

# Product Carbon Footprint Report

ASUS Zenfone 11 Ultra

Report produced: August, 2024

## Product Introduction

225 g

Product weight

3 years

Lifetime

6.78"

Screen Size

Worldwide

Use location

China

Final Manufacturing location



## WHY WE DO

ASUS is committed to continuously improving the environmental performance of the products you purchase. Through product carbon footprint reports (PCF), we show the environmental impact of product lifecycles from design to disposal.

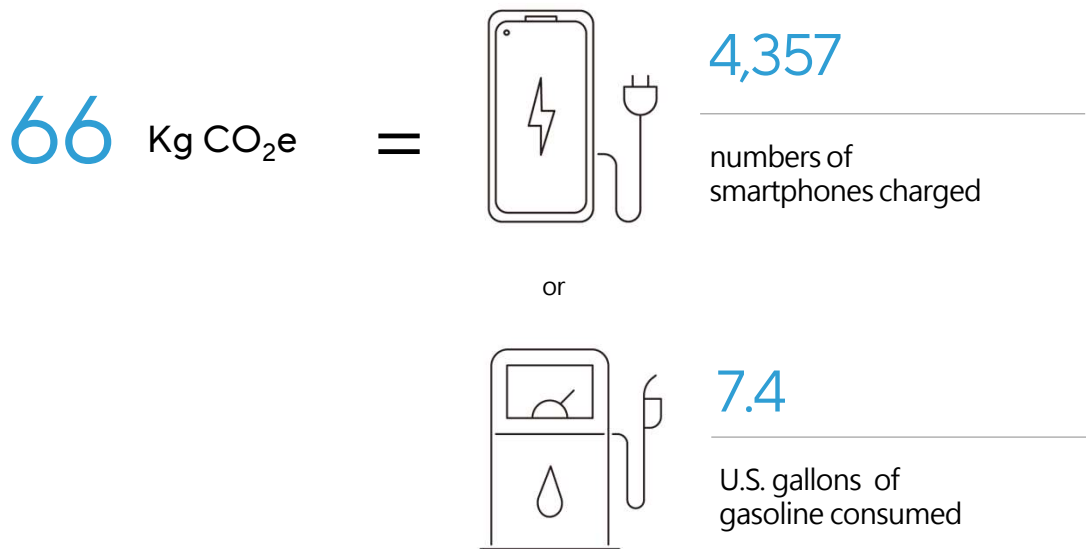
## HOW WE CONDUCT

Life cycle assessment (LCA) is commonly referred to as a "cradle-to-grave" analysis. Throughout the entire life cycle of a product, and the assessment includes the contributions material extraction, manufacturing, packaging and ship, use and end-of-life management.

