



Forallfamily

THE GREEN POCKETBOOK

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Chap. 1 \

Changemakers: our purpose

1\ Changemakers: our purpose

At Forall Phones we are making premium technology affordable while protecting our environment. We created **Forall Family** to capture and express two of our dearest convictions:

(1) that technology should be for all and **(2)** that everyone has a role in creating and promoting a more sustainable world. This is the way we are co-creating, with our clients, employees, partners and highly-motivated youngsters, **a new mindset**. A mindset that is based on a fulfilled life without compromising the generations after us.

Our authenticity makes us act socially responsible no matter what. Our passion doesn't allow us to ever give up. We are rebels enough to not stick to the status quo and to always strive for a better future. A future where we all feel empowered human beings: the type of future that pushes humanity forward. More than changing the rules of the game in business, **we are building a community of sustainability-driven changemakers**. Step by step, **we are changing the world**.

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What if we told you that small changes can have a huge impact? What if we told you that changing the world isn't more than small individual contributions which, at the end of the day, produce an enormous impact? You're fundamental in this – **to leave your mark towards a better world** you need (1) to understand the challenges we are facing; (2) to

identify what you can do; and (3) to, indeed, **act**. One could ask us what do we mean by "better world". That's easy - we follow a framework that defines sustainability as the key. We'll tell you more in the next pages.

Bring up all your motivation to change the world, raise your energy and enthusiasm. **This Pocketbook is about to give you what you need to become a true changemaker**. Shall we start?



Chap. 2 \

The path ahead of us: a sustainable world by 2030

2\ The path ahead of us: a sustainable world by 2030

We have said a better world means a more sustainable world. Sustainability means we **use our resources wisely to live a fulfilled life without compromising the generations after us**. Find out more about sustainable development [in this video](#).

In 2015, world leaders agreed to 17 goals for a better world by 2030. The Sustainable Development Goals (SDGs) have the power to end poverty, fight inequality and stop climate change. Guided by the goals, it is now up to all of us: governments, businesses and the common people to work together to build a better future for everyone.

Now is time to act!

You can find out more about the SDGs [here](#).

In the key-actions we'll present to you in the following pages, most of the SDGs are already covered. We find it the North star for simple actions that you can implement.



Chap. 3 \

Our sustainable core business

3\ Our sustainable core business

Did you know?

- > We discard **50 million tones of e-waste per year**. This can get to 120 million tones by 2050 if nothing changes.
- > Only **20% of e-waste is properly recycled**.
- > There is **100x more gold** in a ton of e-waste than a ton of gold ore.

As you know, Forall Phones works on the circular economy. Our refurbished smartphones give another life to equipment that would be trashed otherwise. Our core business is, per se, sustainable - it avoids the production of e-waste and reduces the CO2 emissions to the atmosphere. We promote a more responsible consumption (we are impacting mostly the SDGs 12 and 13).

A new era of sustainability is rising and it's touching every corner of the world! You shouldn't care about it just because our core business is sustainable, but because a sustainability mindset should drive all our decisions and actions if we want to live a happy and prosperous life.

Let's do this? Together.

We have prevented **more 5.000 kg of e-wasted** and **more than 1,960 tons of CO2 emissions** to the atmosphere.



Chap. 4 \ **101 to making a difference**

4\ 101 to making a difference

By now, you should be really thrilled to know what you can do to change the world! Let's conclude all this (necessary) theory and move forward to the key actions you can take. We divided this chapter in seven parts:

(A) Food, (B) Water, (C) Health, (D) Waste, (E) Energy, (F) Mobility and (G) social progress and education, so that you can have a more organized guide on the steps to change the world.

“Small changes can make a big difference!”

A \ Food

Globally, 1 out of 9 people (795 million) are undernourished. We all want our families to have enough food to eat, that is safe and nutritious. We should eat balanced and mainly fresh and local products. Avoiding any food waste is a duty for who seeks a more sustainable world - 1/3 of all food produced is lost or wasted each year, enough to feed 870 million people.

