

## Case studies: How ICT is helping to deliver the low carbon economy

**Title: Saving forests and fuel with a smaller sales package**

**NOKIA**

**Company: Nokia**

**Summary of what has been achieved:** More efficient logistics with the new COMPACT sales package  
**Parties involved:** Nokia  
**Sector/s:** ICT – Telecommunications  
**Approx scale:** In 2006, 60 million Nokia phones (i.e. the phones of a certain product category) were shipped in COMPACT packages  
**Outcome:** Lower consumption of materials, reduced transport

### Key Objectives

Reducing the size of Nokia's sales package, achieving significant savings in transportation and resource consumption

### Description

Nokia's product packages are tailored to fit in the phone, the user guide, and the necessary accessories, i.e. the charger and the battery. While the former sales package was made of environmentally friendly materials, its minimum size was not too minimal due to the size of the user guide and the way the items were packed in a 3-dimensional tray inside the carton. By making the user guide smaller in terms of both content (50 % less text) and environmental footprint, and by replacing the 3-dimensional tray with a clever divider, Nokia managed to reduce the package size by 50 %.

The new COMPACT package weighs 123 grams, whereas the old sales package weighed 217 grams. One transportation pallet can fit 900 COMPACT packages, compared to 420 old sales packages.

### Environmental Benefits

With the COMPACT sales package, Nokia was able to use 40 % less packaging materials in 2006, corresponding to saving 50 hectares of forest. Nokia also used 1,200 fewer trucks to ship its products, implying significant fuel savings and emission reductions.

The COMPACT package is completely recyclable. Its recycled content varies across regions due to availability differences in materials. In Europe, the minimum recycled content is 27 %; in other regions, the values are slightly higher.

### Scope for further work

Nokia will extend the use of COMPACT to new product categories.

### Further information

The story of COMPACT is told on [our website](#).