

# Reducing Your Workforce's E-waste Contributions

Taking action for the environment has never been more important for businesses. Android Enterprise can help your business accelerate its sustainability journey.



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# In brief

- Business leaders are embracing sustainability with growing urgency. At the heart of this effort is an attempt to curb the growing crisis of electronic waste (e-waste).
- Business leaders can step up to the plate to tackle e-waste, starting with embedding circularity into workforce technology. For businesses that equip their workforce with corporate-liable mobile phones, one major way to reduce your e-waste contribution through circularity is to start with the basics and reduce the number of new devices your business invests in.
- Android Enterprise can offer businesses an opportunity to reduce their e-waste contributions with a simple change to workforce technology investments. In just 1 year of employees using their existing mobile phones for personal and work purposes under a BYOD deployment strategy, businesses can achieve cost savings of up to 92% as well as reduce e-waste, emissions, and energy use.<sup>10</sup>
- Read on to learn more about the mounting sustainability challenges that businesses face, and how Android Enterprise can help your business limit e-waste, reduce your carbon footprint, and drive cost savings.



**This report was developed with Accenture's support and 50+ primary and secondary sources to explore critical themes in sustainability that are increasingly at the heart of business decisions.**

**There's never been a  
more important time for  
business leaders to  
embrace sustainability**

# There's never been a more important time for business leaders to embrace sustainability

Sustainability is at the top of business leaders' agendas - and it should be.

*“Solving climate change is humanity's next big moonshot”<sup>1</sup>*

- Google CEO, Sundar Pichai, 2021

At Android Enterprise, we want to make it easy to be more sustainable. That's why we build technology to help people and businesses better understand their impact and actions.

Heightened urgency from environmental challenges and increasing regulations are driving leaders to redefine business models with a new lens toward sustainability. According to research done by the United Nations in partnership with Accenture, **63%** of business leaders are launching new product and service offerings aimed at driving sustainability.<sup>2</sup>

Embedding sustainability into business models doesn't just drive environmental benefits - it's also been shown to impact the bottom line. Sustainable businesses perform better financially, with the EBITDA margin of top quartile companies reporting **21%** higher (+3.4 percentage points) than the bottom quartile.<sup>3</sup>

This emphasis on sustainability has led **more than a third** of global business leaders to commit to net zero targets by 2050. However, despite articulating plans to shift to more sustainable business models and practices, leaders are still struggling when it comes to translating commitments into action. In fact, **93%** of leaders are facing significant barriers when it comes to implementing sustainable changes.<sup>2</sup>

These barriers often arise from businesses' connection to their broader supply chain and ecosystem. In a survey of 1,000+ leading CEOs, “extending strategy throughout the supply chain”, or ensuring that partners and ecosystem players have the same sustainability mindset, was the **#1** barrier for CEOs of enterprises with revenue higher than \$25M.<sup>4</sup>

However, supply chain and partner struggles don't have to keep your business from meeting sustainability goals. While you may not have control over the actions of your ecosystem partners, you can choose to engage with companies that match your business's dedication to sustainability. And there's no better time to start than now.

**This paper will help you make progress on your sustainability journey by outlining both the environmental benefits and cost savings that can be achieved by using work profile on personal Android devices.**

# The growing e-waste crisis & how circularity can help



## The growing e-waste crisis & how circularity can help

One of the easiest ways to get started with sustainability is to evaluate, and mitigate, your business's contribution to the growing e-waste crisis. The scale of the global e-waste crisis is staggering, with **61.3 Million Tons** (Mt) of e-waste projected to be discarded by the end of 2023. If no action is taken, e-waste is projected to rise **22%** to 74.7 Mt by 2030, making it the world's fastest-growing waste stream.<sup>5</sup>

What is e-waste? E-waste refers to old, end-of-life or prematurely discarded electrical and electronic equipment that is not recycled, reused, or repurposed. It can encompass anything from broken refrigerators that end up in a landfill to prematurely discarded mobile phones, thrown out with household waste to make room for the latest model. By weight, mobile phones account for up to nearly **10%** (4.7 Mt) of global e-waste. And this is no small number. Globally, **5.3B** mobile phones failed to be discarded through proper recycling protocols in 2022. And many of these devices didn't need to become e-waste in the first place; every year, devices are prematurely thrown away that could have otherwise remained in use if software updates were supported or repair was readily available.<sup>5,6</sup>



