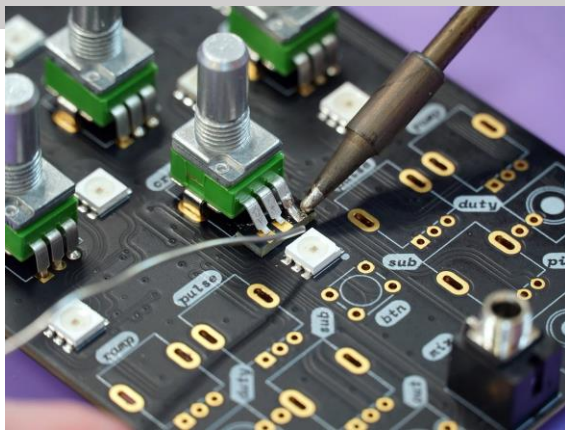
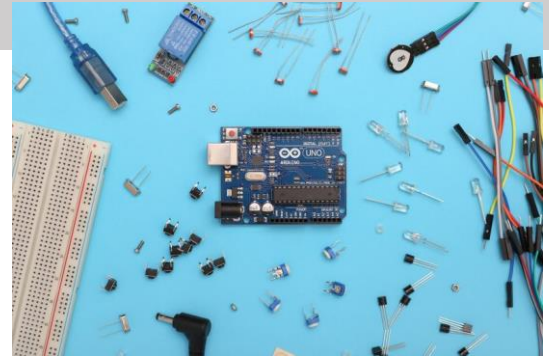


Client overview

The client was a global FMCG company that manufactures a wide range of consumer devices. These devices contain PCBA (printed circuit board assembly), which are not only being made using unsustainable rare metals but are also designed in such a way that prevents electronic components from being reused or recycled effectively. As part of its on-going sustainability programmes, the client wished to reduce the environmental impact of these devices. They were therefore actively seeking technology solutions that would facilitate the creation of “sustainable electronics” for use within their consumer devices.



The search

Strategic Allies Ltd (SAL) initiated a technology search (via secondary research and SAL’s network), to identify technologies that would enable the client to achieve their “sustainable electronics” goal. Any technological solutions that claim to offer sustainability benefits were demonstrated with the savings provided with regards to CO₂, energy and/or water. Example of technologies identified include:

- Technologies that enable easier recovery of PCBA components to allow for reuse
- Methods that enable the use of alternative, more sustainable materials in PCB and electronics to eliminate the use of rare metals
- Sustainable alternatives to silicon chips
- Miniaturisation of PCBA and/or electronics to enable the use of less material
- Initiatives that enable more successful take-back programmes of low-cost electronic consumer devices

*“...deliverables produced by SAL has been very well received and helped inform our *ESG initiatives...”*

“Happy with what SAL found, really interesting companies to review.... companies we should be talking to”

“...like the breadth covered... helped us understand what is happening and driving the industry”

**ESG: environmental, social, governance*

Outcome

SAL shortlisted 25 organisations for presentation to the client - SAL presented a detailed overview of the technologies offered and each organisation’s capabilities along with supporting literature.

The client took up direct contact with 4 companies while other organisations were still being reviewed internally with the client’s sustainability and procurement team.