

Vodacom launches Eco-Sim cards made from recycled plastic

Telecommunications company Vodacom has launched Eco-Sim cards made from recycled plastic as part of its ongoing commitment to reduce its impact on the environment by halving its greenhouse gas emissions by 2025.



Vodacom has launched Eco-Sim cards made from recycled plastic. | Source: Supplied.

The new Eco-Sim cards will be available to Vodacom customers in the half-sized format made from recycled plastic, replacing SIM cards currently made from new plastic. The company says this move forms an integral part of its parent company Vodafone's roll out in 14 of its other markets.

The introduction of Eco-Sim cards follows the recent Eco Rating initiative launched to encourage consumers to make conscious purchasing choices when picking a mobile handset. The pan-industry Eco Rating for mobile phones across multiple brands carries a distinct label at point of sale where these devices are available for sale to customers.



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Balesh Sharma, MD for Vodacom South Africa, said the introduction of the Eco-Sim cards in South Africa is another way in which the company strives to mitigate against its environmental impact.

"We believe that urgent and sustained action is required to address climate emergency, which is why we constantly launch products and initiatives that aim to preserve the planet in line with our purpose," Sharma said.

Vodacom says it aims to minimise and eventually eliminate the usage of plastics at other business touch points and has eliminated all unnecessary plastic and disposable single-use items across retail stores and some of its offices.

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