



## Example: Increasing Fairphone's circularity in 4 steps

### Step 1: Position your current business model on the Value Hill

Currently Fairphone is responsible for the design, retail and distribution of Fairphones. In addition they offer a self-repair service for broken parts through an online shop.

### Step 2: Position your value chain partners on the Value Hill

Fairphone is working closely with miners in the Democratic Republic of the Congo to stimulate conflict-free materials. The well being of workers in factories where the phones are manufactured is also very important to Fairphone and they have established close relationships with their manufacturers.

### Step 3: Identify gaps and opportunities in your circular value network

Currently the phones are sold. This means Fairphone loses control of the phones and it is unclear how many will be returned after they reach the end-of-use phase. This can be seen as a 'leakage' of valuable assets (technology, design, materials).

### Step 4: Formulate your future circular business strategy

Following Fairphone's ambition to be an industry leader not only in the design of their phone but also in ensuring maximum use of materials after they reach the end-of-use phase, is an important topic. The unique hardware model of Fairphone allows for a more circular business model, which could be realised by, for example, installing a Product as a Service model.