

Moving Beyond Microprocessors, Intel to Validate Broader Product Base as Conflict-Free in 2016

Intel CEO Brian Krzanich announced that Intel is moving beyond microprocessors to achieve the goal to validate Intel's broader product base as conflict-free in 2016. This milestone is the result of Intel's [seven-year effort](#) to remove conflict minerals from its supply chain and prevent profits from the sale of these minerals from funding the ongoing conflict in the Democratic Republic of the Congo (DRC).

Through its latest conflict-free milestone, Intel aims to educate more people about this issue and inspire other companies to join its mission by proving that going conflict-free is not only the right thing to do, it's good for business. A recent Intel-commissioned survey, conducted in partnership with Penn Schoen Berland, indicates that millennials care about the issue of conflict-free and that it influences their buying decisions. The survey also found that millennials hold technology companies most accountable for taking action on conflict minerals.

Intel's 2016 Conflict-Free Milestone

For years, conflict minerals – gold, tin, tantalum and tungsten – have been mined through the exploitation of low-paid mine workers and used to fund violence, genocide and other crimes against humanity in the DRC, resulting in the deaths of millions. As these minerals are found in a wide range of electronic devices, from phones to tablets to PCs, Intel felt an obligation to implement changes in its supply chain to ensure that its products weren't inadvertently funding human rights abuses in the DRC.

In 2008, Intel embarked on an ambitious mission to achieve an entirely conflict-free supply chain. At first, it seemed like a near-impossible challenge, but instead of avoiding the issue by sourcing minerals from other countries, Intel made a commitment to continue sourcing from the DRC. Intel worked hard for several years to find creative solutions and to implement the systems required to achieve a conflict-free supply chain. To date, Intel's conflict minerals team has met with more than 100 smelters in 21 countries to develop an effective supply chain audit process, which paved the way for the global [Conflict-Free Sourcing Initiative](#).

Intel was one of the first companies to set public goals related to conflict minerals and in January 2014, the company began manufacturing and shipping the world's first commercially available conflict-free microprocessors. In May 2014, Intel submitted one of the only third-party audited conflict minerals filings in accordance with the Dodd-Frank Act, which requires publicly traded companies to report conflict minerals in their supply chain and investigate the source of the minerals.

While Intel has achieved its goals to validate more and more products as conflict-free, its journey is far from complete. Maintaining accountability in the supply chain is an ongoing process. Intel is continuing

to educate consumers about conflict minerals and share its practices with industry peers to make faster and deeper strides toward conflict-free products worldwide.

Conflict-Free Survey Findings

In November 2015, Intel partnered with Penn Schoen Berland to conduct an online survey of 500 U.S. millennials' awareness of and attitudes toward the issue of conflict-free and how it impacts their buying decisions. The survey findings indicate that when educated about conflict minerals, millennials care about the issue and say it influences their buying decisions. The survey also found that millennials hold technology companies most accountable for taking action on conflict minerals.

Notable findings from the survey include:

- Millennials highly value social responsibility and hold both consumers and companies accountable for making socially responsible choices.
 - Nearly all millennials surveyed (97 percent) believe it's important for companies to act in a way that benefits society.
 - 90 percent of millennials surveyed believe that large companies have the potential to have a positive impact; however, only 23 percent believe large companies are fulfilling that potential today.
 - 81 percent of millennials surveyed believe consumers have a responsibility to make sure products they buy don't use resources that harm society or the environment.
 - 69 percent of millennials surveyed avoid buying products from companies that negatively impact society.
- There is still a need for greater awareness around conflict minerals. Millennials believe more education about the issue is necessary and say it would make them more likely to buy conflict-free products.
 - Only 35 percent of millennials surveyed have heard of conflict minerals and even after learning more about the issue, 38 percent still aren't sure if they own products that contain conflict minerals.
 - 75 percent of millennials surveyed believe more people need to be educated about conflict minerals, and 53 percent would like to learn even more about the issue.
 - Surveyed millennials say their top obstacle to buying conflict-free products is not being able to easily tell which products contain conflict minerals, and cited clear labeling as the factor that would make them most likely to buy conflict-free products.
- Once they've been educated about conflict minerals, millennials care about the issue and say it influences their buying decisions.
 - 67 percent of millennials surveyed say they are more likely to buy conflict-free products the next time they shop.

- 49 percent of millennials surveyed want to buy conflict-free products to feel better about where their money is going, while 45 percent want to buy them to help defund militants in areas of conflict.
- Millennials believe technology companies have the most responsibility to act on conflict minerals and are more loyal to and willing to buy from companies that offer conflict-free products.
 - More than half of millennials surveyed believe technology companies are responsible for taking action on the issue of conflict minerals – more than mineral suppliers, governments, consumers or NGOs.
 - 69 percent of millennials surveyed say this issue influences their decision on which companies to buy products from.

To learn more about Intel's conflict-free efforts, visit [intel.com/conflictfree](https://www.intel.com/conflictfree). More information on Intel's corporate responsibility programs can be found at the [CSR@Intel blog](#) and on [Twitter](#).

Intel and the Intel logo are trademarks of Intel Corporation in the United States and other countries.

"Conflict free" and "conflict-free" means "DRC conflict free", which is defined by the U.S. Securities and Exchange Commission rules to mean products that do not contain conflict minerals (tin, tantalum, tungsten and/or gold) that directly or indirectly finance or benefit armed groups in the Democratic Republic of the Congo (DRC) or adjoining countries. We also use the term "conflict-free" in a broader sense to refer to suppliers, supply chains, smelters and refiners whose sources of conflict minerals do not finance conflict in the DRC or adjoining countries.