

Mobile Recycling Action Plan

Getting the most from your mobile recycling drive

Thank you for taking the initiative to organise a mobile recycling drive!

Vodafone and Enable Community are proud of the programme we have created and we want to help you to make the most difference you can through your campaign.

Whether you are a business or a school or any other organisation, this Action Plan will provide you with some guidance as to how you can make your mobile recycling drive a success.

Plan Ahead

The first thing to do is to create a plan for your mobile recycling drive. Think about when is going to be the best time of the year to have the campaign. When do people typically get new phones? when might be an appropriate time to have an educational unit on mobile recycling and e-waste?

Importantly, please ensure that you let us know in advance so that we can arrange delivery of your mobile recycling bin. Contact us at recycling.nz@vodafone.com

Spread the Word

Ensuring that the people within your organisation know about the mobile recycling drive is critical to its success. Placing posters around you workplace / school is one way of raising awareness of the drive. Vodafone has created **posters** which can be downloaded from the Vodafone NZ website: <http://www.vodafone.co.nz/about/corporate-responsibility/mobile-recycling.jsp> Be sure to give people enough notice so that they can dig unwanted phones out of the bottom of drawers, boxes or other hiding places.

Other ways that can raise awareness include:

1. Advertising the mobile recycling drive in your organisation's newsletters, website or intranet pages
2. Discussing mobile recycling at meetings or open forums, such as school assemblies
3. Sharing information and making people aware of the drive via word of mouth

In order effectively spread the word about your mobile recycling drive, it is important to have some basic facts. Below is a list of the most common questions we get asked about the programme and their related answers:

1. What do we do with the phones we receive?

All phones collected are tested, repaired if necessary, refurbished and where suitable, provided to entrepreneurs through micro-credit programs helping to provide one of the basic tools that we take for granted when trying to run our own businesses.

2. What do we do with phones and accessories that can not be re-used?

Mobile phones and accessories that can not be re-used are sent to authorized recyclers, who extract useful raw materials and disposes of the remainder according to environmental best practice.

3. How many unused mobile phones are there in New Zealand?

We have estimated that there are at least 1 million used mobile phones sitting around people's homes and offices in New Zealand. This represents a great opportunity for us to deliver positive social impact to working entrepreneurs in places like Banda Aceh and the Philippines.

4. Why are mobiles so unaffordable in these countries when we can get them so cheaply?

The vast majority of mobile phone users in the "2/3rds world" are prepaid and they have to pay for their mobile phone up front. Research has shown that the high cost of handsets is the single largest barrier to mobile phone use in developing countries. A donated phone makes an amazing difference.

5. If they can't afford a mobile phone, how can they afford the calls?

Whilst mobile phones are still relatively expensive, calls and texting rates have become relatively affordable. In the Philippines, for example, you can buy a text only top up pack for less than a dollar - and you can send a text for around 2.5 cents. This text might be used to make an order for goods for your store rather than closing it and walking hours to your supplier.

Top 5 Tips and Ideas

1. Keep people informed: About when they can bring their phones in, about what types of mobile phones they can recycle (any), and about how many phones your organisation is collecting throughout the drive.
2. Promote mobile recycling as an example your organisation's efforts to act in an environmentally sustainable manner, or as an educational opportunity.
3. Challenge other businesses or schools to collect mobile phones as well. See who can collect the most phones!
4. Record how many phones you collect in your drive. Reward the people / classes / departments / groups who collect the most, and set a target to beat in your next mobile recycling drive.
5. Make the most of now. Even if you think you will only collect a small of phones, promoting mobile recycling has benefits for the environment, for the people in our Enable Community partnerships and for your organisation. Remember, if you have a small number of phones for recycling you can send them to us for free at:

Freepost 180417
Vodafone Handset Recycling Programme
Private Bag 92222
Auckland

Further Information

If you would like further information about mobile recycling or the Vodafone and Enable Community programme, please contact:

recycling.nz@vodafone.com

or visit:

<http://www.vodafone.co.nz/about/corporate-responsibility/mobile-recycling.jsp>
<http://www.enablecommunity.org.nz/>