



中山大學 · 公民社會中心  
Institute For Civil Society · Sun Yat-Sen University

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## **PRESS RELEASE**

### **GREEN SUPPLY CHAIN OF BRAND MOBILE PHONES**

**Follow-up Project of “Environmental Health” conference, organized in August 2011 by Sun Yatsen University, Guangzhou and German Asia Foundation**

The project is a result of EU-China Civil Society Dialogue on Participatory Public Policy Programme, led by the University of Nottingham and funded by the European Commission. From 2011 until 2013 the School of Contemporary Chinese Studies will foster durable and sustainable links between European and Chinese civil society stakeholders in eight policy areas. The second dialogue on “Industrial pollution and environmental health” was held in Guangzhou from 23<sup>th</sup> to 25<sup>th</sup> of August 2011 and was organized by the Institute for Civil Society Sun Yat-sen University and the German Asia Foundation. Each of the dialogues result in two follow-up projects.

The committee members of the Green Supply Chain project are the Institute for the Study of Civil Society at Sun Yatsen University and the German Asia Foundation. The project is executed by the Institute of Public Environmental Affairs, China-Dialogue Beijing, and young students from Sun Yatsen University. It is hoped that in a second step European NGOs can join the project activities.

### **Project Background**

Based on the pollution survey report of Apple's supply chain, five environmental organizations jointly held a press conference on August 31, 2011, after seven months investigation to disclosure the pollution problems existing among 27 Apple's suppliers. It pointed out that supply chain of Apple in China has done harm to the environment, residents' health and labor rights. Actually, problems of Apple foundries have gradually come up since 2010 Foxconn's jump and Suzhou Lianjian's hexane poisoning and other series of foundries accidents. Apple Inc. adopted a policy of “non-disclosure of suppliers” when confronting criticism, which contradicted with what the vice president promise before the publicity of “Apple Pollution Map” that Apple was willing to build up a dialogue mechanism with environmental protection organizations.

As one of the most important supplying places of Apple, many foundries of Apple in China face serious problems on sewage pollution and employee health issues due to Apple's strict quality and quantity standard with strict cost control. Apple Inc., as the extended producer, must take responsibility for the environmental protection and employee security of the suppliers. Meanwhile, the public has the right to require Apple to account for the harms occurred during production and make the supply chain management greener. Therefore, environmental NGOs contact the Media to design a series of activities, such as holding a press conference, playing a drama named “Saving the Snow White”, sending joint letters,” Just take my mobile phone to green” on Weibo and so on. All of them have already attracted great attention.

Reflecting from the pollution events, there are serious loopholes in brand mobile phones' supply chain management such as Apple, Samsung, Nokia, Siemens, SONY, and MOTOROLA. In order to ensure consumers' right for information, as well as call for green consumption this project will promote the green supply chain management, further request to remove poison from the production process, help the injured workers and residents to maintain their rights concerning health and environment. In a second step, to cause change in brand mobile phones' attitude and strategy vis-à-vis the responsibilities for environmental and labor protection in the supply chain, the project hopes to unite with some influential organizations in Europe and China.

## **Project Objective**

It is hoped that this project will lead to changes in the mother and supplier companies (especially the foundries), the public opinion, as well as in the responsible political institutions

## **Supplier companies**

The activities can finally tend transnational corporations to be aware of their responsibility on the supply chain. At the same time, it can lead them to announce that the supply chain in China would respond positively to the sewage pollution issues and employee health issues made by its foundries. Environmental protection and employee security awareness shall improve among foundries, which can finally lead to form an industry standard. This standard can help foundries to set up self-regulation mechanism and resist OEM brands which put pressure on the costs. Foundry companies will be able to bargain for reasonable costs to cover the necessary environmental protection and employee security fees when negotiating.

## **Public Opinion**

Brand mobile phones' consumers, who practice with the "green consumption" principle, shall realize that some well-known mobile phone brands' products do harm to the environment and employees when being produced. They realize that social responsibility of corporate is important part for Brand evaluation and purchase.

## **Government**

The responsible governmental institutions shall improve their attention on corporation's environment pollution and employee security issues by taking immediate action to polluted foundries in "instant danger".

## **Project content**

The project will do investigations on three foundry sites of Apple suppliers/ foundries, produce documentaries and multi-media reports, organize a seminar on corporate social responsibility and mobilize for consumer actions like the universities' students volunteers involved in the investigations and some other actions.

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A project implemented by the University of Nottingham and its consortium members