

NAGER IT

für Faire Computermäuse



CIRCULARITY:
*lifetime extension and recovery
of ICT products*

Lena Becker (Nager IT e.V.)



Launch: 2009

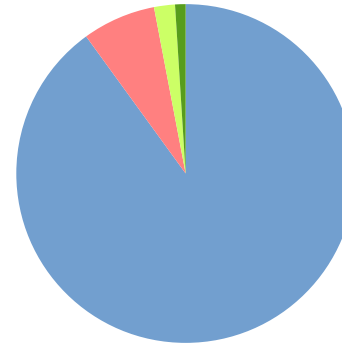
Founder: Susanne Jordan

Market entry: November 2012
First fair trade IT product

Team: 6, Germany
based in Bichl (Bavaria)

production:
60.000 computer mice

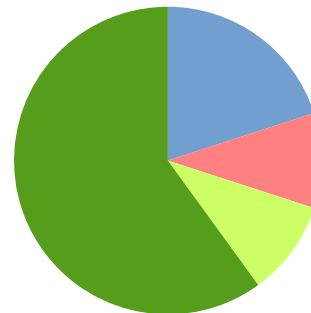
market



■ Germany 90% ■ Austria 7%

■ Swiss 2% ■ other 1%

Sales channel



■ private clients (Webshop) 20%

■ fair trade shops 10%

■ private companies 10%

■ public institutions 60%



forced labor

low wages



forced displacement

environmental destruction

