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# Appendix A

## List of clusters and reasons | Survey results

	amount of times mentioned	% of total amount of reasons
<b>1. Android Operating System</b>	<b>26</b>	<b>3.9%</b>
Consumers are not familiar with Android	2	
Consumers do not like Android	14	
Not the newest Operating System	9	
Privacy problems	1	
<b>2. Compatibility of other products with Fairphone</b>	<b>8</b>	<b>1.2%</b>
Availability of accessories	2	
Compatibility with other products	6	
<b>3. Consumers do not like the appearance of the Fairphone</b>	<b>96</b>	<b>14.5%</b>
Need for different colours	2	
Not an appealing design	52	
The Fairphone is too big	37	
The Fairphone is too thick	5	
<b>4. Consumers find a new smartphone brand unreliable</b>	<b>49</b>	<b>7.4%</b>
Brand name looks and sounds cheap	2	
Feels inferior to existing smartphone brands	3	
Teething problems are expected	6	
Fairphone is not an established brand	10	
Not familiar with Fairphone	6	
Not sure about the quality of the Fairphone	22	
<b>5. Consumers gave their Fairphone away</b>	<b>3</b>	<b>0.5%</b>
Consumers gave their Fairphone away	3	
<b>6. Consumers have negative experiences themselves</b>	<b>46</b>	<b>6.9%</b>
Lack of support	2	
Limited software security updates	8	
Long delivery time	2	
No more Fairphones available	2	
Technical issues while using the Fairphone	32	
<b>7. Consumers heard negative reviews and experiences</b>	<b>22</b>	<b>3.3%</b>
Consumers heard negative reviews and experiences	22	
<b>8. Consumers want to research actual fairness of Fairphone</b>	<b>8</b>	<b>1.2%</b>
Consumers doubting about fairness of Fairphone	2	
Consumers doubting the changed mission of Fairphone	2	
More information about fairness is needed	4	
<b>9. Doubts with the modular system</b>	<b>18</b>	<b>2.7%</b>
Afraid to repair their own smartphone	2	
Crucial components are not future proof	1	
Enough modules/upgrades available in the future?	5	
It is expected that the modularity decreases the durability	6	
Need for user-friendliness	2	
Wish to replace core-module	2	

<b>10. Fairphone is too expensive</b>	<b>129</b>	<b>19.5%</b>
Less quality compared to phones in the same price range	26	
Modules are too	1	
Price	102	
<b>11. Fairphone lacks technical specifications</b>	<b>103</b>	<b>15.6%</b>
Battery life	15	
Display quality	4	
Fairphone lacks the newest technical specifications	20	
Mid segment processor	9	
Quality of camera is not enough	46	
Storage is not enough	8	
Wish for Dual SIM	1	
<b>12. Fairphone lovers (compliments)</b>	<b>6</b>	<b>0.9%</b>
Consumers love the Fairphone!	4	
My next phone is a Fairphone!	2	
<b>13. Need for an improved warranty</b>	<b>3</b>	<b>0.5%</b>
2-years warranty is too short	2	
More information needed about the warranty	1	
<b>14. No need for a new smartphone</b>	<b>20</b>	<b>3.0%</b>
Already receive a smartphone from work	5	
No need for a smartphone at all	5	
No need to replace current smartphone	9	
Smartphone as a present	1	
<b>15. No subscription/service model available</b>	<b>8</b>	<b>1.2%</b>
No subscription/service model available	8	
<b>16. Not available outside Europe</b>	<b>3</b>	<b>0.5%</b>
Not available outside Europe	3	
<b>17. Preference for other sustainable alternatives</b>	<b>15</b>	<b>2.3%</b>
Fair smartphones from competitors could be an alternative	1	
Preference for refurbished phones	2	
Preference for second-hand smartphones	7	
Using current phone for a very long time	5	
<b>18. References and recommendations are needed</b>	<b>23</b>	<b>3.5%</b>
A lot of research needed before purchasing a smartphone	1	
Need for comparison with similar smartphones	5	
Need for good reviews	4	
No references available	11	
Relying on recommendations from others	2	
<b>19. Unknown where consumers can test, feel and buy a Fairphone</b>	<b>14</b>	<b>2.1%</b>
Consumers forget that purchasing a Fairphone is an option	1	
Consumers need to test and feel the Fairphone	7	
Unknown where to purchase a Fairphone	6	
<b>20. Used to established smartphone brands</b>	<b>56</b>	<b>8.5%</b>
Do not want to switch to another brand	3	
More trust in known brands	8	
Used to Apple/iPhone	28	
Used to the compatibility of the iOS ecosystem	17	
<b>21. Where to go with problems?</b>	<b>5</b>	<b>0.8%</b>
No physical service point	2	
Where to go with problems?	3	
<b>22. You need to explain to people why you have it</b>	<b>1</b>	<b>0.2%</b>
You need to explain to people why you have it	1	

# Appendix B

## Concerns of Current Fairphone users

In this appendix, the following question will be answered: What were concerns of current Fairphone owners while purchasing a Fairphone. We consider the participants of the survey who bought a Fairphone and still uses it. A total of 67 current Fairphone (1,2 & 3) owners filled out the survey and in total they mentioned 165 concerns while they were purchasing their Fairphone. [Figure B.1](#) provides an overview of the clusters of reason participants mentioned. An overview of specific reasons per cluster can be found in [Appendix A](#).

### B.1 What were concerns of current Fairphone owners while purchasing a Fairphone?

21.8% of all the concerns consumers had while purchasing the Fairphone were related to the lack of technical specifications. Another 20.2% reasons were related to the costs of the Fairphone. Some found 450 euros way too much, while others believed that they did not get enough value for their money. 11.5% of the reasons were related to the appearance of the Fairphone.

Some Fairphone owners already owned another Fairphone before. Since the Fairphone 1 and Fairphone 2 were the first smartphones ever created by a new founded company, teething problems were inevitable. 18.2% of all the concerns to not purchase a new Fairphone were related to negative experiences with another Fairphone. Especially the Fairphone 2 resulted in a lot of negative experiences. 6.1% of the concerns were related to negative reviews and experiences from other users. Therefore, it can be concluded that one out of every four

concerns to not purchase a Fairphone were related to negative experiences with other Fairphones.

Other consumers found a new smartphone brand unreliable or were not in favour of Android. Compatibility of their Fairphone with other products was also a concern. It was found that Fairphone 3 owners are more in need of compatibility with other products compared to Fairphone 2 owners.

As can be seen in [Figure B.1](#), the current Fairphone owners took their own negative experiences into account while purchasing a Fairphone. Non-Fairphone owners did not have any experiences, which makes sense. Next to that, current Fairphone owners consider Fairphone as an established smartphone brand since this lack of trust was hardly mentioned (1.2%) compared to non-Fairphone owners (11.5%). Since current Fairphone owners have experiences themselves, they are not in need of references and recommendations (0.6%) compared to non-Fairphone owners (4.7%).

Cluster	amount	FP owners % of total	Non-FP owners % of total
Fairphone lacks technical specifications	36	21.8%	13.4%
Fairphone is too expensive	33	20.0%	20.2%
Consumers have negative experiences themselves	30	18.2%	0.0%
Consumers do not like the appearance of the Fairphone	19	11.5%	16.4%
Consumers heard negative reviews and experiences	10	6.1%	2.6%
Consumers find a new smartphone brand unreliable	8	4.8%	8.5%
Android Operating System	5	3.0%	4.5%
Compatibility of other products with Fairphone	4	2.4%	0.9%
Fairphone lovers (compliments)	4	2.4%	0.4%
Preference for other sustainable alternatives	3	1.8%	2.6%
Consumers want to research actual fairness of Fairphone	3	1.8%	1.1%
No need for a new smartphone	2	1.2%	3.6%
Used to established smartphone brands	2	1.2%	11.5%
Doubts with the modular system	2	1.2%	3.4%
Where to go with problems?	2	1.2%	0.4%
References and recommendations are needed	1	0.6%	4.7%
Unknown where consumers can test, feel and buy a Fairphone	1	0.6%	2.8%
<b>Total</b>	<b>165</b>	<b>100%</b>	<b>97%</b>

**Figure B.1** Clusters of concerns of Fairphone owners when they purchased a Fairphone.



## Appendix C

# Demographics that influence green consumerism

*According to the Cambridge Dictionary a green consumer is a 'customer who wants to buy things that have been produced in a way that protects the natural environment'. Green behaviour could be the results of pro-environmental concern, wishes to save money or to increase one's health. This appendix will focus on green consumerism as a result of pro-environmental concern. The lead question is the following: what is the influence of age and education on the pro-environmental concern of a consumer?*

### C.1 Age

Young (2018) mentions that millennials are considered the ones leading the sustainable movement with their lifestyle and their behaviour changes. As a result, many brands are focussed on this so-called 'Green-Generation' for advertising their products and services. However, if we take a look at the results of the survey conducted for this research, it can be concluded that older consumers tend to be greener in their behaviour compared the younger consumers (including the millennials).

We see that most research shows that younger people indeed are more environmentally concerned, about the general environment, than older people (Klineberg et al., 1998; Zhang, 1993). However, research also shows that older people are more engaged in pro-environmental behaviour than younger people (Pinto et al., 2011). It is important to make a difference between environmental concern and environmental behaviour. Concerns regarding the environment does not directly result in a pro-environmental behaviour. A study in the US (Ballew et al., 2019) concluded that 70% of the adults (18-34) worry about global warming compared to 56% of the older people (55 or older). Therefore, we could conclude that younger people are more concerned with the environment than older people.

The greenness scale used in the survey is more related to environmental behaviour than environmental concern. The question: *'I always actively purchase the most sustainable and green product'*, for example, is clearly more focused on the behaviour than on the concern. Therefore, in our data, and in the data of the Fairphone 3 Post Purchase survey, we see that older people are indeed more engaged in pro-environmental (consuming) behaviour.

Which leads to the following conclusion: younger people are more concerned about the environment, while older people engage more in pro-environmental behaviour.

### C.2 Education

Research shows that individuals with more education are in general more concerned about the environment (Brecard et al., 2009). Meyer (2015) found a *'substantial causal effect of educational attainment on pro-environmental behaviour'*. The results of the survey are thus aligned with research findings indicating that a higher level of education leads to a greener behaviour.

# Appendix D

## Interview Guide

#				Current Phone	
Nationality		City		Country	
Gender		Age		Education	
Owning a FP?		Greenness		Heard of FP?	
1	Barrier 1 mentioned in the survey.				
2	Barrier 2 mentioned in the survey.				
3	Barrier 3 mentioned in the survey.				
Change?	What does Fairphone need to change to overcome these barriers?				

### Introduction

- Goal of this research.
- Max 30 minutes.
- How would you describe the Fairphone? 3 Words.

### Conscious consumer

- What defines you as a conscious consumer?
- Activities, brands, products?

### Smartphone usage

- What kind of smartphone?
- Where do you use your smartphone for?
- What are your requirements for a smartphone. And why?
- How many hours a day?

### Barriers

- How important is this barrier for you?
- Is this a real deal breaker? (Difference between purchasing and not purchasing?)
- Probe the barrier!

### Triggers

- What should Fairphone need to change to solve your barrier?
- What makes the most impact?

### Closing

- Available for a follow-up?
- Thanks for your time!

# Appendix E

## Interview Insights

#1				Current Phone	Nokia
Nationality	Dutch	City	Utrecht	Country	Netherlands
Gender	Female	Age	45-54	Education	Higher Education
Owning a FP?	No	Greenness	6.25	Heard of FP?	Yes, familiar
1	Short warranty				
2	Old OS				
3	Price				
Change?	Price				

### Conscious consumer

- She looks at the price-quality ratio, and if it is sustainable, that is a bonus. She indicates she is a dark green consumer, however this sounds more light green.
- When her smartphone breaks, she would go to a repair café.

### Smartphone usage

- She finds it important that phone can last a long time.
- It is believed that iPhones are the best smartphones out there.
- Right now she is not having a high quality camera on her phone, but she uses the smartphone of someone else when she needs a high quality camera.
- She compares a new phone with all the other phones out there and just buys the smartphone online.

### Barriers

- Fairphone claims to be sustainable but only gives a 2 year warranty. Are you then really sustainable?
- She is afraid that the software will end after 2 years.
- Price is the most important criterium. Right now she owns a Nokia of 79 euros. She always buys the cheapest phone out there. The Fairphone was way too expensive. She said: *'I was very shocked when I saw the price you can buy an iPhone for that.'*
- Monthly payments is for people without money.

### Triggers

- Fairphone needs to guarantee that the phone does not slow down but simply remains good enough as a smartphone.
- That it is easy to get new parts. Have a good catalogue on the website.
- Always someone nearby who can help you with your Fairphone.
- It would be nice to create your own cases for the Fairphone.
- Most important trigger: Lower the price.

**'I was very shocked when I saw the price; you can buy an iPhone for that.'**

**'We are sustainable, but we only offer a 2-year warranty. Are you really sustainable?'**

#2				Current Phone	Xiaomi
Nationality	Dutch	City	Utrecht	Country	Netherlands
Gender	Male	Age	25-34	Education	Bachelor's degree
Owning a FP?	No	Greenness	3.00	Heard of FP?	No
1	I do not need a private phone (use phone from work)				
2	Unfamiliar with the brand				
3	Not the best specs				
Change?	Make more concrete what it means to choose a fairphone (in marketing)				

### Fairphone impressions

- Company that wants to change the world, a bit activist. That is most important, but the specs of the phone are in second place.
- FP is now for 2 niches. People who are fair and geeks.

### Conscious consumer

- Try to buy 2nd hand as much as possible. Many products deserve a second life. I like it when a product has a bit of character

### Smartphone usage

- Camera and Display Quality are important.
- USB-C is important. He wants to have one charger for his headphones, laptop and smartphone.
- Preference for Stock Android. No bullshit applications.
- I'm using my smartphone 3.5 hours per day, that's too much.
- I think for myself what things I do on my phone. Digital diet. Time I spend on my phone is for things that make me better. (many substantive things).
- He selects his smartphone 100% on the specs.

### Barriers

- Received a smartphone from work, but I still need a private smartphone.
- He always checks Tweakers for the latest specs and reviews. He likes it when a smartphone has a unique feature. (Like a sliding camera).
- He determines reliability by means of references and reviews.
- With Xiaomi he bought an unknown brand, however with a lot of research he was convinced to buy one.
- FP2 was not a calling card.

### Triggers

- Smartphone with an E-ink display.
- Do not lower the price, the current price is okay. Lower prices decrease the reliability.
- You have to get out of the green corner. You now have fans there, you should actually change the world, but also just provide a good product. Fairphone quality is not enough, not a serious option. No more talking about Fair in marketing, but more about other things. The name already says it is fair.
- You need a new unique feature to stand out!
- Make Fair the new normal.
- In the PC world, the specs just do not matter anymore. In principle, everything will soon be good enough. Other things are becoming important now. The race for specs is finished nowadays.
- Service model would be interesting, would fit the circularity of Fairphone. Modularity is more about services than products.
- Pick up the gap of BlackBerry. Show that you are safe and secure for businesses.
- I want to get the feeling that Fairphone is the new normal.

**'No more talking about Fair in marketing, but more about other things. The name already says it is fair.'**

**'In the PC world, the specs just do not matter anymore. In principle, everything will soon be good enough. Other things are becoming important now. The race for specs is finished nowadays.'**

#3				Current Phone	iPhone 11
Nationality	Brazilian	City	Amsterdam	Country	Netherlands
Gender	Male	Age	25-34	Education	Master's degree
Owning a FP?	No	Greenness	5.50	Heard of FP?	Yes, familiar
1	Not the latest Android version and no info about OS updates.				
2	Privacy, as I am not so sure if Android is the best for it.				
3	I would say the price, but 450 is not that expensive, so I am not sure if I have a 3rd reason to give.				
Change?	I am total in favor of environment and human friendly products, but I am also very concerned with privacy. Maybe Fair-Phone could also tackle this niche or promote it better if the product already has good privacy settings and features.				

### Conscious consumer

- Don't eat meat, try to buy stuff that is not wrapped in plastics, separate our garbage. Don't drive a car anymore, my footprint is smaller here. However, I could go further.
- I try to avoid brands that we know that are no good. No usage of Airbnb (they destroy the market) and Amazon. I also try to buy organic.

### Smartphone usage

- Bought the newest iPhone because of the camera. I'm very visual, I like to present.
- I try not to use social media so much on my phone, I removed them from my phone. If you start using Instagram, you keep scrolling.
- He used an Android before. He is not against Android, but he just finds iOS better. The usage of Apple apps on an Android is not working well. However, Google photos of Android was a big plus.
- He hates it that iOS is always asking you to buy the Apple cloud.
- He believes Apple is not the worst of all the other companies.

### Barriers

- He believes iOS is more secure than Android. It is harder to get a virus on an iPhone than on an Android smartphone.
- I always want to have the latest version of the Android OS. There was no info about when the updates will be available. If you know you can keep your OS updated, that is a plus.
- Most important: Quality of the camera.
- He believes the FP is not that expensive.
- Taking care of your phone is a hassle. It is the most important tool that I'm using, you sometimes do things without thinking too much. Every time I take it out, I'm aware of it. There is something very expensive in my pocket. It would be better if you don't have to think too much.

### Triggers

- Create a pro version of the FP with a better camera. I want a Fairphone , but one with amazing specs.
- Have the latest version of Android OS. More transparency about coming updates.
- Service model would help me to not worry about my phone all the time.

**'There is something very expensive in my pocket. It would be better if you don't have to worry too much about your smartphone.'**

**'I always want to have the latest version of the Android OS. There was no info about when the updates will be available. If you know you can keep your OS updated, that is a plus. '**

#4				Current Phone	Huawei
Nationality	Belgian	City	Leuven	Country	Belgium
Gender	Male	Age	35-44	Education	High school
Owning a FP?	No	Greenness	3.50	Heard of FP?	Yes, familiar
1	Availability of a shop nearby to feel it before purchase				
2	Price too high				
3	Availability of a shop for quick purchase of replacement part				
Change?	A testperiod of 1 week of the phone. If not convinced, free of charge send back system				

### Fairphone impressions

- The videos from the CFO and the CEO enable you to follow everything, that's very nice. You know who the people behind the company are.
- What really appeals to me is the no-nonsense story. You get what you see.

### Fairphone usage

- I'm annoyed by the fact that my phone is full of all kinds of junk with applications you don't want, there are all kinds of things I would rather not have on my smartphone.
- I use a business and private number together in one smartphone. I have had dual sim for about 10 years.
- During working hours, I consciously turn off my data from my phone. I chose this because I am too distracted by social media and I want to draw a clear line. 100% focus during work.
- Huawei is relatively cheap, so someone pays that bill. Anyone should know that.
- There are no small smartphones anymore.
- Now I just get crazy about my phone whining that the storage space is full.

### Barriers

- You do see dimensions on the website, but you really want to hold it. Touch and feel is very important. Where are the buttons? How does it feel? The weight? Battery out and battery in? Having it in your hand for 10 minutes is important.
- If your phone breaks, you don't want to wait two or three days for spare parts. In theory you are without a device. I always must have spare parts directly available.
- I really miss the feature of wireless charging.
- 450 euros remains on the high side, but I think it's a good amount. However, it took me the past two months to come to that conclusion.
- My current phone is showing some cures. I am unsure between an FP and a caterpillar phone. I postpone the choice a bit. I now 'swing' very much back and forth, but my preference does go towards FP.

### Triggers

- Use predictive maintenance for replacing spare parts when you know certain devices are not working as they should be.
- Lower the price, together with the cable and the adapter it is still over 500 euros.
- Test period of two weeks would be the last move for me. That you can pick it up at a collection point, for example via Proximus. You can pick it up and bring it back there. And that you need to completely empty it yourself. With 100% no damage, it costs you nothing.
- Try and buy. I am willing to pay for the transport costs of the Fairphone in tray and buy service.

**'A test period of two weeks would be the last move for me.'**

**'450 euros remains on the high side, but I think that is a good amount. However, it took me the past two months to come to that conclusion.'**

#5				Current Phone	Fairphone 3
Nationality	German	City	Freiburg	Country	Germany
Gender	Male	Age	25-34	Education	Master's degree
Owning a FP?	Yes, FP2 and FP3	Greenness	6.25	Heard of FP?	Yes, familiar
1	The Fairphone 2 was a buggish hell.				
2	The camera was pretty bad until the FP3				
3	In 2014, I already owned a smartphone				

### Fairphone impressions

- It is daring to do open a new phone company and try to change the way the industry works. It takes courage to tackle a market with giant players.
- He is a Fairphone Angel, an active volunteer in a certain area that is there to help others.
- Fairphone has a great community inside and outside the forum.

### Conscious Consumer

- He feels he is in a privileged position since he is making enough money and therefore is able to consume in a conscious way.
- No flying everything by train. Limiting the amount of meat and buying goods that will last forever.
- Green electricity contract.
- I am supporting a Start-up called: Wetell. Their core message, they want to be the most privacy driven and eco-friendly operator. Only save the data they need. 60% of energy consumption when using the phone is in the grid. Wetell tries to work with green energy.
- ShiftPhone is also an interesting smartphone company, but it is too expensive.

### Smartphone usage

- I really love the 2-years warranty time.
- FP 2 camera upgrade, that was eye-opening.
- Loved that he could always call someone from the company for help.

### Concerns

- I first had an iPhone, but I realised it was locking me in too much.
- Camera has been improved, but it still has the quality of 3 or 4-year-old iPhones.
- FP 2 had a lot of bugs and issues. I always had to bring a power bank because of my battery issues.

### Barriers of people around them

- The size of the phone is a real deal breaker. Especially for females. Females have small pockets. We need a phone with the size of FP 1 combined with the specs of FP 3.

### Triggers

- Fairphone needs a higher production cycle. Consumers are unlikely to buy a phone that's older than 2 years. You need to come up with small changes every year or so.
- Offer a small and big Fairphone.
- The phone is already very good, I don't need much gadgets. What is there is very functional.
- Perhaps a 5G update.
- Keep the good touch with the community.

**'I first had an iPhone, but I realised it was locking me in too much.'**

**'The size of the phone is a real deal breaker. Especially for women. Women have small pockets. We need a phone with the size of Fairphone 1 combined with the specs of Fairphone 3.'**

#6				Current Phone	iPhone 7
Nationality	Dutch	City	Heteren	Country	Netherlands
Gender	Female	Age	25-34	Education	Bachelor's degree
Owning a FP?	No	Greenness	3.75	Heard of FP?	Yes, once/twice
1	Batterij die snel(ler) leeg raakt				
2	Snelheid van het apparaat				
3	Camera				
Change?	Meer reclame. Ik hoor er bijna nooit iets over.				

### Conscious consumer

- I try to consume consciously, but I often fall for the cheaper options. I buy a lot of organic, but with an uneasy feeling.
- No plastic bags at supermarket.
- When shopping online, I often filter on sustainable and fair.
- However, I like to take the car.

### Smartphone usage

- Use my phone often for the internet, so I use my laptop less often.
- As a New Year's resolution, I wanted to solve my phone addiction. Try to really reduce my phone usage. For example, I get a notification if I am on my phone for more than 2 hours a day.
- I always had an Android phone, but my work asked me to start using an iPhone. It took me six months to get used to it. It was terrible to go to another OS. The user experience was very different.
- I bought this phone because of the reference of my brother. And because it has a good camera. She likes to take pictures of her children.

### Barriers

- I heard from a friend about Fairphone before. At the time, I was excited about the Fairphone, but less so now because I've heard negative reviews from other users. I'm not really waiting for a bad phone. Negative experiences have played a major role. That was FP1, with bad experiences, now with FP3 it would all be fine. I do believe that the FP3 is good now.
- I really don't hear much from Fairphone. I don't come across anything. I did not know at all that a FP2 and FP3 has been released. You see a lot of advertisements about all those other brands, but you don't hear anything from FP. Only heard of the launch of the first model.
- I prefer to transfer 450 euros to charity. I don't feel like clutter. I just wouldn't bet that it's fair. You just want something that's good, with the bonus of being a fair product.
- Main barrier: After I heard it's a bad phone, the door just closed. In combination with little advertising, it has completely bled to death.

### Triggers

- Maybe Fairphone should play more with your conscience that all those other companies are bad.
- I would also like to make a statement with a Fairphone for the people around me. I would like to pay a little bit more for that. People pay more money for an iPhone to show that you own an Apple. You are only cool and hip if you have an iPhone. It could become part of your identity.
- Just like TOMS shoes. For every phone you buy, we donate money to charities or offer them training.

**'After I heard it's a bad phone, the door just closed. In combination with little advertising, it has completely bled to death.'**

**'I did not know at all that a Fairphone 2 and Fairphone 3 has been released, I only heard of the launch of the first model.'**



#7				Current Phone	iPhone
Nationality	Dutch	City	Lisse	Country	Netherlands
Gender	Female	Age	18-24	Education	Bachelor's degree
Owning a FP?	No	Greenness	3.75	Heard of FP?	No
1	Because it is not a well known brand				
2	Not much reviews of the product on the internet				
3	Geen IOS				
Change?	More advertisements, so that the brand awareness increases				

### Fairphone impressions

- I didn't know Fairphone at all. Only recently passed by in college. You have made the phone so that you can renew the parts.

### Conscious consumer

- Eating less meat, do not use plastic, shorter showers

### Smartphone usage

- You lose a bit of confidence when a phone is older than 2 years.
- Camera is important and the references of other people around me.
- She actually wants to read a book instead of browsing the phone before going to sleep.
- Starts her day with her smartphone in bed.

### Barriers

- A phone can only last 2 years. I would rather not replace the parts myself. Since I have had smartphones, they always lasted up to 2 years. It is suddenly unnatural if they can last longer.
- I just do everything in the cloud of iPhone now. That is less possible with a Fairphone. Ever since I've had a phone, I've always had an Apple.
- Fairly unknown brand, you don't have people talking about it. No one in my area has such a phone. I'm not going to be the first to buy it. If more people are positive, I would consider it sooner.
- Fair also plays a role, but it does not outweigh the fact that it would not work properly. He just must work well.

### Triggers

- Create awareness. More people need to know about it. Word of mouth, that's the kind of person I am. I check all reviews before I make a big purchase. I check everything around it.
- Collaborate more with influencers, someone who advocates sustainability.

'A phone can only last 2 years. I would rather not replace the parts myself. Since I have had smartphones, they always lasted up to 2 years. **It is suddenly unnatural if they can last longer.**'

'Collaborate more with influencers, someone who advocates sustainability.'

#8				Current Phone	iPhone
Nationality	Dutch	City	Bunnik	Country	Netherlands
Gender	Male	Age	25-34	Education	Bachelor's degree
Owning a FP?	No	Greenness	4.00	Heard of FP?	Yes, familiar
1	I am an iOS user, and pretty deeply invested into Apple ecosystem				
2	No other reasons, maybe the lower specs compared to flagships				
3					
Change?	Nothing, if I were to buy an Android phone, I'd strongly consider the Fairphone				

### Fairphone impressions

- 10 out of 10 on iFixit! In my college days, I fixed phones for everyone. Especially iPhones. I did it for half the price and I certainly didn't use original parts.

### Conscious consumer

- We are sharing our house with another couple. But that's more because of lower costs.
- Eating vegetarian, Second-hand clothing. Applications like United Wardrobe.
- Many small choices and a few radical choices.
- Don't buy a lot of electronics, but when I buy it, I often buy it second-hand. And that feels fair.

### Smartphone usage

- I quite bought myself into the Apple ecosystem, have had an Apple since my first phone.
- Affordability was the most important choice. The latest iPhone is not interesting enough to pay 1000 euros for it. I often buy my phones second-hand from someone who has just bought the latest iPhone.

### Barriers

- iOS, however, I could possibly switch to Android. I often need an iPhone for my work. I build apps for iPhones, sometimes also for Android, and then I have an Android phone with it. If I had to buy an Android device, then a Fairphone. It is a good device and I think it is important that it is fair.
- 10 on repairability, then I know I can handle it for a long time. Batteries often break, it is easy if you can replace them yourself.
- I'm used to paying 700 euros for a phone. New Samsung is also already 1200 euros. So, 450 euros is a good price.

