

Sustainability

Reporting on our progress, actions, and transformations we've achieved so far in relation to the attainment of the Sustainable Development Goals.



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Ishaan Chauhan

Chief Operating Officer

Ishaan is a Geology graduate from the University of Bristol, with a history in tech repair. Before university he was an avid tinkerer, and was inspired to start change after witnessing first-hand how destructive mining new materials can be.

Casey Sather

Chief Executive Officer

Casey founded FMC while studying Astrophysics at the University of Bristol. Fixing phones since he was 16, the need for a reliable, but economical service for students stood out, and after years of refinement, developed into FMC as it is today.



Ishaan & Casey at the Mobile Industry Awards 2024

FMC at a glance

At FMC, we strive to place simplicity at the forefront of everything. Whether we're repairing your device, organising a pick up / drop off, or simply chatting with you, we want simple and fulfilling human interactions to be the focus and highlight of your experience with us. The tech world can often feel alien and inaccessible to many - we've felt it too. That is why our friendly and highly skilled staff are here to make each and every interaction as convenient, informative and smooth as possible.

Started by students in university almost a decade ago, FMC began as a solution to a problem faced by many: a deregulated and unreliable industry, notorious for smoke, mirrors and exploitative practice that leaves customers in the dark. Technology is a part of our day to day lifestyles now, so why do breakages and issues still feel like a mysterious and expensive crisis? They don't need to anymore. Whatever your issue, we can help.



Recent Recognition

Though young, FMC is a frequent winner and nominee of awards, punching well above its weight class against giants like EE, Samsung and Assurant.

- **2024 Mobile News Awards**
 - Most Innovative Service
- **2023 Mobile Industry Awards**
 - Best Repair Service
 - Best Start-up Innovation of the Year
- **The Pitch - Finalist**
- **Bristol New Enterprise Competition**
 - 2023 Growth Stage
 - 2020 Development Stage



Jeff Stelling announcing nominees for the 'Best Repair Service' at the 2024 Mobile Industry Awards. FixMyCrack was nominated along EE, Assurant, LikeWize and other massive chains.



"Each smartphone produces 93kg of CO2."

'Mobile emissions' - Ray Ali, USwitch 2023

The UK generates the second-highest amount of e-waste per capita in the world, with recent research suggesting the UK will be #1 by the end of 2024 (1). Of this, only an estimated 12.5% is recycled, with an estimated 40% being shipped overseas. (1,2)

With the world becoming increasingly digital and ~84% of the world's population owning a smartphone (according to world population projections), tech is making a substantial contribution to the problem of climate change, with various studies and research highlighting significant values.

Throughout its lifecycle, tech is constantly contributing to climate change. The raw materials needed to produce a smartphone require energy-intensive mining, with a number of the materials being finite. An estimated 85-90% of a smartphone's carbon footprint is produced during its production process.

Research on annual carbon emissions from smartphone usage estimates a yearly CO2 production of 63kg from just one hour of smartphone usage per day. (3)

1: <https://www.circularonline.co.uk/news/uk-generated-2nd-largest-amount-of-e-waste-as-a-country-in-2022/>

2: <https://resource.co/article/uk-track-become-europe-s-biggest-e-waste-contributor>

3: <https://infomineo.com/technology-telecommunication/how-smartphones-are-contributing-to-climate-change/#:~:text=Research%20on%20the%20annual%20carbon,per%20day%2C%20for%20a%20year.>

Our Sustainability Strategic Framework

Community Impact:

We actively engage with and work to strengthen the communities around us through education and empowerment

Responsible Employers:

We nurture a culture that believes diversity, inclusion and equity are the key foundations of a successful business. We recognize the importance of investing in talent and upskilling our staff to deliver the best possible employee satisfaction. As an employer of young people, we understand we've a responsibility to let them learn and grow. FMC aims to give its staff the tools they need to flourish, alongside having a careers advisor with over 20 years of experience on hand.

Customer Care:

Our business started as a way to save the customer, and that ethic is still at the heart of everything we do.

