

Green Mobile Handsets & Applications

Strategies, Scenarios & Forecasts 2009-2014



List of Forecasts

All forecasts are for 2009-2014 and include 2008 historical estimates, except where noted below.

Regional forecasts cover 8 regions: North America, South America, Western Europe, Eastern Europe, Far East & China, Indian Sub Continent, Rest of Asia Pacific and Africa & Middle East.

Green Handset Shipments

Total Mobile Handset Shipments (m) Split by 8 Key Regions

Incremental - Green Handsets Shipped as Percentage of Total Handset Shipments Split by 8 Key Regions

Incremental - Total Volume of Green Handset Shipments (m) Split by 8 Key Regions

Progressive - Green Handsets Shipped as Percentage of Total Handset Shipments Split by 8 Key Regions

Progressive - Total Volume of Green Handset Shipments (m) Split by 8 Key Regions

Transformational - Green Handsets Shipped as Percentage of Total Handset Shipments Split by 8 Key Regions

Transformational - Total Volume of Green Handset Shipments (m) Split by 8 Key Regions

Green Handset Shipments (m) By Scenario

Charger No-Load Energy Emissions

Incremental - Average Power Consumption (W) of Utilised Chargers Split by 8 Key Regions

Incremental - Average No-Load Charger Connection (Hours Per Week) Global

Incremental - No-Load Electricity Wasted by No-Load Chargers (GWh) Split by 8 Key Regions

Incremental – CO2 Emissions from No-Load Chargers (Mt) Split by 8 Key Regions

Progressive - Average Power Consumption (W) of Utilised Chargers Split by 8 Key Regions

Progressive - Average No-Load Charger Connection (Hours Per Week) Global

Progressive - No-Load Electricity Wasted by No-Load Chargers (GWh) Split by 8 Key Regions

Progressive – CO2 Emissions from No-Load Chargers (Mt) Split by 8 Key Regions

Transformational - Average Power Consumption (W) of Utilised Chargers Split by 8 Key Regions

Transformational - Average No-Load Charger Connection (Hours Per Week) Global

Transformational - No-Load Electricity Wasted by No-Load Chargers (GWh) Split by 8 Key Regions

Transformational – CO2 Emissions from No-Load Chargers (Mt) Split by 8 Key Regions

No-Load CO2 Emissions (Mt) By Scenario

Recycled/Refurbished Handsets

Incremental - Percentage of Handsets Recycled Split by 8 Key Regions 2009-2014

Incremental - Number of Recycled Handsets (m) Split by 8 Key Regions 2009-2014

Progressive - Percentage of Handsets Recycled Split By 8 Key Regions 2009-2014

Progressive - Number of Recycled Handsets (m) Split by 8 Key Regions 2009-2014

Transformational - Percentage of Handsets Recycled Split By 8 Key Regions 2009-2014

Transformational - Number of Recycled Handsets (m) Split by 8 Key Regions 2009-2014

Number of Recycled/Refurbished Handsets, By Scenario 2009-2014

Green Applications

Mobile App Downloads (m), Lifestyle & Healthcare/Finance & Productivity Combined, Split by 8 Key Regions
Incremental – Green Application as a Proportion of Lifestyle & Healthcare/Finance & Productivity App Downloads Split by 8 Key Regions
Incremental – Total of Green Application Downloads (m) Split by 8 Key Regions
Progressive – Green Application as a Proportion of Lifestyle & Healthcare/Finance & Productivity App Downloads Split by 8 Key Regions
Progressive – Total of Green Application Downloads (m) Split by 8 Key Regions
Transformational – Green Application as a Proportion of Lifestyle & Healthcare/Finance & Productivity App Downloads Split by 8 Key Regions
Transformational – Total of Green Application Downloads (m) Split by 8 Key Regions
Number of Green Application Downloads Split By Scenario

Mobile Subscribers

Mobile Subscriber Base (m) Split by 8 Key Regions 2007-2014
Maintaining a Stable CO2 Footprint - Growth in Mobile Subscriber Base vs CO2 Emissions Per User