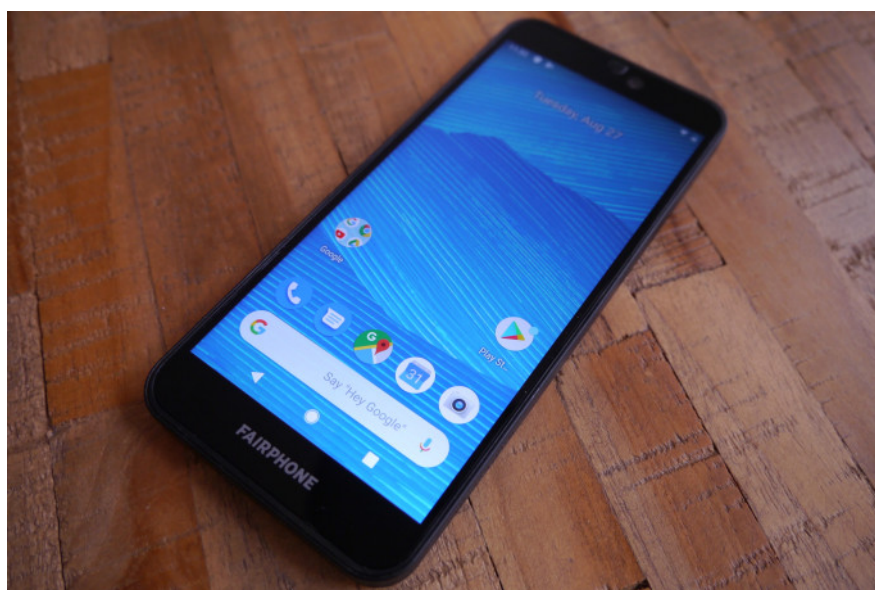


Can Fairphone 3 scale ethical consumer electronics?

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Fairphone, the Dutch social enterprise that's on a mission to rethink the waste and exploitation that underpins the business of consumer electronics, has unboxed its third smartphone.

The handset, which is sold with the promise of longevity rather than cutting edge obsolescence, goes on pre-sale from today in Europe via Fairphone's website with a suggested retail price of €450 (depending on local taxes and levies). It will ship to buyers on September 3.

Like its predecessor, the design is modular to allow the user to swap out damaged parts for replacement modules that Fairphone also sells.

Out of the box the phone comes with Android 9 preloaded. A post-launch update will make it easy for buyers to wipe Google services off their slate and install the Android Open Source Project instead.

Commenting in a statement, CEO Eva Gouwens said: "We developed the Fairphone 3 to be a real sustainable

alternative on the market, which is a big step towards lasting change. By establishing a market for ethical products, we want to motivate the entire industry to act more responsibly since we cannot achieve this change alone.?

?We envision an economy where consideration for people and the planet is a natural part of doing business and according to this vision, we have created scalable ways to improve our supply chain and product,? she added.

[3]

[OS Gadgets](#)

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