Our friendly team is on-hand to help, and we go out of our way to offer free tech help pop-ups to the wider community.



FMC at UWE's Repair Workshop, working together with the Restart Project. Ishaan (left) showing engineering students how to tear down a laptop for basic maintenance.

Understanding Sustainable Development Goals



How we're integrating the SDG's into FMC

While only an SME, FMC is actively incorporating the Sustainable Development Goals (SDGs) into its practices through promoting eco-friendly operations, reducing e-waste and making big strides in responsible component refurbishment and component construction.

In particular, FMC is focusing on goals 4 & 12.



Priority Goals

4 QUALITY EDUCATION



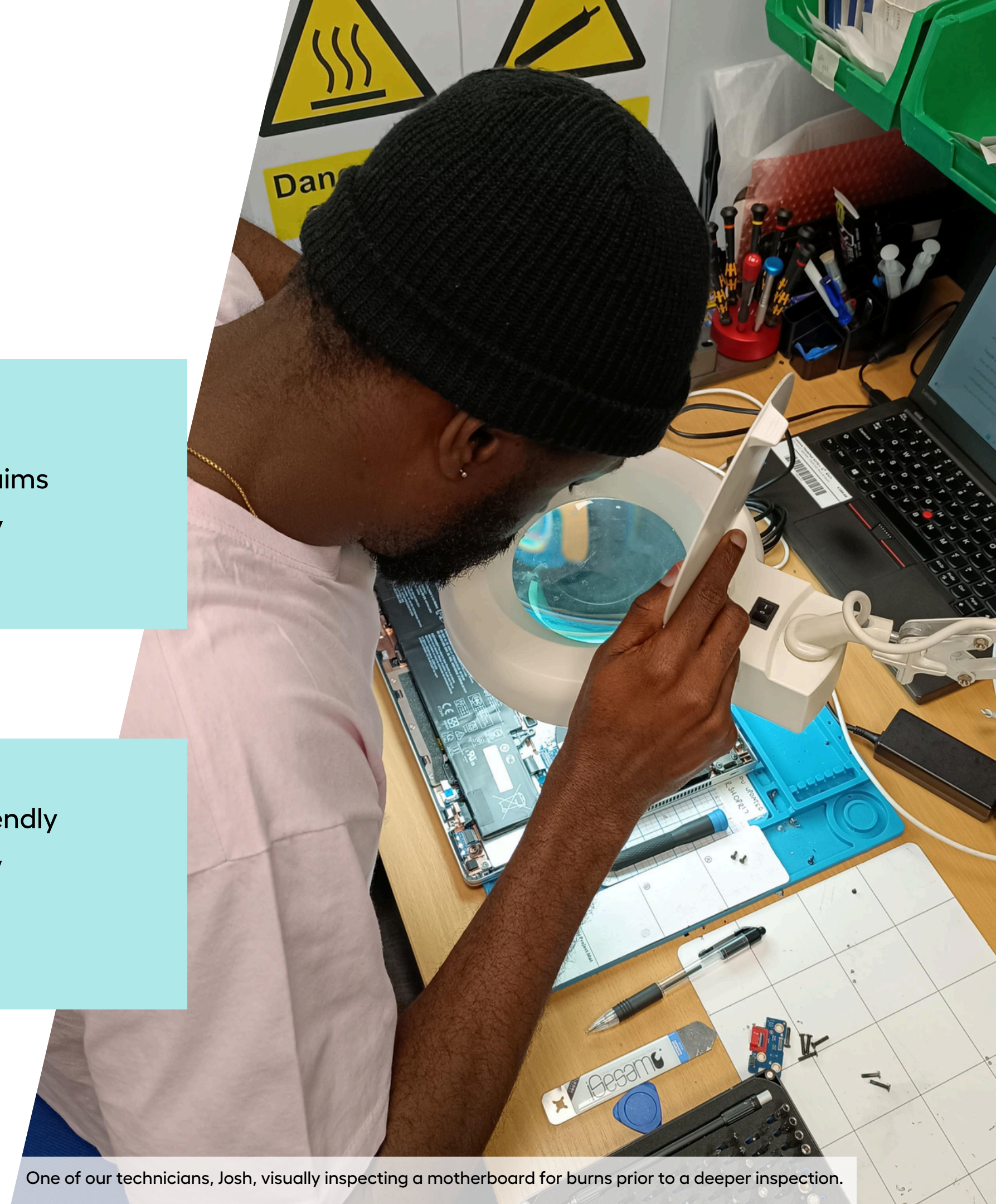
Daily life is becoming more and more reliant on tech, leading to a massive spike in throwaway culture. FMC aims to teach vital repair skills to reduce the necessity to buy new.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Through repairing existing devices and offering eco-friendly refurbishment solutions, FMC reduces the need for new devices to be produced.