Don't waste any food

(SDG 2, 13)

- > Cook smartly in the right proportions and eat all the leftovers.
- > Track the expiration dates of your food, for instance, with a note on the fridge.
- > Freeze food in case you think it can go bad.
- > If you don't think that you can eat everything, ask for smaller servings when you go to a restaurant or cafe.
- > Buy ugly food - food that has unusual shape or color (even if it doesn't look perfect, the taste is the same).

Plan your diet in a balanced way

(SDG 2, 3, 8, 13)

- > Cook at home and bring your food to work (use a microwave at your workplace) - you'll know very well what you are eating and keep a diverse and healthy diet.
- > Try to consume local, seasonal and organic products - they are usually better, cheaper and tastier. You will be contributing to our economic growth, while reducing the energy (and CO2) spent on producing, storing and transporting such products.
- > Go to a nutritionist to get advice on what to eat to keep up a healthy lifestyle
- > Try to become a vegetarian one day a week. The meat industry (mainly red meat) has an enormous impact on climate change, through the CO2 emission that produces.

Do it for the others

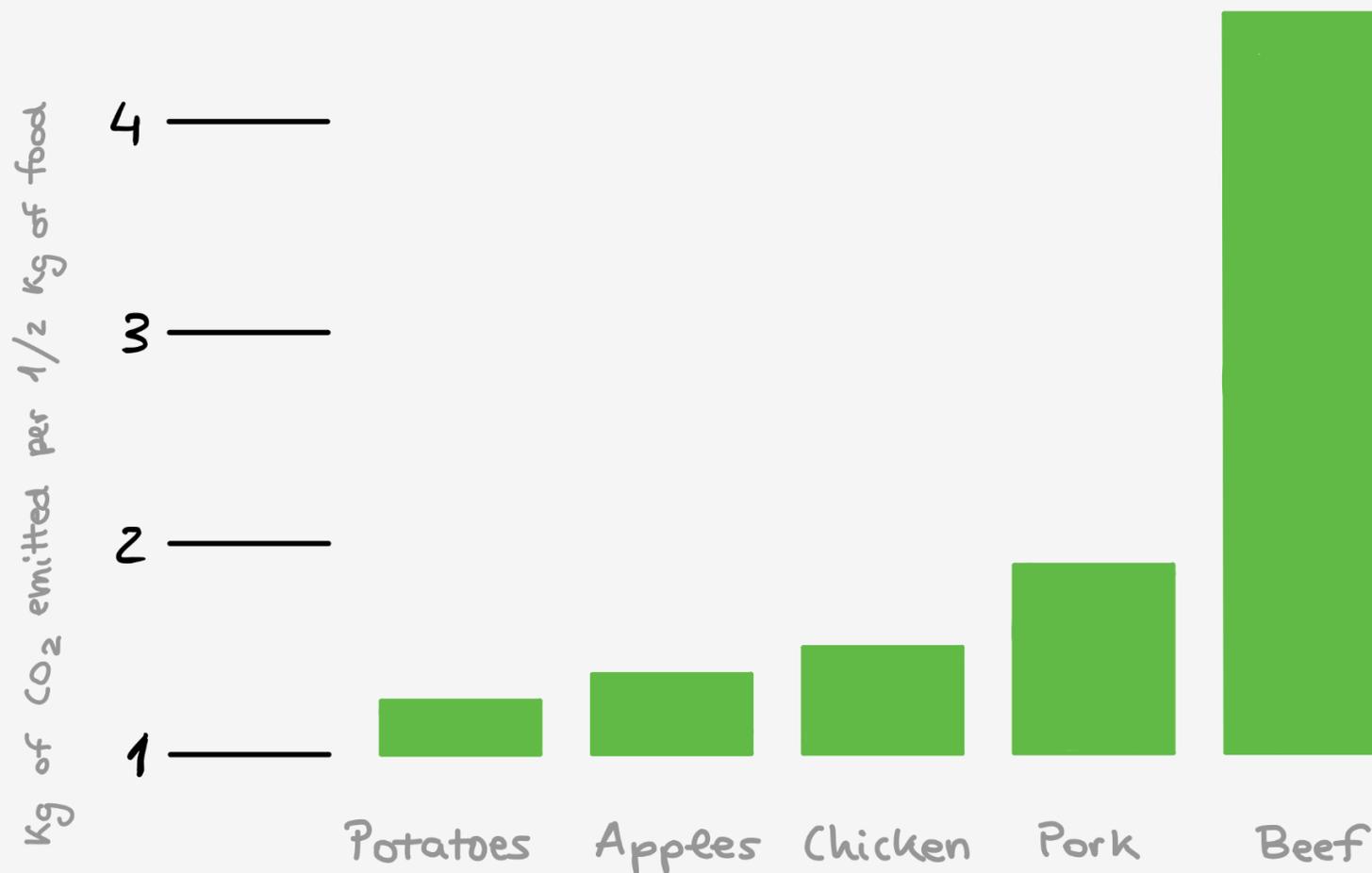
(SDG 1, 2)

