

The SIM Initiative

How reflectors made from recycled SIM cards will improve road safety

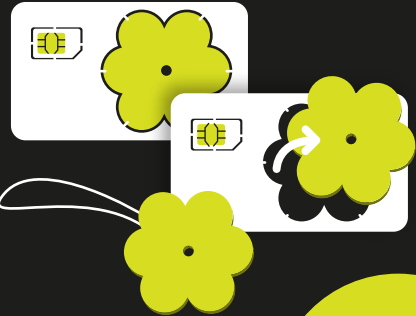


1.2 MILLION

global deaths due to road crashes every year

A Bright Idea!

Reduce plastic waste and save lives



Pedestrians wearing safety reflectors at night can be seen by drivers from

FIVE

times further away

Support us!

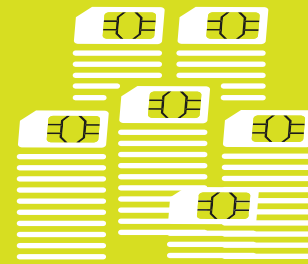
CLICK HERE

knpo
the sim
initiative / *a bright idea!*

SOURCES : WHO, FHWA, KNPO

5.4 BILLION

new SIM cards were shipped in 2015



Just



telcom vendors produce **70%** of the world's SIM cards



40

tons of plastic recycled per year by this project

cost to implement the SIM Initiative

0.01

The SIM Initiative can reach



50%

of the world's population using **existing infrastructure**

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