Exploitative child labor

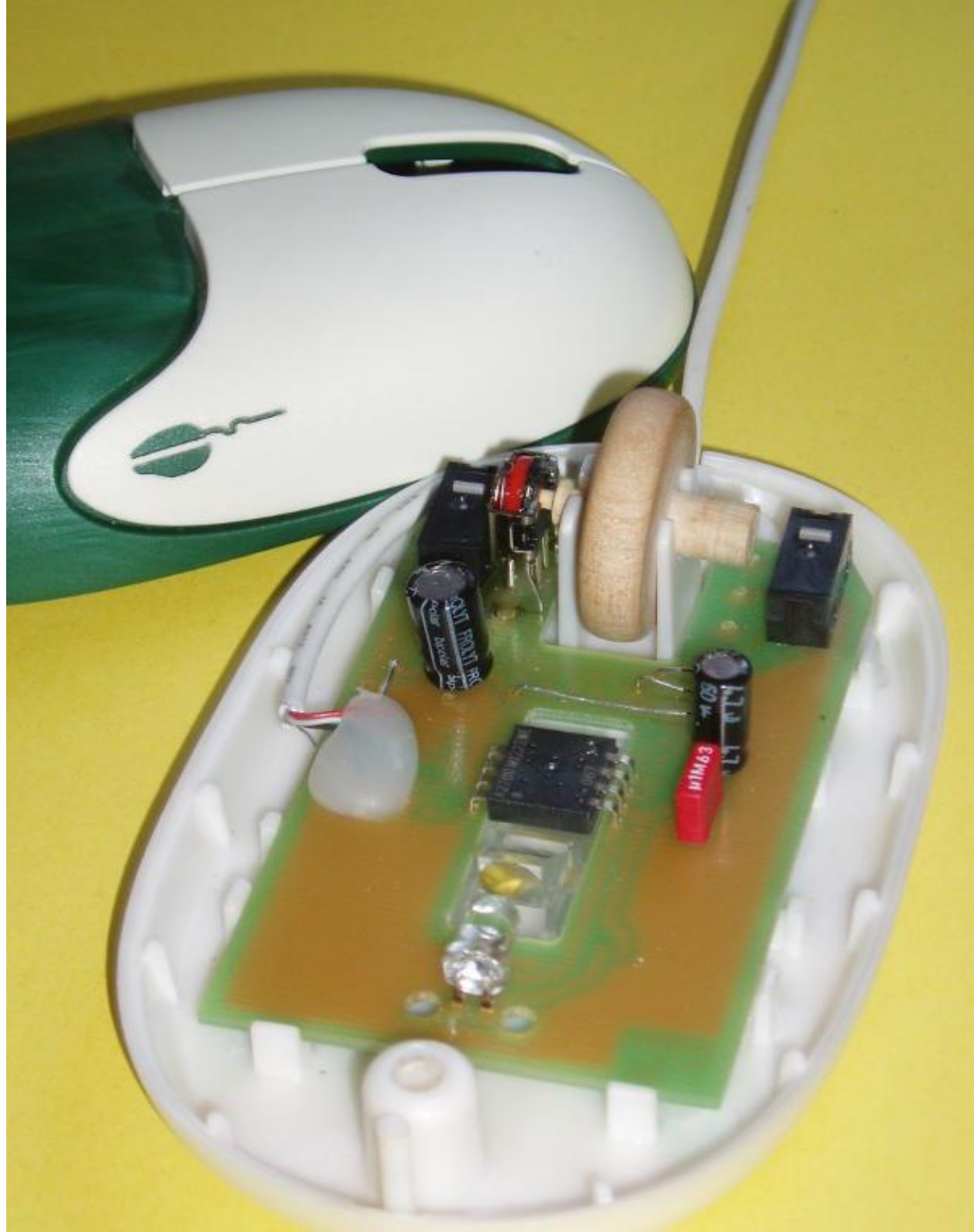
destruction of other sources of income

hazardous working conditions

lack of social protection

70-90 working hours / week



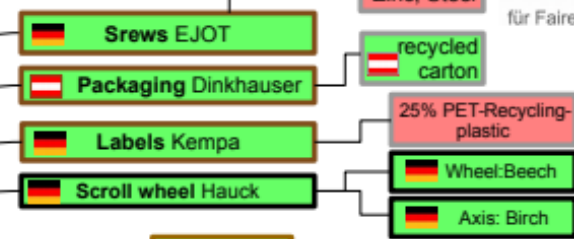


Under construction
June 2018
Grey part incomplete especially raw materials

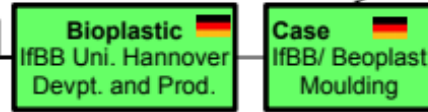
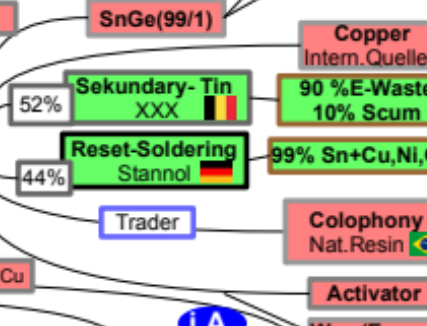
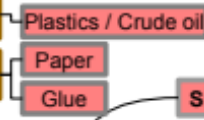
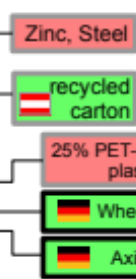


Assembly, Distribution Retex, Sheltered Workshop

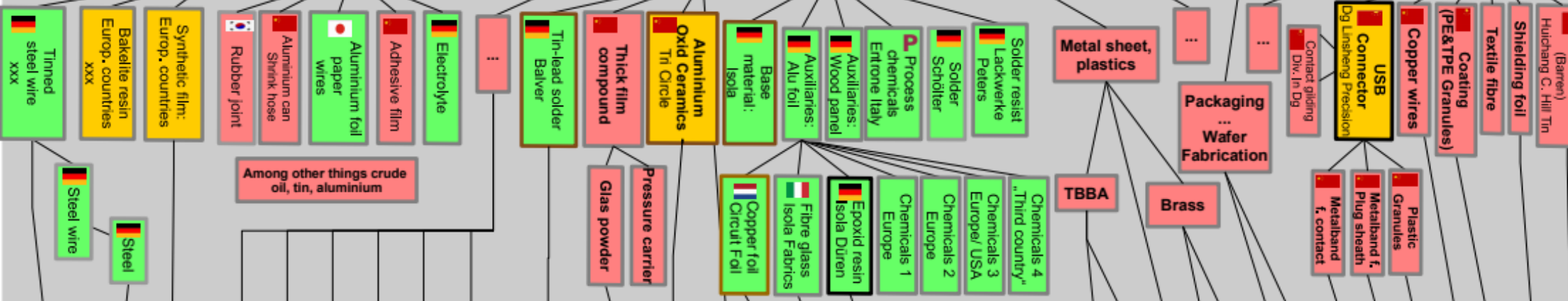
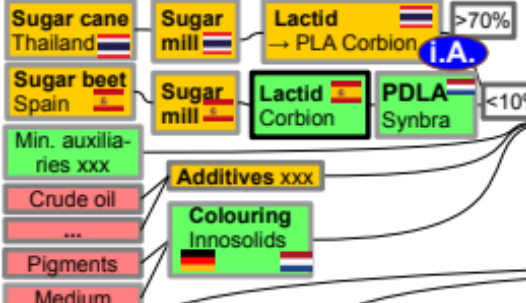
PCB Assembly Retex Electronics



