



Training 6: Sustainability

Allianz Finance Workout



Mind map



This is what you can expect today



The life cycle of your smartphone

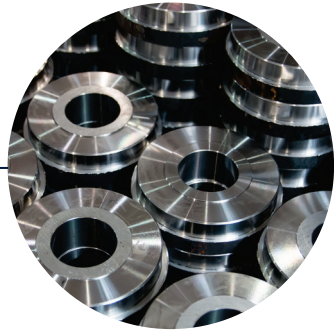


The components of your cell phone

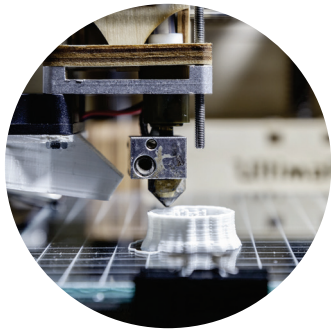


15%
Glass and ceramics

25%
Metal



60%
Plastic



Global value chain



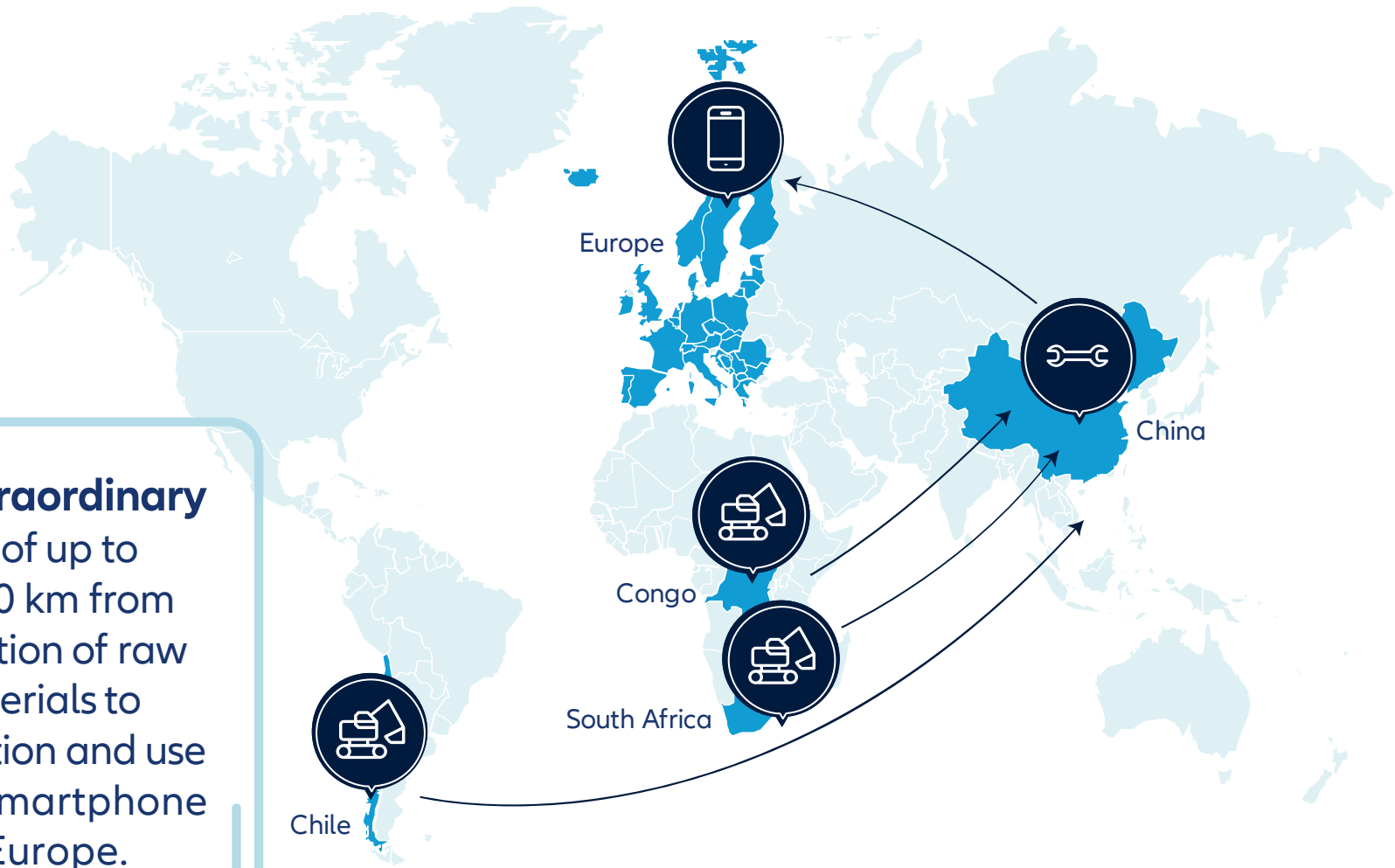
Global value chain



Global value chain



An extraordinary
trip of up to
40.000 km from
extraction of raw
materials to
production and use
of the smartphone
in Europe.



Quiz: Cell phone special

Estimate how long a smartphone is used on average:



A

12 months



B

18 months

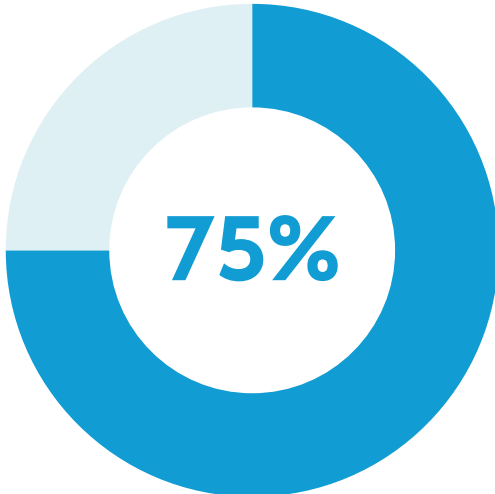


C

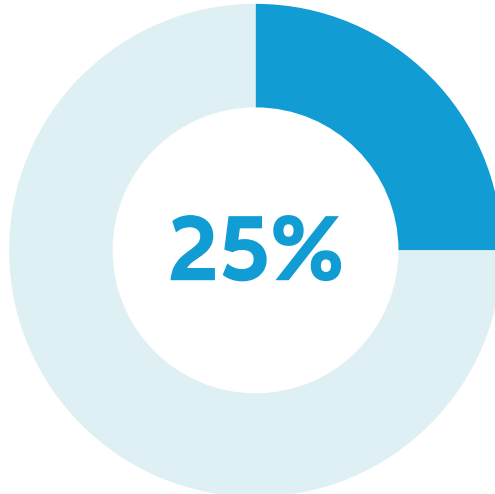
36 months



Global value chain



Electronic scrap



Recycling

Global value chain



By consuming more consciously, you are helping to preserve the earth's scarce resources and you can also save a lot of money.

You determine what you really need, but ask always look at what you're buying with your money and how it's impacting the environment. Your consumer voice counts!

Status quo



Initial situation

Global Smartphones Inc (GSI) is a successful and the largest smartphone manufacturer in the world.

GSI currently has 20,000 employees. Employees develop, market and sell smartphones. Development is taking place in Europe and the USA.

The production of smartphones in Asia is carried out by other companies. For the production more than 100,000 employees work in various Asian countries.

Target

A strategy meeting is scheduled at GSI. The representatives of the different divisions report to the management on the current situation and present proposals for solutions as to how GSI can be even more successful in the future.