# WHAT WE PRESENT

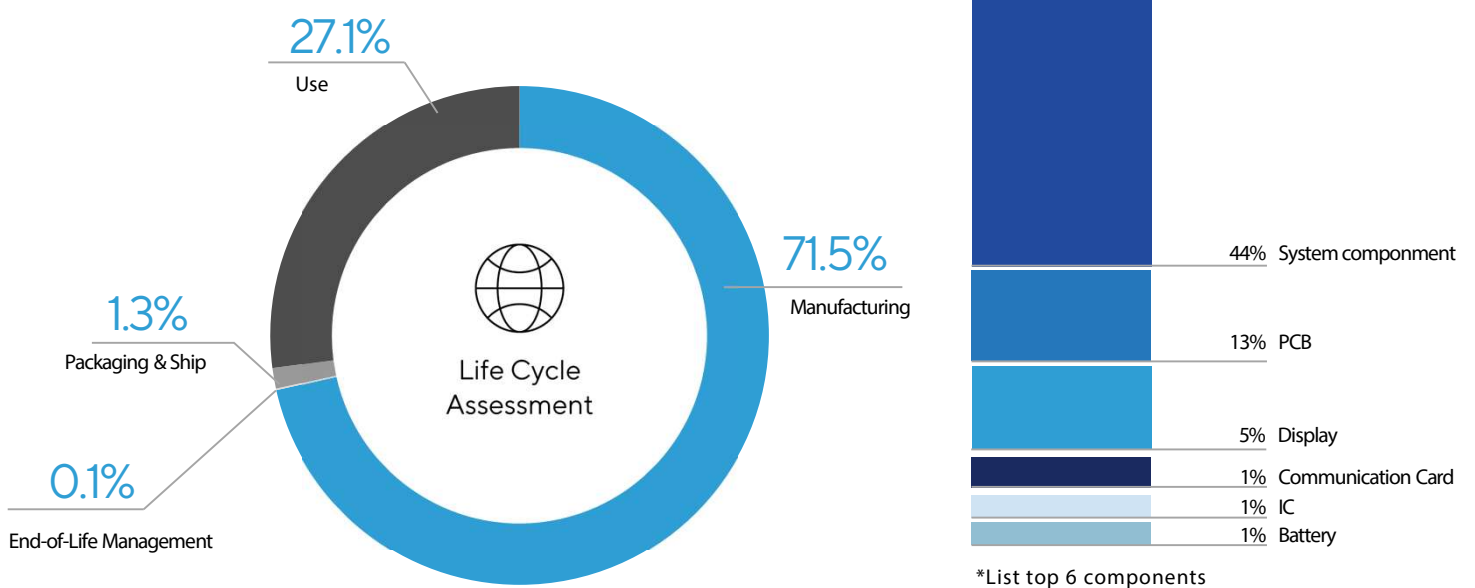
This product's estimated carbon footprint:

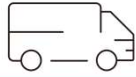
We will demonstrate the total product carbon emission and also provide the approximate equivalencies to let user well understand the concept of carbon emission.



The methodology of calculations are based on [US EPA](#)

The estimated impact across the product's life cycle and with the information of main factors from manufacturing phase.



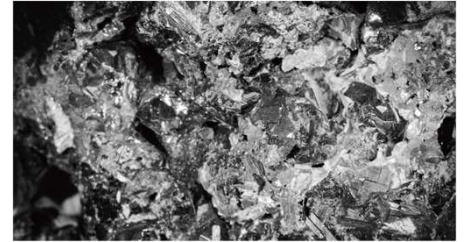


Phase 1 Manufacturing > 2 Packaging & Ship > 3 Use > 4 End-of-Life Management

Phase 1 > 2 > 3 > 4 **Manufacturing**

### Raw Material Procurement

ASUS controls all materials used in the manufacture of products, including the purchase of metals. To ensure that metals meet legal mining and operations, ASUS requires suppliers that meet third party verification. The source of raw materials is in line with the supply chain of the international Responsible Mineral Initiative (RMI) due diligence and management.



### Hazardous Substance Free

All ASUS products comply with the mandatory requirement from European Union's Electrical and Electronic Equipment Restriction of Hazardous substances (EU RoHS).



### Human Right

ASUS protects labor rights and implements responsibility manufacturing. To commit the protection, ASUS joined to Responsible Business Alliance as the full member.



### Recycle Material

ASUS continues to increase the use of recycled plastics & metals in our products. Display glass is made with 50% post-consumer recycled content.

### Supplier Energy Use

Final assembly site are transitioning to renewable energy progressively for ASUS production.

