

GIVING TECHNOLOGY A HEARTBEAT

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Sustainable packaging

Supply chain sustainability and circularity



As Europe's leading telco and as an essential part of our strategy, we at Deutsche Telekom pursue sustainable solutions throughout our value chain. We are committed to becoming fully circular in terms of our technologies and devices by 2030. We have a clear definition of sustainable packaging and are committed not only to implementing it across all our product lines, but also place the same demands on our vendors. Traditional telco equipment packaging consists of a great deal of plastic and foam parts, making recycling difficult and requiring separate waste management. At the Deutsche Telekom booth, we will showcase the transition towards sustainable packaging for the network equipment provided by our key vendors.

Key facts

- Eco-friendly packaging for network equipment such as antennae, routers, etc.
- Recycled paper and cardboard used
- Max. reduction of single-use plastics and no lamination or glossy sleeves
- Reduced space and transport volume
- Better protection and easier handling: no foam-based buffer materials
- Easier waste management and avoidance of unnecessary waste disposal
- No bleaching, toxic materials, or chemical treatments





As one of the key initiatives in the move towards circularity, we have set out to reduce the amount of packaging materials we use and are switching our product packaging over to sustainable alternatives. For example, all Deutsche Telekom-branded products newly launched on the German and European markets since mid-2022 have been sustainably packaged and, in particular, do not contain any single-use plastics. Moreover, we also exert influence on our suppliers and are therefore continuously increasing the proportion of sustainably packaged products across our entire portfolio.

Implementing sustainable packaging solutions was not any easy matter and our vendors had to face initial challenges such as:

- Plastic packaging for NT/IT devices was not easy to remove because the components can be quite heavy, easily over 20–30 kg
- Sharp edges can break the packaging and could lead to damage
- The devices require more protection against being scratched or damaged by moisture
- Specialized packaging is required to protect devices from extreme weather conditions

Having overcome these challenges, we are proud to state that our technology vendors are able to provide us with sustainably packaged network equipment.

At the Deutsche Telekom booth this year, we will present the transition from “old” to the “new” (i.e., sustainable) packaging of network equipment from our key technology vendors. The transition is helping us to build sustainable supply chains and enabling both ourselves and our customers to reach our common climate protection targets.



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