



circular
computing



Because IT shouldn't cost the Earth.

01

ABOUT CIRCULAR COMPUTING

Circular Computing exists to create a more ethical, sustainable and socially responsible way to buy enterprise IT, without compromising on the quality of product



Today's laptops can do almost anything required of it in the general office environment. They're thinner, faster and more powerful. However, most are exchanged and replaced with little thought, or reasoning. In the enterprise market, the lifecycle of an average laptop rarely exceeds the 3 years' financial lease or warranty; yet the technology is powerful enough to last far longer.

The planet's demand for IT is not driven by a real need. It's driven by a false perception that our organisations can't operate without the newest makes and models. The result is excessive resource consumption, climate change, conflict mining, human rights issues, pollution and e-waste.

The IT industry is currently responsible for 2% of the global Co2eq GHG emissions and this figure is growing. Over 160 million new laptops are made every year and 160,000 are disposed of every day in the EU alone*.

*Source: UN University

**70% of those laptops
can be reused.**

This is where Circular Computing comes in.

We take a 1– 4-year-old product and remanufacture it to a new cosmetic condition by fully disassembling; upgrading and reassembling. To describe our products as refurbished feels like an understatement. The refurbished IT market has become known for an attitude of “minimal investment, maximum return”. A precedent has been set for variable standards and poorer quality. Buyers have come to expect less choice, and to take unnecessary purchasing risks.

Many before us have claimed to break this mold by offering a confusing array of grades including: A, A+, Platinum, Renew, 1st class and so on.

These grades are nothing more than packaging for a product that still asks customers to compromise.

We like to think of ourselves as the world's first Secondary Equipment Manufacturer (SEM). We offer a no-compromise route to sustainable IT. While others refurbish to meet buyer expectations, we remanufacture and wildly exceed them.

What we do is firmly rooted in the Circular Economy - an industrial model that aims to redefine products and services, by focusing on restoration, regeneration and a stance against designed-obsolescence.

“We want to change the way the world buys IT, for the sake of our planet and the world’s most vulnerable communities.”



02

OUR PRODUCTS

We never compromise on the technology that powers our business. And we'd never ask you to either. It's why we won't deal in tiers or variable standards.

For 25 years, we have partnered with some of the world's largest companies. Circular Computers are top of the range brands like HP, Lenovo, Apple and Dell. They contain highly specified components that are made to last.

Our products are network compliant, enterprise grade with built-in security and energy saving features, not normally found in computers on the high street. We deliver all of this at an industrial scale, to meet the demands of big business.

Our products are provided with a brand-new battery, supplied under an exclusive deal with Duracell, as well as a new solid-state drive to deliver unrivalled enterprise performance. All products come with a 3-year warranty, to provide peace of mind and purchasing security.

We have contracts to secure large volumes of the same model, which enables you to include Circular Computers as part of your long-term procurement strategy.

A lot of suppliers in our sector claim to deliver "like-new" quality. For many of those suppliers "battery tested working" and "slight scratches" are common quality assurance measures. That's never going to be good enough for us, and it shouldn't be for you. We embed innovation, precision and market-leading standards into every step of our remanufacturing process, so the difference between new and "like-new" is undetectable.

We deliver a new
classification
of product.

Our products are superior to any refurbished or second-user product and offer far more sustainable value than any new product. We adhere to and set our benchmarks according to some of the best quality standards in the world and by following their example, have set our own quality standard. We call this standard, Circular Certified.

We're different because we know that our mission won't succeed if our products don't deliver.

Working with Mark Jolly (Professor for Sustainable Manufacturing) at Cranfield University in the UK, an independent research thesis was conducted to compare the performance standards of remanufactured laptops, with brand new equivalents. The results concluded that a Circular Computer can provide 97% performance in the general workplace environment, against a newly produced one.

Everything from our products and remanufacturing processes, to the way we do business, is designed to create positive environmental and sustainable impact, without compromising the quality or performance of the technology your business needs. We're determined to make it possible for you to join us on that mission.