### Triggers

- Fairphone should have a Flagship phone. It would be very helpful that this phone is still relevant in a few years. I can then upgrade it myself.
- I find a lease structure less interesting. Don't really believe in leasing stuff. I see that many companies offer this, so that you no longer think how much it really costs.
- I would love to put the phone together myself. I would go for the standard options in practice. Or maybe I will want to put a bigger battery in it.
- Many people buy an iPhone without thinking about it. Show the differences between FP and iPhone and what you hand in if you don't buy an iPhone.
- A phone is just a phone and you don't always have to have the best of the best.
- You can do cool things with a modular phone. For example, that you offer new features that you can build in. Fisheye camera. That you can put your camera in if you need it.
- Take advantage of how expensive it is to repair other phones.
- Show that you don't have to throw this phone away within 2 years.

**'Many people buy an iPhone without thinking about it. Show the differences between Fairphone and iPhone and what you hand in if you don't buy an iPhone.'**

**'I'm used to paying 700 euros for a phone. New Samsung is also already 1200 euros. So, 450 euros is a good price.'**

#9				Current Phone	iPhone SE
Nationality	Dutch	City	Den Haag	Country	Netherlands
Gender	Female	Age	18-24	Education	Master's degree
Owning a FP?	No	Greenness	5.50	Heard of FP?	Yes, once/twice
1	Battery life				
2	If the storage functionalities are too low				
3	If it cannot do what my iPhone can do				
Change?	I am now considering. Actually it's time for a new phone, and iPhone is expensive.				

### Conscious consumer

- I still find convenience in my consumption important. I do want to consume consciously, but only if I don't have to go outside my comfort zone. I prefer to see solutions from politics.
- I pay a lot of attention to my food, transport and clothing. I am more concerned with making bigger changes. I still get on the plane too much and still eat too much meat.
- Prefer durable/sustainable cotton.
- I prefer local products.

### Smartphone usage

- Bought this phone because it is small. It fits in my hand and in my pockets.
- I could afford this phone because of a donation.
- I don't really have preferences for a camera. I think the storage is good everywhere, I think the camera is good everywhere. So, I don't really have a preference. I think speed is the same everywhere. She believes every phone is equally okay.
- The iPhone is expensive. I have no preferences outside of iPhone. If I can be sustainable with something as easy as spending money, why not.

### Barriers

- Storage. I think it is important that the OS does not already fill everything. You shouldn't be bothered by that.
- I want the functionality of 'finding my friends' which is possible with my iPhone.

### Triggers

- I would go to the KPN store because I have a subscription. I am happy with KPN, so it wouldn't change very quickly. She relies a lot on current provider.
- Review of Consumers' Association is reliable and she reviews it before purchasing.
- Show that it is a very easy way to be green. If you buy it from us, your phone will not be in this bin for 3 years and you will help the people who build it.
- It doesn't have to be a fancy phone. He must get through the Consumers' Association. The difference between good and a little better is nil.
- I sometimes hear that your phone needs to charge when it's halfway through, lots of stories about how to really charge the phone. I have no idea what is true.

**'It doesn't have to be a fancy phone. He must get through the Consumers' Association. The difference between good and a little better is nil.'**

**'I think it is important that the OS does not already fill everything. You shouldn't be bothered by that.'**

#10				Current Phone	Fairphone 3
Nationality	German	City	Augsburg	Country	Germany
Gender	Non-binary	Age	35-44	Education	PhD
Owning a FP?	Yes, FP1, FP2 & FP3	Greenness	5.50	Heard of FP?	Yes, familiar
1	No need				
2	Credibility				
3	Price				

### Fairphone impressions

- I heard from FP when they announced the release of FP1. I thought I had to look at it from the sake of my website, it is interesting, a completely different approach.

### Smartphone usage

- I bought a FP for the mission of the company. I want to support that.
- The Fairphone had those features that I needed. NFC and USB C were must-haves.
- I really liked the backport connector on the FP2. All the geeks, like me, were able to play around with it.
- I am looking forward to having another OS on it. I hate it what everything looks like it now. I need another OS, I want to use Stock android.

### Concerns

- ShiftPhone
- Mara Phone (South-African company). They focus on social responsibility. Producing as much in Africa as they can.

### Barriers of people around them

- They are still happy with their current phone.
- They find it too expensive. Of course it is costly, the money goes into the fairness. For the same amount of money, you get a decent phone from Samsung or a Chinese brand. You should know who is paying for that.
- Locked in the Apple ecosystem.

### Triggers

- Qi Charging would be cool.
- FP2 had a nice chart on how the costs are split. That's helpful to show the world. 'Here is what you are buying with your money'.
- Make them available in the Mediamarkt.
- Sustainable people will learn about the Fairphone in their sustainable bubbles. They will learn it anyway. Focus on other consumers.
- Open your bootloader for another OS. That's something that techies really like.
- Have a fair operator as well. That the people in the call centre are not working in Myanmar.
- Also create a dumb phone. A phone for just sending a text and calling someone.
- The bigger names are profit driven companies, they will use sustainability as a gimmick for marketing. Apple statements: 'we do care about sustainability'. But if you really investigate that, they don't really care about it. They are a profit driven company.
- Every year someone checks the real price of an iPhone. They make a lot of profit, check it out!

**'They find it too expensive. Of course it is costly, the money goes into the fairness. For the same amount of money, you get a decent phone from Samsung or a Chinese brand. You should know who is paying for that.'**

**'Also create a dumb phone. A phone for just sending a text and calling someone.'**

#11				Current Phone	Fairphone 2
Nationality	Dutch/German	City	Hannover	Country	Germany
Gender	Female	Age	25-34	Education	Bachelor's degree
Owning a FP?	Yes, FP2	Greenness	5.00	Heard of FP?	Yes, familiar
1	I heard of Software problems				
2	No personal service point				
3	The design of the phone itself				

### Fairphone impressions

- There was a slogan that was very strong. Very impressive. We've got so much stuff and of all this stuff there is so much stuff

### Conscious consumers

- Vintage clothes, Fairtrade and Thrift shops.

### Smartphone usage

- Have had my FP2 for 4 years now. I have already replaced 2,3 things, I am happy with that.
- I am very proud of my FP. I often show it. I use every moment to make it public.
- My friends think it's cool. Just like in the old days when you could take your phone apart. I now have a second battery in my bag, so I don't need a power bank.
- I notice that I use my phone very little, compared to my boyfriend who is really a lot of his phone.
- I also talked to someone to buy a FP, but he had a lot of problems and now he has a normal phone again. I still feel very guilty about that.
- I had a problem with my Wi-Fi, I checked the forum to find out what to do. Then I was shocked at everything I had to do.
- I find it annoying that there is no service point. I'm not a tech freak so if I have a problem I don't know what to do.
- Have never called or emailed FP before. I'm a little too lazy for that.
- It is annoying that if something is broken you must wait days. Then waiting a few days is long. I had a situation where my microphone was broken, when I could only make calls with my headphones.

### Concerns

- Bad reviews. Here in Germany we have a Fairphone Freunde Germany group. I was a member of that before I bought the phone. I did read a lot of problems over the phone there. I still chose it to see it for myself. It just works well for me. I just liked the idea, and people write more about their problems than the things they like.
- I don't think it's a nicely designed phone. Don't like all those back covers. The phone is too wide, too heavy, it looks a bit like a Gameboy.
- Doubted whether the software worked and whether the apps did work on the Fairphone. You will use the Fairphone for a long time. I convinced myself by just using it and doing it myself.
- Was a bit afraid of the transition from iOS to Android. My first Smartphone was an iPhone and I was very happy with it. At one point I thought, it may not be that difficult. It was just my decision. Other people have also succeeded, so I am sure too. It took some getting used to in the beginning but was also doable. I don't have an iMac, and I work with windows, so I wasn't dependent on the ecosystem.

### Barriers of people around them

- Camera quality.
- Many friends of mine work with Apple Computers, it should be easier to sync that

### Triggers

- You don't really need to have your own shop, but maybe you can work with SwapFiets for example. That you make a small counter there with a FP helpdesk. So, a help desk in another store. It may not be open every day, but maybe 1 or 2 hours a week.
- I would like wood/cork as a material on the back of the phone.
- The design is a bit better with the FP 3, but could be even better.

**'Doubted whether the software worked and whether the apps did work on the Fairphone. You will use the Fairphone for a long time. I convinced myself by just using it and doing it myself.'**

#12				Current Phone	iPhone 10R
Nationality	Dutch	City	Utrecht	Country	Netherlands
Gender	Female	Age	44-54	Education	Master's degree
Owning a FP?	No	Greenness	7.00	Heard of FP?	Yes, once/twice
1	It is not an iphone. I am used to iphones.				
2	Not 'state of the art' technology.				
3	You might have to explain to people why you have it.				
Change?	Make it trendy.				

### Conscious consumer

- I participate in waste challenges, to reduce waste.
- No flying.
- Considered going along with the climate march, but my children did not want to. I do sign petitions, but I'm not going to march.
- In my life I have little trouble giving up things for sustainability. I like to sacrifice things (flying, meat). Only some small things I just want to give myself and that is my phone and my children. For the rest, I spare myself.

### Smartphone usage

- My phone is my own external memory.
- My phones are always new. I use it so much that I buy it new.
- Always had an Apple. Used to have Nokia's and found the Samsung's super interesting. Once you have an iPhone it is difficult to switch to Android. Difficult to break through. Trapped in my own golden cage by my iPhone.
- I'd rather not buy an old phone. Then the software theoretically lasts less. It is more convenient to buy a new one, because it lasts longer.
- I have a feeling that Apple is failing less than Android.
- A phone must take good pictures. Doesn't have to be the very best. I don't care about the display. Just a stable operating system.
- I have considered a second-hand phone but I just want my phone to work. With second-hand you cannot see whether everything works. Scary decision. And I often find refurbished stores very overpriced.

### Barriers

- People have a lot of prejudices about the Fairphone and Android.
- I might have wanted to buy one but that was a very old model back then, then I buy a new phone and then it's an old one.
- State of the art. I have the feeling that when a phone is new, it has the most recent technical things in it. I am really into the latest gadgets. And FP focuses less on that.
- iPhone is simply anonymous. With an FP, if you do a lot of sustainable things you have to apologise. People around you get the feeling that they must do that. I find that very annoying. If you have something different, you may get a discussion.
- I think a lot of people just don't know about it, and then people themselves conclude that it is an old model. And that there are no cool things in it to improve the ease of use.
- I just don't want to switch to Android.

### Triggers

- You don't have enough time to research and see if you can get used to a new phone. But, I would like to test it

**'In my life I have little trouble giving up things for sustainability. I like to sacrifice things (flying, meat). Only some small things I just want to give myself and that is my phone and my children. For the rest, I spare myself.'**

**'iPhone is simply anonymous. With an Fairphone, if you do a lot of sustainable things you have to apologise. People around you get the feeling that they must do that. I find that very annoying.'**

#13				Current Phone	Fairphone 3
Nationality	Dutch	City	Ede	Country	Netherlands
Gender	Other	Age	25-34	Education	Master's degree
Owning a FP?	No	Greenness	6.25	Heard of FP?	Yes, familiar
1	Less quality compared to phones in the same price range				
2	No need to replace current smartphone				
3	Not the newest Operating System				
Change?	Software update guarantee and a good track record				

### Conscious consumer

- I try to live as consciously as possible, within the limitations we have. You are still in a consumption system and that is difficult.
- Companies just want to make money anyway, so I don't become brand loyal very quickly. I often look at independent reviews.
- When I look at clothes I do look at the Transparency Index. That shows if everything has been checked. At electronics I try to do it, but I haven't really found a way to test this.

### Smartphone usage

- I bought a Fairphone after your survey. I think it is important that efforts have been made in the origin of the materials and that the people who work on them are treated with respect. And that the phone lasts a long time.
- People around me say, "Fancy." People can see that you have put money into it. I am not really showing off with the phone. Previously, I especially did not want to buy a new phone, that was my identity.

### Barriers

- Updates should last for years. I had researched the updates on the internet, and then read negative messages from the F 2. I also believe that it is a matter of capacity and market, the more people have a Fairphone, the better Fairphone will do the updates.
- Price. Initially expensive, but now bought one anyway. I was mainly thinking in the scenario that I would buy a phone for 200 euros that will no longer work in 2 years. If I still spend 450 euros, then rather on sustainability.

### Triggers

- In terms of specifications, you want to hit the sweet spot that you have everything you need, for me the camera could be a bit better.
- I also wanted to buy an FP2 with my previous phone, but it had been out for 2 years. The FP3 will be out of date in a year. But you can't have a new phone on the market every time. But you have enough people who don't necessarily want to buy an old phone.
- It is good for new customers to update your hardware. This should appeal less to current customers. You just shouldn't make current customers feel like they are at a disadvantage.
- If an FP 4 were to come on the market, I would now think: "Shit, I just bought the FP 3 too early."
- Now dependent on the community to swap their modules. As a company you can take responsibility for taking old modules.
- You can offer a service that you always have an up-to-date telephone. With phones people are stuck on subscriptions, maybe you can add the Fairphone to the subscription they have. I would like to consider it. Then you also know that you can get off. You just always have a working phone in your hand.

**'Price. Initially expensive, but now bought one anyway. I was mainly thinking in the scenario that I would buy a phone for 200 euros that will no longer work in 2 years. If I still spend 450 euros, then rather on sustainability.'**

**'If an Fairphone 4 were to come on the market, I would now think: Shit, I just bought the Fairphone 3 too early.'**

#14				Current Phone	iPhone 10
Nationality	Dutch	City	Leiden	Country	Netherlands
Gender	Female	Age	18-24	Education	High school
Owning a FP?	No	Greenness	5.00	Heard of FP?	No
1	Unknown brand				
2	Bad camera				
3	Used to Iphone				
Change?	More advertisements for getting to know the brand				

### Conscious consumer

- Since 2 months I do not eat meat, I reuse bags for fruit and I buy second-hand clothes. I try to do the small things I can contribute.
- My behaviour changed because I had seen a documentary about jeans. From then on I knew it was very polluting.

### Smartphone usage

- Dropped the screen twice. Had many problems with it.
- Had then taken him to a mobile shop, which I knew to be good. They asked a lot of money. Repaired within a day.
- When I first bought an iPhone, it was very cool. I think that's less of an influence now. It is nice that people see that I have an iPhone, but it is not the reason to get one. Not as bad as before.

### Barriers

- Used to iPhone. Once you switch to the iPhone, you will never go back. I don't have a MacBook, because I can't really deal with MacBook's. I am a real laptop fan.

### Triggers

- If I saw a bad documentary about Apple, I would have a gnawing voice in my head.
- You should use documentaries and heavy footage. You must show numbers that the production of a normal phone is bad. People need to be aware that even a phone cannot be fair.
- A white edition.
- Better promote among students because they have large networks.

**'My behaviour changed because I had seen a documentary about jeans.  
From then on I knew it was very polluting.'**

**'Used to iPhone. Once you switch to the iPhone, you will never go back. I don't have a MacBook, because I can't really deal with MacBook's. I am a real laptop fan.'**



#15				Current Phone	Samsung S6
Nationality	Dutch	City	Amsterdam	Country	Netherlands
Gender	Female	Age	35-44	Education	Master's degree
Owning a FP?	No	Greenness	5.00	Heard of FP?	No
1	The price				
2	Addition: if you can't get it (for free) with a subscription				
3					
Change?	Offer it with a subscription				

### Conscious consumer

- Marktplaats. For second-hand products.
- Sustainability is important, but I also like to travel a lot.
- Like to go to Rataplan and make a lot of use of Too-Good-To-Go.

### Smartphone usage

- I got the phone with my subscription. Have had a Samsung for several years, and I like it. You get it for free with my subscription.
- You have an idea that you have the subscription and you get the device for free.
- I'd rather see people in real life than texting all the time.

### Barriers

- I do not know the device, I should read up for that.
- I just don't find my arguments outweighed by sustainability. Now that you've explained it, I think I would like to buy it.

### Triggers

- I would like to be able to go to a store to get an explanation about my phone. That I can compare something and that I can try it out sometime.
- A test period of 2 weeks would be fine. Then you really have a feeling for it.
- Especially marketing. I knew nothing about it. It really hasn't reached me.
- Because of the corona period, we are aware of what we have done to the environment. The air is cleaner and the water cleaner. We are now more aware. Use the corona to promote your phone.
- It is a: Fair van mijn bed show.
- Get your phone for free with your subscription.

'I just don't find my arguments outweighed by sustainability. Now that you've explained it, I think I would like to buy it.'

'It is a: Fair van mijn bed show.'

#16				Current Phone	Xiaomi
Nationality	Dutch	City	Delft	Country	Netherlands
Gender	Male	Age	18-24	Education	Master's degree
Owning a FP?	No	Greenness	4.25	Heard of FP?	Yes, once/twice
1	fairphone logo				
2	concerns about dust/water damage (more than regular phones)				
3	unknown factors: ports, 5G compatibility, processor power				
Change?	regularly improve various modules, more advertising				

### Fairphone impressions

- When I think about Fairphone: Sustainable ambition, progressive, but also a bit naive and dull.
- People want a status symbol/expensive phone anyway. Like for example Apple. As Fairphone I think you are busy with Fighting against the tide.

### Conscious consumer

- I don't buy a lot of new stuff. Only when I need them. Try to choose an option that lasts.
- I bought a new sports watch, which is second hand from Marktplaats. That saved a lot of money, which was the main reason for doing that. And it's something I only use occasionally for sports, I don't really use it in my daily life. Use it very functionally.
- I do not really know if other pieces of electronics are sustainable. Just buy a good one that will last.

### Smartphone usage

- I used to have an iPod touch, but soon went to Android. I think Apple charges way too much money for a product, while other products are much better. They used to be innovative, but now you can see that other parties are doing better.
- I literally look at the processor and how new it is. Apple puts 4-year-old processors in its phone.
- The most important factor to me is how much hard disk space you have.

### Barriers

- I found the Fairphone logo very big and in your face. Not subtle. I understand you want to show people have your phone, but the way they do it is way too exaggerated. My phone says nothing at all. I don't have to be reminded every time that I am so sustainable or show it to others. Don't find it very modest.
- I literally look at the processor and how new it is. Apple puts 4-year-old processors in its phone.
- You can open the phone and put modules in and out. I suspect that this will not improve resistance to dust and water. Can you clean your own phone? This is somewhat unknown to me. Doesn't it break with wet jeans?

### Triggers

- I find repairs cool. I think that the modularity is cool, that you have a part that does not work properly, that you can simply replace it. You can do an infinite amount of time with the same motherboard.
- Repairing it yourself is very nice, with repairs you must wait a long time normally. Your phone is your life. Sending your phone away is crap. Then you must work with a replacement phone. That's just annoying. It is chill to fix it yourself.
- Easy to order parts online. That you have a kind of personal page that FP knows exactly what parts you have on your account, then you are recommended which parts you should get. That you then also have the option to choose a more expensive battery that lasts longer.
- If you have a phone that is going to be used for a long time, your way of use will change. Your wishes for a phone change over time.
- Multiple versions. We have a more expensive version, sort of Flagship version. And, a bit cheaper, where you use old modules.
- Because of the focus on sustainability we are afraid that quality has been lost.

**'I found the Fairphone logo very big and in your face. Not subtle. I understand you want to show people have your phone, but the way they do it is way too exaggerated'**

**'I do not really know if other pieces of electronics are sustainable. Just buy a good one that will last.'**

#17				Current Phone	Fairphone 2
Nationality	Dutch	City	Lisse	Country	Netherlands
Gender	Female	Age	25-34	Education	Master's degree
Owning a FP?	Yes, FP1 & FP2	Greenness	7.00	Heard of FP?	Yes, familiar
1	The changed mission. Fairphone 2 would be the last phone you would ever need, and then suddenly they came up with Fairphone 3, way before the Fairphone 2 expired its function.				
2	Long delivery time				
3	It's not functioning well enough: hick ups, slow, crashes.				

### Fairphone impressions

- A fan from the start. Immediately followed the campaign when it started.
- Anyway, I wanted to support the whole Fairphone concept.

### Conscious consumers

- Fairtrade is really at the top for me. It is the way to achieve a better product and not to contribute to conflict and poverty.
- I did look for a durable laptop, and then I ended up at Apple for the best quality. Then I chose the lifespan of a product.
- Towels, linen etc. bought at the 'Waar'.
- 'Wat mooi!' A web shop for clothing. Sustainable, fair trade, vegan and natural products.

### Smartphone usage

- I have a lot of problems with the FP2 now.
- I have replaced a part yourself, super nice that you can do that. Really cool. I'm not very technical, but it worked anyway.
- My phone is the means to be connected to the outside world and to read information.
- During the long waiting time on FP1 and FP2, an entire system was set up in which people would send second-hand phones to each other. You really have a community feeling.

### Concerns

- Changed mission. I was not really satisfied with the FP3 concept. I was disappointed when FP3 was announced. I have followed everything from the beginning. I understood that the FP2 was needed to replace the FP1. But then it was firmly claimed that this was the last phone you should ever buy.
- If you have an FP4 soon, you will become a normal company. They should just stop making phones. You are not a telephone maker at all. You don't produce a phone, you bring a vision into the world.
- Upgrading the modules is really something else. You must do much more with that.
- The launch of the FP3 really should have been explained much more to the community.
- Delivery time. I really had to wait three quarters of a year for FP 1 and FP2.

### Barriers of people around them

- My partner and my sister also considered buying a Fairphone, but they didn't do that because of my hiccups.

### Triggers

- Either you make sure you are an incredibly good phone that is really a competitor of the latest Samsung. Or stay a mission and tell your story.
- If you can't open it, you don't own it. As a counterbalance to Apple where everything is really closed. You can replace parts if necessary. The phone is really yours and you paid a fair price.

**'My partner and my sister also considered buying a Fairphone, but they didn't do that because of my hiccups.'**

**'Either you make sure you are an incredibly good phone that is really a competitor of the latest Samsung. Or stay a mission and tell your story.'**

#18				Current Phone	Samsung S8
Nationality	Dutch	City	Delft	Country	Netherlands
Gender	Male	Age	25-34	Education	Master's degree
Owning a FP?	No	Greenness	3.75	Heard of FP?	Yes, familiar
1	A mental aspect. I think I expect the phone to perform worse than other 'new phones' simply because it is made from separate components and rescued parts				
2	The esthetics. I do not find the phone appealing				
3	The Price, I am not someone who spends a lot of money on phones, I rather buy a second hand phone from a friend of mine				
Change?	In my opinion, the design. Make it look slick and minimalistic. Get rid of the big brand logo on the front, people do not want the brand of the phone portrait on the phone.				

### Fairphone impressions

- Have known it for a while. That you had phones where you could use modules, just like phoneblocks. That all came out at the same time. More awareness about smartphone usage.

### Conscious consumer

- I am quite aware of that. I don't buy superfluous things. Rather use things I already have than to throw things away.
- Electronics less, I was not aware that that is harmful.

### Smartphone usage

- I bought a second-hand smartphone at a low price.
- I like a very sleek and minimalistic design. Logos are too much. I don't like Apple.
- I also find freedom in the interface important. That you can customise your phone to your own preference. Android suits this.

### Barriers

- He thought Fairphone was made from old and refurbished parts.
- I have the impression that it is already a second-hand phone.
- Found the logo quite present. The Fairphone looks fat. Looks like a big phone.

### Triggers

- This could be your message: Please buy a second-hand phone, or else a Fairphone.
- Get rid of the logo.
- Provide options for personalisation/downgrading/upgrading.
- I don't need a service model. With a Fairphone you pay an one-time fair price and that's it.
- Good option to have it tested at home. I have many prejudices now.
- A kind of dashboard where you compare phones and then show what is better.

**'I don't need a service model. With a Fairphone you pay an one-time fair price and that's it.'**

**'I have the impression that it is already a second-hand phone.'**

#19				Current Phone	iPhone 8
Nationality	Dutch	City	Rotterdam	Country	Netherlands
Gender	Female	Age	25-34	Education	Master's degree
Owning a FP?	No	Greenness	3.75	Heard of FP?	Yes, once/twice
1	Habit				
2	Quality doubts				
3	I prefer using Apple products				
Change?	At least the same qualities as an iPhone or 'top' Samsung phone. Focus on user centered design, not only empathising on sustainability since that will only be a convincing factor if the other (quality) aspects are as good as the competing, more popular, phones.				

### Conscious consumer

- I think it is important, but I don't always act on it.
- Taking care of the products I have, is important to me. Things in everyday life. You notice that people tend to throw it away quickly.
- Don't really have that with electronics. I like the gadgets.
- Often buy things second hand. These are products where you do not see any damage and that have been temporarily used by other people. For example, a Nespresso machine or a Wacom tablet.

### Smartphone usage

- I am really an Apple girl. I really can't do anything with Microsoft.
- When I buy a new phone, I buy the latest model. So that it does not lag after two years. With the specifications, the latest iPhones are not very different from the current situation. I do not buy the brand, there must be something improved.
- I think a good camera is important. The latest cameras are better. I take some pictures every day.
- She has the idea that the cameras really wear out a bit. You always have the best camera, until something better comes.
- I like to have the latest of the latest. Nice that they have facial recognition or that the iPhone 8 suddenly had glass on the back.
- I find it annoying when people look at their phones all the time. Nobody necessarily needs me on weekends. So, I try to look at it as little as possible. Because I look at it too much during the week.
- Use my phone less because my MacBook is seamlessly connected to my phone. Everything I do on my smartphone I can do on my iPad and my laptop. That's why I'm relatively less on my phone.
- Your phone is an extension of your arm.

### Barriers

- I prefer Apple products. It has to do with my childhood, my whole family is doing it. I will not switch to another system for the time being. Unless real big things happen that you can no longer ignore. There must be a better alternative.
- Bad news about Apple doesn't really impact me.
- Quality Doubts. With unknown brands that you don't know, with a new concept, you really must be convinced of the quality before you buy one. People are often brand loyal to electronics.
- It really has to do with perception. Everyone says we are better, and maybe Samsung makes better phones, but I don't know.

### Triggers

- Sustainable is a bonus. That may change in the coming years, but that is currently not yet decisive. People don't know what the real impact is.
- You must make it hip. Take the electric bicycle as an example. They are no longer a bicycle for old people but are just hip!
- Many people have problems with a phone that breaks. My brother has an expensive iPhone insurance.
- Apple's ecosystem is perfect. I totally depend on their systems. Also, for example iTunes and so on. As Fairphone you should also work on an ecosystem. For example, I do use Word on my MacBook.

**'You must make it hip. Take the electric bicycle as an example. They are no longer a bicycle for old people but are just hip!'**

**'I am really an Apple girl. I really can't do anything with Microsoft.'**

#20				Current Phone	Had FP1, now Samsung S5.
Nationality	Dutch	City	Delft	Country	Netherlands
Gender	Female	Age	25-34	Education	Master's degree
Owning a FP?	Not anymore (FP1)	Greenness	6.50	Heard of FP?	Yes, familiar
1	It was broken and it was quite expensive to repair as I could not do it myself, because I did not have the tools.				
2	Also the camera was not that great.				
3					
Change?	Better camera, be more close to newer samsung/iphone models.				

### Fairphone impressions

- At the time I bought a FP1, 8 years ago. Especially for the durable factors, that you could use it for a long time, and that you could repair it. In principle, it would be endless. However, that turned out to be different.

### Conscious consumer

- She believes sustainability is important. As little plastic as possible. I haven't bought new clothes in years, only underpants and socks. I'm kind of the tree hugger of the family.
- I have walked the climate march.
- With electronics she always looks at repairability.
- If you buy something you have to be 100% behind it. That is also sustainability.
- Some companies that I like or support: iFixit, Tony's, Too-good-to-go, Olio (food sharing app), Marktplaats.
- Local products.

### Smartphone usage

- My phone is no longer working properly. I considered having the screen replaced, but it was way too expensive. And you are not entirely sure whether it has been properly repaired.
- FP1 was repairable, but not for people like me. I also didn't have the tools.
- I often look at Tweakers.
- My current phone was water resistant. The idea was nice.
- I don't want my phone to be interesting to steal. I can just leave it somewhere because no one wants it.

### Concerns

- FP3 is reasonable, but very expensive. Relatively expensive compared to brands with similar specs. As a result, I sometimes prefer refurbished smartphones or second-hand smartphones.
- I am not very handy with phones either. The phone must also be robust and not made entirely of glass.
- If you have such a phone, you may be streaky and feel like look how good I am compared to you. Sustainability is now more normal, but certainly not 8 years ago. Then it was exciting. But I might put a cover around it so that not everyone sees it. Such idealist. You don't really have to stand out with it. I don't buy it to show it.

### Triggers

- Improve the camera. That you make it more comparable with the latest models.
- She likes the reviews on Tweakers and YouTube.
- Will be nice if you can also have the repair done by someone if necessary.

