



Packaging

Materiality Assessment Topic: Packaging

Issue Summary

Packaging is necessary to protect products, but it can have negative environmental impacts, particularly when it is made from petroleum-based products or materials that are not recyclable. Many companies, including AT&T, strive to make packaging more sustainable. In fact, Navigant Research estimates that sustainable packaging will comprise 32 percent of the total packaging market by 2014.¹

Our Position

We strive first and foremost to minimize the amount of packaging used for our products, and when packaging is necessary, choose materials that have low environmental impact.

Data Highlights

2012 Goal	2012 Progress Toward Goal
<p>Develop and launch a consumer engagement based “Eco-Rating” system with a corresponding scorecard for AT&T wireless handset devices sold at retail. Beginning in the 2nd half (3Q) of 2012, all new AT&T-branded devices added to the postpaid portfolio would be evaluated against the Eco-Rating system.</p>	<p>AT&T developed its Eco-Rating system in cooperation with original equipment manufacturer (OEM) device suppliers and BSR. This system, designed to educate consumers about the sustainable attributes of their devices, rates the sustainable attributes of a device on a 15-point system. This system launched in July of 2012, rating each new AT&T-branded postpaid handset device.</p>
2013 Goals	
<ul style="list-style-type: none"> • In 2013, for the portfolio of postpaid AT&T-branded handset devices that are evaluated against the AT&T Eco-Rating system, 60 percent of device portfolio will be rated at Eco-Rating 3 or above out of a potential of Eco-Rating 5. • Expand the AT&T Eco-Rating system to include prepaid AT&T-branded handset devices and select accessories sold at retail that are new to the portfolio. 	



Our Action

PLANT PLASTICS

Since 2009, we have saved more than 800 tons of packaging. In 2012 alone, we saved more than 300 tons of paper and plastic in our accessory packaging. This built upon our 2011 introduction of a new accessory packaging composed of up to 30 percent plant-based materials. The plastic is sourced from ethanol harvested from natural sugarcane that is a rapidly renewable agricultural crop and replaces nearly a third of the fossil fuels traditionally used.

COOPERATION WITH OUR MANUFACTURERS

In cooperation with original equipment manufacturer (OEM) device suppliers, the following goals were met for new handset models in the AT&T mobility portfolio:

- Reduce packaging, use non-petroleum-based inks and use recycled materials in documentation
- Suppliers to use a minimum of 10 percent non-virgin stock for inbox materials
- Create uniform/standardized handset boxes that reduce our current box size by 20 percent across the majority of our handset portfolio.

AT&T ECO-RATING

In 2012, we launched our Eco-Rating system, a consumer-friendly and easy-to-understand rating that serves as a way for consumers to make more informed choices by allowing them to better understand important environmental attributes of AT&T-branded mobile devices. Three of the 15 criteria in the rating system are for the

use of environmentally preferable materials in products and packaging. Consumers can already find the Eco-Rating information on new AT&T-branded postpaid handset devices and, starting this year, they will also see Eco-Ratings on select prepaid handset devices and electronic accessories (e.g., power supplies, handsets, speakers and battery cases).

Eco-Ratings encourage progress. We have a goal that 60 percent of our postpaid handset portfolio will receive 3-stars or above in 2013.

Watch this [video](#) to learn about the expansion of Eco-Ratings or visit [AT&T EcoSpace](#).

INDUSTRY BENCHMARKS

To continue the success of package minimization and to reduce the impact of wireless products on the environment, AT&T worked with CTIA's [Green Working Group](#) to identify and implement benchmarks on environmental stewardship.

In 2012, we adopted industry benchmarks for postpaid device packaging covering areas such as printing with non-petroleum based inks, labeling to encourage recycling, eliminating plastic inserts and trays and minimizing volatile organic compounds (VOC) in finishes. We affirmed compliance with these efforts in the third quarter of 2013 and adopted similar benchmarks for our prepaid device packaging. For more detail on these benchmarks, visit the CTIA [Green Working Group](#).

¹ Navigant Research.
<http://www.navigantresearch.com/newsroom/one-third-of-all-packaging-materials-to-be-eco-friendly-by-2014>