



Oppo

Oppo is one of the fastest-growing smartphone companies in the world, ranked 4th in terms of global market share at 8% and 2nd in China, where it has a nearly 20% market share. Oppo also has a strong presence in India, and seeks to break into other global markets as well, as evidenced by their high profile sponsorship of the Barcelona football club. Oppo is a subsidiary of BKK electronics, which also owns Chinese rival Vivo, but the two brands are run independently. Oppo is also the owner of the OnePlus brand. While Oppo is quickly emerging as a leader in sales, it is a clear laggard in addressing its environmental responsibility. Like its BKK sister company, Oppo does not publish even basic information regarding its environmental performance or its sustainability efforts. Oppo did not respond to Greenpeace's repeated requests to provide details on its strategy for improving the sustainability of its own operations or the environmental performance of its suppliers.

Renewable Energy & Climate Change

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TRANSPARENCY. Despite being one of the fastest growing smartphone brands in the world, Oppo does not prioritize informing the public of its sustainability strategy. It does not publish a CSR report, nor does it disclose any emission data to the public. In the age of information, building trust with consumers through transparency is imperative for building brand loyalty.

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COMMITMENT. Neither Oppo or its parent company BKK have made public a sustainability strategy, or made any public commitment to address its energy and climate footprint.

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PERFORMANCE. Oppo fails to disclose even basic details on its energy performance, or efforts to reduce greenhouse gas emissions in its own operations or those of its suppliers. Given Oppo's rapid growth in smartphone sales and the apparent absence of strategy to transition to renewable energy, this growth is likely to result in a significant increase in Oppo's greenhouse gas emissions.

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ADVOCACY. No positive or negative advocacy for renewable energy from Oppo discovered.

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Sustainable Design & Resource Reduction	F
<p>TRANSPARENCY. Despite the growing popularity of its products, Oppo does not publish any data about the materials used in its phones, the use of recycled materials, or take-back data.</p>	F
<p>COMMITMENT. Neither Oppo or its parent company BKK have made public a sustainability strategy, or made any public commitment to reduce the impact its products have through the use of recycled materials or long lived product design.</p>	F
<p>PERFORMANCE: CIRCULAR PRODUCTION. While Oppo recently announced a partnership in Australia to recycle its phones at end of life,¹ the company will have to offer far more robust take-back programs, especially in Asia, to collect and repurpose the materials in the many millions of Oppo phones expected to be approaching the end of their lifespan.</p>	F
<p>PERFORMANCE: PRODUCT LIFE EXTENSION. Oppo's R9m scored 7 out of 10 on a recent repairability assessment.² While the interior of the phone contained numerous modular parts that could be replaced independently, opening the device was difficult. Oppo does not provide repair manuals or spare parts to the public.</p>	D
<p>ADVOCACY. No evidence found of positive or negative advocacy</p>	-

Hazardous Chemical Elimination: Products & Supply Chain	F
<p>TRANSPARENCY. Oppo does not disclose information about chemical management in its products or supply chain.</p>	F
<p>COMMITMENT. Oppo fails to disclose its chemical management strategy, nor has it publicly committed to eliminate chemicals of concern such as PVC, BFRs and phthalates from its products.</p>	F
<p>PERFORMANCE. Oppo fails to disclose its chemical management strategy, nor make public a supplier code of conduct. Oppo is one of the few companies in the Guide that are not members of EICC, which requires regular auditing of its suppliers against a standard code of conduct.</p>	F
<p>ADVOCACY. No evidence found of positive or negative advocacy</p>	-

ENDNOTES

- 1 <http://www.mobilemuster.com.au/news/articles/2016-10/mobilemuster-announces-oppo-as-new-member-of-national-recycling-program/>
- 2 <https://www.ifixit.com/smartphone-repairability>