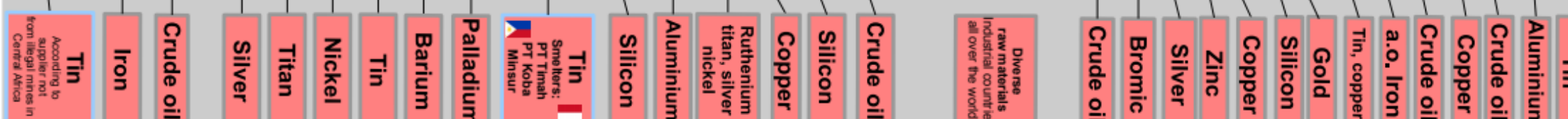
Feet
Qualitaner & Deck5



SMD Assembly Wabe, Sheltered Workshop



Trader for (metal, oil...), refining companies, processing companies, metal exchange, ...intransparent channels of trade





in progress



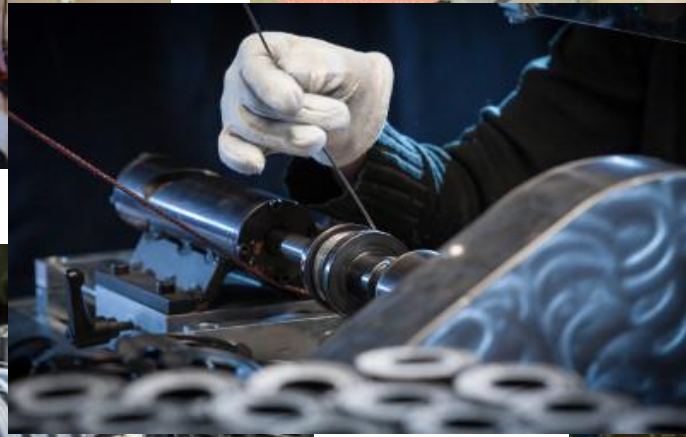
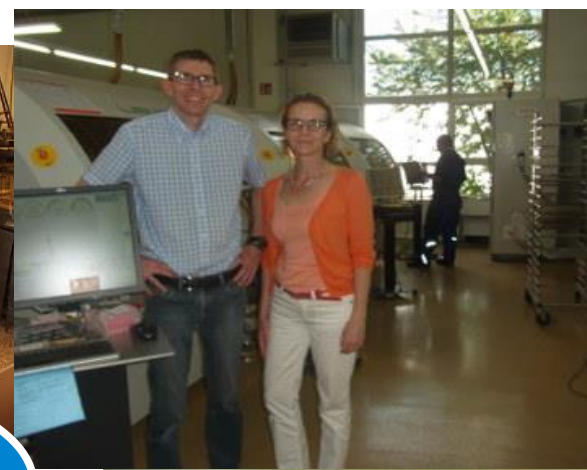
„Our big customers want to see documents. They are not interested in anything else. So we issue those documents.”
(Gao Li, Hentek China)





