



Topic: press release

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## Orange and WWF introduce Romania's first eco-labelling for mobile phones

**Bucharest, 14 December 2010.** Orange and WWF (World Wide Fund for Nature) announced the first national eco-labelling system assessing the environmental performance of mobile phones. Based on a similar environmental evaluation methodology as used for cars and household appliances, it's a first in Romania's telecom market.

In addition to technical specifications, price and features, buyers can now choose a new phone on the basis of its environmental footprint. In the mobile phones section of Orange's e-shop, customers can review for instance the CO<sub>2</sub> emissions of each model, its energy efficiency, as well as its use of recyclable materials and substances hazardous for human health and the environment.

The evaluation of mobiles is based on five indicators covering the main stages of the phone's life cycle, including production, transport and use. The five parameters ("CO<sub>2</sub> emission curtailing", "energy efficiency", "natural resource conservation", "recycling" and "eco-responsible production") are summarised by a single rating, called "environmental performance". The higher the rating, the lower the phone's environmental impact. Customers can also review the rating in Orange stores, on the phone's label.

"By introducing eco-labelling with World Wide Fund for Nature, one of the largest and most effective independent international organisations working for environmental conservation, we offer our customers the opportunity to act responsibly when buying a new phone. In addition, the initiative brings together the efforts of producers, operators and customers to considerably reduce, over time, the impact on the environment," said Catalina Pîslaru, Orange Romania's CSR Officer.

“We are delighted to start this project with Orange, an important partner for WWF at the international level. Thanks to this label, we want to give consumers in Romania the information they need to choose a product that has a lesser impact on their health and the environment. When more people will make their purchasing decision based on a product’s environmental impact, we’ll be closer to the green economy we strive for,” added Luminița Tănasie, head of the WWF programme in Romania.

The eco-labels are available in their extended form on Orange’s e-shop. In Orange stores and partners’ outlets, customers will see the “environmental performance” indicator on the phones’ labels.

**For more information, please contact:**

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together we can do more

**sur Orange**

Orange est le leader du marché en Roumanie, avec 10.398.884 clients et revenus de 246 millions d'euros au troisième trimestre de 2010. Orange fait partie du Groupe Orange-France Telecom, l'une des plus grandes sociétés de communications dans le monde avec plus de 203.4 millions de clients sur cinq continents.

Orange propose une large gamme de solutions de communications à ses clients, des utilisateurs individuels et des entreprises, des services de base à la voix intégrée et des services de données fixes et mobiles.

Plus de détails sur les produits et les services de la société sont disponibles sur [www.orange.ro](http://www.orange.ro).

**sur WWF (World Wide Fund for Nature)**

Fondée en 1961, le WWF est la plus grande organisation internationale pour des projets de conservation de la nature réalisée dans plus de 100 pays. La mission du WWF est de stopper la dégradation de l'environnement et de construire un avenir où les humains vivent en harmonie avec la nature, par:

- la conservation de la diversité biologique dans le monde;
- l'utilisation rationnelle des ressources naturelles renouvelables;
- la réduction de la pollution et de la consommation irrationnelle.

WWF Programme Danube-Carpates en Roumanie cherche à préserver l'environnement et les processus écologiques en Roumanie et dans la région du Danube et des Carpates en lançant et en soutenant des projets visant à préserver la diversité biologique, la faune et les écosystèmes naturels. Plus de détails : [www.wwf.ro](http://www.wwf.ro)