03

OUR PERFORMANCE

Proving we connect environmental gain with economic advantage

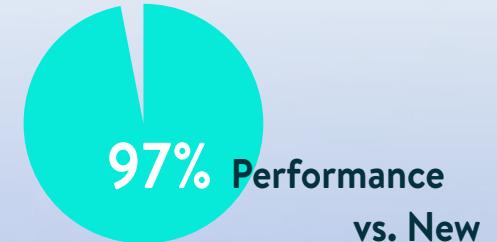
In early 2017, we commissioned a study by Cranfield University to consider the comparative performance of our remanufactured laptops versus brand new in the general work environment.

We know that businesses are concerned specifically about performance. Therefore, it is crucial for us to demonstrate that not only are our products sustainable, but they can deliver the performance required by big business.

General office and corporate needs were identified as the following;

- Word Processing
- Data Management
- Spreadsheet
- Database
- CRM
- Desktop Publishing
- Presentations
- Internet based tasks
- Browsing
- Telecoms
- Multimedia

The study compared the performance of new and Circular Computing laptops in order to discover the real differences from a standard office user's perspective, focusing on the true performance of the computer as a whole – concluding that a Circular Computer can perform to 97% to that of a new one.



Sustainability and performance side by side - without compromise

To view the full report please visit www.circularcomputing.com or contact the head office on enquiries@circularcomputing.com



04

OUR FACTORY

In February 2017, we opened the world's first purpose-built computer remanufacturing facility.

Our vision was to create a workspace capable of delivering industry-leading remanufactured products, at a quality that rivals "new".

We have invested over \$3 million in our own purpose built, state-of-the-art laboratory. Standing on over 15000 square metres of our own land, this is just phase one of a project that will allow the factory to scale with demand, reaching production levels of 500,000 units per annum.

Our innovative techniques have taken years to perfect and are constantly being refined by our team of R&D engineers. Technology onsite enables our unique remanufacturing

process, which leaves no cosmetic detail untreated. We work hard to maintain all relevant International Standard Organisation (ISO) accreditations and participate in a social audit working with the Electronic Industry Citizenship Coalition (EICC). We've also accepted an invitation by the British Standards (BS) Institute to participate on the steering committee of BS 8887 – 211, which is striving to design a European-wide specification for the remanufacture of computers.

We hope to lead by example so that businesses like yours are inspired to expect nothing but the best. The best products and the best working conditions for those who supply them.



Our staff are our most valuable asset; which is why a huge proportion of our factory investment is about them.

The facility is set to create over 400 new jobs and our onsite accommodation has been designed to respect the fact that the factory is a home, for all levels of personnel. Our recently conducted social audit, ensures that our remanufacturing methodology and care for our workforce is measured against the strictest standards. Everything we do follows the robust EICC Code of Conduct- which we are very proud of.

We care about our staff's wellbeing and peace of mind. Alongside our onsite cricket & badminton leisure facilities, we provide independent religious and prayer rooms and we also ensure that meals, laundry, travel and healthcare are provided.

We believe that investing in our people and their welfare is critical to maintaining a passionate focus on quality. If we can do that, then together, anything is possible.

05

INTRODUCING SUSTAINABLE IT

We want to create a world where demand for IT doesn't come at the cost of our planet and most vulnerable communities.

This requires a significant shift in the way IT is procured, which places businesses in a unique position to make a real difference. We're calling for organisations across the world, to give IT an important role within their social and sustainability agenda.

IT procurement isn't a widely-adopted focus for corporate social responsibility (CSR). IT and CSR departments are usually responsible for pursuing separate goals and are expected to deliver on different business needs. We want to change this. Making Circular Computing products part of your IT procurement strategy maximises positive contribution towards CSR goals, whilst also satisfying the IT requirements of the business.

For us, this is about more than selling great products. Circular Computing was born from a desire to not only prevent, but reverse the environmental damage created by the IT industry. We've set up Reversal, our own social impact fund which is governed by the following objectives:

01

To reverse the harm caused to people and the environment by “manufacturing pollution” and the extraction of natural resources.

The true price of our IT is often paid by communities that are “put to work” in developing

countries to meet manufacturer demand. Whilst pay is poor by western standards, it is often the best source of critical income for local communities. Families go to extreme lengths to protect that income with children as young as four working in mines to extract minerals for new computers. Throwing money at this problem is not a viable solution. There needs to be wider consideration for meeting short term needs, whilst investing in long term solutions that give people real choice, without creating a “void” in family income.

