Thales’ Eco SIM card is a 100% recycled product made of polystyrene salvaged from old refrigerators. It has been created to help mobile operators deliver true sustainability benefits, with a net zero carbon footprint. The Eco SIM card body is itself recyclable, thus closing the loop of the circular economy.

The GSMA has endorsed UN’s Sustainable Development Goals (SDGs), and the United Nations set goals to protect the planet’s natural resources. The pandemic is strengthening environmental awareness globally, and many people are more aware that human activity threatens the planet. Some 50% of mobile operators, 40% of companies, and 70% of people intend to reduce their environmental impact.

Making SIM cards greener is on its way. The eco-designed SIM card from Thales and Veolia will be included in the GSMA’s 2020 Game Changing Challenge Award. Thales' Eco SIM is the world's first SIM made of plastic pellets from old fridges, and it is 70% post-consumer recycled plastic.

How Eco SIM is welcome by mobile operators:
- Increase operator brand eco awareness
- Deliver true sustainability benefits
- Implement and communicate to the consumer
- Win JAC4 award from telecom operator (Joint Audit Co-operation) – an association of telecom operators aiming to verify, assess and develop the Corporate Social Responsibility (CSR) sustainable goals mobile operators can help implement and communicate to the consumer.

Several mobile operators have already taken the leap to mobile operators to contribute to the SDGs: 2020 Game Changing Challenge. The Eco SIM received BT’s award for best practice on circular economy. Thales' Eco SIM received BT's “Best Practice on Circular Economy” award from telecom operator.

The Eco SIM body is 100% recycled from polystyrene salvaged from old refrigerators. Thales and Veolia developed an innovative process to transform plastic waste into Eco SIM. The path from used fridges to Eco SIM cards is 100% carbon neutral. How much plastic the SIM cards industry uses and to the weight of almost 2 Eiffel towers.

Every year, 4.5 billion SIM cards are produced globally. Most of them will end up in the garbage, creating a significant environmental impact. Energy savings and renewable energy includes impactful emission reduction projects and offset through a certified offsetting model that delivers both.

Want to be the next one? To make a SIM card greener:
- Decrease waste
- Use safer products
- Control environmental impact
- Use renewable energy
- Disclose their climate change impacts
- Increase operator brand eco awareness
- Deliver true sustainability benefits
- Implement and communicate to the consumer
- Win JAC4 award from telecom operator (Joint Audit Co-operation)