support of local NGOs





handmade scroll wheel



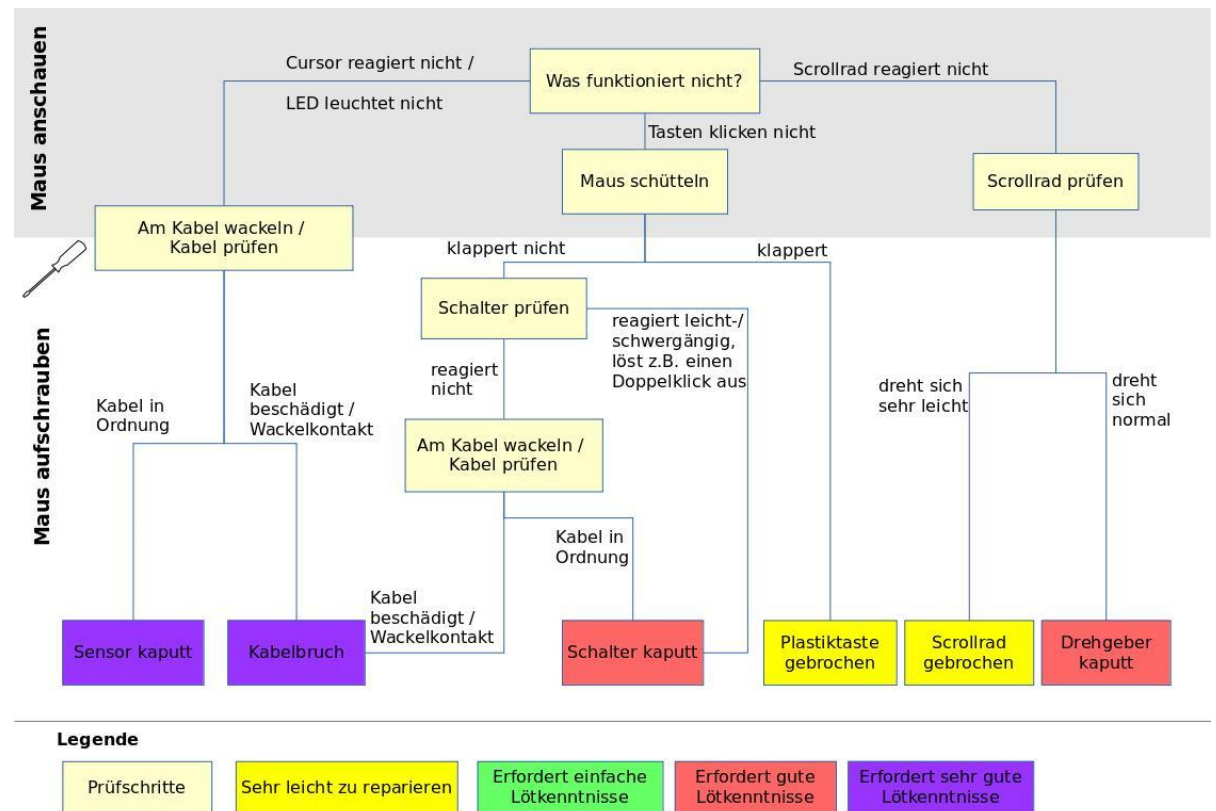
case made from renewable materials



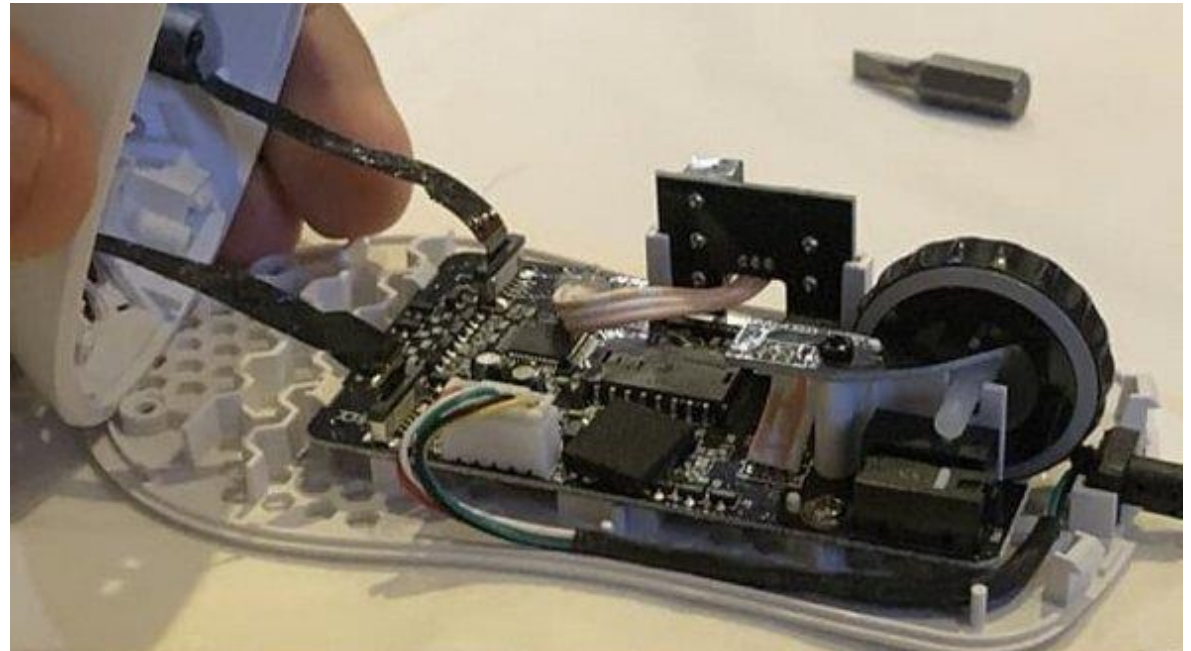
solder tin



reparability



reparability

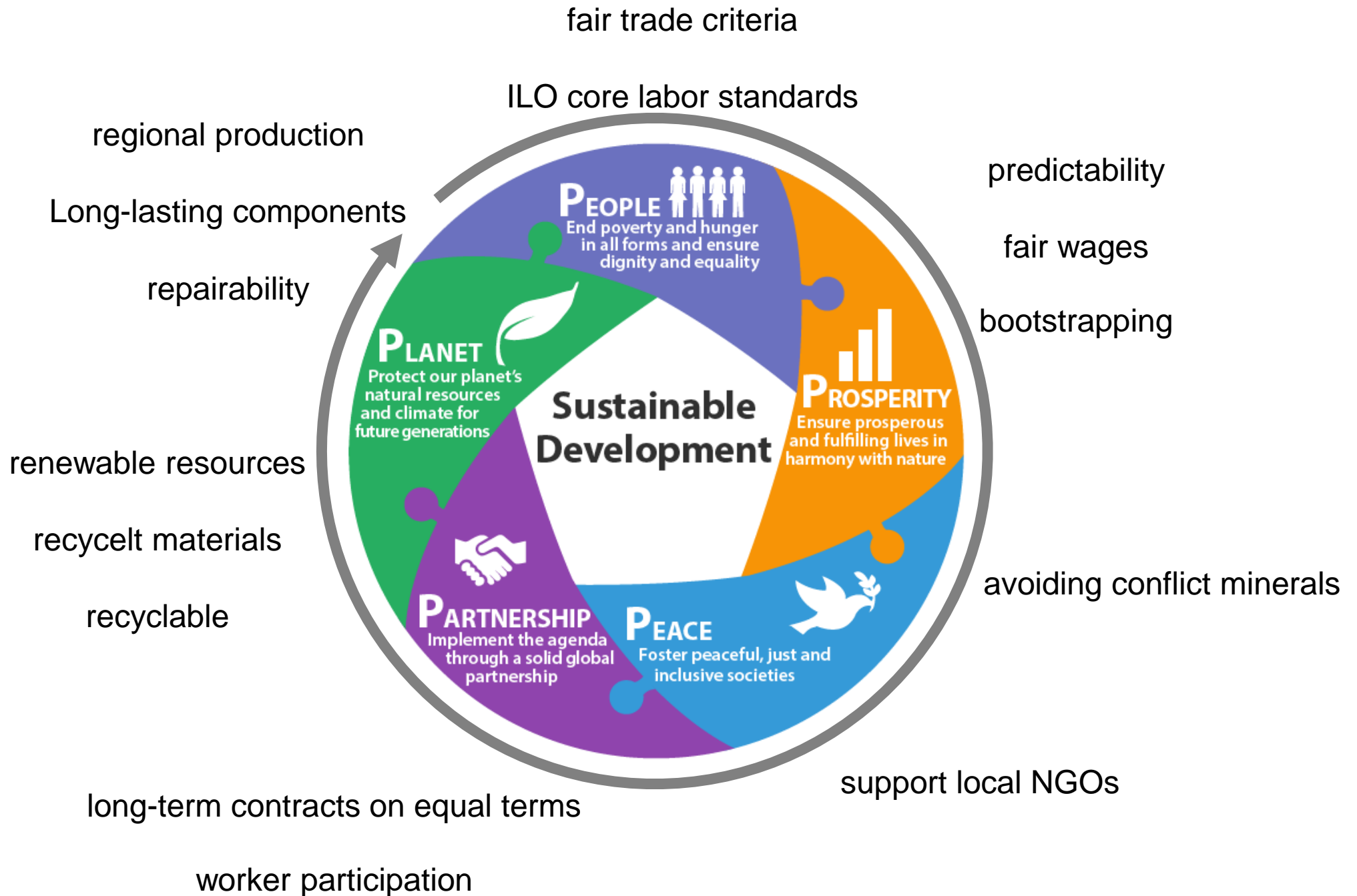