**'My phone is no longer working properly. I considered having the screen replaced, but it was way too expensive. And you are not entirely sure whether it has been properly repaired.'**

**'At the time I bought a Fairphone 1 (8 years ago). In principle, it would be endless. However, that turned out to be different. '**

#21				Current Phone	Fairphone 3
Nationality	German	City	Troisdorf	Country	Germany
Gender	Male	Age	35-44	Education	Master's degree
Owning a FP?	Yes, FP3	Greenness	5.50	Heard of FP?	Yes, familiar
1	It's an expensive phone, especially if you consider its only average performance!				
2	Hardware, performance, camera & functionality are quite behind compared to non-fair phones.				
3	The large form factor. The phone is way too large and too thick. I prefer smaller smartphones that allow perfect one-hand operation and fit into any pocket. Both are not possible with the FP 3.				

### Fairphone impressions

- It is a phone where you can change the modules. It always kept my attention. I already knew FP 1 and FP2.
- I like to put my phone on the table and advertise it.
- Customer support is very slow, I hope some aspects will be solved soon.

### Conscious consumers

- I'm probably not a very extreme person regarding the measures I take. I try to do as much as possible in my everyday life and in my vacation life.
- I try to avoid Amazon and huge stores. I rather prefer local and individual stores. Try to support my local bakery. I can see how they produce the products. I know there are no long distances for delivering the materials etc.

### Smartphone usage

- Previous phone, Sony X3 compact, was expensive to repair.
- All my phones ran out of memory and became too slow for new applications.

### Concerns

- He heard a lot of troubles that people had with the FP1 and FP2. When the FP3 came out, he decided to wait a bit, wait for experiences and then he decided to purchase one.
- Biggest concern was the size: I wanted to have a smartphone of a small size again. However, I completely broke with my requirement since the FP is big. The size still annoys me, I would prefer a smaller version.
- In the end, a Fairphone is more important than the size for me. I had no choice.
- Price. I really had to think about it: 450 euros for technology that is not up to date. However, the sustainability and fairness reasons were stronger.
- Downside when purchasing, I could not test the phone. I bought the phone 100% without knowing what I would get. It was difficult. I did not want to order it online. I wanted to see it once. In the end I was at the rail-way station in England and in the shop they had one on display.
- There are so many things you cannot see from photos. You want to hold it in your hand.

### Triggers

- Offer a small and large version of the Fairphone. No need for different colour options or modules.
- You are not going to convince them with just communication. That's not the solution. You also need to improve the technology.
- With the FP2 the camera was replaced, that was a great idea. With the FP3 you cannot add a new fancy camera nowadays. You could add a new camera module.
- Listen to the users on the forum. Make more use of their complaints.
- Start with the development of FP4.
- Leasing a Fairphone is a very cool idea, since you get a return quota of 100%. I kind of like the idea.
- He wanted to hand in his old phone, however this was only possible if he purchased it through the website. He would love to see a cashback model for old devices when you purchase the Fairphone in a store.

**'Start with the development of Fairphone 4.'**

**'In the end, a Fairphone is more important than the size for me. I had no choice.'**



#22				Current Phone	Oppo Reno
Nationality	Dutch	City	Rotterdam	Country	Netherlands
Gender	Male	Age	25-34	Education	Master's degree
Owning a FP?	No	Greenness	3.00	Heard of FP?	Yes, familiar
1	The specifications are out of date, current phones show more possibilities for the same amount of money.				
2	I have never ever bought a phone in one single payment. Monthly payment including provider subscription is how I purchase my phones.				
3	The design is not very appealing. It looks like it has been designed to have a sustainable look on purpose, this makes the phone look like an old model.				
Change?	A camera module that competes with current flagship models in the same price category would make me consider the phone.				

### Fairphone impressions

- It feels like buying a Nokia. They are just behind.
- It looks like a second-hand product screwed together. There is deliberately not opted for a super modern shiny look of this time. It looks like an old phone.

### Conscious consumer

- I'm not at the forefront in the field of sustainability.

### Smartphone usage

- Just bought a new one in the Mediamarkt. An Oppo.
- Got an email that I could renew my subscription.
- My screen was also broken. Costs for the repair are 100 to 150 euros. While a new phone can cost around 300 euros. So, I saw no benefit for the repair.
- A smartphone is much cheaper at the Mediamarkt.

### Barriers

- I better have my screen repaired than buy a Fairphone. In terms of specifications, I will lose out otherwise.
- Fairphone is too big of an impact, would rather change other things first.
- Wouldn't know how to renew it in combination with my subscription. Didn't know how to do that
- The design is well thought out, but you really exude such a sustainable and hippie feeling. Reminds me of the television program 'de Tofus'.
- I am a bit more modern myself, that just includes modern gadgets.
- The repair is cool. A real guy fixes his own phone.

### Triggers

- I would never purchase the phone as a single device. Thereby I am a loyal customer of Tele2. If I could select the Fairphone through their platform and pay a monthly subscription, I would consider buying it.
- I think the design could be way better, sustainability has an unfortunate negative "vibe" - the current design really stresses out the product is sustainable. I would love to be sustainable but without "screaming" it out loud by having this dull imago, carrying around devices that look recycled. As an example: The first Tesla had the design of a sports car, you were one of the coolest dudes driving that thing.
- I believe the Fairphone logo and 'Change is in Your hands', that is too exaggerated. You can also make a sustainable choice without changing your image. A bit of a 'smart-ass' smartphone.
- I would make a promise that the specs / updates go with the newest developments. You must indicate that you are working hard on new modules such as, for example, a fisheye camera. That you can add modules to your phone for a reasonable price.
- I would go for multiple design choices.
- I also look at the old Fairphone, it has all colours. That already attracts me a bit more.
- I would also buy it if there is collaboration. AppleXFairphone. The apple quality with the story of Fairphone.
- Co-Branding. Fairphone with Bose speakers. Fairphone with a Canon camera.

**'It looks like a **second-hand product screwed together**. There is deliberately not opted for a super modern shiny look of this time.'**

**'Fairphone is too big of an impact, would rather change other things first.'**



#23				Current Phone	Huawei
Nationality	Dutch	City	Delft	Country	Netherlands
Gender	Male	Age	25-34	Education	Master's degree
Owning a FP?	No	Greenness	3.00	Heard of FP?	Yes, once/twice
1	Doubts for good availability of replacement/upgrade parts even after multiple years				
2	Looks like a bulky/not stylish phone/advertisement				
3	I have doubts that the core functionality (CPU) can not be upgraded				
Change?	Flashy advertisements and a attractive design combined with a full guarantee that even after 6-7 years parts can be fully replaced/upgraded within a sensible timeframe and are available. Otherwise it is not different than any other kind of phone where parts cannot be upgraded except from fair standpoint.				

### Fairphone impressions

- I had heard it through some people from my study. I also heard it from my girlfriend.

### Conscious consumer

- I am now working on it more than it ever was. My girlfriend thinks it is very important, she gives it more direction. I can see that it is important. We must do something about it.
- In terms of electronica I buy well-known names. Such as a good Bose headset, for example. Then you can use it for a few years. I am willing to spend extra money for a product with a big name because of the reliability. They often offers support for a longer period.

### Smartphone usage

- I tried everything. I now have a Huawei. I've also had a Xiaomi and a OnePlus.
- Back then, iPhones were way too expensive. I would like to buy an iPhone nowadays because the ecosystem works well.
- Had already replaced the screen once. I had replaced the screen myself. Replace my phone before my current one as well. Some work, but it only cost 30 euros.
- I'll look at the storage, processor and RAM.

### Barriers

- I can still buy parts from my MacBook if something is broken. With small brands, I am afraid that parts are no longer available.
- It is necessary to replace the core module. Your phone is most dependent on that.
- The Fairphone looks bulky.
- My girlfriend doesn't want to buy it because her phone isn't broken yet.
- For example, I am at Tele2, I would really like to buy a phone with a bundle deal. I usually let my choice depend on it. I have no idea if this can also be done with Fairphone.

### Triggers

- Fairphone must become bigger and more reliable. Then I am more confident that they can also guarantee the upgrades.

**'I can still buy parts from my MacBook if something is broken. With small brands, I am afraid that parts are no longer available.'**

**'It is necessary to replace the core module. Your phone is most dependent on that.'**

#24				Current Phone	Fairphone 3
Nationality	Dutch	City	Delft	Country	Netherlands
Gender	Male	Age	25-34	Education	Master's degree
Owning a FP?	Yes, FP3	Greenness	5.00	Heard of FP?	Yes, familiar
1	Not applicable.				
2	Not applicable.				
3	Not applicable.				

### Conscious consumer

- I don't buy a lot of new stuff. When I buy it, I buy a bit more quality so that it lasts longer.
- I vote for a green political party.

### Smartphone usage

- Before the Fairphone, I owned an HTC one M8.
- The camera stopped. It started shaking. Couldn't fix it because it was too complicated. That phone has now been reassigned. It's gone to my girlfriend's grandmother's.
- I still have some old phones at home, maybe I should turn them in.
- By buying the Fairphone, I also wanted to be a guinea pig for the people around me.
- I figured 450 a lot of money for a new phone. That's why I bought a second-hand model of 300 euros. No idea why that guy put it away.

### Concerns

- The FP3 has only just been released, so it's fine to get in now. Just don't know how fast the software and hardware updates are coming.
- In a year's time you won't have to get in, then the hardware will be too old.
- Still had doubts about the size. My HTC is a lot smaller. I notice it's quite long. I'm a bit of an idealist, I just wanted him. I was going to buy it anyway.
- I did look at the specs a little bit, but I didn't really care. He's got to last a long time.
- If second-hand wasn't available, I would have bought it in the end. I was at work at the time anyway, so I had money.

### Barriers of people around them

- People around me like it. I've had several positive reactions. People want to see it and use it for a while.
- My brother-in-law just always wants the fastest of the fastest, wouldn't really get along with the specs.
- Others are totally unconvinced of the fairness of the phone. They see Fairphone more as a company that tries to make a profit.
- On the website you don't see many elements that are fair. It is not yet very clear in which aspect it is done fairly.
- The development of the FP3 contradicts itself a bit.
- What are they doing with the old Fairphones anyway? Do they use the materials?

### Triggers

- Make it clear that it is a capable device in which you can do the same as with other phones.
- Ideally, the price shouldn't matter. People should just stand behind the idea of an Fairphone.
- Service model fits well with durability. We are moving in that direction with all sorts of services. Also with cars. The service is then calling, then you just pay for it. The manufacturer will be responsible, I like the idea.

**'What are they doing with the old Fairphones anyway? Do they use the materials?'**

**'I figured 450 a lot of money for a new phone. That's why I bought a second-hand model of 300 euros. No idea why that guy put it away.'**

#25				Current Phone	iPhone 6
Nationality	Dutch	City	Rotterdam	Country	Netherlands
Gender	Male	Age	25-34	Education	Master's degree
Owning a FP?	No	Greenness	5.25	Heard of FP?	Yes once/twice
1	it runs on android				
2	materials used				
3	looks				
Change?	run IOS				

### Fairphone impressions

- An extremely durable phone. Squares (blocky).
- For me, Fairphone is a concept brand. A few extreme people do it. In the wild no one has one.

### Conscious consumer

- Less waste is my resolution. Don't use plastic bags for my lunch but a Bock'nRoll Foodwrap for example.
- I try to apply it to my daily life. Not necessarily when buying things.

### Smartphone usage

- I have 2 people in my family, my grandfather and uncle, who are Apple fanatics. They change phones very fast, and I use them. I usually got their old phones.
- My phone reports every day how many hours I use it. I try to stay below 2 hours.

### Barriers

- I don't think it's the problem that he runs on Android. The changeover facility should just be easy.
- Looks very bulky. You pay a lot of money and then you get a plastic back cover.

### Triggers

- Let the modularity speak for itself. Make a glass back cover and then give the modules different colours. Like for example a blue tire from SwapFiets. A pink processor.
- The smartphone market is oversaturated. You need a good image to stand between the famous brands. It is still too alternative.
- People need to know that a Fairphone is not inferior to another smartphone.
- It would be nice to assemble your entire phone yourself.
- Apple users put down 1000 euros for a completely new phone, while you can buy a new module for a camera for a few pennies. Show how relaxing it is to upgrade your current phone and save money.
- Leasing is not interesting for me, but it would be in line with the sustainability philosophy.
- The purpose of Fairphone is simply refurbished, isn't it? That you can replace all those modules. I think you really need to invest a lot on refurbished. It just lends itself very well. That's what it's made for, isn't it?
- Conducting a test with the phone is also interesting for me. But I don't think it's very convenient to transfer all my data.

**'Let the modularity speak for itself. Make a glass back cover and then give the modules different colours. Like for example a blue tire from SwapFiets. A pink processor.'**

**'For me, Fairphone is a concept brand. A few extreme people do it. In the wild no one has one.'**

#26				Current Phone	Fairphone 3
Nationality	German	City	Trier	Country	Germany
Gender	Female	Age	35-44	Education	Master's degree
Owning a FP?	Yes, FP3	Greenness	5.75	Heard of FP?	Yes, familiar
1	no heavy-duty bumper case available yet				
2	not waterproof				
3	too large for one-hand use				

### Fairphone impressions

- The very first time I was made aware of Fairphone, was in a governmental working group of Human Rights. Quite fitting a lady had a Fairphone on her desk in front of her. I literally read the Fairphone on the phone. Later, I saw it again on social media.

### Conscious consumer

- I'm not any sort of trailblazer in that field. It is on my mind for many years and it has grown over the years. I started looking in my habit, the easy fixes.
- Shopping for goods which are sustainable is an easy fix when you can afford it.
- Avoid clothing from Bangladesh etc.
- If sustainability is affordable, it is a no-brainer.
- My life does not evolve around sustainability. I'm looking for quick fixes.

### Smartphone usage

- Before the Fairphone 3, I had a Samsung Galaxy S7. I could not charge it for a few days and therefore I was looking into getting a new phone. I wanted a modular Fairphone at that moment, around autumn last year. The Fairphone 3 had just come out. My galaxy is still surviving. I tried Fairphone out, if was not happy I had the other phone as a backup. Right now, I'm only using the Fairphone.
- Modularity was important for me. I want to fix a single issue if there is a problem. It is frustrating to get rid of a working phone if there is just one issue. That costs a lot of money. It so annoying that people just accept that. You just replace something because 5% is not functioning anymore. Being Fair and Modular is important.
- I washed my phones with soap and water. I gave it a proper clean. I took off the cases and washed them too. I used to do that every now and then. Now I don't clean my phone but disinfect it a little bit.

### Concerns

- I thought I just give it a go. I don't really need the monster high resolutions, that's not what I'm after. But I do find the colours on the Samsung warmer.
- Taking a photo with the Fairphone 3 takes ages. But I need to get used to.
- I knew that I could not expect the same quality as I was used to.
- I think it is a conscious thing. I wanted to do a meaningful job. It is not all about what you get out of things. It is also about can I live with a phone that is produced on the back of other people.
- I think for a long time the excuse in the smartphone industry was that there is no other option. You knew it is not great, but now there is an alternative.
- The size was a big concern, now I am making use of a small thing at the back of the phone to hold it properly.
- I need a heavy bumper case.
- My biggest concern was not really being able to imagine what it was like to have a Fairphone. I had Android already, but I was not sure if something was Samsung or Android.

### Barriers of people around them

- Most of them are not in need to purchase a new phone. I'm telling them about the modular system. That's what I talk about.

### Triggers

- I'm German I like things in order. I like to keep them in a nice condition. I always put the phone on the desk facedown.
- I suppose I needed knowing somebody who had one. Knowing that person, to check it out. What is the camera really like?
- I would be sad if the letters would fallen off. I really like the Fairphone letters on the back.

**'I thought I just give it a go. I don't really need the monster high resolutions, that's not what I'm after. But I do find the colours on the Samsung warmer.'**

#27				Current Phone	Samsung
Nationality	Dutch	City	Rotterdam	Country	Netherlands
Gender	Male	Age	25-34	Education	Master's degree
Owning a FP?	No	Greenness	3.00	Heard of FP?	Yes, familiar
1	Only 2 year warranty, from a durable and sustainable smartphone I would expect a longer period.				
2	Phone does not seem to have a premium design as other flagship phones. Design is more standard rather than out-standing.				
3	High price to pay at once. Would prefer to buy it within a service and be able to repair, upgrade with Fairphone.				
Change?	I want to test, check out the look and feel of the phone. Where can I do that?!!				

### Fairphone impressions

- Honestly, I've never had it in my hands before. He's not really in the high spots. HYou only see the big brands there. You want to get your hands on him.
- There aren't any brands like Fairphone.

### Smartphone usage

- This is my third phone. Always had Apple, and now I have a Samsung.
- I like it very much. Lasts a long time. Got him since 2017. Today, I feel less of a need to buy the latest of the newest. Smartphones are now at a basic quality, it doesn't really matter anymore. The basics are just there.
- I want to use my phone less. I want less screen time.
- Was a little over Apple. The phones were always full. I wanted to try something new at some point.
- That transition went just fine. Within an hour everything was transferred. I want to try a new brand later. You used to be very attached to Apple. But now that you can zoom out, all phones are more equal. You can now try other things as well.
- You had to put a dongle in your iPhone. It was in the Samsung box together with an explanation how to switch from Apple to Android. That was essential to the concerns I had.

### Barriers

- With a durable product, I expect better service and a longer warranty.

### Triggers

- I like the idea that you buy it somewhere and that there is a good service around it. I've had a lot of trouble with all kinds of expensive phone insurances.
- The service of SwapFiets is very nice.
- I'd like to try him at the Mediamarkt.
- Or that the Fairphone is on display at other sustainable shops.

**'You had to put a dongle in your iPhone. It was in the Samsung box together with an explanation how to switch from Apple to Android. That was essential to the concerns I had.'**

**'I'd like to try him at the Mediamarkt. Or that the Fairphone is on display at other sustainable shops.'**

#28				Current Phone	Fairphone 3
Nationality	Dutch	City	Murcia	Country	Spain
Gender	Female	Age	18-24	Education	Master's degree
Owning a FP?	Yes, FP3	Greenness	6.50	Heard of FP?	Yes, familiar
1	Fairphone 3 is sooo big				
2	The processor? (bestuuringssysteem) isn't that great. My phone is very new but some apps won't open, apps load very slowly and random errors happen all the time.				
3	-				

### Fairphone impressions

- I think the concept is really cool.

### Conscious consumer

- All my clothes are second-hand.

### Smartphone usage

- My phone was broken. I wanted to buy a durable phone. I didn't really want an iPhone. A refurbished phone is often an iPhone. Then I ordered a Fairphone.
- Didn't really look at the specs on the Fairphone.
- I don't like the phone. Some apps will not open and sometimes the headphones won't work. Sometimes it just shuts down.
- I had some problems at first. They were solved with the customer service. They were very nice and later they even sent me a message how it was going.

### Concerns

- If I'd tested him for a month, I guess I wouldn't have bought him.
- Basically I thought it was a reasonable price compared to other new phones.
- It was weird that I couldn't buy a Fairphone for a while. The FP2 was no longer available and the FP3 was coming.

### Barriers of people around them

- Actually, I'd really like to recommend it, but I have to add that it doesn't really work either.
- People around me want one too, but they're dropping out because of my bad experiences.
- People think he's very big, too. Could have been a lot smaller for me. I think people would like different options.

### Triggers

- They have to work with a phone company with a sustainable branch so that they can take out a lot of bugs.
- FAPHO (instead of FAIRPHONE) on the back, but easy to recognise.

**'People around me want one too, but they're dropping out because of my bad experiences.'**

**'If I'd tested him for a month, I guess I wouldn't have bought him.'**

#29				Current Phone	Xiaomi
Nationality	French	City	Amsterdam	Country	Netherlands
Gender	Male	Age	25-34	Education	Master's degree
Owning a FP?	No	Greenness	5.75	Heard of FP?	Yes, once/twice
1	components quality				
2	Price				
3	Thickness				
Change?	More transparency				

### Fairphone impressions

- Around the time of Phoneblocks.
- I read a French newspaper. Independent newspaper, they did an investigation into the company. I learned about Fairphone by them.

### Conscious consumer

- Boycott Amazon, because how they treat their employees.
- Try to reduce plastics, but in the meantime I still fly.
- I like the Veja sneakers. Their transparency.

### Smartphone usage

- The size. The phones are too big. This one is big, but not that big. Not as big as other phones.
- It was too much to investigate everything while purchasing a new smartphone.

### Barriers

- Price. 450 euros is too much, 300 euros is enough. There are also phones for 150 euros. It is too much. I don't pay that much money for a smartphone.
- It is too big and too heavy to hold. Because of the modularity probably.

### Triggers

- The price for me. Everything else is nice I think. My current phone is just 300 euros.
- Being fully transparent. Fairphone can do as much as they want, but I guess there are still unfair elements. Please present these as well.

**'Being fully transparent.** Fairphone can do as much as they want, but I guess there are still unfair elements. Please present these as well.'

**'The price for me. Everything else is nice I think. My current phone is just 300 euros.'**

#30				Current Phone	Samsung
Nationality	Belgian	City	Rumst	Country	Belgium
Gender	Female	Age	25-34	Education	Master's degree
Owning a FP?	No	Greenness	5.00	Heard of FP?	Yes, familiar
1	I have the idea you need to know a little bit about phone mechanics/electrics to be able to know what is wrong with the phone and how to change it.				
2	Battery wasn't great in the other fairphones				
3	price				
Change?	more information & a slightly lower price				

### Fairphone impressions

- I once did some research on it. On a Facebook group once. That was interesting, but too expensive at the time.

### Conscious consumer

- I think conscious consumption is important, but it should not affect my daily life, for example I am a vegetarian.
- I also try to buy conscious brands, but I also must pay attention to the costs.
- I volunteered for a while.

### Smartphone usage

- She does not know what smartphone model she has today.
- Price and reviews are important while selecting a smartphone. And she bought this phone because it was available.
- She bought the phone without a subscription. She does not want to have an expensive subscription.

### Barriers

- Battery. The FP received very bad reviews because of the battery. They said he couldn't even last a day. The FP3 may be a new model, but I had found too little about it.
- 450 euros is too expensive. Usually my phones cost 250 euros.
- I can't physically grab the Fairphone right now, it's too much money for a phone I don't know much about right now.
- I think FP works with modules. How do you know that something is specifically broken? How do you know which modules to change. And what do you do if there are problems with the software?
- Bad reviews and no test opportunities are the most important barriers.

### Triggers

- Improve the battery.
- Make the Fairphone available at the Mediamarkt and Coolblue.
- I think testing at home is a step too far for me. In the store try the phone first and then take it home to test it further. Ordering online and then testing is more of a sales trick. You then make people feel that they must keep it.

'I think Fairphone works with modules. How do you know that something is specifically broken? **How do you know which modules to change.** And what do you do if there are problems with the software?'

'Make the Fairphone available at the Mediamarkt and Coolblue.'



# Appendix F

## Interview results

### Smartphone usage

#### I. My smartphone is an extension of my arm

Many participants indicated that their smartphone is the most important tool they use in their day to day life. The smartphone helps them to stay connected to the outside world (especially in Covid-19 times) and is the biggest source for information. One participant described the smartphone as her own external memory.

#### II. Having an expensive smartphone is a hassle

Since the smartphone is the most important tool that consumers use, it needs to work properly. Some participants bought a very expensive phone and are afraid to drop their phone. Therefore, some of the participants have an insurance on their smartphone of around fifteen euros a month. However, if they drop their phone, they still need to pay a certain amount of money to cover the costs of the repairs. Other participants had bad experiences with repairing their smartphones since they had to wait for a long time and it was too expensive. One participant, with the newest iPhone, described his fear for taking out his smartphone. He always knows that there is something expensive in his pockets. *'It would be better if I don't have to think about it all the time.'*

#### III. The race for technical specifications is finished nowadays

*'Just like the PC world, the technical specifications just don't matter anymore. In principle, everything will soon be good enough.'* Some participants believed that every smartphone that you buy nowadays has a good camera, high quality display and is fast enough for applications. They believe that the only difference between the smartphones is good and a little bit better.

#### IV. Consumers hear all sorts of myths and fables about their smartphones

Some participants mentioned that they hear all sorts of myths and fables about their smartphone usage. They have for example no clue how to make sure that they recharge their battery correctly. Or they believe that they can only charge their smartphone with the original charger. Next to that, they believe that more megapixels always mean better pictures.

#### V. Consumers rely on their current operator

Whenever they need to purchase a new smartphone, they start by looking which smartphones their current operator offers. They all indicate that there is no need to switch from their current operator. They also like it that they receive their smartphone for free with a new subscription.

#### VI. Lack of storage is often a reason to purchase a new phone

Some participants are annoyed with the fact that their smartphone is full of junk when they just bought one. All sorts of unwanted apps fill the available storage. Some of them wish for a virgin phone without any unnecessary applications from the start. This is a sore point because a lack of storage is often the reason to buy a new phone.

#### VII. Hard to stick to a Digital Diet

Most participants believe that they spend too much time on their smartphone. Most of them start their day with their smartphone, and it is the last thing they see before falling asleep. Some of the participants actively try to reduce their screen time by removing certain (social media) applications or having smartphone-free zones and timeframes. Despite these measures, most of the participants find it hard to stop their smartphone addiction.

#### VIII. Some consumers purchase smartphone brands which are relatively unknown

Even though consumers indicate they do not want to purchase an unknown smartphone brand, some participants mentioned that they recently bought a Xiaomi or an Oppo smartphone. The difference here of course is the fact that these brands have proven themselves in Asia, but it illustrates that consumers can switch from the traditional top smartphone brands like Apple or Samsung.

**'Taking care of your phone is a hassle. It is the most important tool that I'm using, you sometimes do things without thinking too much. Every time I take it out, I'm aware of it. There is something very expensive in my pocket. It would be better if you don't have to think too much.'**

# Appendix G

## Interview results

### Current Fairphone users

This appendix will provide a deeper understanding of the benefits consumers see in Fairphone (G.1). Next to that, an overview will be given of the concerns current Fairphone users had while purchasing their Fairphone (G.2). [Appendix E](#) provides the minutes of the conducted interviews.

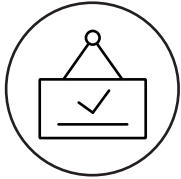
#### G.1 Strengths of Fairphone

Fairphone users are enthusiastic about their purchase and see many benefits in Fairphone. Here are some of the advantages given by the interviewees. These Fairphone strengths may need to be emphasised more to convince other consumers as well.



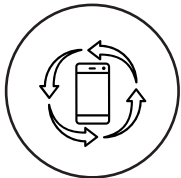
#### I. Finally a sustainable and fair smartphone

What you see is what you get. Many Fairphone users just like the no-nonsense story of Fairphone. They believe Fairphone is a convenient and reliable device. They support the concept and are fans from the start. They believe that the smartphone industry needs to change and they like to advertise their Fairphone to other people.



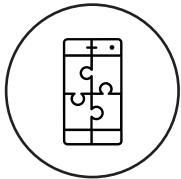
#### II. Openness of Fairphone is much appreciated

Fairphone users appreciate the openness of Fairphone. Because of the personal videos of the CEO and CFO for example, they get the feeling that they know the people behind the company. They also like the fact that Fairphone is a local European smartphone company.



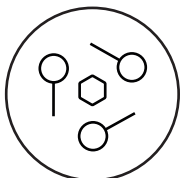
#### III. It is great to repair your own smartphone!

Fairphone users appreciate the fact that they can repair their smartphone themselves. They find it frustrating to get rid of a working smartphone when there is just one issue. They believe it is so annoying that people just replace something because 5% is not functioning anymore. The 10 out of 10 score on iFixit says it all.



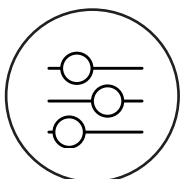
#### IV. Modularity is the future

Consumers really liked the Phonebloks concept in which one was able to build their own smartphone with different modules. Fairphone is the only company left that keeps that idea alive. Fairphone users mentioned that upgrading the camera of their Fairphone 2 was the best thing ever!



#### V. The Fairphone community is great!

Fairphone users are in love with the Fairphone community. Especially the forum is very useful. Fairphone has a great community, inside and outside the forum.



#### VI. Techy users like to be in control of their smartphone

A big reason why many people also use a Fairphone is because of the technical possibilities. It is possible to install stock Android, their own OS on the Fairphone or start developing all sorts of nice features. Fairphone 2 users mentioned that they enjoyed the backport connector of the Fairphone 2 which enables them to personalise their Fairphone.