One of our technicians, Josh, visually inspecting a motherboard for burns prior to a deeper inspection.



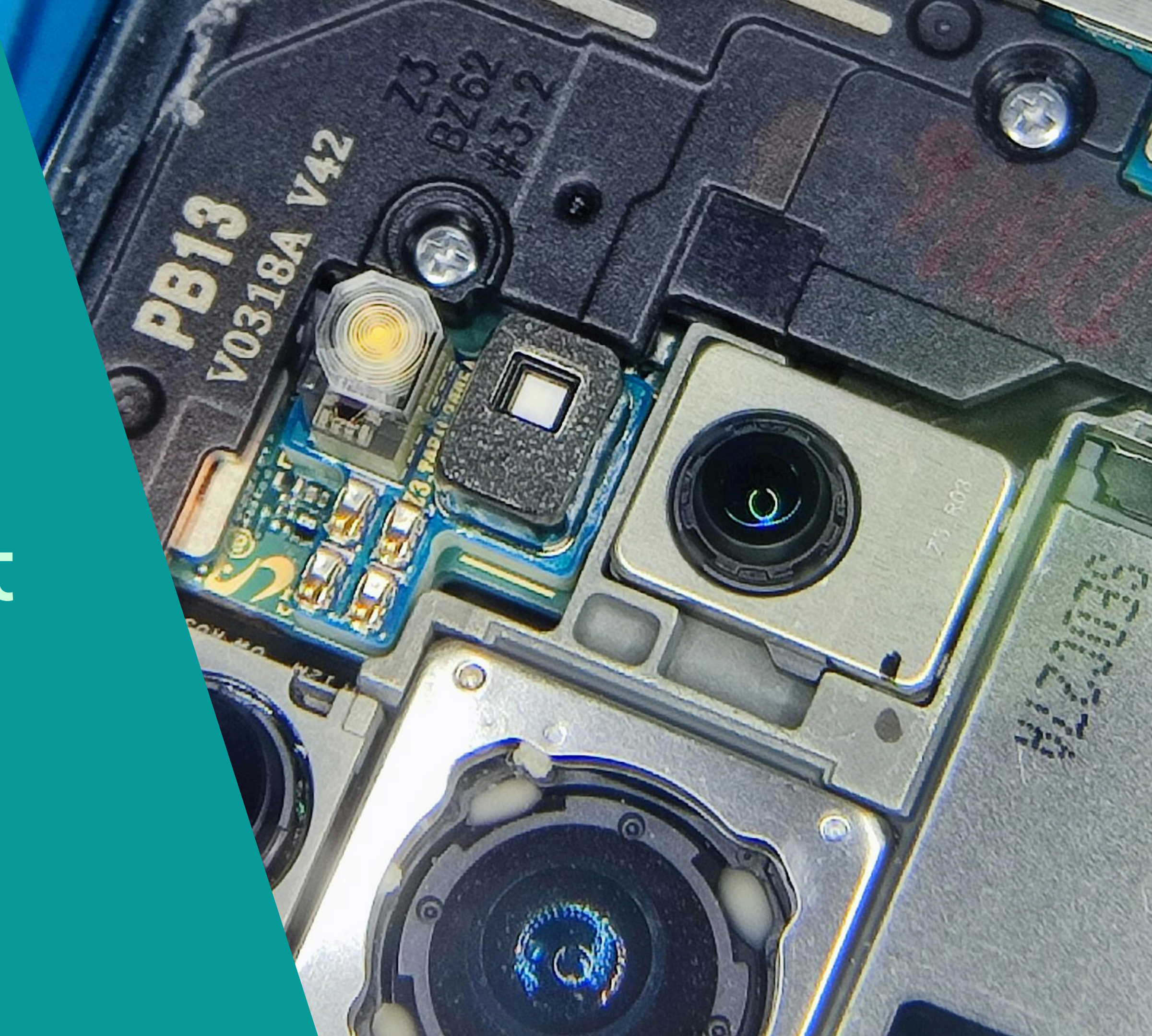


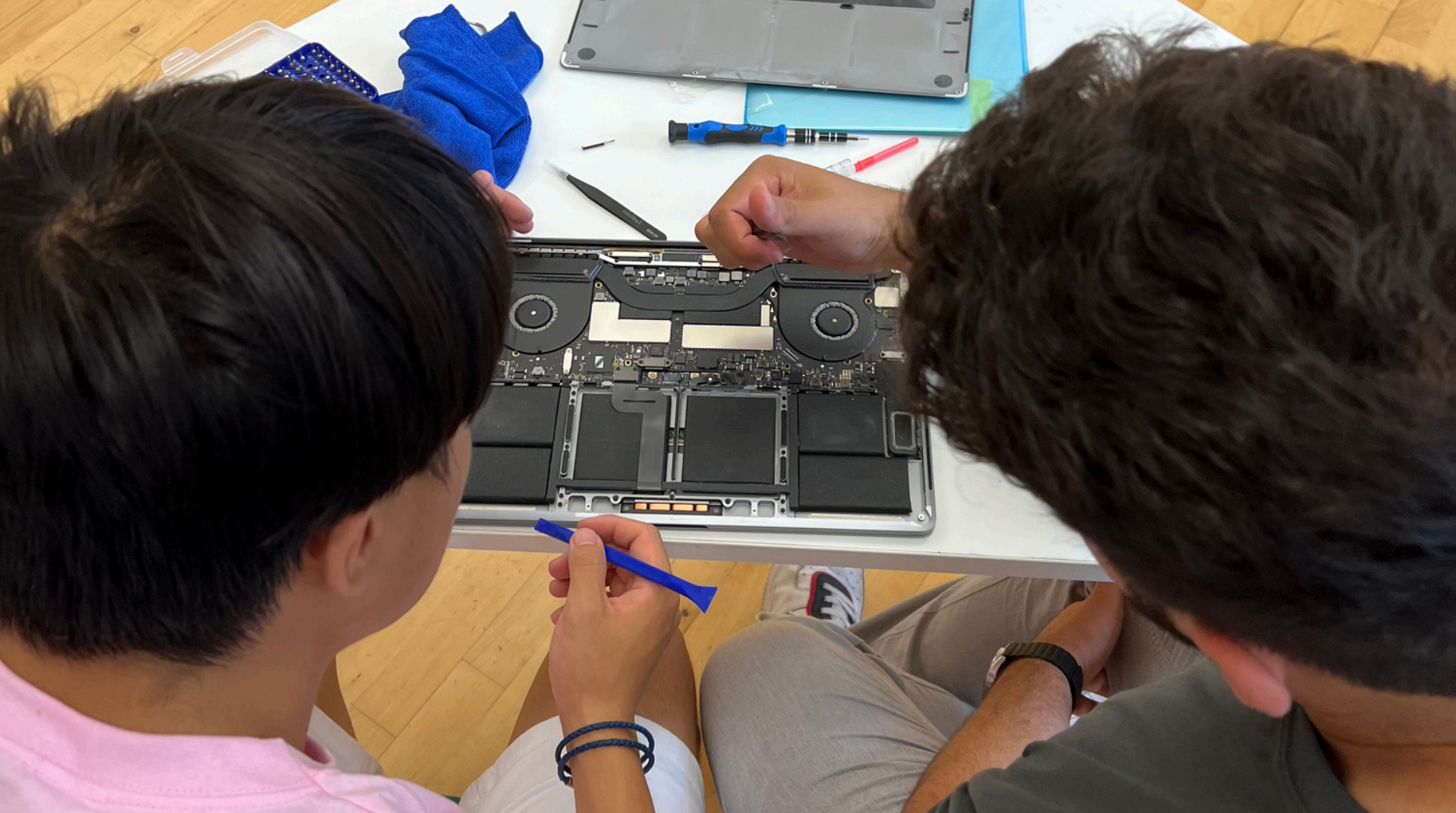
Message from the CEO

Casey Sather

“At FixMyCrack (FMC), our journey began with a deep commitment to addressing real-world challenges through innovative solutions. Inspired by the growing reliance on technology in education and the workforce, we recognized our responsibility to contribute meaningfully to sustainability efforts. Our decision to align with the Sustainable Development Goals (SDGs) reflects our belief in the power of business to drive positive change. Together, we aim to make a lasting impact by promoting a more sustainable and equitable future”

Prioritizing Sustainable Development Goals





Priority Goal and Targets #1

"To educate."

Within SDG 4, we focus on targets 4.4 and 4.5.

Providing this education helps:

- strengthen our relationship with the university community
- Offer key insights into starting a business at a young age
- Market FMC and its on-campus presence
- Identify applicants who are interested in a career within tech repair



4 QUALITY EDUCATION



Technical training(top) and an innovation talk for Enactus Southampton (bottom)



Teach a new generation

