1
00:00:04,580 --> 00:00:11,750
Sustainability unwrapped a conversation podcast about responsibility, ethics, inequalities,

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00:00:11,750 --> 00:00:22,310
climate change and other challenges of our times where science needs practise to think about was and how to make our society more sustainable.

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00:00:22,310 --> 00:00:27,020
One podcast at a time. Hi, everyone.

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00:00:27,020 --> 00:00:34,460
We welcome our listeners to another podcast episodes of Sustainability Unwrapped made by Honkin School of Economics.

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00:00:34,460 --> 00:00:41,450
And my name is on that. If you followed our podcast for a while, you may remember previous episodes that I hosted.

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00:00:41,450 --> 00:00:44,810
It's about reuse and recycling of textiles,

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00:00:44,810 --> 00:00:51,410
but today we're going to shift the topic kilobits where you've got to still talk about reuse and recycling.

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00:00:51,410 --> 00:00:58,640
But in spotlight, we have electronic devices, so in particular our smartphones and the refurbishing process.

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00:00:58,640 --> 00:01:02,480
In this episode, I'm really happy to share a microphone with Felipa,

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00:01:02,480 --> 00:01:07,940
an expert in this area, from swapping a Finnish smartphone and refurbishing company.

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00:01:07,940 --> 00:01:12,350
So welcome Philippa to harm can studio. Hi, and thank you for having me.

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00:01:12,350 --> 00:01:17,630
It's great to have you here, especially in such a foggy and rainy morning in Helsinki.

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00:01:17,630 --> 00:01:23,390
So I'm so curious about topic, so I'd like you to start with questions right away if that's fine.

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00:01:23,390 --> 00:01:30,590
Of course. Great. OK, so I've got an impression that these days people change their phones quite fast because,

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00:01:30,590 --> 00:01:34,490
you know, there are so many new models like new updates coming out.

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00:01:34,490 --> 00:01:43,490
And so it means that these devices simply don't reach the very end of their lifecycle when they are dying out and you can't use that phone anymore.

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00:01:43,490 --> 00:01:51,350
And I really wonder if this is true, that people change the phones often and what happens afterwards to these devices?

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00:01:51,350 --> 00:02:02,120
Yes, that is true. Actually, smartphones on this multilevel communication devices produce some sort of like 4.7 million tonnes of e-waste annually.

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00:02:02,120 --> 00:02:10,820
And however, these trends are changing. Consumers now tend to keep the phones for a bit longer or the devices on an average.

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00:02:10,820 --> 00:02:19,820
People upgrade their phones in two years. But this is like also something that is changing due to the lack of innovation, higher prices, et cetera.

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00:02:19,820 --> 00:02:27,890
Mm. I see, I see. So you said two years and the trend is that the consumers actually tend to keep the devices for longer.

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00:02:27,890 --> 00:02:33,260
Well, two years still sounds really short for me because like two years and you're getting your phone.

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00:02:33,260 --> 00:02:38,480
So it seems that anyway, the growing e-waste problem is still here. Yeah, you are right.

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00:02:38,480 --> 00:02:42,050
They waste is the fastest-growing waste stream globally. OK.

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00:02:42,050 --> 00:02:47,690
What we can read from the Global Waste Monitor E-waste Monitor in 2020 was that in

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00:02:47,690 --> 00:02:53,930
2019 there was like a record of over 50 million metric tons of e-waste produced.

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00:02:53,930 --> 00:02:58,460
And the problem with all this is that about only 17 percent is officially reported.

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00:02:58,460 --> 00:03:04,190
17 percent. Oh, I see. So what do we know about recycling opportunities in that case?

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00:03:04,190 --> 00:03:08,870
Recycling and refurbishing and reusing the used devices is the most effective action we

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00:03:08,870 --> 00:03:13,760
can do to to reduce the environmental footprint when it comes to electronic devices.

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00:03:13,760 --> 00:03:21,950
Mm-Hmm. Mm-Hmm. I see. Well, recycling and reusing are the terms that are familiar to our listeners from previous episodes about textile.