#### VII. Some users love the personal service of Fairphone

Some consumers are full of praise for Fairphone's customer service. They appreciate that they are easy to reach and that they get to speak to a real person. 'A couple of weeks after they helped me, they sent me a message how it was going.' These users also like the two year warranty. On the other hand, there are some recent users who are less enthusiastic about the customer service. They often must wait a long time and do not get the help they need.

## G.2 Concerns of current Fairphone users

### I. Some users want to show off with their Fairphone, others not at all

Many Fairphone owners really like the fact that their smartphone expresses the fairness of the phone. You will find the logo on both sides of the phone and the transparent back cover reveals the text 'Change is in your hands'. Many users use this to start a conversation with friends and family. However, other participants rather stay anonymous. They do not want to give others the feeling that they also need to purchase a fair smartphone. They prefer a more neutral and subtle version of the Fairphone.

### II. There were many issues with the Fairphone 2

Consumers indicate that they had many issues with the Fairphone 2 which can be identified as a dissatisfier (Johnston, 1995). A long delivery time, bugs, lack of updates and poor battery life were mentioned the most. Some indicated that they have some issues with the Fairphone 3, but less than with the Fairphone 2. Most of the participants share these issues with people around them and this might prevent them from purchasing a Fairphone as well. One of the participants said: *'My partner and my sister also considered buying a Fairphone, but they did not do that because of my hiccups.'* One other participant mentioned that she convinced a friend to purchase a Fairphone. However, he had bad experiences and he purchased another smartphone. She still feels guilty and does not recommend Fairphone so often anymore.

Another participant mentioned that he heard a lot of troubles that other consumers had with the Fairphone 1 and Fairphone 2. When the Fairphone 3 came out, he decided to wait a bit, to wait for their experiences before purchasing one himself.

**'My partner and my sister also considered buying a Fairphone, but they didn't do that because of my hiccups.'**

### III. The Fairphone 3 is way too big

Almost all participants mentioned the size of the Fairphone 3 and that they had a hard time fitting this device in their pockets. One participant mounted a special device on the back of her Fairphone enabling her to hold the Fairphone with one hand. *'We need a Fairphone with the size of a Fairphone 1, but with the specs of Fairphone 3.'*

### IV. Some users are nervous for doing the repairs by themselves

Especially with the first Fairphones, some non-techy users were quite stressed when they had to do their own repairs. *'I'm not a tech freak, so if I have a problem I don't know what to do.'* Another participant mentioned: *'Fairphone 1 was repairable, but not for me.'* There is still some uncertainty regarding the self-repairs. Some consumers wish for a physical service point where they can help them out when they are having any problems. One participant mentioned that Fairphone needs to partner up with SwapFiets and have a service desk at their stores. If consumers order the parts online, they find it annoying that they must wait a couple of days to receive their ordered parts.

### V. Loyal customers feel side-lined through the changed mission

Some fans from the start mentioned that they do not always agree with Fairphone becoming a commercial company. *'Fairphone 2 should have been the last phone.'* Another participant mentioned that she bought the Fairphone 1 for the rest of her life, however this turned out to be different. They feel disappointed that Fairphone is changing its mission, but on the other hand they understand that it is needed. However, they would like to see more transparency and openness about the change of policy. Fairphone should not forget to involve their fans from the start. Listen for example to all the stories posted on the Fairphone forum. *'Either you make sure you have an incredibly good phone that is really a competitor of the latest Samsung. Or stay a mission and tell your story.'*

In order to focus more on the mission of Fairphone, they suggest that Fairphone needs to provide better insights into the actual fairness of the Fairphone 3. Next to that, they are interested in a partnership with a fair service provider. Perhaps Fairphone could partner up with WETell, a green German service provider.

### VI. Make Fairphone even more Fair by boosting recycling

Some Fairphone owners mentioned that Fairphone could improve its recycling program. Nowadays, users must find a way to get rid of their old modules. Fairphone should take responsibility by collecting the old modules. Next to that, one participant bought his Fairphone in a store and was not allowed to hand-in his old phone. There is a need to offer the cashback offer also to consumers that purchase a Fairphone in a store. Moreover, some consumers do have more old smartphones and they would love to hand these in as well.

## VII. It was hard to imagine what it was like having a Fairphone

Some Fairphone owners mentioned that their biggest concern was that they were not able to imagine what it was like to have a Fairphone. Some older participants mentioned that they did not know which functionalities of their previous smartphone were present in the Fairphone. *'I had Android already, but I was not sure if something was because of Samsung or Android.'* They doubted whether some applications really worked on the Fairphone.

Another downside when purchasing was that they could not test the phone. *'I bought the Fairphone 100% without knowing what I would get.'* There is so many things you cannot see from photos, you want to hold it in your hand. Some consumers knew that it was possible to test the Fairphone in telecom shops, but not all of them. Surprisingly, one participant mentioned that: *'If I'd tested the Fairphone for a month, I guess I wouldn't have bought him because of the issues I experienced.'*

## VIII. Update your hardware for new potential customers to increase your impact

Most participants are happy with their Fairphone. *'The phone is already very good, I don't need much gadgets. What there is, is very functional.'* However, some younger Fairphone users still believe that the camera needs improvement. They recommend Fairphone to start with the development of new modules and a Fairphone 4. This would help to attract new consumers. However, be transparent about your future development plans. One participant said: *'If a Fairphone 4 would be released soon, I would think: Shit, I just bought the Fairphone 3 too early.'*

## IX. Mixed feelings about Fairphone as a Service

Fairphone owners believe that leasing a Fairphone would perfectly fit the modularity of Fairphone. Moreover, it will boost the circularity of Fairphone. They could take for example more responsibility for taking back old modules and try to achieve a

return quota of 100%. *'Fairphone should offer a service to make sure that you always have an up-to-date smartphone. Perhaps you can add a subscription with a (green) service provider as well. I would consider it. You just always have a working smartphone in your pocket.'* Fairphone could also incorporate predictive maintenance for a better using experience. On the other side, some Fairphone users are not in favour of the idea. They prefer to just pay at once since they believe that is the fair price. Next to that, they believe that leasing is way more expensive than owning.

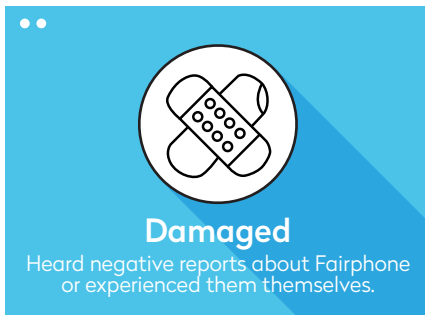
## X. They convinced themselves by just doing it!

Most Fairphone users had some concerns while purchasing one. It was too big, too expensive or the camera quality was not exactly what they were looking for. By asking how they convinced themselves, they mentioned that the fairness was more important than any other requirement. *'I had no choice.'* Or as someone else said: *'I convinced myself by just doing it.'* One participant thought that the price was too high and therefore decided to purchase a second-hand Fairphone 3. Others just accept the fact that it is not the best smartphone in the world, but it is a Fair smartphone. *'I thought I just give it a go. I don't really need the monster high resolutions, that's not what I'm after. I knew that I could not expect the same quality as I was used too.'*

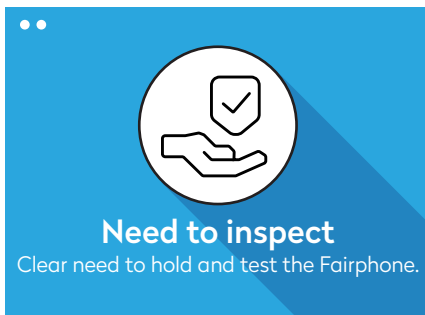
**'I thought I just give it a go. I don't really need the monster high resolutions, that's not what I'm after. I knew that I could not expect the same quality as I was used too.'**

# Appendix H

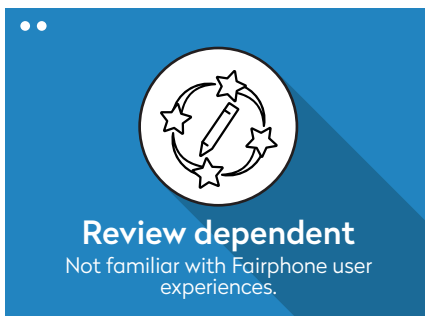
## Barrier cards setup



Consumers gave their Fairphone away  
 Consumers heard negative reviews and experiences  
 Lack of support  
 Limited software security updates  
 Long delivery time  
 No more Fairphones available  
 Technical issues while using the Fairphone



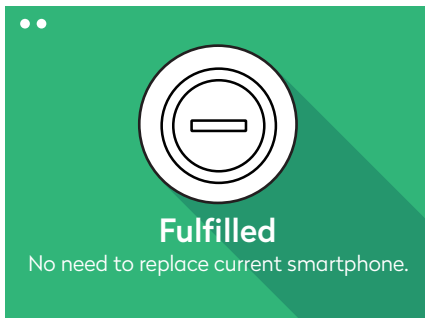
Consumers forget that purchasing a Fairphone is an option  
 Consumers need to test and feel the Fairphone  
 Unknown where to purchase a Fairphone



A lot of research needed before purchasing a smartphone  
 Need for comparison with similar smartphones  
 Need for good reviews  
 No references available  
 Relying on recommendations from others  
 Unknow whether electronics is fair or not



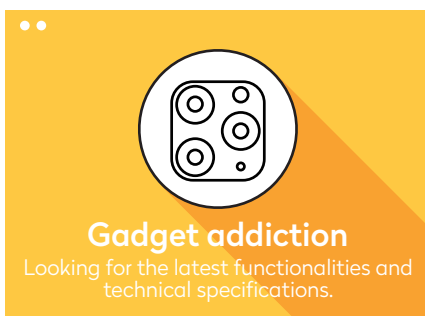
You need to explain to people why you have it



Already receive a smartphone from work  
No need for a smartphone at all  
No need to replace current smartphone  
Smartphone as a present



2-years warranty is too short  
Consumers doubting about fairness of Fairphone  
Consumers doubting the changed mission of Fairphone  
Crucial components are not future proof  
Enough modules/upgrades available in the future?  
Fair smartphones from competitors could be an alternative  
It is expected that the modularity decreases the durability  
More information about fairness is needed  
More information needed about the warranty  
Preference for refurbished phones  
Preference for second-hand smartphones  
Using current phone for a very long time  
Wish to replace core-module



Fairphone lacks the newest technical specifications



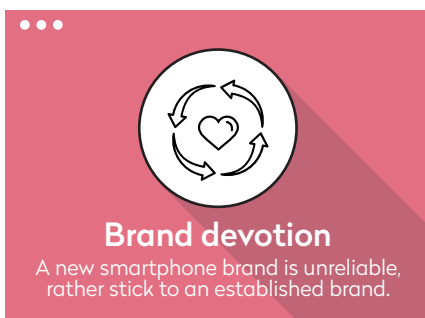
A new phone lasts longer  
Battery life  
Display quality  
Less quality compared to phones in the same price range  
Mid segment processor  
Quality of camera is not enough  
Storage is not enough  
Wish for Dual SIM



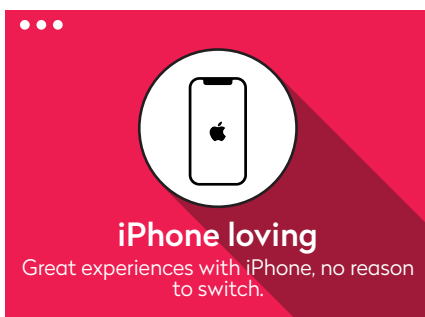
Need for different colours  
Not an appealing design  
The Fairphone is too big  
The Fairphone is too thick



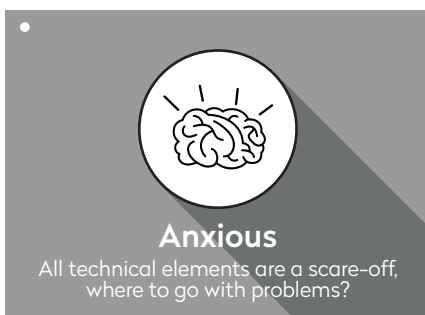
Availability of accessories  
Compatibility with other products  
Used to the compatibility of the iOS ecosystem



Brand name looks and sounds cheap  
Don't want to switch to another brand  
Fairphone is not an established brand  
Feels inferior to existing smartphone brands  
More trust in known brands  
No subscription/service model available  
Not familiar with Fairphone  
Not sure about the quality of the Fairphone  
Teething problems are expected



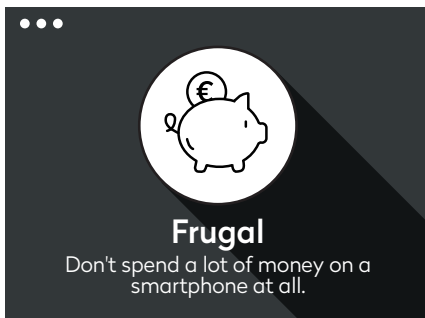
Consumers are not familiar with Android  
Consumers do not like Android  
Used to Apple/iPhone



Afraid to repair their own smartphone  
Need for user-friendliness  
No physical service point  
Where to go with problems?



Not the newest Operating System  
Privacy problems



Modules are too expensive  
Price



# Appendix I

## Prioritisation of Barrier Cards

*This appendix gives an overview of the results of the prioritisation survey as described in Chapter 8.*

#	Card	Market Potential	Urgency	Effort	Newness
1	Damaged	4.2	4.9	5.2	1.1
2	Need to inspect	4.7	4.2	5.2	2.0
3	Review dependent	5.7	5.9	5.1	2.3
4	Anonymous and modest	3.1	2.9	4.8	4.7
5	Fulfilled	4.0	2.9	5.0	2.0
6	Critical about fairness	5.2	5.4	5.1	2.4
7	Gadget addiction	5.6	4.3	6.5	1.8
8	Reasonable specs needed	6.2	5.6	5.9	1.5
9	Dislike design	4.8	3.8	5.6	2.1
10	Ecosystem dependent	4.3	3.4	5.8	3.1
11	Brand devotion	6.1	5.5	6.5	2.5
12	iPhone loving	5.8	3.7	6.8	2.2
13	Anxious	4.5	4.6	4.8	3.3
14	Uncertain of updates	5.0	5.7	3.6	2.7
15	Frugal	5.5	3.9	6.0	1.9

### 1. Damaged

- The negative feedback that some customers have voiced on the FP2 can be a potential barrier to take into consideration the FP3.
- There's a lot of creative things we can do (in-house) around this topic.
- I knew this was already the case, however as our brand awareness is still relatively low, I do not think this should pose a great impact. However, as word of mouth is very important for sales it shouldn't be ignored.
- We should not specifically target this group in my view, instead focussing on consistently improving the quality of our products, as a result a percentage of people might 'step onboard' (again).

### 2. Need to inspect

- We have a clear IDS strategy to increase our retail presence. This would help. I recommended in the past to highlight our retail presence more on our website and other channels.
- It is always important for customers to hold and feel a product before they buy one - especially phones.
- Difficult one, how big is this group? A starting point to

research might be google ads, what is for example the search volume on "Fairphone winkel".

### 3. Review dependent

- Not sure if this is about online reviews/third party reviews by journalists/bloggers, etc or by word of mouth of family and friends. For the first, we have a strategy and activities in place that can definitely be expanded through engaging more influencers/ambassadors.
- It is no surprise that people look at reviews when buying a Fairphone as it is a new phone. More should be done here for sure.
- High prio, is on E-comms radar.

### 4. Anonymous and modest

- This could already be solved by 'toning down' the FP3+ not showing 'change is in your hands' as a bit of a 'pushy' element.
- Should change with Fairphone 3+ as we will have an opaque cover.
- I believe this is a large part of the light-greens that we always talk about - they want to do stuff for the environment, but don't change their whole lifestyle for it.

## 5. Fulfilled

- This is not a question of market potential but of going against our mission. We should never try to convince someone to buy a FP if they don't need a new smartphone atm. The way around this is to make them a Fairphone fan, engage them with great content and 1-2 years down the line, once they need a new phone, Fairphone should be one of the considered options.
- Pushing people to buy a new phone goes against what we stand for.
- How can we start small here from an e-comms perspective? i.e. send me a reminder/alert in X months when I'm ready to buy a new phone.
- It would be interesting to know how big this group is - they are probably easy to win over in the long-term, but then we would need to build trust with them to be considered once they finally do need a new phone.

## 6. Critical about fairness

- Already been recommended in our other research to communicate our impact more clearly and to the point. Where is the impact? What is the impact? Why is a FP more fair/more sustainable? As mentioned before, it's important we start considering refurbished and second-hand phones as competition.
- We stand for Fairness. This is our USP. If people don't believe in the work we are doing, then this needs to be a priority.
- Dark green customers? Per definition hard to convince. FAAS might be interesting to this group.
- Hitting the right spot when it comes to transparency has been our struggle since I have joined the company, so in my opinion this should be treated with high urgency.

## 7. Gadget addiction

- I don't think we should try to appeal to consumers with this barrier.
- We don't have the R&D budgets to maximise this potential.
- People who are looking for tech specs shouldn't buy a Fairphone. Most of these people are not our target group. However, I do believe that our tech specs should reach a minimum requirement (better camera for example).
- High potential but also red ocean... I think though it's important to have this as a persona for us to keep the needs of this large group in mind.
- I don't think we'll be able to reach them any time soon looking at our current R&D capabilities.

## 8. Reasonable specs needed

- This is basically only possible to catch up on with FP4.
- This is almost an impossible task.
- There definitely needs to be a balance between price and specs. Sustainability should be a promise rather than a premium.

## 9. Dislike design

- I have received this feedback at times, however people who put design before sustainability are not our target group....
- Is there an overlap with "anonymous and modest"?

## 10. Ecosystem dependent

- Makes sense. We already have an open bootlog, so in theory people should be able to choose their own operating system...Tough one...

## 11. Brand devotion

- Can we name and shame brands? Don't see there being an easy win here...
- "Fixing" barrier 8 is a first prerequisite to tap into this group.

## 12. iPhone loving

- A large reason of Apples success is brand loyalty... Again name and shame? Increase awareness of issues...

## 13. Anxious

- Tough one... How do we improve this? workshops? demonstrations within stores?
- I think it's important to at least have this persona, because to a certain extent all (potential) customers are anxious. Within this group, it's simply a bit more extreme. Focusing/setting the bar on taking away these people's fears thus covers all less anxious customers.
- This is a very interesting one - I believe we need to shift the focus of our main messaging away from repairability.

## 14. Uncertain of updates

- Biggest market potential here are businesses. Something that needs to be fixed ASAP. We are already transparent, just not good enough in my opinion...
- Easy fix?
- Have mostly heard this from B2B so far, so interesting to see that end-consumers would also like more assurance and insight in our software roadmap; I'd love to see us more transparent about this.

## 15. Frugal

- We can basically not overcome this barrier with our pricing strategy and only one device in our portfolio. I don't think it's worth spending more time on this.
- Almost an impossible task.
- Tough one again as we are not cheap however a total cost overview could help here.
- FaaS could be the longer term solution for this group, though I am curious whether cheapskates are also averse to subscription-like models.
- I don't think we stand a chance to reach them. I also disagree with opportunity statement: "Offer a cheap, low-quality, edition." - Cheap yes, but never low-quality. Quality is the first proposition you need before you can think of anything else.

# Appendix J

## Define

### Marketing personas

*Fairphone aims to appeal to more light green consumers. However, as concluded in Chapter 4, the light green consumer is not just one type of person, but being light green is more a certain characteristic of a consumer. Fairphone wanted and needed to map the target group based on consumer research. They have asked if I can define the target group personas together with some other researchers within Fairphone. This appendix describes how my research led to two personas.*

#### J.1 Goal

Fairphone wants to tap into a new target group, but it is still unclear who exactly these people are. Jochemsen (2015) already introduced customer personas for Fairphone but they were mainly focussed at the first products of Fairphone. Chapter 4 already introduced the concepts of light and dark green consumers. However, the characteristics of a light green consumer are still a bit general. Right now, the target customer of Fairphone has the following characteristics:

- Sustainable and healthy lifestyle
- Open-minded and creative
- Take risks
- 24-35 years old
- Highly educated
- Urban area
- High income

This target group probably applies to any technology company and therefore Fairphone wants a more specific description of their target group. Therefore, the goal is to identify the target group more specifically by means of customer research. This is also important for this project since the final concepts have to match the wishes of this target group. It is important to understand the 'who' in order to determine the value proposition.

#### J.2 Method

The project leader for the marketing personas was Max from the E-commerce team of Fairphone. He and Verena (marketing) have been researching the consumers of the Fairphone 3. They wanted more information about the users of this new device. To collect qualitative information, ten current Fairphone 3 users have been interviewed. These semi-structured interviews were conducted online and took an average of 45 minutes. Max asked the questions and alternately Jan (brand), Verena, Chiel (E-commerce), Sara (E-commerce) and Johan made notes.

This relevant information about current users plus my research on non-users, as described in Chapters 5 and 6, forms the basis for these personas. Three co-creation sessions are organised in collaboration with the brand, marketing and E-commerce team. These sessions started off with filling out the empathy map which is 'a method that assists designing business models according to customer perspectives. It goes beyond demographic characteristics and develops a better understanding of the customer's environment, behaviour, aspirations and concerns' (Osterwalder and Pigneur, 2013). Groups of three people worked on different sets of consumer insights. Through presenting and discussing two personas were created.

#### J.3 Age

At the start of this project the target group of Fairphone was set at 24-35 years old. Because of new insights it has been decided to target the 36-44 years old instead. The following insights were arguments for making this shift.

- 35-44-year olds find the technical specifications less important (6.3%) than younger participants of the survey (16.3%) as discussed in paragraph 5.5.2.2.
- 35-44-year olds find the appearance of the Fairphone less important (6.3%) than younger participants of the survey (20.7%) as discussed in paragraph 5.2.2.2.
- Average age of the Fairphone 3 consumer in Belsimpel stores is 41,95 according to Belsimpel (2020).

#### J.4 Two marketing Personas

Danielle and Nico, the marketing personas will be presented in respectively paragraphs J.4.1 and J.4.2. For both personas we cover the following aspects: demographics, background, shopping behaviour, smartphones and usage, goals, channels, motivations and frustrations. For each persona you will also find a mood board.

#### J.4.1 Danielle (38 years, Paris, Master's degree).

##### Background

Danielle is very selfless and cares a lot about her job, students, family and friends. Living in Paris, she shares an apartment with her partner and son. Her salary enables them to live comfortably but they remain cautious about money and savings due to childcare expenses. She tries to stay fit and healthy but can struggle to find the time to do exercise being busy with everyday things to do. When she has a moment, she might do yoga at home or go for a long walk with friends. Very active within the local community, one of her hobbies is volunteering at a nearby theatre group and even though she is very passionate about it and her job teaching, she is always thinking about her next holiday or adventure.

Never actively looking, Danielle stumbles across documentaries and campaigns about the planet and environmental issues. She can feel overwhelmed when hearing or seeing things about climate change and tries to think about what she can practically do to help but is always unsure how. Her day-to-day activities include adding all food waste to their compost and finds satisfaction in recycling as much as possible.

##### Shopping behaviour

The majority of Danielle's food shopping is either organic produce or vegetarian.

She usually looks to her friends or colleagues for advice or recommendations when shopping for a new smartphone (and any other electronic devices). In general, she does not shop online that often but will search for sustainable products or brands.

For example, if she finds clothing from an interesting brand, she may be comfortable to order it online but will prefer to see and/or try it first in-store. Even though she has experienced issues ordering from smaller brands online, she will generally be patient.

##### Smartphones and usage

Danielle uses an old iPhone SE and spends (at most) two hours per day and will only check messages and personal emails in-between classes. Overall, she feels relatively comfortable using her iPhone (and other technology) but she does not feel devoted to using Apple products.

She only uses a small amount of data and will likely check Facebook or Instagram at home on the evenings. Her iPhone was originally paid for on-contract and has used the same number and network provider since. She likes to use the camera on the phone but prefers to use her separate camera to get better family photos as well as a hobby.

##### Goals

Danielle has been thinking about getting a new smartphone for the past few months as she is constantly frustrated with a low/dead battery, having to make space for new photos/apps and overall slow software. Therefore, Danielle wants to find a new smartphone quite soon that will hopefully last even longer than her current phone.

Danielle definitely does not want to lose a lot of her spare time looking at different smartphone makes and models so she will quickly try to create a short list of options to explore further. She will search for (French) articles comparing the latest smartphone options and simply needs the new phone to just work and allow her to keep using all of her existing apps. However, she would also like to take more photos on her phone so she is really interested in camera quality.

Moving to a new phone should be relatively easy and not have to worry about losing any important personal data like photos. She would prefer to keep her existing number, network provider and monthly costs as low as possible.

##### Motivations

- Danielle is very motivated by advice or recommendations from friends and colleagues but she is also very moved by great storytelling and appreciates when brands are open and honest.
- Seeing the phone in-store and speaking to a member of staff helps reassure her of her decision. It allows her to talk more about the contract(s) and try the phone before buying. She believes she will receive better customer care buying from a local store/partner because it will be much easier for her to get help or even return the product if there is an issue.
- Long-lasting battery and a good camera will be on the top of her list of things to look for when comparing phones.

##### Frustrations

- Seeing so many options is overwhelming and Danielle finds it hard to know how they all really differ and whether or not it will simply fit in her pocket. Too much technical jargon adds to the confusion.
- Her iPhone has felt easy to use and is uncertain about how different Android will be to use and easy to transfer all of her contacts, photos, messages, etc.
- Danielle does not like not knowing if she will be supported if ever experiencing issues.
- Does not like to cause unnecessary waste and would've hope for existing phone to last longer than it has.

##### Channels

- Email (mainly for work but also uses personal for family)
- Facebook (not often)
- Instagram (new to it)





Figure J.1 Moodboard of Danielle. [39-45]

### J.4.2 Nico (28 years, Germany)

#### Background

Nico lives in a small city in Germany which is known for a large population of students. He has recently passed his master's degree in mechanical engineering and currently working part-time as a barista at a local coffee cooperative and part-time digital marketing for a company selling camping equipment. He currently lives in a shared household with two close (and mature) friends. He usually has some money each month to either spend or save but feels like he needs to be careful.

Previous travels around the world has grown his love for the outdoors and photography. Nico has now been vegan for the past two years and spends his spare time playing sports and cycles everywhere. He also loves attending cultural events and will sometimes lend a hand with organisation and promotion.

The barista job makes him passionate about coffee, how it is made, where it comes from and feels that he has a good insight into the industry. If climate change or maybe Apple's latest products appear in mainstream news, he will happily debate with close friends and colleagues.

#### Shopping behaviour

When he is looking for new camera equipment, he will do a lot of research online looking at reviews and comparisons of lens but will also visit a local camera store to try before buying to help make a quicker decision. He will not necessarily buy something he has tried in-store immediately but will take more time to think it over and consider his options.

If he decides to buy online, he hopes that he can return the product hassle-free. He believes that he shops less than the average person online, which include reasons related to delivery, packaging and seeing other's excessive online shopping.

Nico will not buy clothes that often but when he does, he aims to buy organic or vintage clothes from local shops.

#### Smartphones and usage

On some days, Nico can spend up to five hours on his phone, moving between checking Instagram, Reddit and other news via an app. However, he spends his most time watching videos on Youtube.

He only keeps Facebook to stay up-to-date with cultural events and help with promoting. He likes to use Instagram to share his photos especially for the ones he takes on his mirrorless camera.

He listens to music and some podcasts on the move so currently has 5GB monthly data plan and will also download to make sure he does not go over his limit. He likes having a monthly rolling contract so he can be flexible with his amount of data per month, especially if he is thinking about doing more travelling soon.

#### Goals

Nico has realised how many phones he has already owned in his life and become quite annoyed recently with his most recent Xiaomi phone the screen had already broken quite 'easily' within the first six months. After speaking with Xiaomi support, he found that it was quite expensive as well as difficult to repair himself. Therefore, he is looking for a new smartphone that will last and is easy and affordable to repair.

Owning too many phones has also made Nico want to break this habit, do better and not be a part of the problem (adding e-waste) but part of the solution (sustainability). Because of this, Nico wants to see if there is an alternative solution or sustainable smartphone that will still enable him to do everything he does currently on a daily basis (playing music/podcasts/videos).