### DID YOU KNOW?

The projected amount of e-waste generated in 2023 (61.3 Million Tons) is equivalent to the weight of

**168 Empire State buildings.**<sup>5</sup>



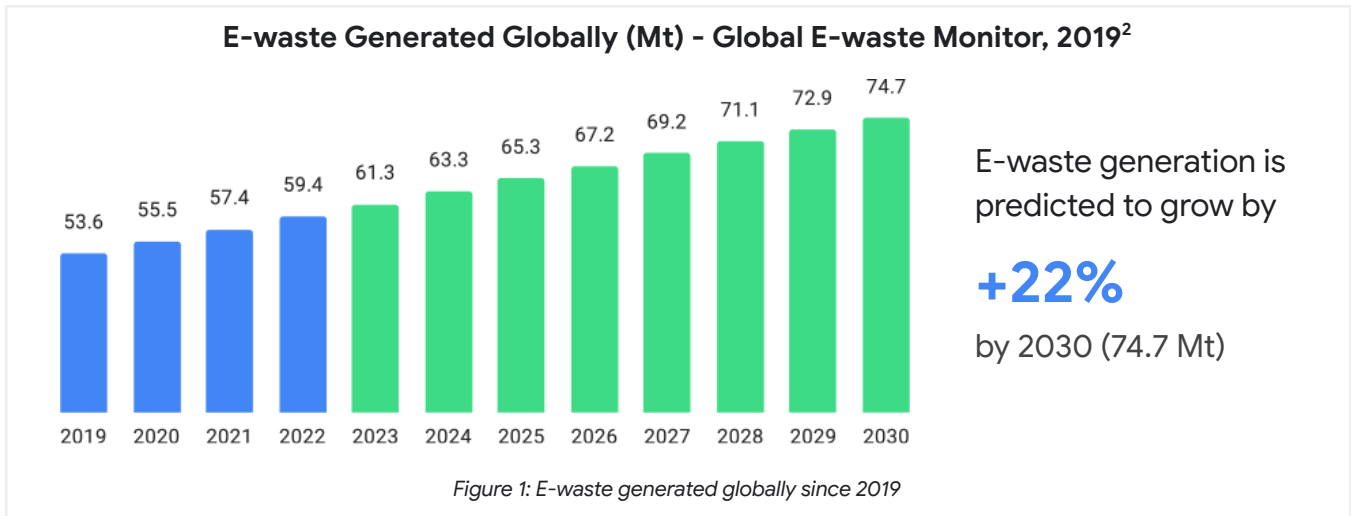
### DID YOU KNOW?

Laid end-to-end, the 5.3B mobile phones thrown away in 2022 would circle the earth more than

**15 times.**<sup>6</sup>







Overconsumption, inadequate disposal infrastructure, and lax enforcement are all drivers of the escalating problem of e-waste. In the US, the average number of devices per household surged to 25 in 2021, up nearly **130%** from just 11 devices in 2019. Despite global e-waste regulations covering **71%** of the world's population, only **17.4%** of would-be e-waste was properly recycled worldwide in 2019. Through the responsible management of enterprise devices, businesses can play their part in increasing the percentage of e-waste recycled and taking other steps to mitigate the crisis.<sup>5,7</sup>



DID YOU KNOW?