<https://de.ifixit.com/Anleitung/Model+O+Gaming+Mouse+USB+Type-A+Cord+Replacement/133850?lang=en>

recovery





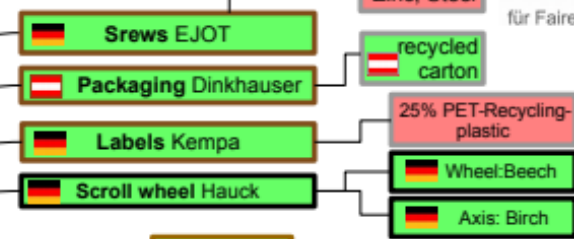


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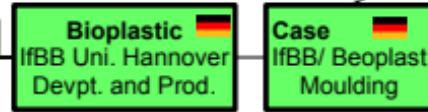
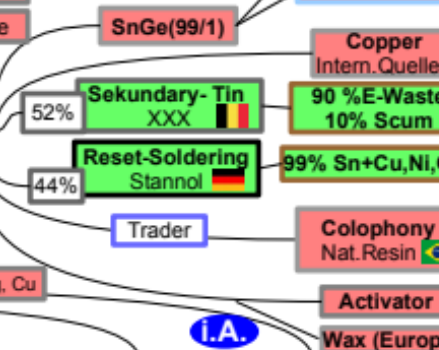


Assembly, Distribution Retex, Sheltered Workshop