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00:03:21,950 --> 00:03:29,270
And to be honest, refurbishing is something very new for me as well, because this concept what exactly it means in practise,

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00:03:29,270 --> 00:03:36,020
that's still a bit of a question because it's also so tied into electronic devices and the electronic industry itself.

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00:03:36,020 --> 00:03:43,490
So maybe you could quite clarify for us what exactly refurbishing means and would be great to have some practical examples as well,

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00:03:43,490 --> 00:03:52,010
so we could get a deeper understanding of what it means. So a refurbished device is a device that has some malfunction.

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00:03:52,010 --> 00:03:56,930
It can be like a broken screen, like a bad battery, like it doesn't charge anymore.

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00:03:56,930 --> 00:04:03,560
Speakers on sound. Something like this or a refurbished device means that you take this device change

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00:04:03,560 --> 00:04:08,180
or repair the broken parts like the parts that are not functioning as they should,

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00:04:08,180 --> 00:04:14,710
and you just make it work as a new one. Basically, refurbished devices work exactly as well as a new one.

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00:04:14,710 --> 00:04:16,100
It's like somebody has a new one.

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00:04:16,100 --> 00:04:23,510
OK, that's really interesting because I thought that there might be some differences in quality, but maybe later we can have a discussion around that.

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00:04:23,510 --> 00:04:29,900
But what are you just explaining about the refurbishing process? Sounds me very like what Swappa is doing, right?

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00:04:29,900 --> 00:04:34,580
So maybe you could tell us a bit more about the business side of my face or how

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00:04:34,580 --> 00:04:39,170
it is connected to refurbishing and the kind of give us a context in a way.

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00:04:39,170 --> 00:04:43,130
Yes, exactly. That's what the business model of Swabi is.

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00:04:43,130 --> 00:04:50,690
We sell refurbished iPhone devices. We we basically take all the old models of iPhone devices or use devices.

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00:04:50,690 --> 00:04:56,000
We refurbish them and we sell them to content consumers through the website.

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00:04:56,000 --> 00:05:00,500
What we do in the company, we refurbish, reuse and recycle devices.

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00:05:00,500 --> 00:05:07,040
And we our mission is to to change the behaviour of of the consumer to make it to more sustainable.

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00:05:07,040 --> 00:05:11,660
And and the end goal is to make devices mainstream across across all the markets.

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00:05:11,660 --> 00:05:15,740
What a wonderful mission. Yes, I see.

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00:05:15,740 --> 00:05:24,560
And well, maybe a bit of a personal question, but I'm always curious to hear the stories of people working for sustainable companies.

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00:05:24,560 --> 00:05:30,740

How did you? On your way to the industry and to your company, that's a very good question.

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00:05:30,740 --> 00:05:35,340
I since I was like a little kid, I was always interested in some small electronics, OK?

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00:05:35,340 --> 00:05:39,870
And after I after I was graduated from from the university,

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00:05:39,870 --> 00:05:47,070
I started working for a Finnish company that was focussed on on refurbishing the spare parts and components for mobile devices.

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00:05:47,070 --> 00:05:53,430
So that led me into different projects, and I was also back in Spain doing my my own business, my own group.

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00:05:53,430 --> 00:06:04,050
Well, what I was like refurbishing also screens for mobile devices, selling those to distributors and repair centres and for different reasons.

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00:06:04,050 --> 00:06:09,330
I ended up again coming back to Finland and the opportunity to swap came up.

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00:06:09,330 --> 00:06:14,580
And I think it was like the perfect match for me because it combines all the all the knowledge and experience that I have.

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00:06:14,580 --> 00:06:21,600
Exactly. And the business model of shopping was exactly what I was looking for, and I think it was like the perfect match for for me.

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00:06:21,600 --> 00:06:29,430
Exactly. It sounds like that. That's a great story. I like that you had it since your childhood, you know, childhood dreams coming true.

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00:06:29,430 --> 00:06:33,660
So now we have a bit more understanding of what Swappa is doing,

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00:06:33,660 --> 00:06:41,130
and I really want to dive in into the value identification process sorting and also talk about the consumer perspective.