02

To help reverse the legacy impact of IT CO₂ emissions on behalf of ourselves and our partners.

There is a legacy of CO₂ debt carried by all of us who are engaged with IT operations. Reversal will be committed to tackling this legacy of debt through reforestation projects that compensate for the production, use and disposal of IT.



**“Vulnerable societies
are insufficiently
educated around issues
of safe disposal.”**

03

**To promote ethical and fair labour practices
within the supply chains of IT manufacturers.**

The technology sector has typically done very little to offer transparency around the working conditions caused by our relentless demand for newer, better, faster technology. We are 100% aligned to the Electronic Industry Citizenship Coalition (EICC) and are committed to giving choice back to the workers who are a crucial component of our supply chain. This includes a firm stance against bonded labour. We will lead by example, giving our partners the opportunity to support us in ensuring ethical standards.

04

**To combat the environmental damage and harm
caused to human health by eWaste in developing
countries.**

Many millions of tons of ICT WEEE is sent to Ghana and Hong Kong illegally and disposed of without any duty of care to the local community or the environment. Vulnerable societies are insufficiently educated around issues of safe disposal. This creates a very dangerous environment. Carcinogens are created by burning materials to salvage valuable scrap, inflicting life-long damage to the residents. Reversal wants to see more product making its way to legitimate recycling centres for re-use, repurposing and re-entry into the Circular Economy instead.

05

**To bridge the digital divide ensuring societies,
at home and abroad, have access to high quality
computer equipment.**

We will work with regions of digital disadvantage by investing in technology required by under-resourced societies. We don't want this to stop at laptops. We want to ensure global communities are digitally equipped to meet the needs of local people - whether that be technology required for a new water or energy projects, or to create the digital infrastructure required for education.

06

OUR PEOPLE

Thanks to a reputation for innovation, ambition and a people-first culture, we have successfully built a team with unrivalled experience.

We have incredible teams based in the UK, US and UAE. For the staff working in our production facility in the UAE, we see it as our duty to provide both a remuneration structure and accommodation facilities that we feel proud of. We are accountable to our Code of Conduct which focuses on labour, ethics, health & safety and the environment. We are also independently audited by INTERTEK, on behalf of the EICC. We know that we have a responsibility to our people and their families, to build a sustainable business that will continue to grow and support them today and into the future. However, beyond our immediate team, Circular

Computing also works hard to ensure our products are always ethically manufactured.

Our mission is as much about people as it is about the planet. We want to continually reduce pollution that risks the health of those bearing the weight of the world's e-waste. We want to put an end to excessive resource demands that currently fuel an industry serviced by conflict mining, child labour and unregulated working conditions. With the support of our partners, we ensure mutual responsibility for safe working conditions and the protection of workers' rights throughout our supply chains.



**Our products are
always ethically
manufactured.**

We strive to ensure that everyone who works and collaborates with us feels empowered and motivated to make a difference. That goes for our customers and partners, as well as our staff, who take pride in their work and the Circular Computing mission.

Our proudest achievement will be to have successfully met our business growth targets whilst always putting people (and the planet) first.

07

OUR SUPPORTERS

From experts, to advocates and influencers, we have been speaking to the right people to gain the right support.

"It is clear that the ICT sector is entering a new phase - where resource efficiency, sustainability, technology, the environment and of course capital costs are all competing drivers within the mindsets of purchasers.

Today's customers are unwilling to pay a premium for incremental improvements in hardware performance, and therefore high quality remanufactured products will open up new opportunities in the market.

I can see an exciting future ahead for Circular Computing as they create the bridge between old and new thinking that enables a balance of performance, sustainability and cost."

Herbert Reiss
Ex VP & General Manager
Hewlett Packard

"Organisations can save significant costs and demonstrate corporate social responsibility by looking at re-furbished computers over new replacements.

New work by MSc student Mauricio Alva Howes supervised by Prof Mark Jolly has provided evidence for a re-think.

Tests on the most typical uses of PCs in a work setting showed overall that the re-manufactured computers performed at between 93% and 97% of the level set by the new computer.

Professor Mark Jolly
Professor of Sustainable Manufacturing
Cranfield University

"This is the IT product I've been waiting 15 years to see.