**Around 20%**

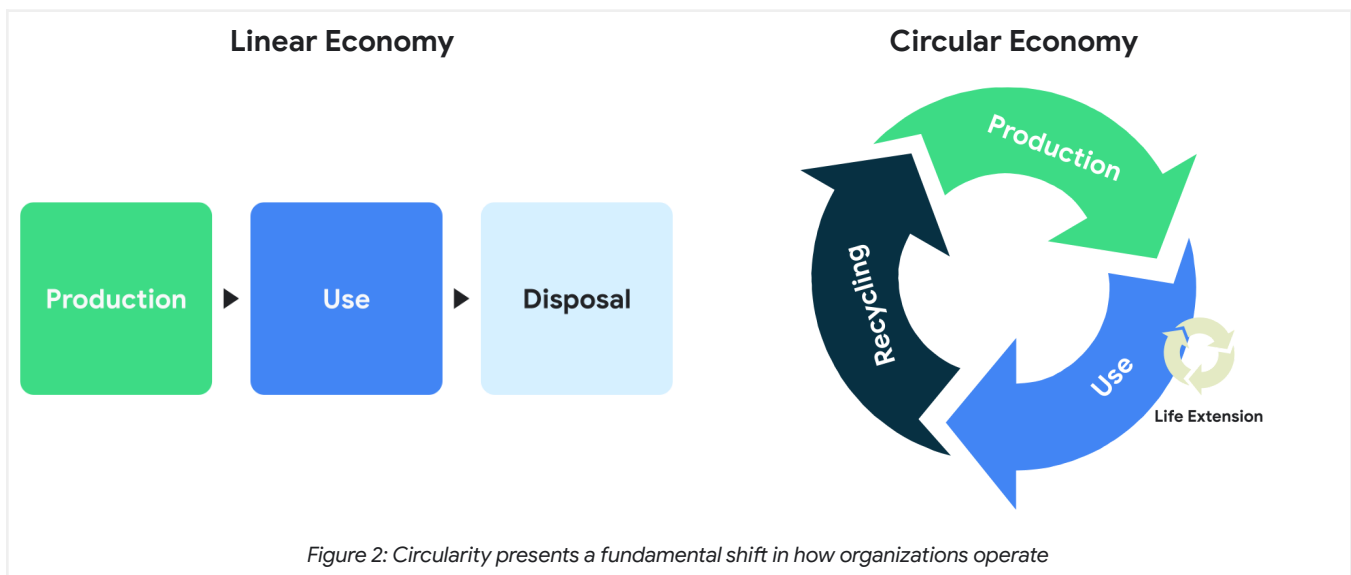
**of e-waste from high-income countries (e.g., the US) is exported to low-income countries in regions such as Africa and Southeast Asia, where**

**over 90%**

**of it is informally processed** through dangerous methods such as open-dumping, burning, leaching, and melting, posing a grave environmental and health concern.<sup>5</sup>

## As the problem grows, one thing is clear: circularity will be one of the most critical tools in the battle against e-waste

Circularity is a full-scale mindset shift that requires a pivot from a linear 'take-make-waste' approach to a restorative process that reduces waste. Circularity is an economic model, regenerative by design, that aims to keep products and materials in the economy for as long as possible, maximizing their useful life while minimizing the extraction of new raw materials and the generation of waste. Put simply, instead of producing more and more stuff that is destined to end up in a landfill, circularity focuses on prioritizing products that are meant to last and keeping them in use as long as possible.



The benefits of circularity are multifold. From a purely environmental perspective, **80%** of the annual volume of plastics in our oceans can be mitigated through circularity.<sup>11</sup> It might be counterintuitive, but nearly a fifth of e-waste is plastic. Societally, the adoption of circular business models is projected to result in the development of **6M** new jobs by 2030.<sup>11,12</sup> Finally, the economic benefits should not be ignored. Circularity presents a **\$4.5 trillion** global opportunity by 2030 through models including sharing platforms, products-as-a-service, product life extension, circular supply chains, and recovery and recycling infrastructure. This amounts to an opportunity larger than the GDP of Germany, the 4<sup>th</sup> largest economy.<sup>8,9</sup>

# How Android Enterprise can help your business reduce e-waste with BYOD

## How BYOD helps you reduce e-waste

No matter where you are on your sustainability journey, Android Enterprise can make a difference. Leveraging work profile from Android Enterprise is a simple and easy-to-implement change that allows you to make progress toward sustainability goals without significant changes to company operations.

### Reduce the number of new device purchases through BYOD deployments.

With work profile, you can address e-waste before a new device is even purchased. Work profile can be set up on an Android device to separate work apps and data from personal apps and data, eliminating the need to purchase separate corporate-liable devices. With work profile, you can securely and privately use the same device for work and personal purposes—your organization manages your work apps and data while personal apps, data, and usage remain private.

Using personal phones for work is a great way to reduce spend on an additional corporate-liable device (by up to **92%** in Year 1 alone), but the benefits don't end there. Limiting the purchase of secondary corporate-liable devices allows you to reduce your impact on the environment — and leveraging Android work profile is one way to enable secure personal devices for work.<sup>10</sup>

#### Additional Device Cost and Emissions Savings<sup>10</sup>

*Note: Savings assume workforce requires a corporate liable device per employee and leverages an Android personal device.*