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00:06:41,130 --> 00:06:46,560
And I think consumer perspective, something that is really interesting because it touch all of us.

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00:06:46,560 --> 00:06:53,160
We are all consumers of electronic devices. And of course, when I was preparing for this episode,

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00:06:53,160 --> 00:07:03,240
I kind of reflected upon my own consumption of electronic devices and the thought of selling my old beloved iPhone 5s.

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00:07:03,240 --> 00:07:09,690
But then I had so much good memories and also data pictures, messages stored on that phone,

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00:07:09,690 --> 00:07:15,330
and it made me feel so attached so I couldn't just give it that phone away.

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00:07:15,330 --> 00:07:19,740
And of course, I thought that the value of the phone is also so low, so kind of to end the story.

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00:07:19,740 --> 00:07:24,000
I didn't sell the phone. It's still laying on the shelf is no use.

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00:07:24,000 --> 00:07:32,310
And I really one day like for your business how difficult it is to get all devices back from the end consumers.

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00:07:32,310 --> 00:07:36,600
Yeah, exactly. Your case is a very common case.

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00:07:36,600 --> 00:07:40,470
Often consumers are not aware of of the value of their own device.

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00:07:40,470 --> 00:07:45,490
Also, they don't know what to do with them and where to bring those devices. Mm-Hmm.

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00:07:45,490 --> 00:07:48,270
There's also like big differences from country to country,

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00:07:48,270 --> 00:07:55,590
like some countries are more developed in terms of selling the old devices or like trading the old devices,

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00:07:55,590 --> 00:07:59,160
retailers or cut mobile carriers are more prepared for that.

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00:07:59,160 --> 00:08:05,530
So depending on the countries, there are more advertisements. People are more aware of all these opportunities.

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00:08:05,530 --> 00:08:10,230
And then that's that's what really makes a difference.

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00:08:10,230 --> 00:08:15,040
And I hope you also get a more proactive consumers than I do. Yeah, exactly right.

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00:08:15,040 --> 00:08:19,710
Yeah. Because yeah, exactly. There's one one concept so-called hybrid nation,

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00:08:19,710 --> 00:08:30,660
which is means like what you just explained that devices consumers keep the devices after they're there, they're in life and it's often in the shelf.

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00:08:30,660 --> 00:08:39,570
The phone still has, like some some life to to give to other consumer bodies, just like staying there and not doing anything exactly somewhere.

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00:08:39,570 --> 00:08:46,470
Well, that's actually what it a cute way to call it hibernation. And then for last two years, my phone been hibernating on myself.

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00:08:46,470 --> 00:08:50,400
Yeah, so well for consumers like I am,

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00:08:50,400 --> 00:08:59,040
what could be the incentives to kind of dust off the phone on the shelf and bring them to swap for use and refurbishing?

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00:08:59,040 --> 00:09:06,210
So the incentive for for consumers are often you can get some extra cash or vouchers to use for it for other electronics.

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00:09:06,210 --> 00:09:15,600
In the case of swapping, you can you can sell the your old device, get some cash and then use it when you buy the new one when you upgrade the device.

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00:09:15,600 --> 00:09:22,830
Also, depending on on where you sell the device, for example, if you go to a retailer or like a mobile carrier, you can.

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00:09:22,830 --> 00:09:27,510
You can give the old phone and they automatically reduce the price of the new one.

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00:09:27,510 --> 00:09:34,780
So the like different options and and and but I think the most important thing is to be more sustainable with the environment.

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00:09:34,780 --> 00:09:40,500
So avoid having those phones in at home is something that we should do and we should practise more.

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00:09:40,500 --> 00:09:43,530
Of course. Of course. Well, it sounds very attractive.

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00:09:43,530 --> 00:09:50,790
I think the idea of combining environmental impact was economic benefits is sounds very interesting.