 Mrs. Müller Management Director	<p>Managing Director: Ms. Müller wants to understand the current situation in the different areas and to know possible solutions.</p>
 Mr. Chaka Raw material supplier	<p>Raw material supplier from Africa: Raw materials are currently in high demand, and demand is rising accordingly. Since most raw materials (e.g., rare earths) do not grow back and reserves are slowly running out, prices for raw materials are rising. The population in the areas and the workers are unhappy because of the environmental pollution caused by the mining of raw materials. Existing agriculture and fisheries suffer from pollution.</p>
 Mr. Wu Production manager	<p>Production manager from Asia: Employees are very unhappy and often sick due to poor working conditions (e.g., poisoning, 14-hour days) Production is stalled in some places as delivery of important parts is delayed due to staff absenteeism. New employees hiring always costs money. They also need to be trained on the technical equipment.</p>
 Mrs. Bauer Sales Distribution	<p>Sales Manager: Ms. Baker is struggling with the fact that smartphones are not being sold in the previous regions, in some cases even less than in the past. Environmentally friendly smartphones, on the other hand, are very much in vogue. The supply problems mean that not enough smartphones are available for sale. The bad press due to working conditions in Asia lead to declining sales figures.</p>
 Mr. Basco Disposal Specialist	<p>Disposal specialist: Recycling smartphones is expensive. In order for the valuable raw materials from the smartphone to be reused, technically complex processes are required. Environmental protection measures are more strictly controlled and the protection of health for employees is important.</p>
 Ms. Dr. Pelayo Environmental Consultant	<p>Environmental Consultant: Ms. Dr. Pelayo is tasked with uncovering current problems and developing new environmentally friendly, as well as economical, solutions.</p>
 Ms. Martini Union secretary	<p>Union Secretary: Ms. Dos Santos represents the interests of the workers. She sees the lack of social standards (e.g. working hours) and poor working conditions as a major problem for GSI.</p>

Role play



There are often different in life Interests, as with the environment and the economy: Try to find sustainable compromises.

Globale Smartphones Inc. is a fictitious company, there are no similarities with any specific company.

Training 6: Sustainability

Your consumer behavior



Using smartphones/
electrical
devices for a
longer time

Switch off
electrical
appliances – do
not leave them
on stand-by

Recycle old
unused things

It's not your fault that the world is the way it is. But you can also do something about it, that it does not remain so, but has a future.

Allianz Finance Workout Tips

You determine what you really need. Always question what you're buying with your money and how it's impacting the environment. Your consumer vote counts!

Be sustainable! You can help preserve the earth's scarce resources and can also save a lot of money in the process.

There are often different interests in life. With the environment and the economy: Try to find sustainable compromises.

It's not your fault, that the world is the way it is. But you can take action to ensure that it does not stay that way. Think ahead for a "green" future.



Your opinion
is needed!

Thank you
for your
attention!



Other sources...

... for teachers:

<http://www.bild.de/ratgeber/2011/oekologie/reist-um-die-welt-17730624.bild.html> <http://www.bmu.de/bildungsservice/aktuell/6807.php>
<http://www.facebook.com/WiwoGreenEconomy> <https://www.umweltbundesamt.de/tags/elektroschrott>
<http://www.germanwatch.org/corp/it-unt.pdf>
<http://www.greenpeace-magazin.de/index.php?id=2593>
<http://www.nachhaltigkeitsrat.de> (e.g., brochure on "The Sustainable Shopping Basket") <http://www.plant-for-the-planet.org/de/>
<http://www.sueddeutsche.de/wirtschaft/elektroschrott-billig-einfach-illegal-1.2627162> <http://www.spiegel.de/wissenschaft/technik/0,1518,794843,00.html>
<http://www.storyofstuff.com/>
http://www.test.de/unternehmen/schule_unterricht/ <http://www.umweltbildung.de>
<http://www.verbraucherzentrale.de/>

... for students:

<http://www.bmu-kids.de/> https://youtu.be/EwPS2m0ZW_o <https://youtu.be/6eucuVbOkW8>
<http://www.duh.de/alhandy.html> <https://kids.greenpeace.de/>
<http://www.nachhaltigkeitsrat.de/dokumente/audio-video/rapucation-guten-appetit-video/> <http://www.plant-for-the-planet.org/de/>
<http://www.storyofstuff.com/> <http://www.weltbewusst.org/>
<http://www.wwf-jugend.de/entdecken/klima/>

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