With a modern smartphone, he expects it to run without many faults or issues and the battery life and camera to be good quality. Nico wants to use his existing SIM and keep the same monthly subscription.

#### Motivations

- When spending a considerable amount of money, he will take his time, do his research and likes to have a clear idea of how he is spending his money and what he is contributing to.
- Regarding new or sustainable brands, he appreciates the brands storytelling and likes clearly understanding how they are unique, why they are fair and honesty about their mission.
- He is passionate talking about the interesting things he has learnt or bought with his friends. For example, coffee-based products and brands in regard to quality and sustainability.

#### Frustrations

- Nico remembers Fairphone after searching for 'sustainable phone' but also vaguely remembers hearing or seeing some bad things about the previous Fairphones.
- He sees a lot of smartphone options with good tech specs and competitive pricing. This makes him a bit confused about what he can get for his money, especially because money is tight.
- Nico is sometimes nervous about buying from brands that are not well known yet and still feel like a concept. This is because he does not like to be the first in his network to be an early adopter as well as the low expectations of poor support or service from the brand.

#### Channels

- YouTube (most)
- Instagram
- Reddit (passively reading)
- Facebook (following events)



Nico



Figure J.2 Moodboard of Nico. [46-52]





Landscape in Katanga, Democratic Republic of the Congo. <sup>[53]</sup>



# Appendix K

## Develop

### Inspiration from similar companies

To kick-off the ideation phase, similar companies have been looked into. This appendix provides an overview of the inspiration gathered from a desk-research and one-on-one interviews. Research has been conducted on Tony's Chocolonely and MUD Jeans. Moreover, Marieke Eyskoot has been interviewed to discuss her book 'Dit is een Goede Gids'. This appendix is purely for inspiration and no value is attached to certain ideas yet.

#### K.1 Goal

Chapter 8 described the different barriers consumers could have for not purchasing a Fairphone. The second phase of this project will be about finding solutions to trigger these barriers. What should Fairphone do in order to overcome these barriers? Since Fairphone is not the first company selling green products, it might be interesting to learn from similar organisations. They also experience(d) all sorts of barriers of consumers and perhaps they found an interesting solution to overcome these barriers. Therefore, the goal of this chapter is to gain inspiration from similar green companies on how they trigger(ed) certain barriers of consumers. Similar companies are companies working towards reduced inequality, lower levels of poverty and a healthier environment. First a short introduction to the companies will be given.

#### K.1.1 Tony's Chocolonely

Founded in Amsterdam in 2005, Tony's Chocolonely started of producing and selling chocolate. Their mission: together we'll make 100% slave free the norm in the chocolate industry (Tony's Chocolonely, n.d.). Their biggest market today is the Netherlands, but their chocolate bars (Figure K.1) are also on sale in Belgium, Denmark, Finland, Germany, Romania, United Kingdom, Sweden and the United States. In the

Netherlands Tony's market share was 19% in 2018, which means they sell the most chocolate bars in the Netherlands (Tony's Chocolonely, 2019). Insights gathered from Tony's Chocolonely will be discussed in paragraph K.2.

#### K.1.2. MUD Jeans

Established in 2012 with their 'MUDquarters' located in Laren (NL), MUD Jeans aims to make good quality, ethical jeans available to more people (MUD Jeans, n.d.). They produce sustainable and fair-trade certified jeans (Figure K.2) and follow the principles of the circular economy. The main concept of the company is to lease its jeans to customers which is called Lease A Jeans. In 2018 MUD Jeans sold 25.000 jeans. Insights gathered from MUD Jeans will be discussed in paragraph K.3.

#### K.1.3 Dit is een Goede Gids

Marieke Eyskoot is a sustainable fashion and lifestyle expert. Her modern handbook 'Dit is een Goede Gids' is filled with practical and positive tips on sustainable fashion, food, home, work and leisure (Figure K.3). Marieke is sometimes referred to as the sustainable fashion expert of the Netherlands and Benelux. Insights gathered from 'Dit is een Goede Gids' will be discussed in paragraph K.4.

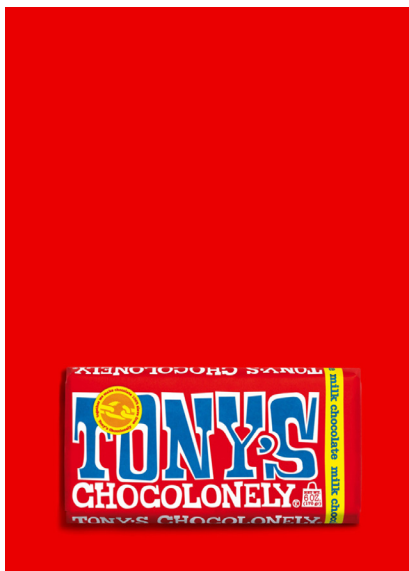


Figure K.1 Tony's Chocolonely. <sup>[54]</sup>



Figure K.2 MUD Jeans <sup>[55]</sup>



Figure K.3 'Dit is een Goede Gids'. <sup>[56]</sup>

## K.2 Tony's Chocolonely: Interview with Eva Gouwens

Teun van der Keuken, a Dutch Journalist, read a book about child slavery on cocoa farms in West Africa. He was shocked. He decided to eat a couple of chocolate bars and turn himself in as a chocolate criminal as part of the Keuringsdienst van Waarde, a well-known Dutch television program. This was an eye-opener for many consumers at that time and Teun received a lot of media coverage. Large corporations were not interested in producing a slave-free chocolate bar, so he decided to lead by example. The first Tony's (Teun) chocolate bar was born in November 2005. Eva Gouwens, former first lady of Tony has been interviewed. A transcript of this interview can be found in [Appendix L](#).

*'We didn't want to convince people to buy this bar by telling them there is so much wrong in the industry. We just wanted to produce a super-interesting product that really stood out.'* Tony's had a vision to produce a revolutionary product. Every other chocolate bar at that time had a brown wrapping paper with a lot of cocoa and chocolate printings. Tony's wrapper was made out of bright colours with enormous clumsy characters. Moreover, the chocolate bar was quite chunky compared to the industry standard. The bar was completely different and stood out. In 2007 they decided to change the slogan from '100% slave free' to 'on the way to 100% slave free chocolate' because they found out that a lot needs to be accomplished before chocolate is really slave free. Inside the wrapping of the bars, they explain their way towards making all chocolate 100% slave free.

*'The main goal of Tony's was to let consumers try their chocolate at least once.'* Consumers had to become familiar with it. Tony's was available in the supermarkets and launched supermarket campaigns. Another important element was the fact that a Tony's chocolate bar was a price for the 'Nationale Postcode Lotterij'. This way, a lot of consumers were able to try out the chocolate. Moreover, Tony's employees were also invited to lecture various classes. They did not want to get paid for such a lecture, but they asked the organiser to buy two bars for all attendees. One for themselves and one to give away.

The launch of the caramel sea salt bar was also decisive. *'Consumers just wanted that bar because of that specific taste. Only later they found that it was also a 'Fair' bar.'* That is what they wanted, making chocolate bars with which people fell in love with.

The switch to unequally divided bars in 2012 also caused a lot of commotion. Tony's made this decision since they believed that it makes no sense to produce equally divided chocolate bars when the chocolate industry is perpetuating social inequality in the world. Many consumers started to complain, but Tony's had a solid response ready. They sent a bar to everyone who was complaining about the unequally divided bar with the following message: 'could you please get used to this, because children in the cocoa industry also have to get used to an unequal world.' And of course, they also got one extra bar for sharing.



**Eva Gouwens** <sup>[57]</sup>  
Former First Lady of  
Tony's Chocolonely

**'We just wanted to produce a  
super-interesting product that  
really stood out'**

Many companies wanted to associate with Tony's and they used their bars as business gifts. Tony's enabled companies and consumers to design their own bars and wrappings. And they even started a Tony's Super Store where consumers are welcome for a good conversation about Tony's mission whilst enjoying some chocolate.

Tony's also started to organise the annual Tony's Chocolonely FAIR. An event with serious talks by inspiring speakers, lots of good food and at night smashing performances by artist who support Tony's mission.

Tony's open chain is an open source platform where chocolate making companies can join in to change the norm in the industry. Other chocolate companies can partner up and receive a Tony's certification.

### K.2.1 Inspirational insights

A smartphone is completely different from a chocolate bar, but their story has some inspiring elements which could be of interest of Fairphone:

- Use national television and documentaries to show the issues in the industry and to create brand awareness
- Make a product that stands out. Consumers should be interested in the product first, finding out later that this product is also fair.
- Find ways to let everyone try out your product.
- The threshold becomes much lower for many consumers if you can get a Fairphone through your company.
- You do not always have to follow the customer's wishes, just let them get used to your product.
- Make it easy for companies to associate with you.
- Let consumers and companies personalise their products.
- Set up a certification for other companies. For example, this Tesla car has FairGold.
- Make more use of your current customers.





Tony's FAIR, annual event for Tony's fans.



Explanation of Tony's mission inside the wrapper.



Design your own wrapper and bar.

Tony's open chain. Other companies joining the change.

Enabling consumers to share a Tony's bar.



Tony's superstore in Amsterdam.



Figure K.4 Inspiration from Tony's Chocolonely. [58-63]

### K.3 MUD Jeans: Interview with Bert van Son and Danique Gunning

30 years of experience in the fashion industry made Bert van Son realise how dirty and unfair this industry is most of the time. He has seen the factories and witnessed that life for factory workers is extremely demanding (MUD Jeans, n.d.). He decided that something had to change and that is when MUD Jeans started in 2013. I had the opportunity to interview Bert van Son, founder and CEO of MUD Jeans. The transcript of this interview can be found in [Appendix M](#). Moreover, Danique Gunning has been interviewed. She is the marketer for MUD Jeans and the transcript of this interview can be found in [Appendix N](#).

*'The biggest barrier for consumers is undoubtedly finding the correct size. (DG)'* When buying jeans online, consumers find it difficult to estimate what size they need. MUD Jeans copied the home-try of Ace & Tate, but they experienced that it is unaffordable nowadays. *'The administration is too much of a hassle, our stock was all over the world. (BS)'* That is why they had to come up with new ideas. *'We started our live chat, which works very well. Consumers ask for advice, we provide them with the right feedback. (DG)'* Consumers need some confirmation, and a live chat really helps. Moreover, they developed an online 'fit-tool' where consumers need to fill in some information about themselves. This tool provides a personal advice for every jeans. Despite these ideas, it is still a threshold for consumers. *'We might also want to put a fit-kit in some places. (DG)'* Another idea is to partner up with carrier companies to find a new home-try concept where the deliverer waits until the jeans fit the customer.

Another barrier may be that people do not think it is cool enough. *'That's why we collaborate with influencers and we're going to do a shoot with Jennifer Hoffman soon. (DG)'* Social media is important for fashion. MUD Jeans also launched The Ambassador Program. They invite their customers to join this program by engaging with simple tasks like uploading a picture or using MUD Jeans in a presentation. As a result, consumers can enjoy special offers, get a MUD Jeans T-shirt or stand a chance to win a trip to one of the factories. *'We now also have the #ISAVED campaign that's catching on well through our ambassadors. (BS)'* *'Without having pushed this program very hard, we now have many people participating. (DG)'*

MUD Jeans also hosts a lot of webinars and they collaborate with many other B Corps like Doppler, Yoni, Greenchoice and Tony's. They do a lot of co-promotions. *'We're in for a promotion together, but we don't get an answer from Fairphone. We have 40.000 followers on Instagram, we can take a nice picture with the back pocket of a MUD Jeans with a Fairphone sticking out. (BS)'* MUD Jeans also cooperates a lot with restaurants or hairdressing salons where they use their products.

They are also planning a launch per city soon. Just like SwapFiets did. Moreover, they have been working on the



**Bert van Son** <sup>[64]</sup>  
CEO  
MUD Jeans



**Danique Gunning** <sup>[65]</sup>  
Marketeer  
MUD Jeans

### 'It's ridiculous that I'm walking around with my iPhone. (BS)'

traceability of material. *'There's a yarn in each pair of pants with a piece of DNA in it. As soon as we recycle it, it remains in it, so you can see which old pants were in it when you get a new pair of pants. (BC)'*

I was also interested in Bert's opinion of Fairphone. He explained that he worked a lot with Triodos and when he called them, it happened that they had issues with their smartphones and that they had to cancel the call. *'They would say: Ik heb een Fairphonetje, I'll call you back. (BS)'* He heard negative experiences of consumers with a Fairphone, but nowadays he believes the Fairphone 3 is a good smartphone. *'I do have my organic cotton underpants from A-dam underwear, my organic polo shirt from Cotton Fair, my Veja shoes, my socks from Qnoop and I drive an electric car, but I don't have a Fairphone. It's ridiculous that I'm walking around with my iPhone. I would really like to use it, especially the Fairphone 3. (BS)'*

#### K.3.1 Inspirational insights

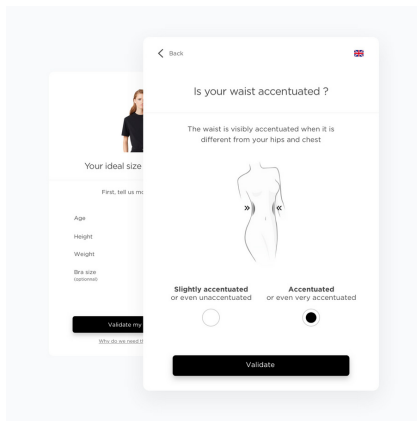
A smartphone is completely different from a pair of jeans, but their story has some inspiring elements which could be of interest of Fairphone:

- Set up a leasing program for Fairphone. Fairphone as a service.
- Collaborate with similar green companies and set up co-promotions. Start with MUD Jeans, they are excited about it!
- Organise webinars with interesting discussions.
- Try doing a campaign aimed at one city. A launch per city for example.
- Set up a major ambassador program.
- Make Fairphone merchandise available.
- Set up a 'Fit test' to provide consumers with personal advice.
- Enable a live chat on the website of Fairphone.
- Traceability for materials inside the Fairphone. Enable consumers to find out where the materials come from.





Ambassadors program is a big success.

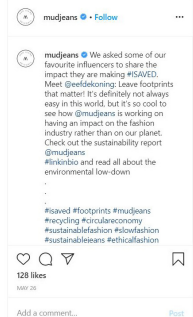
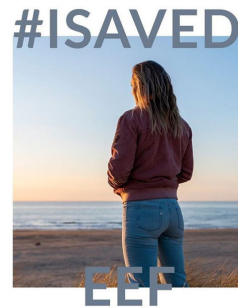


Fitting tool integrated in the webshop.

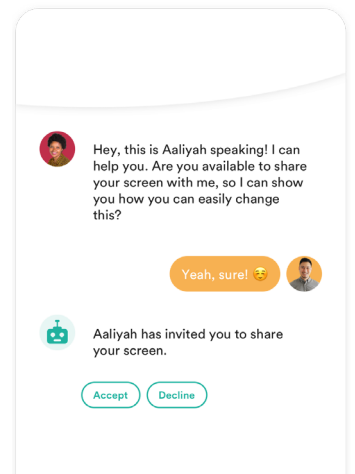
MUD Jeans merchandise.



#ISAVED influencer campaign.



Live chat on the website of MUD Jeans.



Different colours available.



Collaborating with many other green initiatives.



Figure K.5 Inspiration from MUD Jeans. [66-72]

#### K.4 Dit is een Goede Gids: Interview with Marieke Eyskoot

Marieke Eyskoot is a sustainable fashion and lifestyle expert. She is a fervent advocate of conscious living. Her modern handbook 'Dit is een Goede Gids', is filled with practical and positive tips of fashion, beauty, food, home, work and leisure. It proves that living the green way is fun and doable. Her book is inspiring and I had the chance to interview her. The transcript of this interview can be found in [Appendix O](#).

*'For almost everyone, as soon as they think sustainably on one aspect of their life, they start asking questions about other aspects of their life.'* Marieke believes that sustainable clothing, for example, can be a stepping-stone to more. That is why she wants to show, among other things, that sustainable clothing is just normal and fashionable.

When I asked Marieke about the biggest barriers for buying green products, she told me about the wrong way industries are set up. *'Everyone is playing very much into the fact that we always have to feel that we're not good enough and that we don't belong. Especially when we don't buy a certain product, or don't look in a certain way.'* Somehow companies manage to convince us we need something new again. *'We're all stuck in this model. We just think it's important that a product is new to make sure we fit in. Other purchase aspects are lost such as the possibility of repair or the real need for a certain item.'* The weird thing is that we are all just in on this. *'A lot of things that are natural to us like sweating, wrinkling and certain body shapes are transformed by the industry into a taboo to sell their products.'*

A new standard is needed and that is why Marieke also strongly believes in sustainable companies and really considers them as a countermovement. She encourages these companies to be different and to promote differently. *'If I had a brand, I'd say things like: 'What other brands want is just that you buy something to make yourself better.'* Show that you want to change the industry and show how other companies are part of the problem and not part of the solution. *'But also, show that you're not quite perfect yet.'*

Take for example Billie, a body brand with razors in their product portfolio. *'They say, 'Feel free to grow hair wherever you want and don't let anyone tell you growing hair is wrong'. However, if you do decide to take your hair away, do so with our razors. We're not shaming hair. We're here to remove the taboo and change the industry.'* Billie also noticed that women were overpaying for razors in the industry, often referred to as 'Pink Tax'. A great example of a company that addresses the current issues in the industry while offering an alternative.

Talking about Fairphone, she mentioned that the bad reputation of Fairphone might be an enormous barrier for many consumers. *'Fairphone, of course, suffers from a bad history it seems. I sometimes hear: If something is wrong, it could be because I am calling with a Fairphone.'* She mentioned



**Marieke Eyskoot** <sup>[73]</sup>  
Author of  
'Dit is een Goede Gids'

**'I sometimes hear: If something is wrong, it could be because I am calling with a Fairphone.'**

that Fairphone really needs to pay attention to this. Be open about your mistakes and show that the Fairphone 3 is a decent smartphone nowadays.

Another company that she mentioned was Goat Organic Apparel. A brand that not only sells products but organises activities as well. *'They try to use the brand as a vehicle to do campaigns with other people.'* They for example set up meetings where consumers go to a supermarket and leave all the packaging after checking out. They clean up different parts of the cities or they organise happiness weeks. *'It's not just a brand, it's a movement.'*

##### K.4.1 Inspirational insights

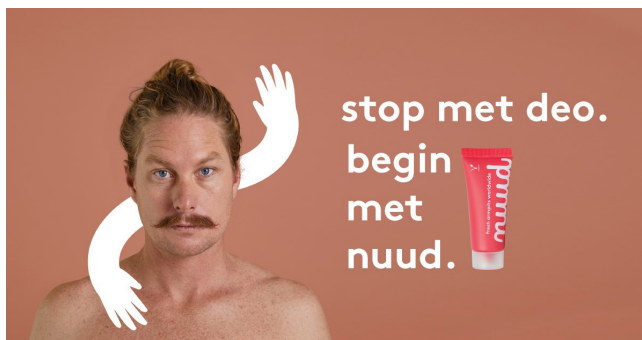
Based on the interview with Marieke Eyskoot and her modern handbook 'Dit is een Goede Gids', the following inspiring elements could be of interest of Fairphone:

- Focus on consumers who are trying to be conscious in another aspect of their lives.
- Show that if you are not part of the solution, you are part of the problem.
- Blame the industry.
- Name malpractices of other companies in the smartphone industry.
- Be a bit more aggressive in your communication.
- Be open and transparent about the problems with the Fairphone 2.
- Show that you learned from Fairphone 2 and that the Fairphone 3 is a decent smartphone.
- Make Fairphone a movement.
- Organise activities, use the brand as a vehicle to make your statements.



Patagonia joins global climate strikes.

Billie putting body hair on the big screen.



Oatly is challenging the status quo.

Nuud challenges you to change your habit.



Yony emphasises the problems of other tampons.

Goat asking their GoatGang to send an email bomb to the Dutch government.

Figure K.6 Inspiration from Marieke Eyskoot. [74-79]

## Appendix L

# Interview with Eva Gouwens Tony's Chocolonely



**Eva Gouwens** <sup>[53]</sup>  
Former First Lady of  
Tony's Chocolonely

### Hoe hebben jullie de consument overtuigd dat de chocolade industrie verkeerd bezig is?

- Tony's is opgericht door de Keuringsdienst van Waarden. We begonnen dus met een programma op de nationale televisie en dat werd veel bekeken. Teun van der Keuken haalde gewoon heel veel media-aandacht en dat werd heel breed opgepakt. We begonnen dus met een groep mensen die al vrij bewust waren van de problemen in de chocolade industrie.
- Onze aanpak was: We hoeven geen mensen te overtuigen dat ze de reep moeten kopen omdat er zoveel mis is in de industrie. We wilden gewoon een superinteressant product neerleggen die super erg opviel. Een dikke/chunky reep met een lekkere grote hap. De wikkel was totaal anders, geen bruine cacao afbeeldingen maar een reep met clownsletters. Geen bruin, geen chocolade een totaal andere reep in dat schap leggen.
- En we kregen heel veel aandacht voor de ongelijk verdeelde reep. We wilden dat consumenten aan een stukje chocola konden zien of het een Tony's reep was.
- Consumenten hadden allereerst wel veel op te merken over een ongelijk verdeelde reep. Maar door al die klachten kwam er wel discussie, en toen begonnen wij in de reep uit te leggen waarom we het deden.
- Iedereen die wat had te klagen, stuurde we nog een reep op met de vraag of ze eraan konden wennen, want kinderen in de cacao-industrie moeten ook wennen aan een ongelijke wereld. En ze kregen nog een extra reep om uit te delen.
- Dit leverde veel publiciteit op in tijdschriften en noem maar op.
- Het voordeel van chocola is natuurlijk dat je het heel makkelijk kunt uitdelen, het is niet zo duur.
- De launch van de karamel-zeezout was ook heel bepalend. Men wilde per se die smaak en men kwam er later pas achter dat hij ook 'Fair' was. Toen werd het dus eigenlijk precies andersom.
- Tony's heeft ook echt voor een verandering gezorgd in het schap.

### Wat zijn de grootste redenen voor consumenten om niet voor een Tony's reep te kiezen? En hoe proberen jullie deze aan te pakken?

- Een reep kost maar 3 euro, dus niet te vergelijken met duurdere producten zoals een telefoon, maar hij was inderdaad wat duurder dan andere repen.
- We deden gewoon mee aan de 'Bonus' acties van supermarkten.

- De crux voor chocola was dat mensen het een keertje geprobeerd moesten hebben.
- Dat deden we door het uitdelen van de chocola, we waren bijvoorbeeld ook een prijs in de postcode loterij. Dus iedere maand gingen er heel veel repen door het land heen.
- Heel veel geïnvesteerd om mensen een keertje kennis te laten maken met de reep.
- Ook bedrijven kunnen hun eigen wikkel maken, personaliseren. Dat was wel iets waar bedrijven zich mee wilden identificeren.
- We hebben ook heel veel voor groepen mogen spreken, we wilden dan niet betaald worden, maar de organisator moest voor iedereen in de zaal twee repen kopen. Eén voor jezelf en één om te delen.
- Alles was er opgericht om mensen een keer die reep te laten ervaren.

### Wat zou Fairphone kunnen leren van Tony's?

- Wel eens over nagedacht om van chocola modules te maken, maar Fairphone is zo'n andere markt dan chocola.
- De drempel is zoveel hoger om een nieuwe telefoon te kopen dan om een keer een reep chocola te proberen.
- Wat ik mee wil nemen is dat bij Tony's de klanten de marketeers zijn. Je moet zorgen dat je de huidige gebruikers in staat stelt om nieuwe gebruikers aan te trekken. Je moet ze echt helpen om ambassadeurs te zijn. Geef ze kortingsbonnen, materiaal om te delen, een telefoon waar je makkelijk mee kan showen.
- Er zijn veel meer barrières dan alleen maar het proberen en testen.
- Tony's komt echt van heel veel kanten bij de consument. Winkel, cadeautjes, beurzen etc.
- Tony's is ook begonnen met de wereldwinkels, en de Fairphone heeft zelfs ook een tijdje bij de wereldwinkels gelegen.
- Fairphone is zo veel meer verspreid over Europa dan Tony's. Misschien zou wat focus wel heel goed zijn, dat we ons alleen focussen op Duitsland en Nederland in plaats van heel Europa.
- Een demo telefoon kost gewoon veel geld, maar een chocoladereep misschien maar 1 euro. Dat zijn wel grote verschillen.
- Maar inderdaad, consumenten moeten het vaker tegenkomen en ze moeten het ook horen van mensen die



ze vertrouwen. De drempel moet lager worden om het een keer te proberen.

### Samenwerking met andere groene bedrijven?

- Toen ik wegging bij Tony's was Fairphone niet echt een bedrijf waar je heel graag geassocieerd mee wilde worden. Tony's was destijds echt niet bezig met een samenwerking met Fairphone.
- Er was wel samenwerking tussen de people teams en de impact teams en er is ook nog wel contact, maar ik heb nooit gevraagd of ze reclame willen maken voor ons. Ze maken nooit reclame voor andere bedrijven, dus ook niet voor ons.
- We hebben wel veel gesproken met Lush, maar die zochten uiteindelijk Tablets om te gebruiken in hun winkels.
- We waren ook eerst heel streng om geen Fairphones weg te geven als prijs voor verschillende evenementen, maar daar zijn we nu wel weer wat vrijer in geworden.
- Maar ook daar merk je dat het weggeven van chocola, zeep of een spijkerbroek zoveel makkelijker is dan een telefoon. Een telefoon is zo belangrijk voor veel mensen.
- We proberen wel met Triodosbank en ASN-bank, bevriende bedrijven, meer mensen te bereiken. Alleen zie je dat de verkoop op dat soort acties gewoon laag is, want mensen blijven barrières ervaren. Maar we moeten het wel blijven doen, ook al gaat er heel veel tijd in zitten.
- We moeten bij Fairphone meer naar, wie hebben we al en hoe kunnen zij meer reclame voor ons maken.
- De drempel wordt voor veel consumenten ook veel lager als je een telefoon via je bedrijf kunt krijgen. Veel bedrijven willen geassocieerd worden met Tony's en dit geldt ook voor Fairphone.

### En hoe zit het met FAIR events?

- Er is altijd een discussie waar dit moet gebeuren. Voor Tony's was dit vrij duidelijk omdat Nederland de grootste afzetmarkt is. Voor Fairphone ligt dat anders omdat we verkopen in heel Europa. De Fairphone 3 is bijvoorbeeld ook aangekondigd in Berlijn.
- Ik zou dolgraag een keer een 'Fair' willen organiseren, maar vergis je niet hoe veel geld dit kost. Maar ik denk wel dat de tijd er nu wel rijp voor is.
- Nu heb je een telefoon waar je geen gedoe meer mee hebt, je kunt hem nu als gebruiker gelukkig vrij verkopen en aanraden aan mensen om je heen. Nu is de tijd dus veel beter voor zo'n event.
- Voor Tony's was het eigenlijk wel een absurd groot feest voor mensen die toch al betrokken waren bij Tony's. Ik durf wel te stellen dat de Fair van Tony's een onwijs leuk feest, maar het zorgt niet voor extreem veel naamsbekendheid.

### Kan je wat meer vertellen over hoe Tony's samenwerkt met bedrijven als Nestlé en Mars?

- Tony's werkt zo veel samen met dit soort andere bedrijven, dat dit gewoon allemaal afgesproken is van tevoren. Er is een goede samenwerking tussen die bedrijven bijvoorbeeld. En dit is echt een kracht van Tony's.
- Ook veel mensen die bij Tony's zitten hebben ervaring bij Nestlé en Mars etc.
- Patagonia, is bijvoorbeeld veel meer activistisch. Zij zijn wat 'bolder' in hun communicatie.
- Binnen Fairphone worden we steeds beter in coalities bouwen.
- We waren eigenlijk helemaal nog niet zo ver als een Patagonia of een Tony's omdat we gewoon veel problemen hebben gehad met eerdere Fairphone's en levertijden.
- We gaan nu misschien starten met hele grote autobedrijven in het gebruik van Fair-kobalt. Maar we zijn nu aan het bepalen of we dit wel onder de Fairphone vlag doen of niet.