# of Devices Not Purchased	Cost Savings (\$)	Emissions Savings (kgCO <sub>2</sub> e)	Energy Use Savings (kWh)	E-waste Savings (lbs)
< 100	\$800 - \$83K	69 - 7K	2 - 200	0.5 - 45
101 - 500	\$83K - \$410K	7K - 35K	200 - 1K	45 - 225
501 - 1,000	\$410K - \$825K	35K - 70K	1K - 2K	225 - 450
1,001 - 25,000	\$825K - \$21M	70K - 2M	2K - 50K	450 - 11K
25,001 - 50,000	\$21M - \$42M	2M - 3.5M	50K - 100K	11K - 23K
50,001 - 75,000	\$42M - \$62M	3.5M - 5M	100K - 150K	23K - 34K
75,001 - 100,000	\$62M - \$83M	5M - 7M	150K - 200K	34K - 45K

#### How we calculated the environmental and cost impact of BYOD<sup>10</sup>

**Cost savings** assume the given business's workforce requires a corporate-liable mobile device per employee and will complete a full transition to managed work profile on employee personal devices running Android. Cost savings include an annual average mobile device management subscription cost of \$74.10 and the average smartphone cost of \$825.00 as provided by [Esper](#) and [Daniel Research Group](#). Energy cost savings were calculated (dollars per kWh) from [EnergySage](#) and [Global Petrol Prices](#).

**E-waste, emissions, and energy savings determination** rely on the assumption that limiting the purchase of secondary, corporate-liable mobile devices also reduces the eventual disposal-related emissions, energy and e-waste from these devices. To determine the full lifecycle of mobile phone emissions, from manufacturing through end-of-use, data from [The Atlantic](#) and [Reboxed](#) was utilized.

## What do these savings consist of?

When your business limits the purchase of secondary corporate-liable mobile devices, significant cost and environmental savings can be realized:



### Cost

Avoided purchase of new devices, subscription cost savings



### Emissions

Avoided emissions from production of a new device, reduced emissions from consolidation to one device



### E-waste

Avoided e-waste from consolidation to one device



### Energy Use

Reduced energy use from consolidation to one device



#### DID YOU KNOW?

Implementing **BYOD management on personal phones across a workforce of 10,000 devices**, rather than buying secondary corporate devices<sup>10</sup>:

- Avoids CO<sub>2</sub> emissions from device production and use equivalent to **1.7M fossil fuel car miles**
- Reduces e-waste weighing in at the same amount as nearly **4,500lbs**
- Saves enough energy to **power the average American household for nearly 2 years**

# How to get started



## How to get started

It's important to act now to rethink your enterprise technology strategy in light of the growing e-waste crisis. And it doesn't take a big leap – work profile from Android Enterprise allows you to make mindful changes to your workforce's technology strategy that have a major impact.

To get started with work profile today, you should be thinking through 4 main steps:

### 01

#### **Evaluate your current enterprise tech stack and opportunities to embed circularity in your workforce's technology**

Determine how many devices you could avoid purchasing with Android work profile.

### 02

#### **Contact a trusted validated Mobile Device Management provider to set up an initial pilot program with Android Enterprise and work profile**

- a. Identify and assess the partner for you.
- b. Design and launch a program that manages all your devices.

### 03

#### **Determine socialization and change management for your workforce**

- a. Quantify the environmental savings (e.g., energy, e-waste and emissions reductions) as you implement work profile.
- b. Develop a communication strategy and share metrics with your workforce.

### 04

#### **For enterprise technology investments you do make, continue to prioritize mindful hardware investments as well as think ahead to device end-of-life**

- a. Considerations for circularity begin when devices are initially purchased. For any hardware purchases made for your workforce, prioritize devices that are durable and easy to repair to keep your hardware functioning for as long as possible.
- b. When devices reach their end of life due to hardware constraints and require disposal, ensure your enterprise is taking the steps to encourage the proper disposal of, recycling and reuse of e-waste. E-waste cannot be disposed of in regular waste bins, so a plan must be made according to local protocols and regulations to ensure toxic waste and hazardous byproducts aren't leached into the environment. For more information on e-waste disposal and region-specific resources, check out [Google's recycling program](#) and [recycling resources by region](#).

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E-waste, emissions, and energy savings draw from the assumption that workforces who both leverage Android personal devices and necessitate separate corporate-liable devices can experience E-waste, emissions, and energy savings by avoiding the purchase and eventual disposal of secondary, corporate-liable devices. To determine the full lifecycle of mobile phone emissions, from manufacturing through end-of-use, data from The Atlantic and Reboxed was utilized.
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