Telekom CR-Wissen

Impact measurement: EcoSIM (de)

Sustainability Challenges we are facing is that although the state-of-the-art SIM card is the eSim, we still sell 9 million SIM cards per year.

Our solution, from 2022, the environmental footprint of physical SIM cards will be further reduced by using recycled material instead of virgin plastic.

The offer pays off on the following SDGs:

· SDG 12 - Using recycled material instead of virgin plastic

With an annual sales volume of 9 million SIM cards, we save 81 tCO2e annually with the EcoSIM.

We have labeled this solution #GreenMagenta.

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