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00:09:50,790 --> 00:09:59,430
And the I was still wondering, how do you ensure a stable inflow of the products because it so much depends on the consumer making a decision,

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00:09:59,430 --> 00:10:04,740
evaluating the product and bringing it to swap, you know, a lot of action demanding from the end consumer.

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00:10:04,740 --> 00:10:07,380
And OK, now I said stable inflow,

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00:10:07,380 --> 00:10:15,400
but is it ever stable inflow flow or you have also trends and fluctuations in the how you're saying that used the phones for your processes?

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00:10:15,400 --> 00:10:18,840
Yeah. Well, it's never a stable or like hundred percent stable.

101
00:10:18,840 --> 00:10:24,660
Of course, what's important when it comes to funds that we purchase from from consumers is to offer.

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00:10:24,660 --> 00:10:29,730
Competitive pricing, so it's attractive for them, but when it comes to the supply,

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00:10:29,730 --> 00:10:35,850
we British phones from consumers, as I mentioned before, but we also have other channels like insurance companies,

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00:10:35,850 --> 00:10:45,990
corporations, etc. So there like always fluctuations, for example, when when there's like new iPhone launch, we happened recently, last month.

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00:10:45,990 --> 00:10:53,790
So we see that consumers tend to trade in that old device faster, like models that were like two to three years old.

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00:10:53,790 --> 00:10:59,490
Maybe we see like an increase in the other models to decrease. So it really varies on on on what's happened in the market.

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00:10:59,490 --> 00:11:03,060
And there are different factors that affect to that, of course.

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00:11:03,060 --> 00:11:06,700
So it's never stable. Not really, no. I see. I see.

109
00:11:06,700 --> 00:11:15,060
OK. And I must ask this question. So how the pandemic affected your operations and the inflow of the used phones and also its sales process?

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00:11:15,060 --> 00:11:20,130
Maybe for the sales process we we didn't see like a big impact.

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00:11:20,130 --> 00:11:27,040
It's more like the sales were increasing because people were at home and they were able to purchase online.

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00:11:27,040 --> 00:11:31,740
So that was like the the selling price was not affected.

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00:11:31,740 --> 00:11:40,080
But then on the on the supply we saw, like some, for example, a decrease decrease in in in in volumes.

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00:11:40,080 --> 00:11:44,520
The main problem was that all the stores like retailers, mobile carrier stores,

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00:11:44,520 --> 00:11:47,910
et cetera, were closed, so consumers were not able to go to these stores.

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00:11:47,910 --> 00:11:52,320
And I knew that only buy. So we saw like a significant drop in terms of volume.

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00:11:52,320 --> 00:11:55,980
Mm-Hmm. I see. And SYP doesn't have like physical stores.

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00:11:55,980 --> 00:12:00,360
You always sell older phones, refurbished phones online, right? Mostly.

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00:12:00,360 --> 00:12:04,650
But here in Finland, we have two stores in Helsinki.

120
00:12:04,650 --> 00:12:06,150
Oh, that's interesting. OK.

121
00:12:06,150 --> 00:12:11,920
I was wondering like if people could buy online, say, during the pandemic, they go to online store and buy the phones from there.

122
00:12:11,920 --> 00:12:13,170
Mm-Hmm. Right.

123
00:12:13,170 --> 00:12:22,230
So as I understood, the refurbished phones offer competitive pricing, and they're also more affordable option than purchasing a brand new phone.

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00:12:22,230 --> 00:12:29,490
And in this case, it's really interesting how you define the value of your products because I scroll the web page a little

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00:12:29,490 --> 00:12:38,280
bit trying to get ideas for the podcast and the realised that you have different but like value levels,

126
00:12:38,280 --> 00:12:46,980
and I don't know if that's actually reflect. The quality is in this category still affect the quality of the phone that you will purchase at the end.

127
00:12:46,980 --> 00:12:48,540
So the question here that comes,

128
00:12:48,540 --> 00:12:56,760
how do you define the value of the refurbished phones and what is the songwriting process that help you to identify that value behind that?

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00:12:56,760 --> 00:13:05,700
So all the devices when when we get them in our warehouse in Helsinki, are they the first station that goes for the sorting?

