apple products are designed to be safe for

anyone who assembles, uses, or recycles them. The impacts of this strategy have seen 99% of recycled tungsten being used in the iPhone 12.



Recycled iPhone Materials are the building blocks for new devices, Apple is reclaiming these materials through transformative technologies for example the disassembling robots, Daisy and Dave. These robots take apart iPhone devices and extract the components needed to enable the recovery of materials e.g., steel, and tungsten. These elements are then included in the next generation of products. The impact from this solution has seen that 'Daisy can recover materials from 15 different iPhone models at a rate of 200 devices per hour resulting in '39000 tones of e-waste being diverted from landfills in 2020'.

The iPhone 12 is the first to be designed with better materials, Apple's 2021 product environmental report showing, 100% recycled tungsten in the tactile engine representing 99% of the tungsten in the device, 100% recycled rare earth elements in all magnets, green manufacturing, and responsible. In addition, the iPhone 12 Report states "Our



requirements apply across our supply chain, and include the responsible sourcing of materials", Apple assesses their supplier's performance in upholding their standards, for example, "Suppliers shall identify, manage, reduce, and responsibly control Greenhouse Gas (GHG) emissions from its operations." as stated in the 2021 Apple Supplier Responsibility Code and Standards along with others.

"As a result of successfully identifying trends in the past, Apple continues to impress with its globally known brand name and customer base/market. However, Apple must continue to identify future opportunities to stay relevant in the ever-advancing technological market" (Vliert, Daylin. (2021)). This is fulfilled by Tim Cook the CEO of Apple's statement "We want to leave the world better than we found it. We're proud of our progress but we know we have much more to do." Apple shows determination in their products especially the iPhone, to fulfill their promise for a carbon neutral Apple by 2030.

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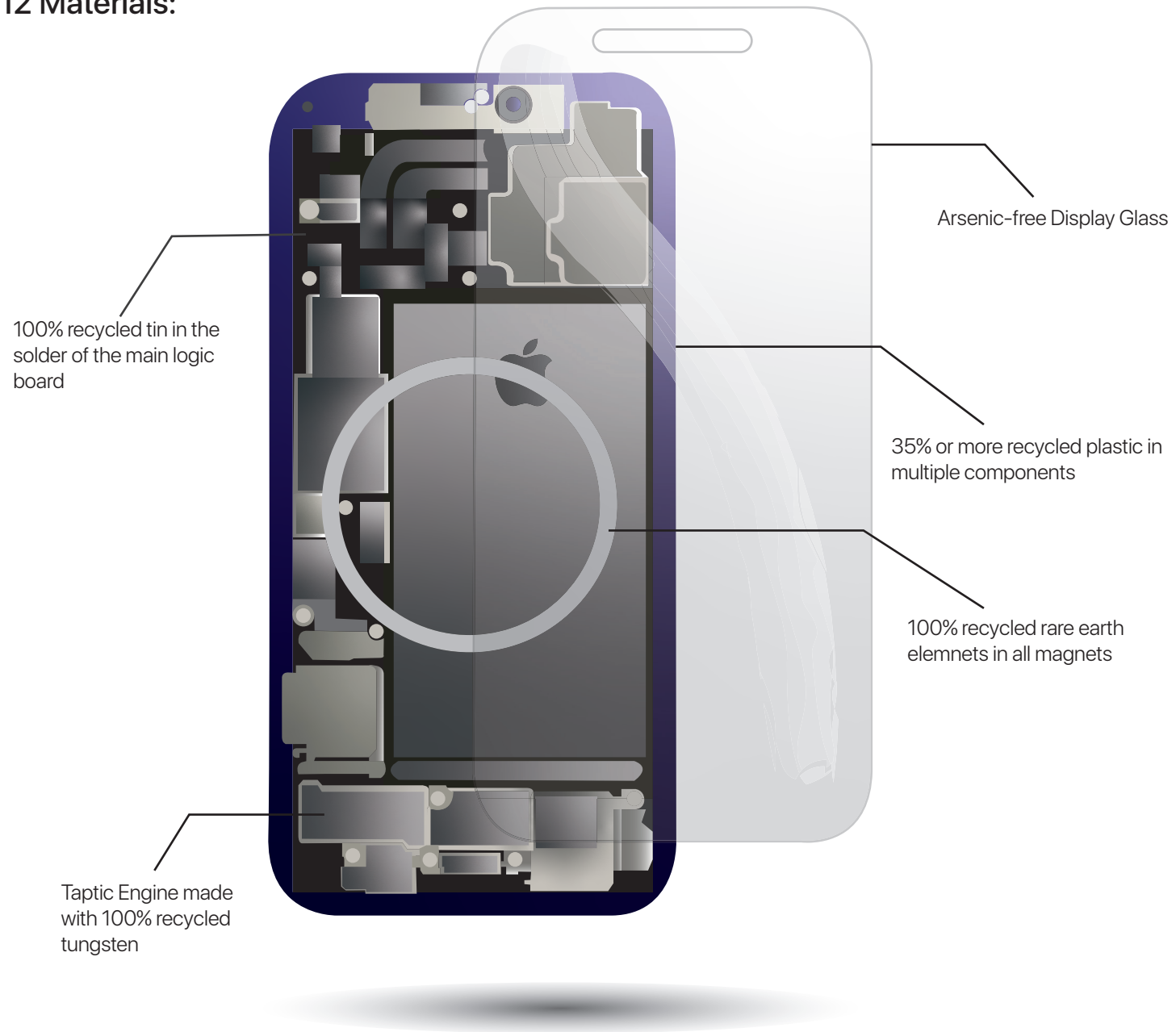
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iPhone 12 Materials:





93%
of the packaging is fiber based, due to Apples work to use less plastic in their packaging

72%
recycled content in fiber packaging

100%
of the virgin wood fiber in the packaging comes from responsibly managed forests.