- > Contribute to food donation campaigns to help eliminate hunger around the world. We will call your attention to some campaigns in the future.
- > Volunter in projects like the one of [Refood](#), that collects food and leftovers to give them to the ones in need.

Side Note \ Fruta Feia

Have you heard about [Fruta Feia](#)? They are an NGO that buys the ugly fruit from producers in order to allow it in the market. Whenever you can, choose also the ugly food. The taste is not measured by the appearance (unusual size or color) and you will be avoiding waste. Click the link above and find out more about where you can find these products (in Portugal). If Portugal is not your country, for sure you find something similar in your city – search for “ugly fruit”.

Side Note \ Check the environmental impact of some products



B\ Water

There are billions of people all over the world without access to clean water and sanitation, a human right that many of us take for granted. Water scarcity affects more than 40% of the global population and is projected to rise. Moreover, around 2.4 billion people lack access to basic sanitation services, such as toilets or latrines.

Don't waste precious water

(SDG 6, 14)

- > Take short showers (5 to 10 minutes maximum), making your water usage more efficient. No baths allowed!
- > Close the water tap during the shower (when shampooing) or when brushing your teeth.
- > Pay attention when doing your dishes manually, avoid wasting water.
- > Don't run the washing machine or the dishwasher machine until it's completely full.

Do it for the others

(SDG 14)

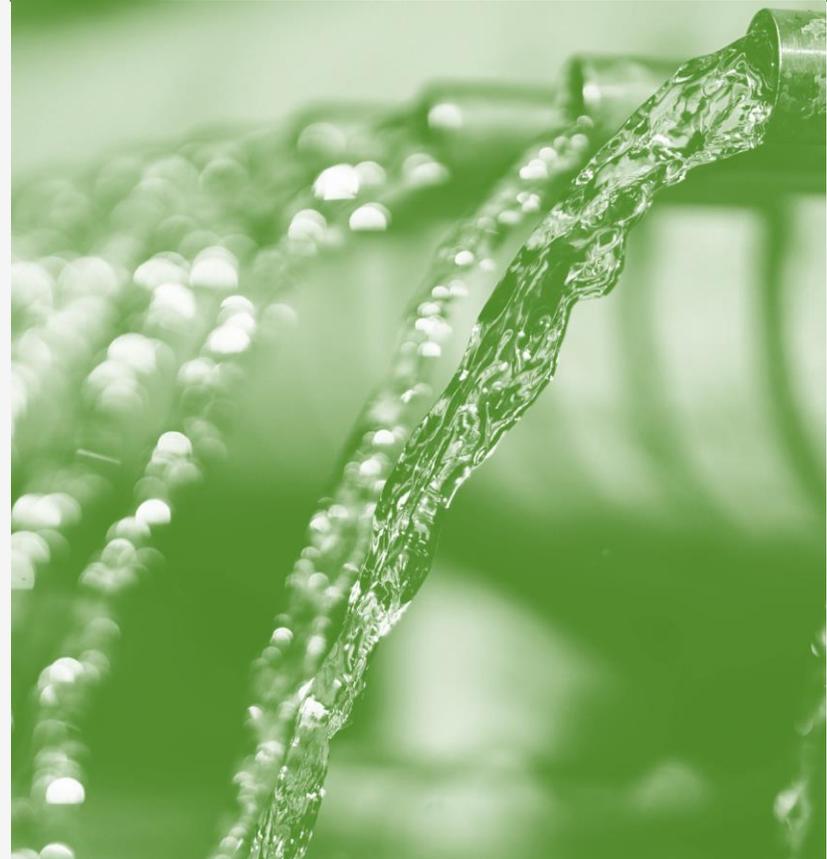
- > Participate in cleaning actions in rivers and beaches to ensure the quality of the water.