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00:13:05,700 --> 00:13:09,810
So we we sold the fund depending on the model collars, et cetera.

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00:13:09,810 --> 00:13:19,440

And then they go to the chicken phase where where we can then decide whether the phone can be reused, refurbished or just recycled.

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00:13:19,440 --> 00:13:25,710
The difference is here is like the phones that can be reused later, simply not false, or we can just sell them straight away.

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00:13:25,710 --> 00:13:33,930
Of course we do all the data erasure, we clean the phones and et cetera, and the ones that cannot be reused either are refurbished.

134
00:13:33,930 --> 00:13:38,010
We just change the parts that are not working or simply recycle.

135
00:13:38,010 --> 00:13:43,170
And for the recycled part, sometimes we are able to reuse part of these phones like,

136
00:13:43,170 --> 00:13:48,270
for example, cameras or screens that can be used for another device, I see.

137
00:13:48,270 --> 00:13:52,470
So there are kind of three categories the ones that can be reused as such than the

138
00:13:52,470 --> 00:13:58,500
ones that need to be repaired or refurbished in the way and the ones with no value.

139
00:13:58,500 --> 00:14:04,950
And then I really wonder, like, are you able to reuse and refurbish all of the phones from the first two categories?

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00:14:04,950 --> 00:14:09,840
And of course, what happens to the ones that you can't and that the ones that have no value?

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00:14:09,840 --> 00:14:14,820
Do they also find some sustainable way to end their life the way?

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00:14:14,820 --> 00:14:21,450
These are quite interesting question, because when about 50 percent of the phones that we receive done be reused,

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00:14:21,450 --> 00:14:23,580
as I said, they buy, sell all the processes,

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00:14:23,580 --> 00:14:35,210

same as any other phone like D-type cleaning, checking, etc. But then the rest of the phones are either refurbished or recycled, the refurbished ones.

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00:14:35,210 --> 00:14:40,470
Barry Allard. What kind of components we need to change. Sometimes it's only the batteries on balance sheets,

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00:14:40,470 --> 00:14:46,320
their screens on the the speakers and then answering the last part of the

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00:14:46,320 --> 00:14:50,520
question like what happens with those that cannot simply be refurbished first?

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00:14:50,520 --> 00:14:54,540
What we do is like we open the phones, we try to save as much as we can.

149
00:14:54,540 --> 00:14:57,900
Some pick up some parts of it, right? Exactly.

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00:14:57,900 --> 00:15:05,760
Yeah, we can take some of these parts and use it in another device and then the rest are recycled with our certified partners.

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00:15:05,760 --> 00:15:12,780
Mm-Hmm. That's really great to hear. So you try to take maximum from each phone and then whatever you can't recycle or use in the

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00:15:12,780 --> 00:15:18,270
way you take it to your partners that have some control over their recycling processes.

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00:15:18,270 --> 00:15:24,750
So it's great to hear. And so once the phones are checked and you've done necessary checking of.

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00:15:24,750 --> 00:15:28,890
Exercises. I think they're like ready for new owners.

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00:15:28,890 --> 00:15:35,490
And as I understood the differences in the condition and price level and something that I mentioned before on your web page so you can buy a phone of

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00:15:35,490 --> 00:15:40,470
different price level and that when consumers are looking into those differences

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00:15:40,470 --> 00:15:45,060

in condition and price doesn't mean that if I get the lower grade phone,

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00:15:45,060 --> 00:15:53,400
it will be working worse than the one that is higher level grade. I know all the phones, regardless of their grade, were exactly as a new one.

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00:15:53,400 --> 00:15:58,470
The consumers, you said when they go to the website, they can find different options.

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00:15:58,470 --> 00:16:03,870
Phones that are like new, very good, grade, good or acceptable.

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00:16:03,870 --> 00:16:11,790
It's important to know that all these phones work exactly the same when it comes as a functionality like they work like the good battery.

162
00:16:11,790 --> 00:16:14,400
They all the components work like the new one.