Circular Computing laptops are a genuine example of remanufacturing in a field of pretenders.

It ticks all the Circular Economy boxes:

Financial, environmental, social and supply chain with no compromise on quality, performance or the user experience.

It sets the benchmark very high indeed for the others."

**David Parker, MA (Cantab) MSc MBA
MIChemE Cenv**

Centre for Reuse & Remanufacturing
& Conseil Européen de Remanufacture

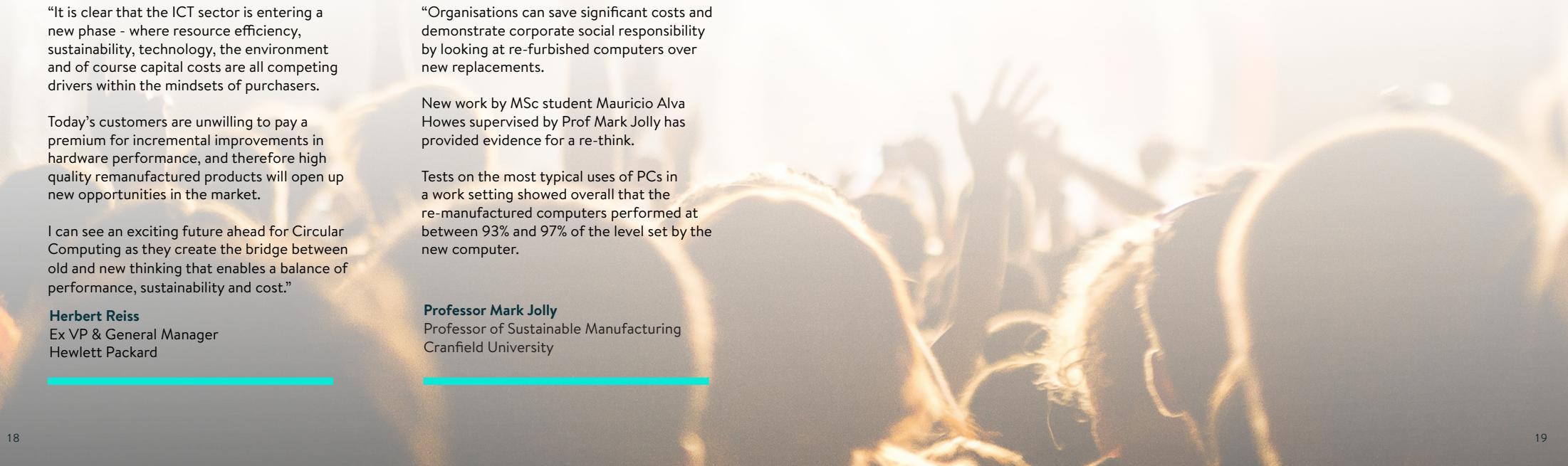
"I met the people from Circular Computing recently (2016) and I believe that what they are doing is an angle shift that, a few years down the line, will result in "a new normal".

The road to a true self-sustainable circular economy is a long one but progress is made by innovative individuals and companies taking steps that change the habits of the rest of us.

Circular Computing has identified what should be done and has acquired the skills to do it. I wish them nothing but great success, as we will all benefit."

Dr Walter R. Stahel

Founder-director of the Product-Life Institute
(Switzerland)



08

OUR PARTNERSHIPS

Your trusted IT suppliers.