FMC holds teaching seminars, focusing on showing students how to repair the technology they have, instead of replacing their device if it breaks.

This includes industry recognized training for our student technicians, offering them the chance to explore new fields in a safe environment.

One of our UWE technicians is currently receiving level 3 microsoldering training, a highly sought after skill in the electronic repair industry.

Basic Laptop training for our student technicians

4 QUALITY
EDUCATION



Taking action

In May 2024, we ran our first secondary school age work experience. For a week, we hosted a GCSE age student. During this time we ensured that providing quality technical education to them was at the forefront of our time. Through hands on experience deconstructing, repairing, testing and refurbishing devices, we aimed to instill core values of sustainable practice within them. On top of this, we spoke extensively on entrepreneurship, how to deal with customers, managing time and making an impact. We pride ourselves on our work in teaching relevant skills in both technical and employability related manners.

We are happy to say that this student has started to conduct their own repairs for friends and family, at the age of just 16. FMC supports him through providing him with high-quality parts at the same trade prices we purchase at.



Staff Testimonials

A few words from previous FMC staff who have since landed amazing roles.



Harry (ZiHao) Liu
Huawei CPU Architecture Intern
FMC Technician 2022-23

"Working as a repair technician at FMC was not just a job but a delightful learning experience that left a lasting impression on me. The company's flexible working pattern was the perfect antidote for balancing my work, life, and studies. Casey and Ishaan understood the importance of education and allowed me to prioritize my studies under all circumstances.

One of the significant benefits of working at FMC is the professional training courses provided to all employees. I was impressed by the extensive training led by experienced technicians, which made me confident in repairing various phone models. Even if you're a novice in the field, there's no need to worry because FMC provides comprehensive training to equip you with the necessary skills.

What I love the most about this job is the joy that comes with repairing someone's phone. Seeing the smile on their face when they receive their fixed phone makes me feel like I have done something worthwhile.

As an introvert, I value the push to communicate with customers, which has helped me develop my communication skills and boosted my confidence and transformed me into a more assertive person."