**'De crux voor chocola was dat mensen het een keertje geprobeerd moesten hebben.'**

## Appendix M

# Interview with Bert van Son MUD Jeans



**Bert van Son** <sup>[64]</sup>  
CEO  
MUD Jeans

### Wat is de grootste barrière voor de consument om een MUD Jeans aan te schaffen?

- Dat zijn er meerdere, we hebben hier onderzoek naar gedaan. Hiervoor moet je Danique eens een keer spreken.
- Naamsbekendheid is belangrijk. Levi's bestaat al 150 jaar, dan weet je als consument wat je krijgt.
- Waar is het allemaal te koop? Dat is er ook een.
- Mensen willen een broek passen. Het is een moeilijk artikel om online te kopen. Je hebt dus veel paslocaties en winkeliers nodig. Die hark je langzaam een voor een binnen. Je moet ze namelijk overtuigen om ons merk te verkopen, maar dan gaat er een ander Jeansmerk uit.
- Ondoorzichtigheid over duurzaamheid, alle andere merken roepen maar wat. De consument is vrij lui en is er al snel blij mee. Een consument blijft soms bewust onbekwaam.
- Vergis je niet, er zijn duizenden Jeansmerken. Zoveel meer dan bij elektronica.

### Hoe laat je zien dat de industrie verkeerd bezig is en jullie wel goed bezig zijn?

- Door Social Media kanalen.
- Webinars.
- En het belangrijkste is ons sustainability report. Hier loopt nu ook onze influencer campagne voor. Die campagne heet #ISAVED. Dat zijn manieren om dit te uiten.
- Je bereikt hier alleen wel vaak mensen mee die MUD Jeans al kennen.
- Wij hebben per broek minder marge dan andere partijen, en dat steken zij allemaal in marketing.

### Zijn jullie bewust bezig om bestaande klanten echt ambassadeurs te maken?

- Ja dit kan heel makkelijk op onze website door naar 'get rewarded' te gaan.
- Met een foto op Instagram kan je al een T-shirt winnen, maar je kunt ook heel veel andere dingen doen.

### Hoeveel mensen kopen eigenlijk via de webshop een Jeans in verhouding met winkels?

- 45% van de omzet gaat via de webshop, andere 55% gaat via 300 winkeliers in 30 landen. Maar via de webshop maken we natuurlijk een betere marge.
- Leasen gebeurt nu alleen nog via de webshop. Dit gebeurt in de helft van de gevallen.
- Maar we willen nu ook de mogelijkheid gaan aanbieden om het leasen te starten in de winkels.

### Jullie bieden ook een repareerservice aan voor het eerste jaar, wordt daar veel gebruik van gemaakt?

- We leveren hoogkwalitatieve broeken, dat is onderdeel van onze duurzaamheid, dus die gaan niet zo snel kapot.
- We doen het nu alleen voor de leaseperiode. Maar het is voor ons heel kostbaar. Bij een reparatie ben je je complete winst van die broek alweer kwijt.
- In Laren hebben we nu een fysiek service punt, maar die kant willen we niet echt op.

### Hoe bevalt de home-try?

- Dat doen we niet meer, dat is administratief niet haalbaar, maar ook omdat het logistiek te veel gedoe is. Onze voorraad lag over heel de wereld en dat was gewoon niet haalbaar.
- Als ze het willen passen kunnen ze ons fit-tool gebruiken online. Daar moeten mensen een aantal vragen invullen en dan krijgen ze persoonlijk advies.

### Traceerbaarheid van materialen, hoe ziet dat eruit?

- In elke broek komt een garen met een stukje DNA erin. Zodra wij hem recyclen, blijft dat erin zitten en kan je dus bij een nieuwe broek zien welke oude broek erin zat.
- Je kunt dan zien dat er een oude vezel in je nieuwe broek zit.
- Dit doen we om zo transparant mogelijk te zijn.
- Wij zijn niet echt van de keurmerken omdat daar heel veel mee wordt gesjoemeld.
- We geven ook veel webinars, daar kan je gewoon je vragen naar toe sturen. Veel studenten doen daaraan mee.

### Gebruik jij een Fairphone?

- Goeie vraag, ik heb met Eva en Bas gesproken, en ik wilde graag iets samen beginnen. Maar ze antwoorden niet.
- Ik heb wel mijn biologische katoenen onderbroek aan van A-dam underwear, mijn biologische polo van Cotton Fair, mijn Veja schoenen, mijn sokken van Qnoop en ik rijd een elektrische auto, maar ik heb geen Fairphone.
- Ik zou hem heel graag willen gebruiken, helemaal de Fairphone 3.
- Ik heb wel veel samengewerkt met Triodos bijvoorbeeld, en als ik hen dan belde dan namen ze op en zeiden ze: 'ik heb nu even een Fairphonetje'. En dat betekende gewoon dat hun telefoon het even niet deed.

- En ik ben super afhankelijk van mijn telefoon, dus ik wil niet de kans lopen dat mijn telefoon niet werkt.
- In Frankrijk zijn ze ook nog razend omdat Fairphone het kwalitatief niet redt.
- We willen nu eigenlijk met het hele bedrijf Fairphone gaan gebruiken, en dat Fairphone dan in onze broeken gaat lopen. Het is namelijk belachelijk dat ik rondloop met mijn iPhone.

#### Werken jullie met veel andere bedrijven samen?

- Wij werken met Dopper samen.
- We werken ook met Greenchoice samen, als mensen overstapten kregen ze een gratis MUD Jeans cadeau.
- Aan het begin zaten de Veja schoenen bijvoorbeeld ook niet goed. Dan droeg ik ze gewoon nooit.
- We kunnen echt een leuke actie samendoen. Wij zijn enorm in voor een actie, maar krijgen geen antwoord van Fairphone. Wij hebben 40.000 volgers op Instagram, we kunnen wel een mooie foto maken met de kontzak van een MUD Jeans waar een Fairphone uitsteekt.
- We werken veel samen met Tony's Chocolonely. Binnenkort geven we weer samen een webinar.
- Voor duurzame producten geldt het volgende. Je kunt als consument nog wel over de prijs heen stappen, maar de kwaliteit moet wel echt kloppen.
- Wij hebben ook contact met SwapFiets. Een idee is bijvoorbeeld dat per fiets die je least we een optie bieden dat je ook een jeans kunt leasen.

**'Ik heb wel veel samengewerkt met Triodos bijvoorbeeld, en als ik hen dan belde dan namen ze op en zeiden ze: 'ik heb nu even een Fairphonetje'. En dat betekende gewoon dat hun telefoon het even niet deed.'**

## Appendix N

# Interview with Danique Gunning MUD Jeans



**Danique Gunning** <sup>[65]</sup>  
Marketeer  
MUD Jeans

### Wat denk je dat voor mensen een grote barrière is om een MUD Jeans aan te schaffen?

- Mensen weten niet welke maat ze hebben wanneer ze een broek online kopen.
- We hebben ook veel kritische consumenten die precies willen weten hoe het in de fabrieken en dergelijke zit, maar ik weet niet helemaal of dit echt een barrière is.
- Een belangrijke is denk ik ook vertrouwen. Klopt het wat wij zeggen? Maar we krijgen eigenlijk altijd terug dat mensen bij ons zeker weten dat wat wij zeggen klopt. Dus misschien is dat voor ons niet een hele grote barrière.
- De grootste is ongetwijfeld de maat.
- Misschien ook wel de twijfels of de broek cool genoeg is.
- We vertellen heel veel over duurzaamheid, maar we zijn ook een fashion merk. Mensen willen er ook wel goed uit zien.
- Ik heb met iemand van Seepje gesproken, zij hadden een hele makkelijke activatie gedaan. Zij hadden het inzicht dat heel veel mensen dachten dat Seepje niet lekker rook. Toen hebben ze een simpele snor gemaakt, die mensen konden opplakken en zo konden zij de geur van Seepje ervaren. De conversie was enorm.
- Ik heb het vermoeden dat veel mensen denken dat gerecycled denim er niet mooi uit ziet. Veel mensen denken ook dat het een tweedehands broek is.
- Het is gewoon superbelangrijk om met inzichten te werken.
- Het is jammer dat dit voor kleine bedrijven zoals wij nog te duur is of er te weinig tijd voor is.
- We weten niet altijd wat de consument nu precies wil horen. Wij werken dan aan zoveel % gerecycled denim, maar is dit wel interessant voor de consument?

### Wat merk je dat mensen belangrijk vinden als ze zoeken naar jullie?

- Het woord denim wordt nooit gebruikt, maar jeans wel. Denim is echt een vakterm dat wij vaak gebruiken.
- Er wordt ook veel gezocht naar slow fashion, daar moeten we dan ook echt veel meer mee doen.
- En het woord B Corps wordt ook echt steeds meer gezocht.

### Wat doen jullie om het merk cooler te maken?

- Vooral nieuwe fotografie en een nieuwe huisstijl. Nieuwe font, nieuwe website.
- Ook wel met social media. Met ons ambassadeurs programma.

### Over het ambassadeurs programma, je kan dus eventueel mee naar een fabriek in Tunesië?

- Je krijgt ook punten als je ons noemt in een presentatie op werk of in je studie. Het is niet alleen voor Instagram.
- Zonder dat we het heel erg hebben gepusht, hebben we nu wel veel mensen die deelnemen. Die zijn heel erg betrokken. Dus dat loopt allemaal wel.
- Wij merken wel bij Google Analytics, dat mensen best wel vaak over ons gehoord hebben voor ze gaan kopen.

### Hoe lossen jullie het probleem van passen op?

- Dit is het alle moeilijkste.
- We zijn wel eens naar festivals geweest, maar weinig mensen hebben daar zin om hun broek uit te doen en een broek te passen. Ze komen daar meer om te chillen dan een broek te passen. Dat werkt dus niet echt.
- We hebben de live chat, die werkt heel goed. Die moeten we continu bemannen. Mensen vinden die bevestiging heel erg fijn. Supersimpel, maar werkt goed.
- We hebben ook een tool waar mensen gegevens in kunnen vullen.
- Het is wel echt heel moeilijk, want sommige mensen moeten wel drie broeken passen voor er een goed zit.
- We hebben ook de home-try van Ace & Tate afgekeken. Dat werkte supergoed, maar we hadden te veel jeans overal liggen. We hadden toen bijna een liquiditeit probleem.
- Een broek kost al veel, dus we vroegen geen extra geld voor een home-try. Maar onze voorraad lag echt overal, dat was niet heel handig.
- We willen misschien ook op sommige plekken een fit-kit neer leggen. Waar mensen dan kunnen passen.
- We wilde ook dat je met fietskoeriers een soort home-try kunt opzetten, maar dat levert ook wel veel problemen op. Dan moet iemand op je wachten terwijl je aan het passen bent.
- Je kunt nu alleen nog online leasen, dus er zijn veel mensen die naar een winkel gaan en hem daar passen en hem vervolgens online gaan leasen. We gaan nu een concept van leasen in winkels implementeren. De winkel krijgt dan niet de volle marge, maar een kleinere marge.
- Daarvoor willen we aan het eind van de zomer, een grote lease campagne doen. En we gaan net als SwapFiets een

launch per stad doen. En dan zijn wij bijvoorbeeld ook op een dag in een bepaalde stad aanwezig. Dan geven we je maatadvies.

- Maar we vragen ons wel af, of mensen dit dan ook echt gaan doen. We hebben bijvoorbeeld wel eens een film in ons kantoor afgespeeld van Patagonia, maar daar kwam toen echt niemand op af. Mensen hebben er niet echt tijd voor.

### Samenwerkingen?

- Grappig genoeg kom ik Fairphone niet veel tegen. Andere bedrijven als Tony's kom ik overal tegen en daar werken we ook veel mee samen, maar dat heb ik nog niet heel erg met Fairphone.
- Ik heb het idee dat jullie meer internationaal zijn.
- Dopper en Tony's en al die andere Nederlandse merken, zelfs Patagonia, daar gaan we wel eens langs en doen we dingen samen.
- Een andere barrière kan zijn dat mensen het niet cool genoeg vinden. Wat ik heel leuk vond was dat onder de mail stond: 'verzonden met mijn Fairphone'. Dat viel toen wel heel erg op.
- Ik weet zeker dat onze mail subscribers heel geïnteresseerd zijn in de Fairphone.
- We hebben veel samenwerkingen, we doen veel co-promoties. Dan stoppen we bijvoorbeeld een kaartje bij de Jeans van Tony's of Yoni. Dat doen zij dan ook voor ons.
- We hebben ook met een Italiaanse kapper een deal dat zij schorten dragen met ons denim.
- We laten tassen maken met logo's.
- We werken ook veel samen met de horeca, dat mensen daar in onze jeans rondlopen.

### Wat was de meeste succesvolle samenwerking?

- Is moeilijk te zeggen. Je ziet het niet altijd meteen.
- Het is vooral bekendheid wat je genereert.
- En influencers werken echt heel erg goed. Dit zijn vaak mensen die dit zelf super graag doen. We geven ze af een toe een broek of een kleine vergoeding, maar geen grote bedragen.
- We gaan nu wel binnenkort met Jennifer Hoffman een shoot doen. Zij draagt ook altijd onze jeans en is eigenlijk ook echt een ambassadeur.

**'Grappig genoeg kom ik Fairphone niet veel tegen. Andere bedrijven als Tony's kom ik overal tegen en daar werken we ook veel mee samen, maar dat heb ik nog niet heel erg met Fairphone.'**



## Appendix O

# Interview with Marieke Eyskoot 'Dit is een Goede Gids'



**Marieke Eyskoot** <sup>[73]</sup>  
Author of  
'Dit is een Goede Gids'

### Wat zie jij dat de grootste barrière is voor het overgaan naar duurzame producten?

- Voor bijna iedereen geldt, zodra je met een aspect in je leven begint en daar een beetje induikt, dan gaan ze vervolgens ook vragen stellen over andere aspecten in hun leven. Dus mensen die bijvoorbeeld beginnen met duurzame kleding, zullen al snel de wereld ontdekken achter hun gadgets.
- Ik zie duurzame kleding daarom bijvoorbeeld als springplank naar duurzaamheid met alles.

### Welke grote stappen moeten mensen nog zetten?

- Veel mensen weten inmiddels wel dat er iets speelt, dat er iets mis is met de manier waarop onze spullen worden gemaakt. En dat we eigenlijk aan uitbuiting doen, van de wereld en van mensen. Er zijn maar weinig consumenten die hier in hun hele leven iets van hebben meegekregen.
- En toch blijven we het doen. Smartphones, kleding en voedingsproducten kopen die niet op een ethische manier zijn gemaakt.
- Ik denk dat de manier waarop we onze wereld hebben ingericht een belangrijke rol speelt. Namelijk dat iedereen heel erg inspeelt op het feit dat we altijd het gevoel moeten hebben dat we niet goed genoeg zijn en dat we er niet bij horen. En dat voornamelijk als we niet een bepaald product kopen, of er niet op een bepaalde manier uitzien. Of niet bepaalde dingen eten, of een bepaalde fitheid hebben.
- Heel veel dingen die voor ons natuurlijk zijn zoals zweten, rimpelen, lichaamsvorm die de industrie tot een taboe maakt om spullen te verkopen.
- Dat geldt natuurlijk ook voor een bepaalde manier van status door bepaalde merken te kopen. Of hetzelfde te doen als een bepaalde artiest.
- Men probeert constant je het gevoel te geven dat je niet goed, mooi, jong, slim en dun genoeg bent. Ze willen dat we ons vervelend voelen, zodat we dat kunnen oplossen door een bepaalde levensstijl aan te schaffen. Maar dat werkt natuurlijk niet. Zo word je niet gelukkig in je leven.
- Mensen weten dit best, maar je hoort dit de hele dag door. Social media, reclames, internet, we zijn eraan gewend geraakt.
- Dit is best wel heftig omdat we generaties naar generaties van mensen kweken die het merendeel van hun leven ongelukkig voelen over zichzelf.
- We moeten ons hier heel bewust van gaan zijn! Niet alleen om onszelf te redden, maar ook de wereld.

- Op het gebied van duurzame promotie is dit heel belangrijk. Ik denk dat we met de tegenbeweging eigenlijk tegen moeten gaan duwen en ons daar verre van houden. Wij zijn degene die dat anders moeten gaan doen.
- We moeten producten bieden die ons niet slecht over onszelf laten voelen, maar juist goed.
- Ik denk dat dit een barrière is voor veel mensen om zich niet per se altijd duurzaam te gedragen. Omdat we met ze allen een beetje vast zitten in dit model. We laten ons maar aanpraten dat we altijd de nieuwste iPhone nodig hebben.
- We vinden het alleen maar belangrijk dat het nieuw is en dat we erbij horen. Andere aankoop aspecten gaan verloren zoals de mogelijkheid tot reparatie of de echt noodzaak voor aanschaf. Dat raakt heel erg ondergesneeuwd.
- Dit is een heel belangrijk aspect, waar we als tegenbeweging nog niet genoeg aandacht aan schenken.

### Wat moeten een Yoni, MUD Jeans, Fairphone dan uitstralen?

- Benoem dit. En dat kan Fairphone ook echt goed doen omdat ze het alternatief bieden dat ook echt gemaakt kan worden.
- Dus je kunt heel duidelijk zeggen dat Fairphone het anders doet. Het is slimmer.
- Als ik een merk had, zal ik dat nog veel meer uitspreken. Iets als: *'Wat andere merken willen is alleen maar dat jij iets koopt om er zelf groter van te worden.'* Niet persé name and shame, maar ik denk dat het goed is mensen te laten stilstaan bij hoe het allemaal werkt.
- Laat ook zien dat jij nog niet helemaal perfect bent, jij wilt immers dat mensen ook iets van jou kopen.
- Maar laat echt zien dat jij de industrie wilt veranderen!
- Doet me denken aan Billie, een scheermesjes merk. Zij zeggen: *'Voel je vrij om haar te hebben waar je wilt en laat je door niemand aanpraten dat haar op je lichaam verkeerd is.'* Mocht je toch besluiten om je haar weg te halen, doe dat dan met deze mesjes. Wij doen het beter, wij doen niet aan shaming van haar. Wij zijn er juist om het taboe weg te halen en de industrie te veranderen.
- En zij zeggen ook nadrukkelijk dat je bij hen geen 'Pink Tax' betaald. Een eerlijke prijs, ook voor producten speciaal voor vrouwen.

- Het is nu tijd voor dit soort communicatie. Mensen moeten echt eens serieus weten wat er nu gebeurt. Ze moeten er heel bewust van worden.

#### Hoe zou Fairphone dit concreet moeten doen?

- Fairphone heeft helaas natuurlijk last van een slechte geschiedenis lijkt het soms. Als er iets verkeerd is zou het wel eens kunnen liggen aan het feit dat ik met een Fairphone belt, hoor ik wel eens.
- Dat moet natuurlijk echt gaan stoppen.
- Hier moet je misschien echt aandacht aan gaan besteden.
- Ik koop zelf altijd een tweedehands telefoon omdat er al zo vreselijk veel zijn.
- Ik denk dat dit als Fairphone je grootste struikelblok in je reputatie is. En daar moet je echt iets gaan doen.
- Als het waar is dat de Fairphone een stuk slechter is, dan zou ik dat gewoon volledig aangeven. *'We mogen dan wel mindere specificaties hebben, maar je krijgt er wel dit en dit voor terug'* En trouwens op dit en dit vlak is het juist beter.
- Mocht het niet waar zijn, en gebaseerd op oud nieuws, dan is het heel slim om dat voor eens en voor altijd de wereld uit gaan helpen. Daar moet je dan ook iets grappigs mee gaan doen. Laat zien dat die slechte reputatie nu afgelopen is.
- Er haken heel veel mensen af op slechte reputatie.
- Want mensen zijn echt enorm korte termijn mensen geworden. We snappen niet dat je veel langer met een Fairphone kan doen. We zijn te veel gericht op de korte termijn. We kunnen niet meer nadenken. Het is vrij bizar dat mensen niet meer echt snappen wat een goede investering is.

#### Wat nu als we meer de boodschap geven dat je je telefoon minder mag gebruiken en dat je dan ook minder betaalt? Is men hier klaar voor?

- Ik denk het zeker. Een interessante manier. Ik denk dat een deel van de maatschappij hier wel klaar voor is. Zeker ZZP'ers, mensen die het moeilijk vinden om hun gebruik te beperken. Dat spreekt hen heel erg aan denk ik, dat ze minder voor hun scherm moeten zitten. Is nog geen hele grote groep, maar een relatief potentieel grote doelgroep.
- Is denk ik wel interessant om mee te gaan experimenteren. Het werkt aan twee kanten, beter voor jou en beter voor je portemonnee. Dus ik ben wel enthousiast.
- Tegelijkertijd is het wel belangrijk om niet te veel negatief

over te zijn, dat het slecht is om veel op je telefoon te zitten. Ik zou dan eerder benadrukken wat de opbrengsten zijn, en niet per se wat nu slecht aan het gedrag is. Dit weten mensen vaak toch wel, en dat hoeven jullie ze niet te vertellen.

- Als ik nadenk over de marketing van Billie, die zeggen vooral dat het oké is zoals je bent. Op de manier die je nu voorstelt, zeg je eigenlijk het niet oké zoals je nu bent.
- Je moet de andere kant pakken, we willen je graag helpen om je beter te voelen.

#### Ken je nog meer bedrijven die op een unieke manier veel consumenten aan hun zijde hebben gekregen?

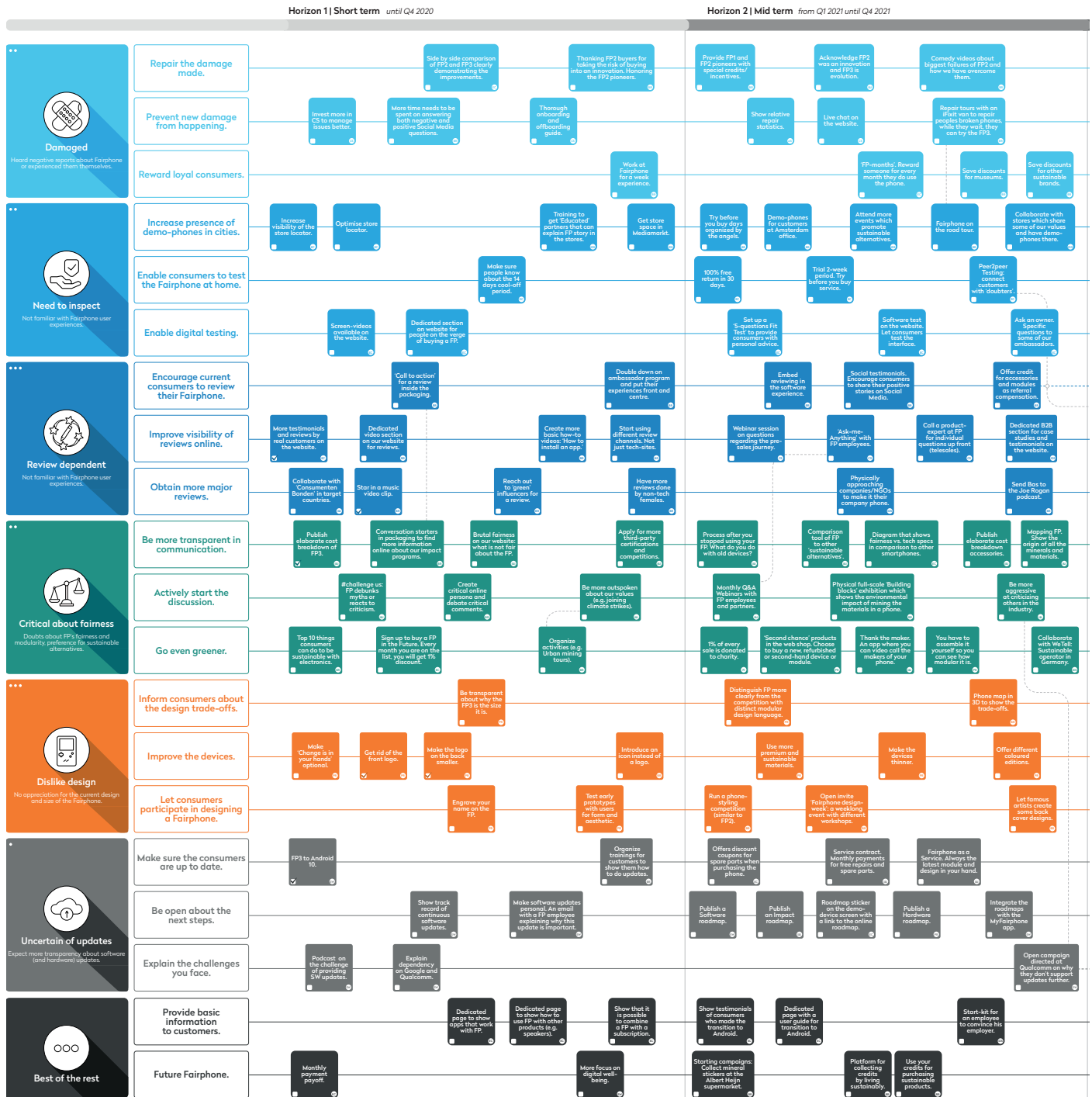
- Ik hou van merken die niet alleen hun eigen spullen willen verkopen, maar merken die echt iets structureels willen veranderen in de samenleving. Een andere manier van nadenken.
- Nuud doet dat bijvoorbeeld ook goed. Zij zijn een deodorantmerk dat gewoon lekker haar laat zien. Ook een Nederlands merk. Die zijn heel goed om in het zicht te houden.
- Goat Organic Apparel doen dit ook. Ook een merk dat niet alleen spullen verkoopt, maar ook allerlei activiteiten doet. Ze proberen het merk te gebruiken als vehicle om met andere mensen acties te doen. Bijvoorbeeld in de kassa van een winkel alles uit te pakken en de verpakkingen daar achter te laten. Dit soort acties plannen ze regelmatig in. Dat mensen eens zien hoeveel verpakking er wel niet is.
- Of bijvoorbeeld in het vondelpark rommel te gaan opruimen.
- Of happiness weken met uitleg hoe je je beter kan voelen in deze maatschappij, een maatschappij die je toch al vervelend laat voelen.
- Schrijfacties naar politieke partijen.
- Ze zijn meer een movement dan een product verkoper.
- Ze geven je heel makkelijk mogelijkheden om deel uit te maken van een verandering.
- Fairphone mag ook 'bolder' zijn om te laten zien wat de misstanden zijn in de smartphone industrie.
- Tony's is natuurlijk ook echt een merk dat echt een grote verandering kan maken in de industrie. Het echt openbaar maken van de hele chain. Dat nu ook het huismerk van de Albert Heijn op dezelfde manier werkt als Tony's maakt heel veel impact.

**'Men probeert constant je het gevoel te geven dat je niet goed, mooi, jong, slim en dun genoeg bent. Ze willen dat we ons vervelend voelen, zodat we dat kunnen oplossen door een bepaalde levensstijl aan te schaffen. Maar dat werkt natuurlijk niet. Zo word je niet gelukkig in je leven.'**

# Appendix P

## Barriers and triggers in the process of purchasing a Fairphone

Strategic roadmap from Q4 2020 until 2022 and beyond.