Phase 1 > 2 > 3 > 4 **Packaging and Ship**

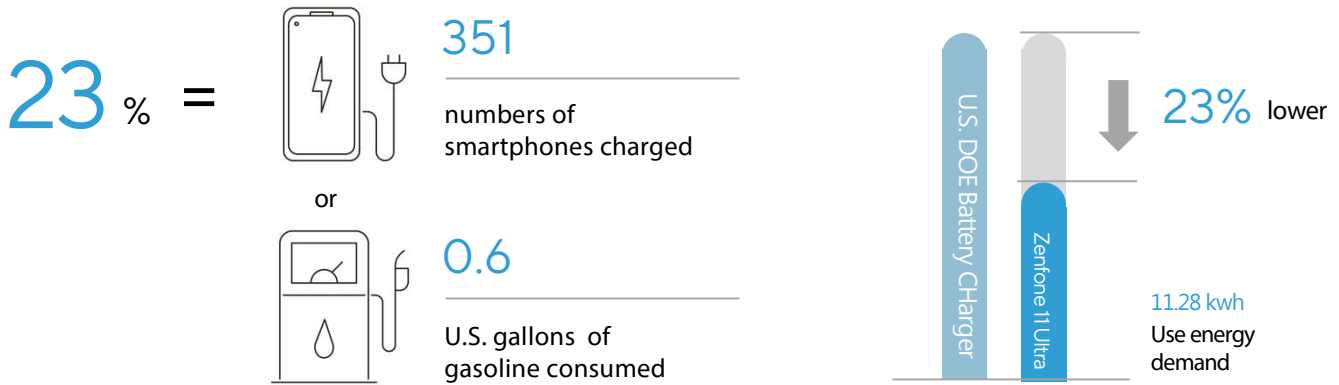
ASUS have designed the packaging to minimize its weight and volume, which helps conserve natural resources and allows more devices to be transported in a single shipping container. Zenfone 11 Ultra use FSC® Mix material on giftbox.



Phase **1** **2** **3** **4** Use

Energy Saving

Zenfone 11 Ultra meet the requirement of U.S. DOE Battery Charger and average energy consumption is lower than U.S. DOE Battery Charger standard 23%.



The methodology of calculations are based on [US EPA](#)

Phase **1** **2** **3** **4** End-of-Life Management



Product modular design, 90% materials and components are easy to recycle and reuse. ASUS promises to recycle second-hand electronic products, and cooperate with qualified recyclers to properly recycle the waste products, in line with the EU Waste Electrical and Electronic Equipment Directive (EU WEEE) and other national waste management laws. The five major regions provide recycling services, including Europe, North America, Taiwan, China, and Australia.



Modular design:

90% materials and parts are easy to recycle and reuse in waste treatment plants



To see more  
ASUS' sustainability effort

# DEFINITIONS

## Methodology

Estimated emissions are calculated in accordance with guidelines and requirements as specified by ISO 14040, ISO 14044 and follow ISO 14067 to conduct product carbon footprint for quantification. There is inherent uncertainty in modeling carbon emissions due primarily to data limitations.

## Life Cycle

With reference to the ISO 14040 standard, the main stages of the environmental life cycle of the product are defined raw material procurement, product manufacturing, product transportation, product use, and product waste.

## Calculation

The environmental footprint of this product is calculated using the life cycle assessment software SimaPro 9.5; and based on the Ecoinvent 3 database data, the carbon footprint of each phase is calculated using the IPCC 2021 GWP 100 method.

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## Manufacturing

It includes the refining, manufacturing, transportation of raw materials, as well as the manufacture, assembly and transportation of parts and packaging materials.

## Packaging and Ship

The route is from the final assembly factory to the Shanghai Airport in China, and then distributed to the warehouses in various continents. Transportation methods include: land by truck and rail, and air by airplane. Considering the reduction of transportation carbon footprint, ASUS prioritizes the use of rail in land.

## Use

The period of use is set to 4 years, and the carbon footprint of this phase is calculated based on the data of the ENERGY STAR standard test method.

## End-of-Life Management

According to the recovery processing vendor model and path calculation of ASUS regional cooperation.

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## Uncertainty

There are uncertainties in this report caused of the following factors:

- ① Uncertainty in modeling carbon emissions due primarily to data limitations. For the top component contributors to Asus's carbon emissions, Asus addresses this uncertainty by developing detailed process-based environmental models with Asus-specific parameters. For the remaining elements of Asus's carbon footprint, rely on industry average data and assumptions. Calculation includes emissions for the following life cycle phases contributing to Global Warming Potential (GWP 100 years) in CO<sub>2</sub> equivalency factors (CO<sub>2</sub>e).
- ② Impact calculation of production phase including the refining, manufacturing, transportation of raw materials, as well as the manufacture, assembly and transportation of parts and packaging materials are based on the database of SimaPro software, not primary data.
- ③ Impact calculation of use phase is based on Energy Star test result and is assumed