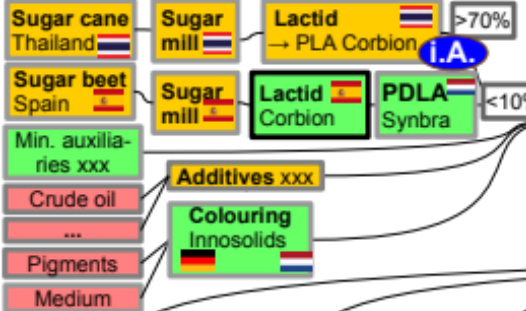
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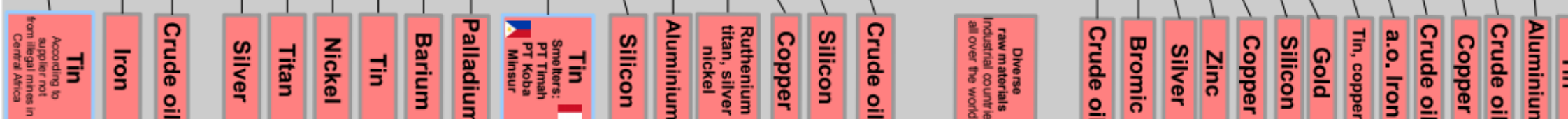
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**time for
your questions...**



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Tank you for your attention!