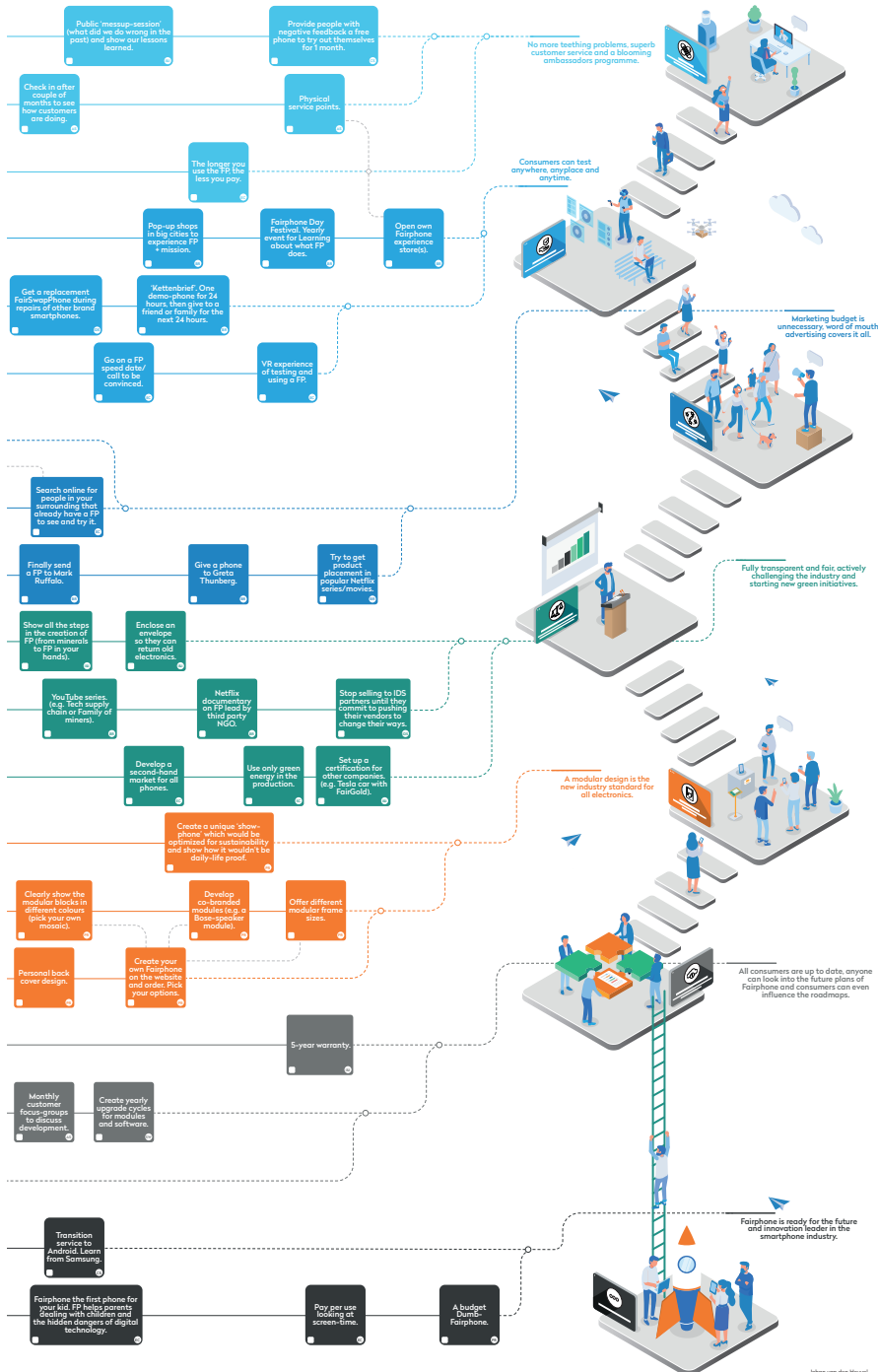
# Fairphone.

## Project owners

- E E-commerce
- IS Indirect sales
- IB Impact Innovation
- BR Brand
- P Product
- SC Supply chain
- CS Customer support
- AS After sales
- SW Software
- F Finance

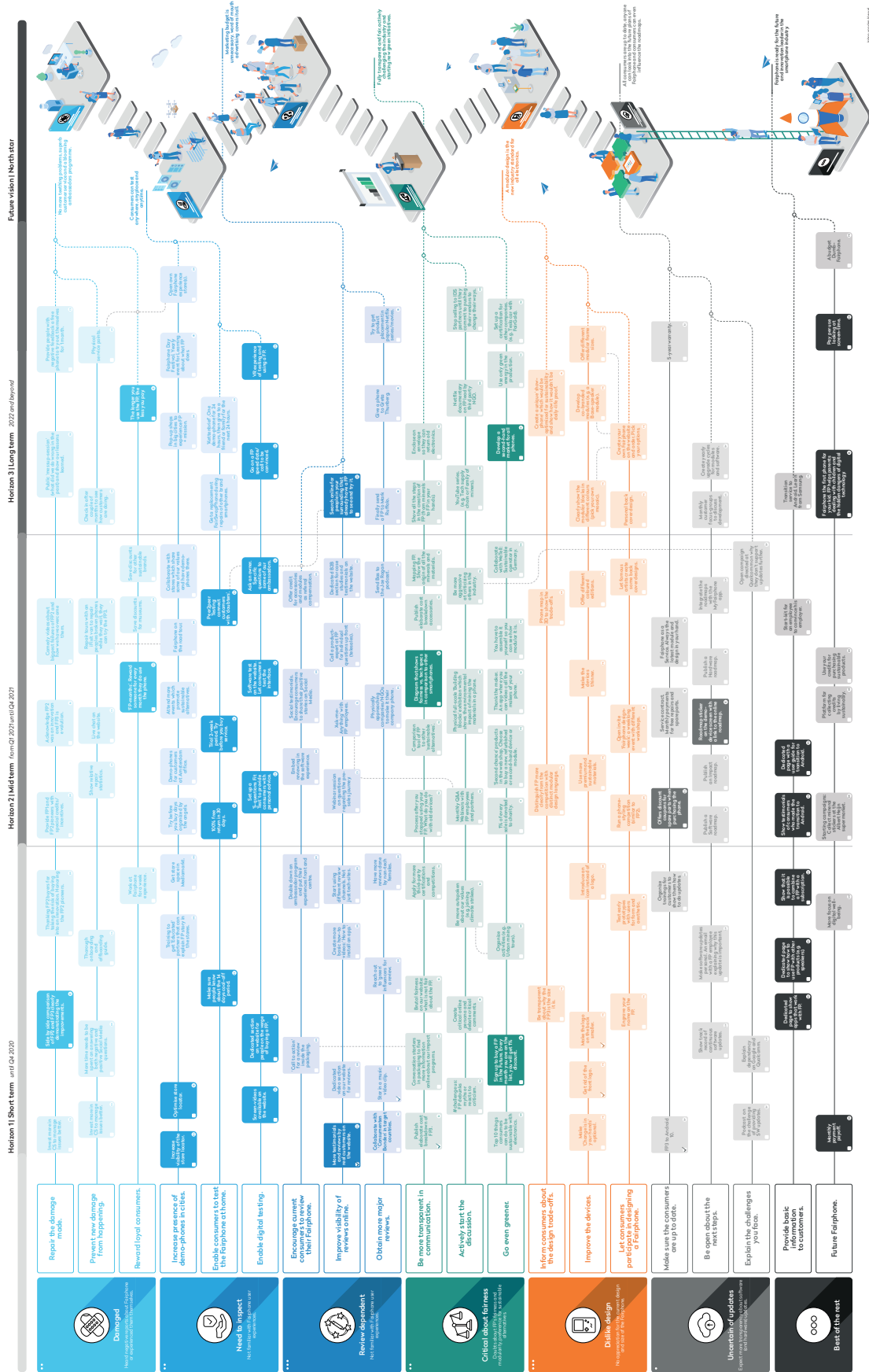
Horizon 3 | Long term 2022 and beyond

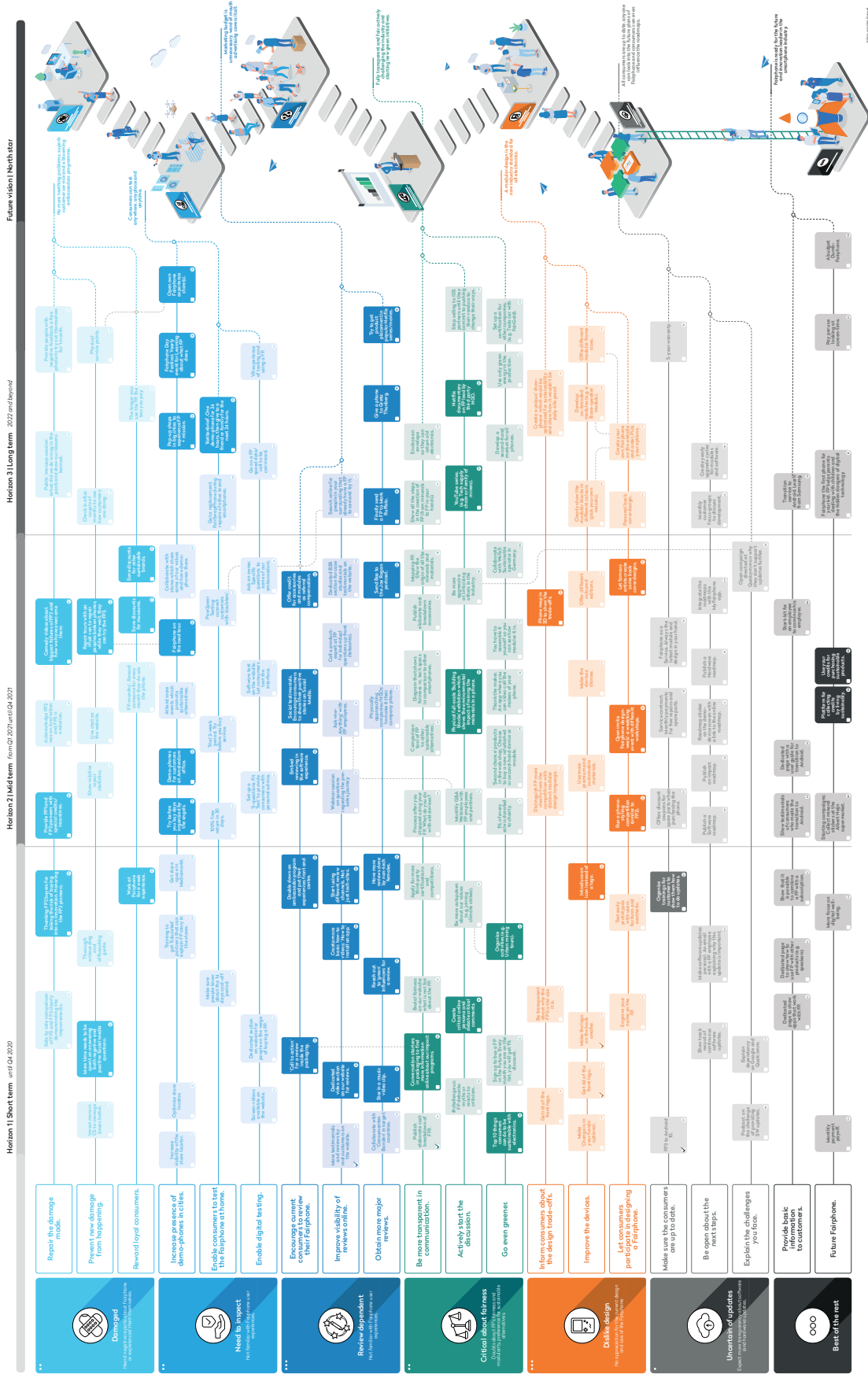
Future vision | North star



John van den Heuvel

# Barriers and triggers in the process of purchasing a Fairphone.





# Pay per use

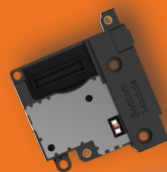
Only pay for the time you've used your Fairphone.



Pay per minute  
screen time.

During a call the  
display will fall  
asleep.

Fairphone is only able  
to see the amount  
of minutes.



Set a weekly  
target.

We will help you  
to only use your  
phone when you  
need to.

Subscription started: 01/05/2020

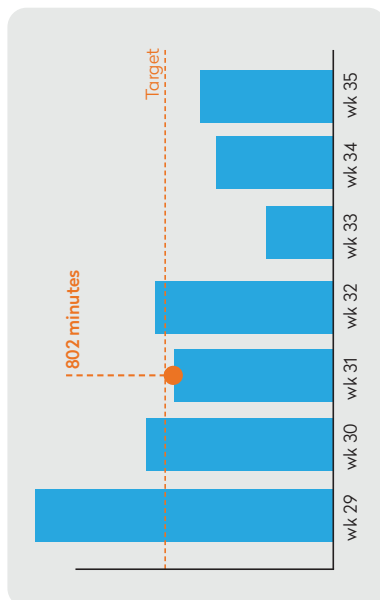
**My Fairphone**  
Welcome back Peter

**2173**  
minutes  
screentime

**€12,33**  
August

**History**

July	3254 minutes	€19,24
June	3820 minutes	€21,82
May	2993 minutes	€17,45



## Be Fair to yourself

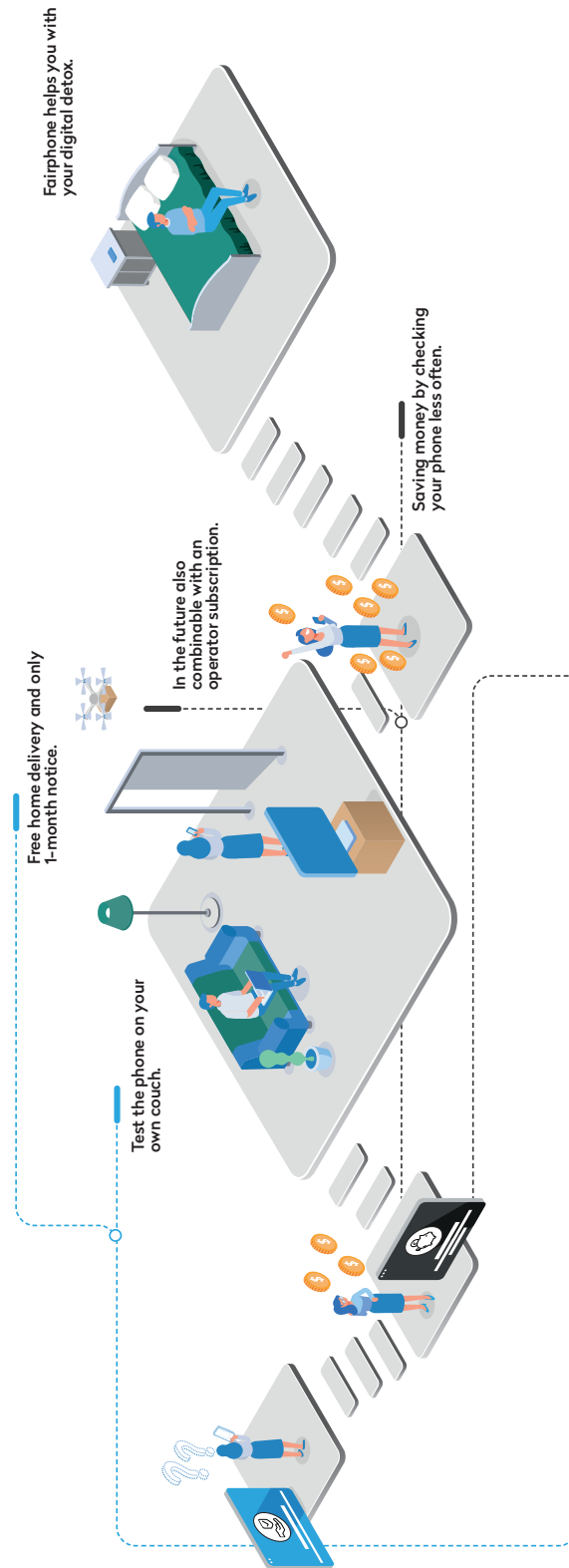
Digital Detox, Digital Diet or if you just want to spend less time on your phone, check out our latest tips.



# Pay per use

## Only pay for the time you've used your Fairphone.

Q4 2022

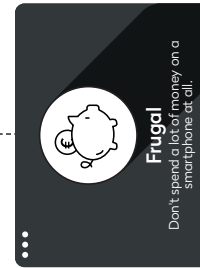


Barrier

Since some consumers have many prejudices about the Fairphone, they want to hold and test it before purchasing one.

Trigger

Consumers can try out the Fairphone for a minimum of 1 month by just paying for 1-month of usage.



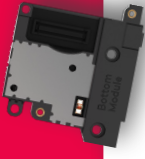
A lot of consumers don't want to spend much money on a new smartphone. Next to that, they believe that the prices of the different modules are too expensive.

It's cheap to hop in, they can stop whenever they want and they decide their monthly costs.



# Ask an owner

## Basically ask anything you want to know.



### Customer reviews

You're in good company.



4.5 out of 5

92 reviews

Alexandre

8/24/2020



**I recommend the buy to grow the fair community**

I am frankly happy on my FP3. I knew it will not be as thin, advanced and whatever then the next other mobile I could have ha.. [Read more](#)



### Ask an Owner

Honest reviews, straight from the owners mouth.

- ✓ Any language available
- ✓ Instant response
- ✓ Possibility to call
- ✓ Possibility to chat
- ✓ Free of charge

[Ask an owner](#)

36 owners online right now

Possibility for instant calling or online chatting.

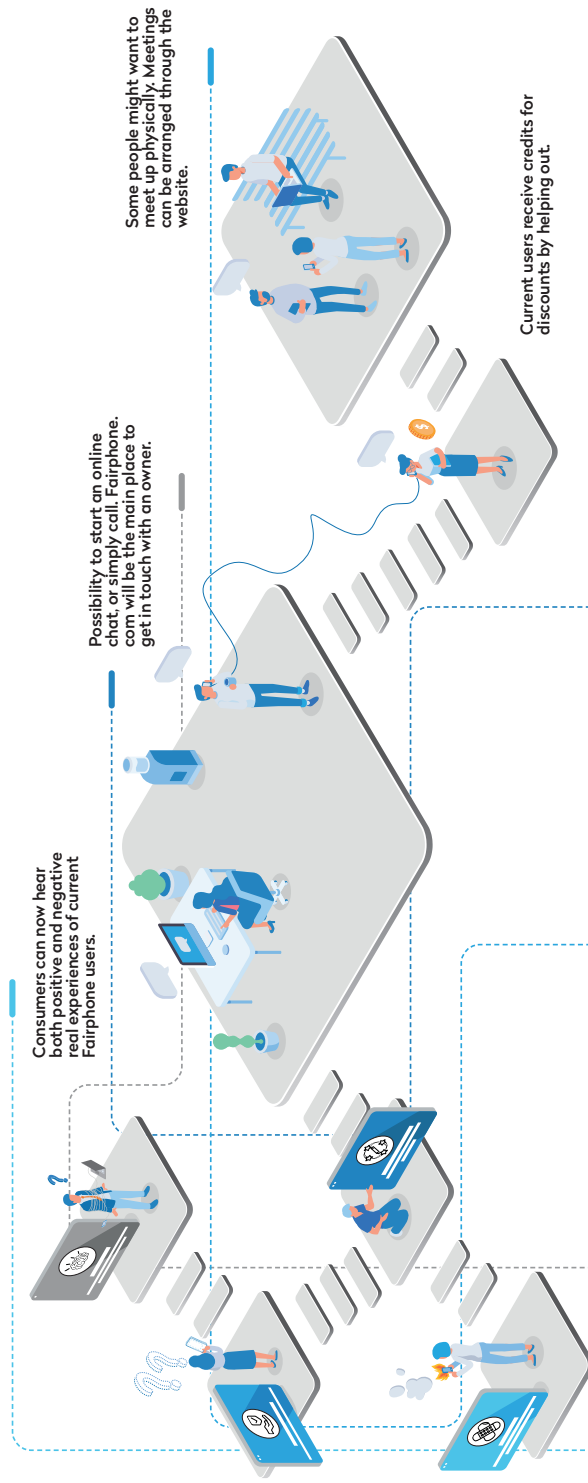


Owners can receive discounts on accessories by participating.

# Ask an owner

## Basically ask anything you want to know.

Q4 2020



**Damaged**

Heard negative reports about Fairphone or experienced them themselves.

Consumers had bad experiences which are shared and unfortunately this does not generate much trust amongst other consumers.

Consumers will be able to talk to real consumers with both positive and negative experiences.

**Need to inspect**

Clear need to hold and test the Fairphone.

Since some consumers have many prejudices about the Fairphone, they want to hold and test it before purchasing one.

Consumers can chat, call or even meet up with current Fairphone users.

**Review dependent**

Not familiar with Fairphone user experiences.

Many consumers are not familiar with Fairphone user experiences and they rely on recommendations and references from others.

They can get in touch with real people with real experiences.

**Anxious**

All technical elements are a score-off: where to go with problems?

Some consumers are a bit anxious regarding the self-repairs of Fairphone. They are afraid to repair their own smartphone and need some personal help.

Current users will tell them their experiences with all the 'technical stuff'. This will probably comfort these consumers.

Barrier

Trigger

# SwapModules

## Don't worry about a broken phone.

Accidentally dropped your phone, no worries. You can easily swap your display.

Used modules will be refurbished or recycled.

Select your service contract.

**We've got you covered.**

★★★★☆ 4.5 out of 5 92 reviews

Select your service contract and don't worry about a broken phone anymore.

**Light**  
€5,-  
per month

- ✓ Unlimited Display Swaps
- ✓ Unlimited Screen Protector Swaps
- ✓ Covers accidents
- ✓ Free delivery
- ✓ Cancel anytime

**Plus**  
€8,-  
per month

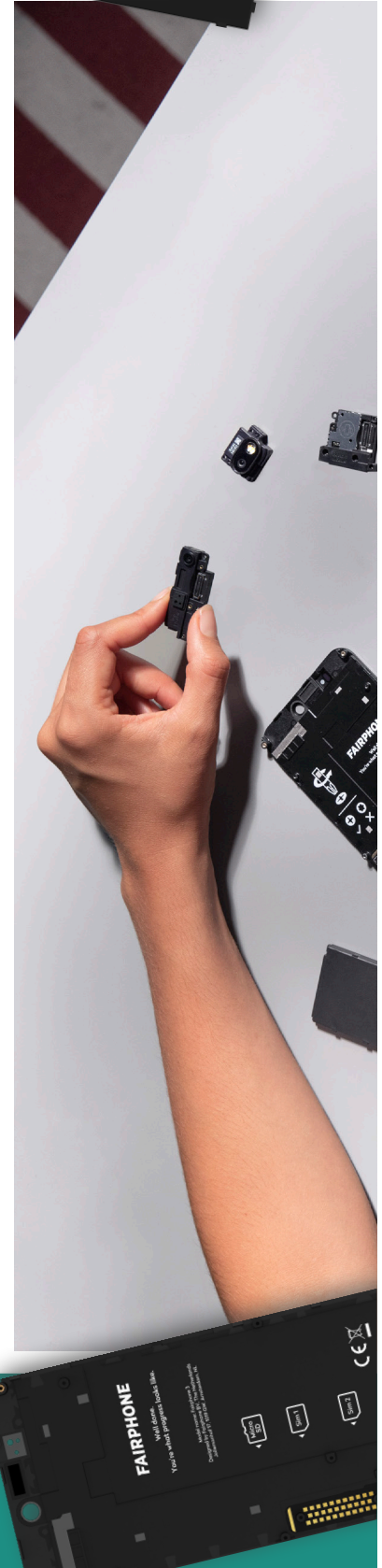
- ✓ Unlimited Display Swaps
- ✓ Unlimited Screen Protector Swaps
- ✓ Unlimited Protective Case Swaps
- ✓ Unlimited Battery Swaps
- ✓ Covers accidents
- ✓ Free delivery
- ✓ Cancel anytime

**All-in**  
€10,-  
per month

- ✓ Unlimited Module Swaps (All modules)
- ✓ Unlimited Screen Protector Swaps
- ✓ Unlimited Protective Case Swaps
- ✓ Unlimited Phone Swaps
- ✓ Covers accidents
- ✓ Free delivery
- ✓ Cancel anytime

Cancel anytime.

Change is in your hands

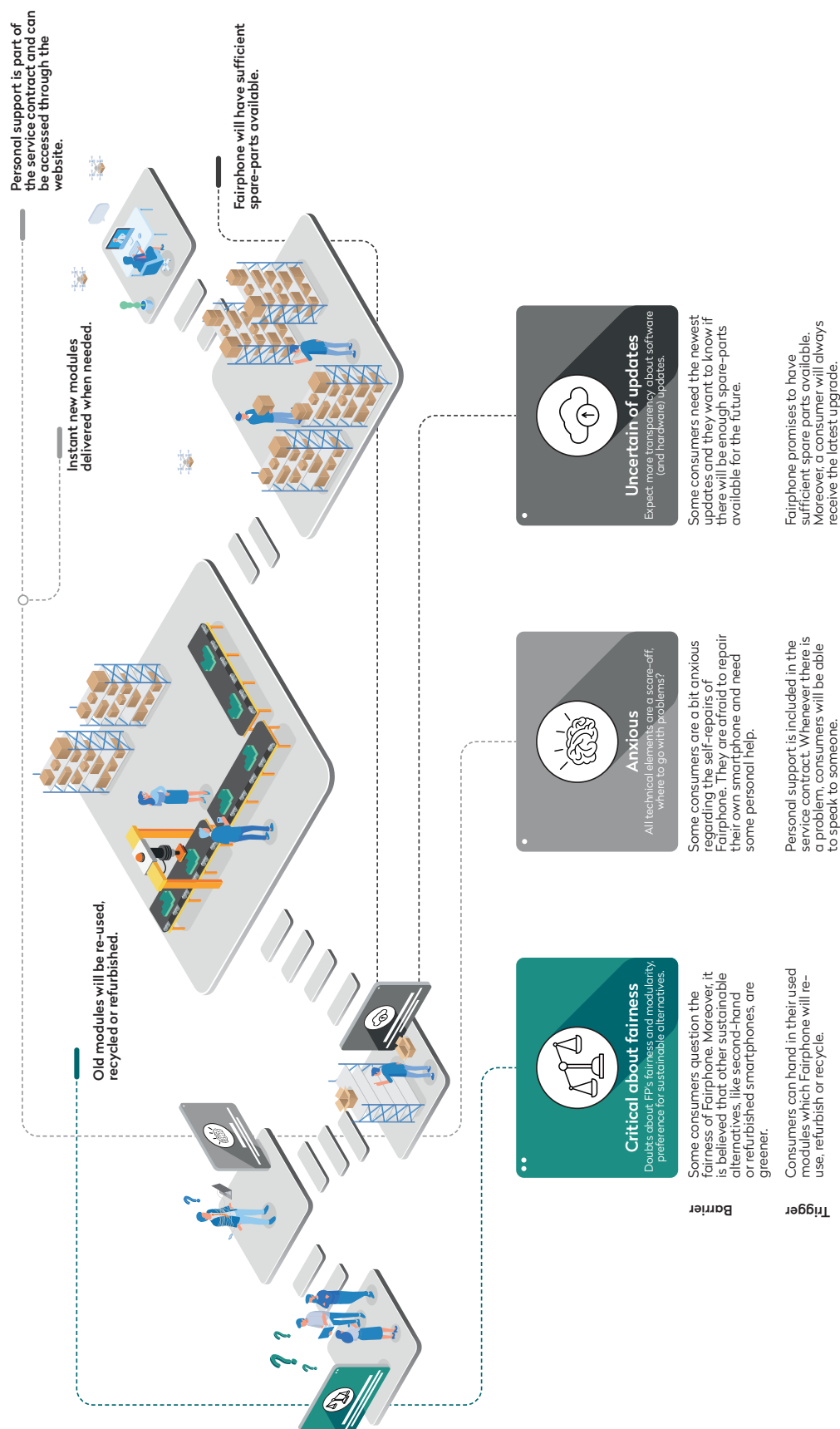




# SwapModules

Don't worry about a broken phone.

Q4 2021



# Fairphone by you

## Make it your own.

Create your own  
unique Fairphone.







### Fairphone by you

Customise your Fairphone

- 1 Select core module
- 2 Select camera modules
- 3 Select battery

#### 4 Select speaker module

Pick the one that suits you

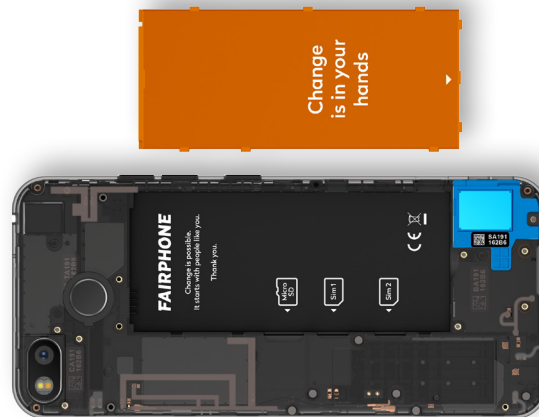
	<input type="checkbox"/> Speaker Module JBL New + €0.00		<input type="checkbox"/> Speaker Module JBL Second chance + €19.95
	<input type="checkbox"/> Speaker Module JBL New + €0.00		<input type="checkbox"/> Speaker Module JBL Second chance + €9.95
	<input type="checkbox"/> Speaker Module JBL New + €0.00		<input type="checkbox"/> Speaker Module JBL Second chance + €2.95

- 5 Select backcover
- 6 Select protection
- 7 Select accessories

Before you check out.

- ☐ I will assemble the phone myself. - €5.00
- ☐ I want to engrave my name. + €19.95

**€459,-**  
incl. VAT



Change  
is in your  
hands

Co-branded  
modules.



JBL

Select second hand or  
refurbished modules.



Various accessories  
available.