163
00:16:14,400 --> 00:16:22,230
But the differences here are the old look the outside part of the phone, like when you buy a phone with lower grade, what you will find is that there,

164
00:16:22,230 --> 00:16:27,990
like someone scratches some signs of use, but this is something that is not affecting the performance of the phone.

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00:16:27,990 --> 00:16:34,260
Of course, of course, it's more like a cosmetic issue. So how your appearance, how they fall in appearance would look like?

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00:16:34,260 --> 00:16:42,900
OK. That's extremely interesting. And well, now I have to ask the question about mindset of people buying such phones and also,

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00:16:42,900 --> 00:16:45,870
as you mentioned, that there are different categories of appearance.

168
00:16:45,870 --> 00:16:52,290
It might be also interesting to reflect on customer segmentation by these greats, if, of course, possible.

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00:16:52,290 --> 00:16:56,280
So you just tell me who like about your consumers? Who are they?

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00:16:56,280 --> 00:17:01,170
Who are these people? Yeah, I got I can say with what is what we see?

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00:17:01,170 --> 00:17:07,980
What is the trend of buying refurbished devices? Mm-Hmm. So, so happy customers are mostly young adults.

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00:17:07,980 --> 00:17:16,560
We focus on on on young people that are willing to to buy their first phone like maybe on a more affordable option.

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00:17:16,560 --> 00:17:21,300
Then we also have a good example, like young parents willing to buy the phones for the kids.

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00:17:21,300 --> 00:17:27,630
So I think that it's good for them to to to buy these so they'll be cheaper options like

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00:17:27,630 --> 00:17:33,520
but phones that are still as new phones that are having like a really good performance.

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00:17:33,520 --> 00:17:39,000
So they can they can really utilise these phones for or for whatever they need on their daily lives.

177
00:17:39,000 --> 00:17:42,990
Mm-Hmm. What is really interesting for us is that we we see, for example, last year,

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00:17:42,990 --> 00:17:48,390
75 percent of our customers were customers buying refurbished devices for the first time.

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00:17:48,390 --> 00:17:53,280
So this is like creating more and more awareness, and we see that the trend is changing.

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00:17:53,280 --> 00:18:00,030
Mm-Hmm. Mm-Hmm. Yeah, I completely understand the point about parents buying phones for their kids because one of my

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00:18:00,030 --> 00:18:05,580
friends exactly bought the phone from Swabi saying that my kids are going to break it anyway.

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00:18:05,580 --> 00:18:09,660
So it does happen. And well, awareness is definitely rising,

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00:18:09,660 --> 00:18:15,420
and I think it works pretty well that you have this environmental incentive and the economic benefits for

people.

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00:18:15,420 --> 00:18:23,370
So young adults will definitely be looking into that aspect because it's good for the pocket for their wallets as well.

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00:18:23,370 --> 00:18:32,730
And basically, it's also bringing this awareness is rising so people do care about environmental impact that they make with their consumption habits.

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00:18:32,730 --> 00:18:38,790
So it's really amazing to see that people are exploring and switching to sustainable alternatives.

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00:18:38,790 --> 00:18:46,890
And I hope not only young adults, but then also other categories of consumers will join the sustainable forests and buy refurbished phones.

188
00:18:46,890 --> 00:18:54,960
And that what I was really wondering is how this affecting or going to affect the market of new electronic devices in general,

189
00:18:54,960 --> 00:19:04,020
because it feels to me as a market disruption. So there's a new player like sloppy coming in and then selling refurbished devices on the lower price.

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00:19:04,020 --> 00:19:09,000
So in that sense, what is your outlook towards the future? What do you think about it?

191
00:19:09,000 --> 00:19:12,690
The future is looking promising for the refurbished and Second-Hand electronics

192
00:19:12,690 --> 00:19:17,400
industry is growing very rapidly and on the consumers are changing their behaviour.

193
00:19:17,400 --> 00:19:27,960
So what we are seeing here is that the statistics are saying is that light is becoming already by 2025, like a 40 billion dollar industry.

194
00:19:27,960 --> 00:19:31,830
Wow. And yes, that is that really a big change.

