

# vivo Vivo

In less than ten years since it launched, Chinese-based Vivo is quickly emerging as one of the top five smartphone brands according to global market share.<sup>1</sup> Its growth is predominantly driven by the Chinese market, but as it is starting to saturate, Vivo is rapidly expanding aggressively in India and other Southeast Asian markets. Vivo, like Oppo, is a subsidiary of BBK Electronics, and like sister company Oppo, is a clear laggard in addressing its environmental responsibility. Vivo does not publish even basic information regarding its environmental performance or its sustainability efforts. Vivo 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.** Similar to Oppo, Vivo 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 cultivating customer loyalty.

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**COMMITMENT.** Neither Vivo 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.** Vivo 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 Vivo'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 Vivo's greenhouse gas emissions.

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**ADVOCACY.** No evidence found of positive or negative advocacy

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Sustainable Design & Resource Reduction	F
<p><b>TRANSPARENCY.</b> Despite the growing popularity of its products, Vivo is not publishing any data about the materials used in its phones, the use of recycled materials, or take-back data.</p>	F
<p><b>COMMITMENT.</b> Neither Vivo 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><b>PERFORMANCE: CIRCULAR PRODUCTION.</b> Vivo does not provide and public information on its use of recycled content in its products, or provide any meaningful detail on its product take-back or recycling efforts.</p>	F
<p><b>PERFORMANCE: PRODUCT LIFE EXTENSION.</b> Two recently assessed Vivo phones scored average in repairability assessments.<sup>2</sup> While the interior of the phone contained numerous modular parts that could be replaced independently, opening the device was difficult. Vivo does not provide repair manuals or spare parts to the public.</p>	D
<p><b>ADVOCACY.</b> No evidence found of positive or negative advocacy</p>	-

Hazardous Chemical Elimination: Products & Supply Chain	F
<p><b>TRANSPARENCY.</b> Vivo does not disclose information about chemical management in its products or supply chain.</p>	F
<p><b>COMMITMENT.</b> Vivo fails to disclose its chemical management strategy, nor has it publicly committed to eliminate chemicals of concern such as PVC, BFRs and phthalates from it products.</p>	F
<p><b>PERFORMANCE.</b> Vivo fails to disclose its chemical management strategy, nor make public a supplier code of conduct. Vivo 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><b>ADVOCACY.</b> No evidence found of positive or negative advocacy</p>	-

## ENDNOTES

- 1 IDC, "Worldwide Smartphone Company Market Share"  
<https://www.idc.com/promo/smartphone-market-share/vendor>
- 2 <https://www.ifixit.com/smartphone-repairability>