Side Note \ Charity: water

Charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations. You can donate and contribute to the water access, as well as the economic and social conditions of those countries.

Side Note \ Wami - Water With a Mission

Do you know what Wami is? For every bottle of water you purchase, you are helping a family in Africa to get access to clean water and sanitation. Moreover, you can actually track the family you are helping by computing the code of your purchase in their website.



C\ Health

More than 6 million children still die before their 5th anniversary each year and only half of women in developing countries receive the recommended amount of health care they need. 1,25 million people die each year on the world's roads. Having healthier and long-living people all around the world starts by having and promoting a healthy lifestyle as well as a strong prevention mindset.

Think healthier and create good habits (SDG 3)

- > Take care of your mental health, meditate for instance.
- > Eat a balanced diet and exercise regularly - take the recommended 10.000 steps every day or enroll in at least a sportive activity session per week.
- > Avoid habits like excessive smoking and drinking.
- > Vaccine yourself and your kids, this is really important.
- > Drive careful and consciously.

Do it for the others (SDG 3)

- > Talk about sexual health in your family, be open about these issues so that everyone is properly informed.
- > Volunteer at a hospital - with kids, for instance.

> Donate your blood - this can help save someone else's life.

> Contribute to campaigns that aim at making healthcare available to poorer people.

Side Note \ Project Hope

[Project HOPE](#) operates around the world wherever the need is greatest, working side-by-side with healthcare workers and their communities, addressing the greatest public health challenges to enable people to live the best way they can. They respond to disasters and health crises and stay in the communities long after disaster had struck to help find solutions to epidemics and any other neglected health needs. You can contribute or volunteer to the project.





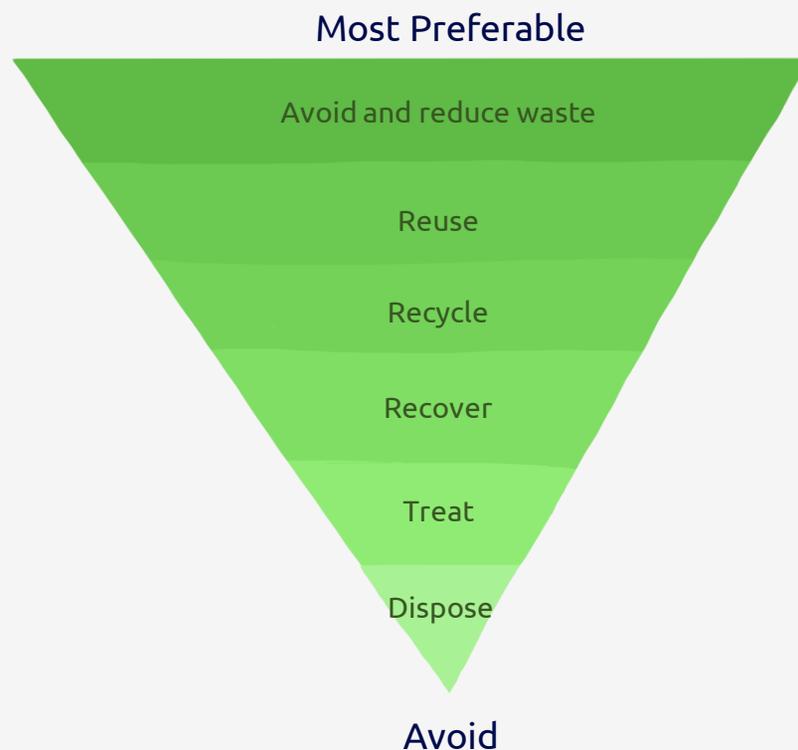
***There's enough on this planet for everyone's needs
but not for everyone's greed.***

