PRESS RELEASE
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The mobile phone that cares about people and the planet
Fairphone – the most sustainable smartphone is available at NOS

The Dutch social enterprise Fairphone has created “a fairer phone for a fairer world” and believes that “change is in our hands”, literally. The Fairphone 3, a modular 4G smartphone, is on sale starting this Friday, May 8th, exclusively at NOS.

Designed with people and the planet in mind, Fairphone is considered the most sustainable smartphone on the market for ensuring the use of recycled and fairer materials, responsible production, less environmental impact and long-lasting design.

The Fairphone 3 is now available at NOS, the first telecommunications company to market this smartphone in Portugal and which has been constantly investing to provide the Portuguese market with ever more socially and environmentally sustainable products and services.

Fairphone 3 consists of six main components that can be easily repaired or replaced. This significantly increases the longevity of the phone, thus reducing electronic waste and its associated emissions.

Beyond the modular design, Fairphone 3 stands out for its use of recycled materials, putting it at the forefront of sustainability. It incorporates recycled plastics and coppe and uses conflict-free minerals and Fair Trade gold.

In addition to this commitment to its supply chain, Fairphone collaborates with its suppliers to ensure better working conditions in the factories that produce components and, in 2017, was recognized by Greenpeace as “the greenest manufacturer of electronic products in the world”.

“We are excited to have established this partnership with NOS, one of the largest Portuguese telecommunications companies. This is a great opportunity to reach a wider audience with our phone, which cares for people and the planet, and to spread the Fairphone philosophy in Portugal”, says Leon Boshuizen, Commercial Director of Fairphone.

At a technical level, the Fairphone 3 integrates the Android 9 Operating System and a Qualcomm Snapdragon 632 Processor. With a 5.7-inch Full HD (18: 9) Gorilla Glass 5 display, 4GB of RAM, 64GB of Internal Storage (ROM) and even a microSD capable of memory up to 400 GB, this mid-range 4G smartphone comes equipped with a 12MP rear camera and an 8MP front camera, ensuring quality photos anytime, anywhere.

From a zero waste perspective, the Fairphone 3 does not include a charger, power cord or headphones, so customers can continue to use the ones they already have, and comes equipped with a protective bumper and a mini screwdriver to make repairing, replacing or upgrading components simpler.

The Fairphone 3 is available in dark translucent colour for €449,99.
“Sustainability is a strategic dimension for NOS and this is increasingly reflected in the services and products we provide, as well as in the partners we work with,” says Daniel Beato, NOS Private Marketing Director, for whom “the partnership with Fairphone, bringing to Portugal the most ethical and sustainable mobile phone available on the global market, reflects our commitment to provide our customers with a differentiated offer, which respects high environmental and social standards and promotes choices that are increasingly conscious and aligned with the future that we want for the planet and for the next generations.”

About Fairphone
Founded in Amsterdam in 2013, Fairphone is building a market for ethical phones and motivating the industry to act more responsibly. We design, produce and sell smartphones to uncover the supply chain behind our products, raise awareness for the most urgent issues, and prove that it’s possible to do things differently. Together with our partners and collaborators, we’re working to make caring for people and the planet a natural part of doing business. Fairphone is a certified B Corporation and the first smartphone company to receive the Fairtrade Gold Certification and the Blue Angel.
More information at https://www.fairphone.com

About NOS
NOS is the largest communications and entertainment group in Portugal. Offers state-of-the-art fixed and mobile solutions, television, internet, voice and data for all market segments. It is a leader in subscription TV, in new generation broadband services and in cinema distribution. In the corporate market, it is positioned as a sustained alternative in the Corporate and Mass Business segments, offering a broad portfolio of products and services, with tailor-made solutions for each sector and businesses of different dimensions, complementing its offer with ICT, IoT and Cloud.
With a network prepared for 5G and by providing the city of Matosinhos with the 5th generation of the mobile network, NOS is at the forefront in the implementation of this new technology and takes a leading role in innovation associated with smart cities and the development of 5.0 societies.
On the other hand, the objective of reducing greenhouse gas emissions and contributing to the sustainability of the planet has led NOS to subscribe to the Letter of Commitment “Business Ambition for 1.5°C”, which confirms the company’s public commitment to align its emissions with decarbonization trajectories, necessary to limit global warming. In 2019 NOS took over 9 million viewers to the cinema and continues to lead the market with a share of 61.2% of gross revenues, being the exhibitor with more cinema complexes (31) and rooms (219).
NOS is in the main national stock market index (PSI-20), has 4.8 million mobile customers, 1.6 million television customers, 1.8 million fixed telephone customers and 1.4 million fixed broadband internet customers.
More information at http://www.nos.pt/institucional