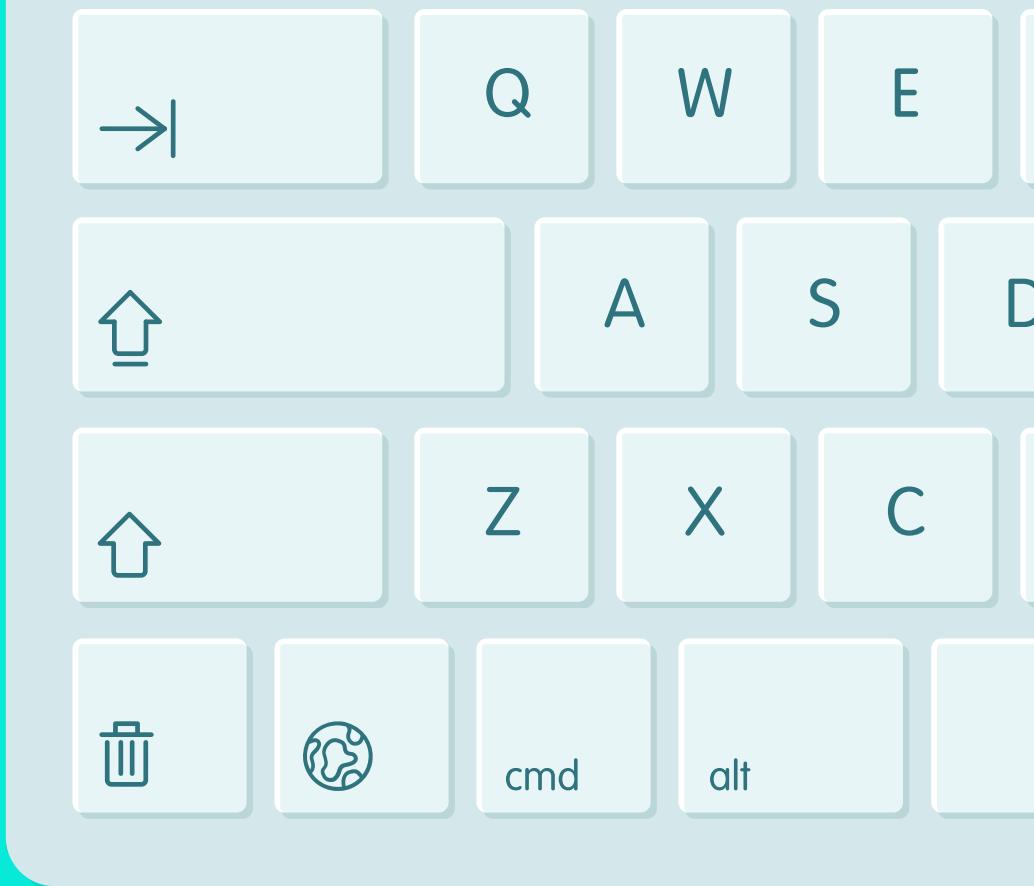
We want to make it as easy as possible for your organisation to choose Circular Computing. That's why we work with the world's leading IT value added resellers (VAR) to deliver Circular Certified computers via your usual procurement process.

The most innovative leaders in the VAR space have recognised that more and more organisations are waking up to the need for sustainable IT. We work hard to ensure every reseller we partner with understands the unique benefits of Circular Computing, from both a technology and sustainability perspective.

Your Circular Computing order would be supported and supplied through the same trusted IT reseller channels that supply your new products, giving you complete peace of mind. If your current supplier doesn't already work with us, no problem. Just put us in touch and we'll take care of the rest.

If you're an IT reseller interested in working with us, contact our partner development team today via:

enquiries@circularcomputing.com





Your chance to make a difference.

Outside of our operational supply chain, we also work with partners like WeForest.

WeForest are an incredible organisation that shares our vision for engaging the world's largest organisations in social and environmental sustainability initiatives. Through their numerous reforestation projects, they're transforming global landscapes with the aim to combat climate change, support local people and preserve the planet.

**To support them,
we invest in the
planting of five trees
for every Circular
Computer we sell.**

As with everything we do, our partnership with WeForest is as much about people as



the planet. Reforestation projects create businesses in themselves, generating sustainable employment, infrastructure and income security within local and otherwise vulnerable communities.

This means that when you choose Circular Computing, your organisation instantly has a direct, positive impact on the environment and the lives of others. Circular customers also have access to near-real-time feeds where staff can keep up to date with the reforestation projects their laptops are supporting.

You can stay part of our sustainable movement by exploring our ongoing WeForest projects online. See where we plant our trees and connect with global communities.

Find out more at
www.weforest.org/partner/circular-computing



www.circularcomputing.com
enquiries@circularcomputing.com
+44 (0)2392 530291

**Unit E Railway Triangle
Walton Road
Portsmouth
PO6 1TY
UK**

**Plot 92 Al Hamra
Industrial Estate
Al Hamra
Ras al Khaimah
United Arab Emirates**

© Circular Computers 2017.
All rights reserved. No part of this
publication may be reproduced
without the written permission of
the copyright owner.