- Mahatma Gandhi

D\ Waste

Did you know that each year, 1/3 of all food produced (1 trillion dollars) ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation? Our planet has provided us with an abundance of natural resources. But we have not utilized them responsibly and we currently consume far beyond what our planet can give us - today humanity uses the equivalent of 1.7 Earths to provide the resources we use and absorb our waste. We must learn how to use and produce in sustainable ways. Through education, innovation and adherence to our climate commitments, we can make the necessary changes to protect the planet.

Waste management hierarchy \ Try to live mainly on the pyramid first levels (from the top to the bottom)



Reduce your waste

(SDG 12,15)

If there is less waste, then there is less to recycle or reuse. Do you need that good in your life? Can you use something else for the same purpose?

> You can print on both sides of the paper or not even print at all (we all have cool laptops!). Take your notes in your smartphone or laptop or use your only notebook in a wise way.

> Use cloth napkins instead of paper napkins.

> Avoid using disposable plates, spoons, glasses, cups and napkins (even less if they are plastic!).

> Try to buy bulk-in instead of packed goods or minimally packaged goods.

Reuse your goods

(SDG 12, 13,15)

Learning to reuse items, or re-purpose them for a use different than what they are intended for is essential in the waste hierarchy. You may either reuse those items for your own use or donate so that others can use them.

> Use an eco-bag for shopping.

> Use a reusable water bottle or cup (like Forall Phone's cup) to reduce your plastic.

> Buy second hand goods, promoting the repurpose.

> Again, contribute to clothes, food or even furniture donation campaigns.

Recycle like a pro

(SDG 12)

Recycling something means that it will be transformed again into a raw material that can be shaped into a new item.

> Recycle everything you can, at home or at the office (use the correct bins!):

- Paper;
- Empty glass bottles;
- Aluminium cans and foil;
- Cardboard;
- Plastic food packages;
- Plastic items;
- Batteries;

Glass:



Yes: Bottles; jars

No: Ceramics; plastic bags; flat glass and glass windows; crystals and mirrors; lamps; medication bottles

Packaging:



Yes: Plastic packaging; beverage packagins; cans; plastic bags

No: Paper and board; batteries; home appliances; other non-packaging plastics

Paper & cardboard:



Yes: Cardboard boxes; magazines and newspapers; printing and writing paper

No: Plastic bags; hazardous products; soiled cardboard boxes; plastic paper; stickers; greasy paper

Non-Recyclable:



All the non-recyclable waste like for example: ceramics; flat glass and windows; crystals and mirrors; other non-packaging

Side Note \ Humana

Humana is a Portuguese NGO that gathers second-hand clothing, in order to allow a repurpose of clothing that will then be allocated to those in need, either in Portugal, Moçambique or Guiné-Bissau. They have several locations in Lisbon. You can donate or buy second-hand clothes there.

E\ Energy

Did you know that energy is the dominant contributor to climate change, accounting for around 60% of total global greenhouse gas emissions? We are extremely dependent on energy, in order to produce goods, to drive our cars or public transportation, to have a functional household, etc.. yet there are small changes that can help reduce this dependency and consumption.

Use less energy in your life

(SDG 7)

- > Whenever you can, enjoy the natural light of the sun and use few lights. Yes, do turn off the lights and think twice before you turn them on again.
- > Take care of the isolation of the house to reduce the need of heating. Sometimes an extra layer of clothes is enough to prevent turning the heating on.
- > Open a window before turning on the air conditioner.
- > When you are not using turn off, completely, your plugs - try switches that have on/off -> remember to do this in your home and at work!