After his undergrad at the University of Bristol, Harry went on to complete an MSc in High Performance Computing at The University of Edinburgh



Harry (left) with the University of Bristol team at a pop-up event, 2022



Staff Testimonials

A few words from previous FMC staff who have since landed amazing roles



Jack Briggs
Video Game Developer
Former FixMyCrack CTO

“I started working for FixMyCrack as a part-timer during my 4th year of Uni. It was a great opportunity to start learning some real professional skills and applying them to an actual business!
I enjoyed working with Casey and the Team so much that I joined them full-time after I finished my degree. We worked together to build out 4 university teams from scratch, and along the way I found out a lot about how best to work in a team, and how I want to shape my future career.
FixMyCrack was always a supportive environment to work in, and I will look back on my experience with them fondly. Best of luck FMC team!”



Ella Gunn
TBI Communications Marketing Executive
Former FixMyCrack Marketing Intern

“I began working for FMC when I found their marketing internship on my university website when I was beginning my third year. I knew I wanted to completely change my career path, steering away from my degree. Working with Casey and the team making content for Instagram and TikTok gave me the opportunity to really branch out and try something new!
Being able to work so closely with a CEO and the rest of the FMC team gave me an insight into the dynamics of how a small start-up works. Since starting, I have been able to develop a whole variety of new skills, such as improving customer service on our Freshers Stalls, or through creating content for our new re-branded website. Being part of a start-up means you are working with a really close-knit team of passionate, like-minded students.
FMC has given me the opportunity to try my hand at something that I love, and have given me the support and guidance to excel in my new career prospects.”

fixmycrack

Right to Repair & FixMyCrack

April 2022

cassey@fixmycrack.co.uk

fixmycrack

WE FIX
BROKEN

Phones
Laptops
Tablets
Hearts



Fixed in 60 Mins

Affordable Prices

Buy & Sell Tech

Sustainability Hub

Tuesdays 10 - 5

Wednesdays 10 - 12

Thursdays 11 - 5

Open from: 0778800897

Book a repair: fixmycrack.co.uk

Ensure a more sustainable future

Within SDG 12, we focus primarily on points 12.4, 12.5 and 12.8.

FMC aims to raise awareness on the impacts of buying the latest devices and tech trends, especially within the younger generations who follow these trends.

Instead of buying new, we aim to show that there are more responsible options

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION





Have a real impact

In the last 6 months, FMC has repaired over 1600 devices, with a significant number of those customers using us as a final resort after being let down by the manufacturers reluctant repair efforts. This includes more complex repair processes & solutions that other shops don't offer, including data recovery, screen refurbishing and board level microsoldering work. These processes mean there's less waste and even less reliance on replacement parts vs conventional methods.





UWE Hardship Scheme

We created a bespoke solution with the University of the West of England to refurbish and repurpose ex-university devices for use by lower income members of the community. This is a project that aims to remove any digital barriers and gives power back to the user.

By partnering with universities and community groups, FMC ensures accessibility to essential technology support while fostering responsible consumption habits and contributing to a circular economy in electronic device management.





What does this mean?

Approximately 75% of our repairs are laptops, and 25% phones.

With an average of 220kg of CO2 expending manufacturing an average HP Laptop, and 60kg for an iPhone, we have saved over 288,000 Kg of CO2 from being produced, compared to buying new.

This equates to ~1,643,000km driven in a BMW 5 series.

Based on 0.27kg of copper in an average laptop, we've saved approximately 324kg of copper an from being sent to ATF's.



Our goals & their progress

Producing replacement parts still has an impact on the environment. In Q4 2024 & Q1 2025, FMC aims to ramp up its recycling practices and refurbish the broken parts in-house. We're collaborating closely with our industry partners on many projects including:

- Create a better availability of refurbished parts for everyone. We offer a free recycling service, and we've already started to strip these devices and sell their parts on eBay and other websites, making repairs more accessible. This helps give older devices a better chance of extending their lifespan.
- Battery refurbishing + recalibration, with improvements in battery health of 20-30%. This includes desoldering and resoldering individual cells.
- More responsibly sourced iPhone screens, with control over the exact materials and parts used, down to the exact member of staff working on the device. Part of this diligence includes ensuring fair pay & tight anti-slavery practices for workers involved in creating the parts.
- Increasing our yield of refurbished products. E.g: replacing LCD's in MacBook top lids, which would otherwise be pulled apart for materials; pulling components directly from existing boards and more. This provides a direct reuse path, instead of relying on recycling.