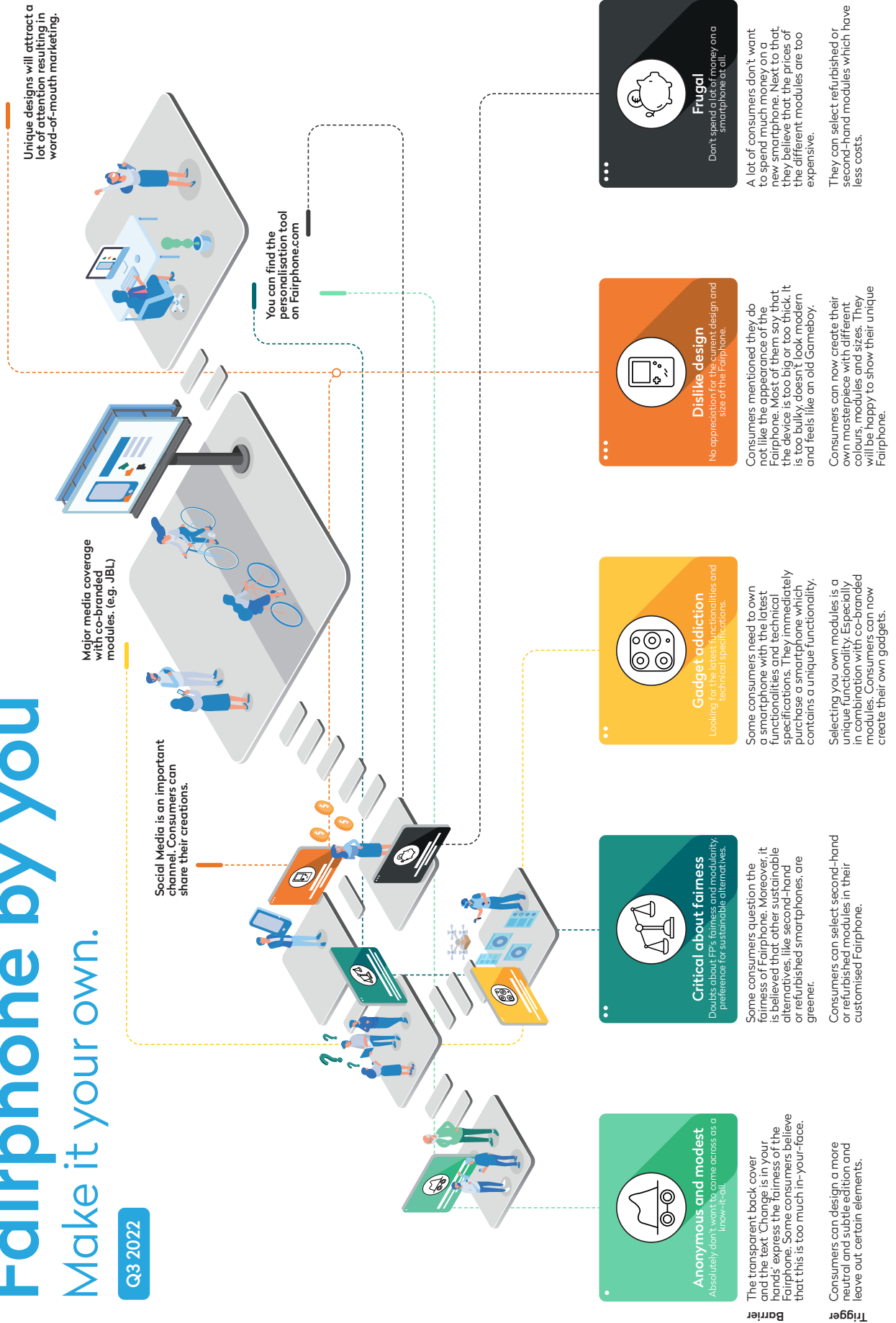
Assemble the  
phone yourself.



# Fairphone by you

## Make it your own.

Q3 2022



# Friends of Fairphone

## Get rewarded for sticking with Fairphone.

Tips & Tricks on how to increase longevity of your phone.

An overview of your current modules.

Get discounts on sustainable products.

You can also join without a Fairphone.

### Friends of Fairphone

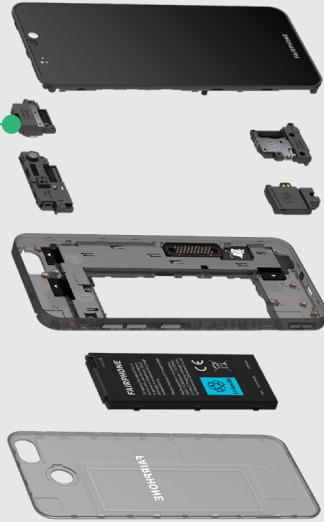
Get discounts with your 'Fairphone-months':

Refurbished Camera Module  
Since 12/03/2019

My Fairphone

16 months

Current device: Fairphone 3



Repair Guide

Tips & Tricks

Invite a Friend

Fairphone Roadmap

Invite a friend to become a Fairphone Friend. Anyone can join with or without a Fairphone. They gain a 1% discount on the newest Fairphone for each month they keep using their current smartphone

Get your reward



**Enjoy your treat**  
Tony's chocolate bar  
Free at 12 months



**Modular too**  
Fairphone earphones  
50% discount at 12 months



**Drink with me**  
Dopper bottle  
Free at 24 months



**Feeling Art?**  
Museum Boijmans  
Free entrance at 16 months

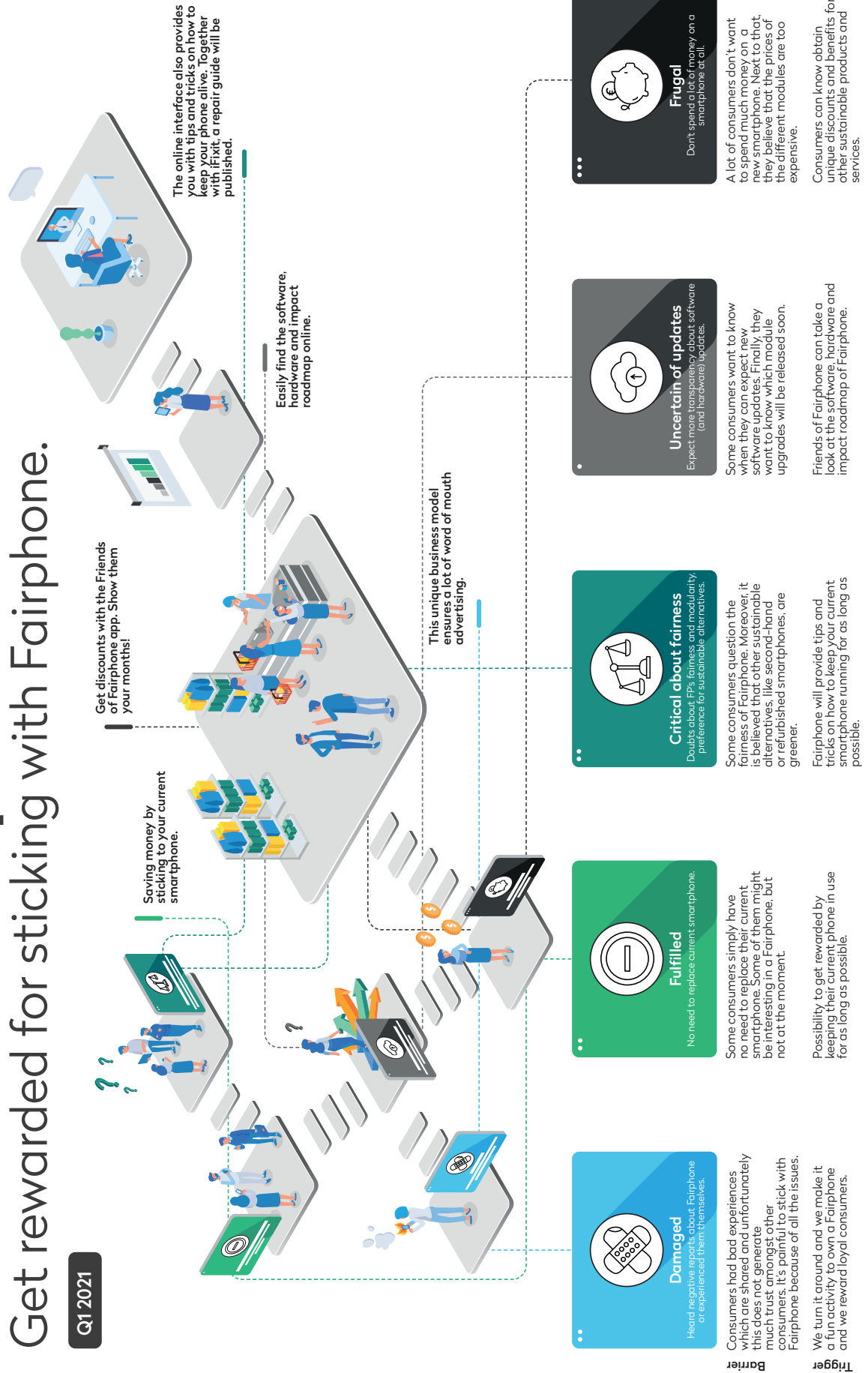


**Owning it**  
Mining tour in DRC  
Free at 90 months

# Friends of Fairphone

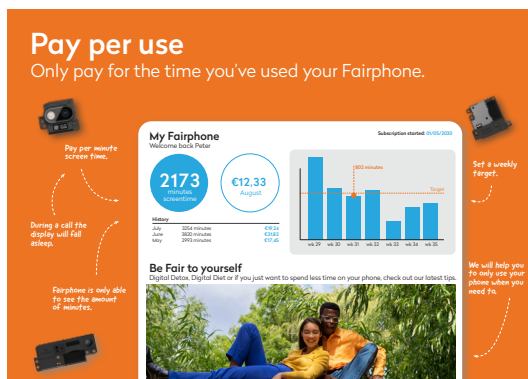
## Get rewarded for sticking with Fairphone.

Q1 2021



# Appendix S

## Evaluation of concepts



### Interesting and innovative, but I won't use it.

*'Less screen time is good, and I think this will appeal to some people, but not to me.'* Consumers and managers are triggered by this new business model but are not sure if people will use it. *'This is going to attract a lot of attention once you launch it, but a few people will actually use it.'*

### I do not want to feel any guilt when using my phone, but it might help.

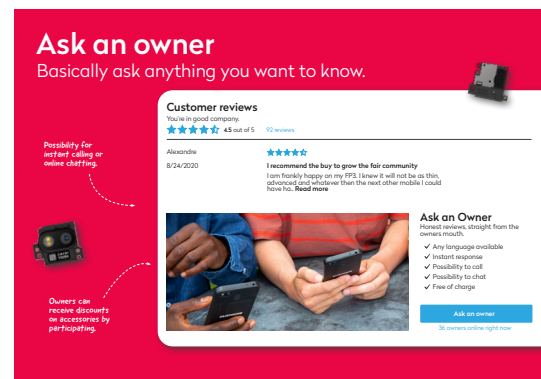
*'I just think that many people value freedom very much. I do not want to feel guilty while I am using this phone.'* It could in itself help you to use your phone less, but people love their freedom. Perhaps it would be better to look at charging cycles instead of screen time. Consumers indicated that Fairphone being allowed to check their screen time feels like an invasion of their privacy.

### Difficult issue for dual-sim users.

*'Nice concept, for a certain group of people. But not for people who use their phone professionally.'* Consumers who use dual-sim functionalities are not in favour of this concept.

### How exactly does Fairphone earn from this?

*'It is a difficult variable to link to Fairphone's costs.'* It is unclear exactly how Fairphone is going to make money from this. *'Will you also work with minimum and maximum limits?'* This could possibly be an addition to Fairphone as a Service. But this still requires a great deal of research. *'I think this is more an Apple thing.'*



### Fits exactly with the Fairphone community.

A consumer who recently bought a Fairphone mentioned: *'I think you can reach more people with this. I am already being asked quite a lot on the phone I have. I think it would be nice to tell people a couple of things about it.'* *'Current owners can share their experiences, and also save some discount. That is great.'* He was excited about this concept and believes that this fits exactly with the Fairphone community. This way you make Fairphone even more unique. *'Much better than a chatbot from Fairphone. You feel that someone puts more effort into it.'*

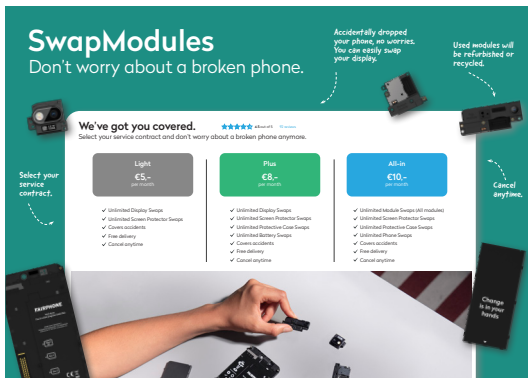
### It arouses a great deal of confidence, but are the owners not biased?

Some consumers believe that this will strengthen Fairphone's credibility. However, other consumers believe the opposite is true. *'As a consumer, you'll probably think it's biased, because you'll just think that that person will get something for it.'* *'Moreover, only people with positive experiences will sign up for this.'* It must be clearly stated that it is not biased.

### More appealing to the current Fairphone customer than to a new target group.

*'Interesting for old people, but not for me.'* This concept is only of interest to a certain type of consumer. The conversations showed that young people are not easily going to make use of it. They prefer to look at reviews online or ask people around them.





### Interesting concept, but not for me.

*'If I think about how often something breaks, it will not be of any use to me.'* Many consumers find this an interesting proposition but would never buy it themselves. *'It is more for people who have insurances. But I think this is a niche.'* They believe it is too much money since you have already paid for the device as well. So perhaps it would be more interesting for Fairphone to immediately invest in Fairphone as a Service.

### Much potential for refurbished modules.

With this model you do have a good market for refurbished modules. If it is malfunctioning, the consumer can easily swap it again. Moreover, with this model you always get your old modules back and you can see why they might have broken down. Which fits Fairphone very well.

### Is this still part of sustainability?

*'Chances are that people will now be less careful with their phones.'* Now that people are paying anyway, they will be less careful with their phones. The question is whether this is still sustainable and whether it really fits Fairphone. Which accidents are compensated and which are not? Fairphone's legal team still has a lot of work to do on this.

### So, I would never have to buy a new phone again?

*'To what extent do I always get the latest modules?'* Consumers are wondering whether they will always get a better module when it is available? Moreover, they wonder if they will get a Fairphone 4 when it is available. There are, of course, more opportunities for Fairphone here. Instead of focusing on repairability, they can also focus on always providing the latest Fairphone. Here, too, we move towards Fairphone as a Service.

### Pricing is still a major challenge.

The concept is simple, but pricing is still a major challenge. Perhaps there are still possibilities for variations. A service contract which allows you to always get 50% discount on modules or free deliveries. Fairphone should investigate this. Fairphone is planning to launch something similar in the near future, the elaboration of this concept would fit perfectly with that.

### Is this currently not already happening?

Both the consumers and managers of Fairphone are in love with this concept. Some consumers even believed that Fairphone was already using this way of working. It is believed that this should be the goal of Fairphone. In this way, modularity really comes into its own. *'This has to be the aim of Fairphone. This really shows the added value of the modules.'* Personalisation definitely appeals to consumers.

### It frightens some consumers.

However, not all consumers were excited about this concept because they believe it is more for technical consumers. *'This particularly appeals to the technical people. People who also assemble computers. For many people like me, it scares them off, too many choices.'* They doubt whether you will really convince this group of consumers.

### Interested in co-branded camera modules. Mixed feelings about coloured modules.

The co-branded modules are much appreciated. However, there is little interest in co-branded speakers, but more in cameras and displays. *'I like the use of colours very much. The modular concept is easier to understand.'* Consumers have mixed feelings about the colours. Some would very much like to use it, others prefer a black discreet phone.

### A unique proposition in the smartphone industry.

*'By doing it this way, you will be able to distance yourself more from other producers.'* Consumers see this as a uniquely interesting proposition which they are not familiar with in the smartphone industry. It reminded one consumer of the Dell laptops. The refurbished and second-hand modules are also very popular.

### Plenty of logistical challenges for Fairphone.

It all sounds very interesting, but unfortunately it is not very easy to achieve. Fairphone has a lot of logistical problems to solve. Moreover, from the production side it is a major challenge to make multiple modules for a single Fairphone. Nevertheless, this is the direction Fairphone wants to move, although this still needs a lot of time. *'If even Google cannot do it...'*





### How do you verify this?

'How exactly do you determine whether someone is still using their phone?' Consumers want to know how Fairphone knows whether they are still using their phone or not. 'It feels like a secret way of getting a bunch of data from me.'

### Nice experience as a bonus, but it will not convince me to purchase one.

A loyalty program is for current customers. It won't attract many new customers. 'It's nice when it's there, but it won't necessarily persuade me to buy a Fairphone.' This concept should be used to reward the current Fairphone users.

### Is it sustainable to give things away?

Some consumers feel that giving away free items is not in line with Fairphone's mission. 'Certainly not if you are going to fly someone to Congo.' Fairphone must select the right rewards. Perhaps it would be better to offer more in-house products.

### Personal rewards.

'When I buy a Fairphone, and this program starts automatically, that's very nice.' Consumers like to save for rewards. However, they do indicate that they want to select personal rewards. Some may be more interested in Fairphone accessories, while others like to visit museums.

### Cool to have a digital twin of my phone.

Surprisingly, the digital twin was a great success. 'Cool that you can also see the modules in your phone. It is unique to see an overview of your own phone.' Again, this is something that might be of more interest for the current customers. Perhaps Fairphone should introduce a digital twin in the MyFairphone application.

### Very cool and unique idea.

'Nice concept: the longer you use your old phone, the more discount you get.' Consumers and managers indicate that this is a super interesting and unique concept. Some consumers say that they would sign up for this.

### Totally in line with the mission of Fairphone.

'The most sustainable phone is the one in your pocket.' That is what Fairphone believes. This concept perfectly adds to this statement. Fairphone managers are super excited about this new program.

### How do you verify this?

They want to know how Fairphone checks whether they are still using a certain smartphone. 'I will not download a useless application.' This still needs to be carefully evaluated.

### How much discount can you give?

Consumers naturally want to save as much discount as possible. 'How much discount can I get?' Fairphone has a limited margin and therefore needs to define the boundaries carefully. It would be interesting to find out to what percentages people no longer sign up.

### This is creating a serious movement.

It was found that some consumers really like the concept of Fairphone. When buying a new phone, they somehow forget that buying a Fairphone is an option too. They just go to a telecom store and buy a new phone. 'With this idea you truly build a new movement and connect a new group of consumers.'

# Appendix T

## Frequently asked questions (FAQs)

### Friends of Fairphone

Do you work with limits?	In a sense. You can save for a total of 5 years, up to a maximum of 60%. Depending on which products you are going to buy, you can use a certain percentage.		
Is there a limit to the amount of discount I can get on products?	On a single device up to 5%, but you can keep saving for discounts on other products such as accessories. On accessories you can earn up to 20% discount.	Fairphone 3/3+ Accessories Protection	5% 20% 20%
Can I use my discount even for an eventual Fairphone 4?	Yes, when a new device comes out, you can also make use of this discount. Here too, a maximum of up to 5% applies.		
What exactly do I need to do for this discount?	That is three things. Sign up, wait and hand in an old phone when you buy a Fairphone.		
Can I join with any phone?	Yes, you can. Any phone.		
Can I give my saved discount to someone else?	No, your discount is personal. However, it is possible to donate your discount to our living wage bonus program.		
Where do I see how much I have been saving?	You can find it by logging in <b>here</b> . In addition, you will also receive a monthly update in your mailbox.		
Is Friends of Fairphone a replacement for the Recycling Program?	No, it is additional. You get both the Friends of Fairphone discount and any residual value of your old phone.		
Can I return another phone if my old one still works?	Very well, we would like to see your old phone stay alive even longer with possibly another user. In that case you can also hand in another old phone to receive the discount.		
If I am registered with a certain device, can I hand in a different one?	Yes, that is possible. We want to ensure that as many old phones as possible are handed in. We do not care which ones. Depending on the value of the phone, you will receive an extra cashback.		
How much cashback will I receive through the Recycling Program?	Depending on which phone you hand in, you will also receive, on top of your discount, the residual value of your phone. This is determined by our partner Cordon.		
What do you do with my old smartphone?	It is erased, and we check if it can still be reused, refurbished or recycled. In collaboration with our partner Cordon.		
Do I have to return my old phone before I buy a Fairphone?	No, you have 30 days to return your old phone to us. This way you can transfer all your data for example. You will only receive the cashback once our partner has received your old phone.		
How do you know that I am still using my phone?	We are assuming good faith. So, we will not control you. However, you can only receive the discount if you actually hand in an old phone for the Recycling Program. That is our only 'check'.		

<b>What if my phone breaks down but I'm still using one of my parents' old phones?</b>	Excellent, we'd love to hear that. In that scenario, you can switch the registered phone with that phone. Your discount will remain. You only receive the full discount as soon as you hand in a phone for the Recycling Program.
<b>What happens if I do buy another phone?</b>	It's all right. We hope you bought a second-hand device. Register your new phone and keep saving.
<b>Can I keep saving if I buy a Fairphone?</b>	Not yet, but that's about to happen. You will then be able to save for new modules, new appliances or accessories.
<b>How are you going to help me keep my phone alive longer?</b>	We'll give you general tips on protection, battery life and care. In addition, we will use our partnership with iFixit to draw your attention to personal repair guides and spare parts.
<b>What does the monthly update do?</b>	Show how much you have saved. Giving information about Fairphone, projects we are working on. And any tips on how to take better care of your phone.
<b>Can I also get this discount if I buy through a partner?</b>	No, however, you can apply for a voucher which you can then use for accessories. By registering your IEMI from your Fairphone, we can send you the voucher digitally.
<b>Are discounts sustainable?</b>	Good question. It is a small investment, but we are trying to get more people involved with Fairphone in order to make an even greater impact. We are doing it together.
<b>What is in it for Fairphone? Where is the 'catch'?</b>	To be honest. There is no catch. We have seen that people get enthusiastic about our concept but often indicate that they do not want a Fairphone yet because they still have a good phone. As soon as they buy a new phone, they forget that Fairphone is an option. We would like to connect that group to our brand. We don't collect data, all we do is send you an email every month. And hopefully those people will then decide to buy a Fairphone.





Details of the working environment in the Democratic Republic of the Congo. [80]



# IDE Master Graduation

## Project team, Procedural checks and personal Project brief

This document contains the agreements made between student and supervisory team about the student's IDE Master Graduation Project. This document can also include the involvement of an external organisation, however, it does not cover any legal employment relationship that the student and the client (might) agree upon. Next to that, this document facilitates the required procedural checks. In this document:

- The student defines the team, what he/she is going to do/deliver and how that will come about.
- SSC E&SA (Shared Service Center, Education & Student Affairs) reports on the student's registration and study progress.
- IDE's Board of Examiners confirms if the student is allowed to start the Graduation Project.

### ! USE ADOBE ACROBAT READER TO OPEN, EDIT AND SAVE THIS DOCUMENT

Download again and reopen in case you tried other software, such as Preview (Mac) or a webbrowser.

### STUDENT DATA & MASTER PROGRAMME

Save this form according the format "IDE Master Graduation Project Brief\_familyname\_firstname\_studentnumber\_dd-mm-yyyy". Complete all blue parts of the form and include the approved Project Brief in your Graduation Report as Appendix 1 !



family name \_\_\_\_\_  
initials \_\_\_\_\_ given name \_\_\_\_\_  
student number \_\_\_\_\_  
street & no. \_\_\_\_\_  
zipcode & city \_\_\_\_\_  
country \_\_\_\_\_  
phone \_\_\_\_\_  
email \_\_\_\_\_

Your master programme (only select the options that apply to you):

IDE master(s): ☐ IPD ☐ Dfl ☐ SPD

2<sup>nd</sup> non-IDE master: \_\_\_\_\_

individual programme: \_\_\_\_\_ - - \_\_\_\_\_ (give date of approval)

honours programme: ☐ \_\_\_\_\_

specialisation / annotation: ☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

### SUPERVISORY TEAM \*\*

Fill in the required data for the supervisory team members. Please check the instructions on the right !

\*\* chair \_\_\_\_\_ dept. / section: \_\_\_\_\_

\*\* mentor \_\_\_\_\_ dept. / section: \_\_\_\_\_

2<sup>nd</sup> mentor \_\_\_\_\_

organisation: \_\_\_\_\_

city: \_\_\_\_\_ country: \_\_\_\_\_

comments  
(optional)

⋮

Chair should request the IDE Board of Examiners for approval of a non-IDE mentor, including a motivation letter and c.v..



Second mentor only applies in case the assignment is hosted by an external organisation.



Ensure a heterogeneous team. In case you wish to include two team members from the same section, please explain why.



**APPROVAL PROJECT BRIEF**

To be filled in by the chair of the supervisory team.

chair \_\_\_\_\_ date \_\_\_\_ - \_\_\_\_ - \_\_\_\_ signature \_\_\_\_\_

**CHECK STUDY PROGRESS**

To be filled in by the SSC E&SA (Shared Service Center, Education & Student Affairs), after approval of the project brief by the Chair. The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total: \_\_\_\_\_ EC

Of which, taking the conditional requirements into account, can be part of the exam programme \_\_\_\_\_ EC

List of electives obtained before the third semester without approval of the BoE

☐ YES all 1<sup>st</sup> year master courses passed

☐ NO missing 1<sup>st</sup> year master courses are:

name \_\_\_\_\_ date \_\_\_\_ - \_\_\_\_ - \_\_\_\_ signature \_\_\_\_\_

**FORMAL APPROVAL GRADUATION PROJECT**

To be filled in by the Board of Examiners of IDE TU Delft. Please check the supervisory team and study the parts of the brief marked \*\*. Next, please assess, (dis)approve and sign this Project Brief, by using the criteria below.

- Does the project fit within the (MSc)-programme of the student (taking into account, if described, the activities done next to the obligatory MSc specific courses)?
- Is the level of the project challenging enough for a MSc IDE graduating student?
- Is the project expected to be doable within 100 working days/20 weeks ?
- Does the composition of the supervisory team comply with the regulations and fit the assignment ?

Content: ☐ APPROVED ☐ NOT APPROVED

Procedure: ☐ APPROVED ☐ NOT APPROVED

comments

name \_\_\_\_\_ date \_\_\_\_ - \_\_\_\_ - \_\_\_\_ signature \_\_\_\_\_

Please state the title of your graduation project (above) and the start date and end date (below). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

start date      -      -    -      -    end date

space available for images / figures on next page

introduction (continued): space for images

image / figure 1:

image / figure 2:

## PROBLEM DEFINITION \*\*

Limit and define the scope and solution space of your project to one that is manageable within one Master Graduation Project of 30 EC (= 20 full time weeks or 100 working days) and clearly indicate what issue(s) should be addressed in this project.

## ASSIGNMENT \*\*

State in 2 or 3 sentences what you are going to research, design, create and / or generate, that will solve (part of) the issue(s) pointed out in "problem definition". Then illustrate this assignment by indicating what kind of solution you expect and / or aim to deliver, for instance: a product, a product-service combination, a strategy illustrated through product or product-service combination ideas, ... . In case of a Specialisation and/or Annotation, make sure the assignment reflects this/these.

## PLANNING AND APPROACH \*\*

Include a Gantt Chart (replace the example below - more examples can be found in Manual 2) that shows the different phases of your project, deliverables you have in mind, meetings, and how you plan to spend your time. Please note that all activities should fit within the given net time of 30 EC = 20 full time weeks or 100 working days, and your planning should include a kick-off meeting, mid-term meeting, green light meeting and graduation ceremony. Illustrate your Gantt Chart by, for instance, explaining your approach, and please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any, for instance because of holidays or parallel activities.

start date      -      -      -      -      end date



### MOTIVATION AND PERSONAL AMBITIONS

Explain why you set up this project, what competences you want to prove and learn. For example: acquired competences from your MSc programme, the elective semester, extra-curricular activities (etc.) and point out the competences you have yet developed. Optionally, describe which personal learning ambitions you explicitly want to address in this project, on top of the learning objectives of the Graduation Project, such as: in depth knowledge a on specific subject, broadening your competences or experimenting with a specific tool and/or methodology, ... . Stick to no more than five ambitions.

### FINAL COMMENTS

In case your project brief needs final comments, please add any information you think is relevant.

The most sustainable phone  
is the one in your pocket.