Invest in energy efficiency

(SDG 7)

- > Replace old appliances with energy efficient models or light bulbs - are you going to buy a new electronic? Try to buy one which is A or superior energy efficient.
- > If you have the chance, install renewable sources of energy at home, like solar panels.



F\ Mobility

World's cities occupy only 3% of Earth's land, but account for 60-80% of energy consumption and 75% of carbon emissions. All these issues will eventually affect every citizen. Pollution deteriorates everyone's health and affects workers' productivity and, therefore, the economy.

Try other ways of mobility

(SDG 11,13)

- > Carpool to work or use an existing car sharing platform.
- > Bike, walk or use public transportation instead of your own car.
- > If you can, buy an electronic car instead of one that uses gasoline / diesel.



G\ Social progress and education

103 million youth worldwide lack basic literacy and skills, and more than 60% of them are women. This in turn can influence the education system and the development of the economy, not allowing for innovation and progress. At least 1/5 of humanity lives in countries experiencing significant violence, political conflict and insecurity. The world is at a critical juncture. We are witnessing the highest level of human suffering since WWII. Preventing conflicts and finding political solutions to resolve them is our first and foremost responsibility to humanity.

Reducing inequalities

(SDG 5,10)

- > Share positive stories of gender equality and women's empowerment. Be the first one supporting this cause.
- > Share the workload at home - between domestic tasks and child care.
- > Raise your voice against any case of discrimination.
- > Support migrants and refugees in your communities.

Promote a better education

(SDG 4)

- > Volunteer as a tutor or a mentor, including people with disabilities and special needs or youngsters from a poor social context.
- > Encourage people - your friends and family - to study beyond high school. You can even contribute to some scholarships.
- > Promote and take free online courses, take advantage of what is available to you and always learn more and develop your skills further.



Strive for a better world

(SDG 16,17)

- > Vote, let your voice be heard!
- > Share your knowledge on the Sustainable Development Goals and all the best practices from this book, to help other people realize how important this is for everyone.

Do it for the others

(SDG 15,14)

- > Plant trees to restore degraded ecosystems. Contribute, this way, to a greener world.
- > Support campaigns that collect items for victims of emergencies.



Side Note \ Associations for helping others

1 in 3 young people will grow up without having a mentor- either through a formal mentoring program or informally through a family friend - leaving them disconnected from a critical resource to help them with decisions and strategies. Ahead intends to provide the resources necessary for children and Mentors to learn side by side.

Side Note \ Environment day

5th of May is the Environment day - why not volunteer to plant trees? You can do this in multiple organizations, such as, Plantar uma Árvore (which has monthly activities) or Terra de Esperança (together with ANEFA and Galp plan to reforest multiple parts of Portugal).

Chap. 5 \ **It's your time to take action**

5\ It's your time to take action

Today, there are still 836 million people facing extreme poverty, more than 2.5 billion without access to basic sanitation, the planet is getting warmer and warmer, and plastic is destroying the entire ecosystems deep in the oceans. The list of challenges is long and more than ever an answer is needed. Otherwise, we will assist to our own end as Humanity.

As we have seen throughout this Pocketbook, there are small changes that you can do, perhaps some things might seem insignificant to you because you are only one person doing it, but if all 7.7 billion citizens do the same, the impact is enormous. Now that you know what can be your contribution, it's your time to translate words and intentions to actions and a meaningful impact. Make your own choices and choose wisely, the faith of our world depends on you as well! It's time to implement what you have learned so far - to become the changemaker you always wanted to be.

We, and our world, count on you!

We don't have a sustainability strategy. *We are sustainable by nature.*

We don't have a plan where we write what we will do to achieve a sustainable business. We don't have guidelines to transform our business into something else. We are sustainable by nature due to our circular economy approach. Our only guidelines are about how to exploit this identity trait as a competitive advantage in the market; and how to make all our employees, Shapers, clients and partners embrace and embody this sustainability-driven mindset. That's why we write pocketbooks like this one and that's why we promote rather organic activities to directly or indirectly promote a fairer world and a better future for everyone.

That's what we do and what we will continue to do. With Forall Family we are creating a community of changemakers.



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