195
00:19:31,830 --> 00:19:36,690
And this is a cause because consumers are changing to a more responsible behaviour.

196

00:19:36,690 --> 00:19:39,210
They are looking for options that are better for the environment.

197
00:19:39,210 --> 00:19:45,300
And also the industry is getting more organised, with companies like Swappa offering better options for consumers.

198
00:19:45,300 --> 00:19:51,780
I see, I see, well, similar insights we see from textile industry, as well as a new Second-Hand options.

199
00:19:51,780 --> 00:19:57,930
And companies are coming into the industry and also we're looking into more reuse and recycling opportunities.

200
00:19:57,930 --> 00:20:01,890
So industry is becoming more organised in terms of their supply chain.

201
00:20:01,890 --> 00:20:06,210
So I can definitely agree with that here with you.

202
00:20:06,210 --> 00:20:10,530
And you mentioned that the consumer profile will be changing towards more

203
00:20:10,530 --> 00:20:15,540
responsible behaviour when it comes to purchasing and disposing electronic devices,

204
00:20:15,540 --> 00:20:24,150
smartphones in particular. In this case, I think it would be great to have a summary of key takeaways from our discussion and the.

205
00:20:24,150 --> 00:20:30,710
Focus of this key takeaways, I want to be on that becoming a more sustainable consumer of electronics.

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00:20:30,710 --> 00:20:39,890
What can we advise people so they can rethink their behaviour and make a shift towards a better consumption behaviour?

207
00:20:39,890 --> 00:20:47,180
The first thing that I would advise is to recycle or sell all devices that you have at home, just sitting on the shelves.

208
00:20:47,180 --> 00:20:51,620
You can get some extra money and then save the environment at the same time.

209

00:20:51,620 --> 00:20:55,530
My my other base is to buy refurbished devices.

210
00:20:55,530 --> 00:21:00,780
And when it comes to smartphones, just by switching from a new one to refurbish device,

211
00:21:00,780 --> 00:21:09,510
you can save like about 70 percent of the CO2 emissions because most of these emissions happened during the manufacturing process.

212
00:21:09,510 --> 00:21:18,440
That's a lot. And and the last advice that I could say I'd like to start purchasing refurbished or other refurbished electronics as well,

213
00:21:18,440 --> 00:21:22,580
not only as smartphones, but any any other electronics. Mm-Hmm.

214
00:21:22,580 --> 00:21:29,700
Probably also laptops and anything like exactly. You find all the options in today in the in the market and they're like more and more options.

215
00:21:29,700 --> 00:21:33,590
And this is like a trend that is changing and increasing.

216
00:21:33,590 --> 00:21:40,520
That's amazing to hear because of us. Of course, I get to know swoopy through prepare preparations of our podcast,

217
00:21:40,520 --> 00:21:45,860
but it would be great to know also other options for other electronic devices.

218
00:21:45,860 --> 00:21:50,360
Well, thank you very much, Philip, for our discussion today.

219
00:21:50,360 --> 00:21:55,580
It was really interesting for me to take a shift towards the electronic devices from a usual

220
00:21:55,580 --> 00:22:02,690
perspective of textile industry that I'm studying in my research journey and also doing the podcasts.

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00:22:02,690 --> 00:22:10,310
And I hope our listeners find this conversation useful. I really like your key takeaways of the up for becoming a sustainable consumer,

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00:22:10,310 --> 00:22:19,340
and I really hope that this trend will continue to grow and that we will see more shift towards responsible consumption in the end.

223
00:22:19,340 --> 00:22:25,820
On this note, we are reaching the end of our conversation, and I want to thank you for being here with us today,

224
00:22:25,820 --> 00:22:30,620
sharing your insights and the amazing experience from refurbishing industry.

225
00:22:30,620 --> 00:22:33,500
Thank you very much and our pleasure. Amazing.

226
00:22:33,500 --> 00:23:01,656
So we thank our listeners for being with us today, and we hope you stay tuned for more episodes with sustainability unwrapped.