Our commitment to the community

- We strive to be different from the average tech repair company. Communication and transparency are what we live and work by. We want our customers to feel as connected to the process as possible. This links to our work in education.
- We teach the importance of repair, fully embracing the Right to Repair movement and legislation, and truly believe that every single person should have the right to deconstruct, reinvigorate and revive all of the technology that exists in every area of our modern lives. Daily life is becoming more and more reliant on tech, which has been leading to a spike in a destructive throwaway-culture.
- We believe in our young staff and know that contributing to their future's will contribute to our planet's future.
- Our care and belief has been recognised by our customers and communities. We are trusted and endorsed by multiple universities (UoB, UWE, Southampton) and multiple local businesses in a range of sectors. We have thrown ourselves into working with universities on social, sustainable and educational projects. By working with us, you can help fund and support these social programs too.

Our work with Greenspark

Through Greenspark, we're actively contributing towards the following projects:

- Restoring trees in Oregon
- Restoring Kelp in Sunshine Coast
- Finding a better use for plastic waste with Plastic Bank
- Restoring the Mangrove Forests in Kenya
- Improving Cook Stoves in Malawi (UN Project 9933)
- Supporting Communities through Wind Power (UN Project 7980)

- <https://www.getgreenspark.com/projects/supporting-communities-through-wind-power-2>
- <https://www.getgreenspark.com/projects/engaging-communities-through-reforestation>
- <https://www.getgreenspark.com/projects/restoring-marine-life-through-the-seaforestation-of-kelp>
- <https://www.getgreenspark.com/projects/the-plastic-bank-turning-plastic-pollution-into-empowering-income>
- <https://www.getgreenspark.com/projects/uplifting-impooverished-communities-through-mangrove-restoration%20https://www.getgreenspark.com/projects/un-project-9933-improved-cook-stoves-in-malawi>

Our impact generated so far

36 months
earth positive



288
tonnes of CO2 offset



22,290
plastic bottles rescued






3,958
trees planted



Our CO2 offsets are equivalent to:

 360 years worth of carbon savings from plant-based living. <small>Living plant-based saves approximately 0.8 tonnes of CO2 per year.</small>	 715,173 miles driven in an average car (2-axle 4-tire vehicles). <small>The average person drives 13,476 miles per year, emitting 5.43 tonnes of CO2.</small>	 309 roundtrip flights (London > LA) worth of carbon saved. <small>On average one round trip creates 932.7 kg of emissions. This calculation varies by airline.</small>
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Our trees we planted are equivalent to:

 2.23 football pitches worth of trees planted (0.71 hectares). <small>The average football pitch is 0.71 hectares and our trees are planted at a density of 2,500 trees/hectare.</small>	 1.58 ha area of forest area planted. <small>Our trees are planted at a density of 2,500 trees/hectare.</small>	 36.413 t tonnes of potential CO2 sequestered per year. <small>On average a hectare of fully grown trees will sequester 23t of CO2 per year.</small>
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Our collected plastic is equivalent to:

 111,450 disposable coffee cups worth of plastic saved from landfill. <small>The average elastic content of a coffee cup is 4g.</small>	 42.87 bathtubs of plastic bottles rescued from the sea. <small>The largest size Victoria Plumb bathtub has a capacity of 260L, therefore it would take around 520x500ml bottles to fill one.</small>	 891,600 straws worth of plastic removed from landfill. <small>The average straw weighs 0.5g.</small>
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Greenspark enables us to help with projects that would be otherwise unreachable

You can find out more about our contributions through our public ledger:

<https://public.getgreenspark.com/1631735686073/fixmycrack>