

Clean Up Mobile Phones Supporter Information 2007

Clean Up Mobile Phones is a recycling program which encourages individuals, groups and organisations to return unwanted mobile phones for re-use and recycling.

Australians are buying 7 million new mobile phones every year, and this figure is increasing. The disposal of unwanted, broken or outdated mobile phones poses a large problem for the environment.

Mobile phones in landfill leach poisonous substances into the environment, entering the groundwater system and contaminating the soil.

The energy and raw materials used to produce millions of new mobile phones contributes to CO₂ emissions and global warming. By re-using and recycling components of old phones, the overall environmental impact of this waste stream can be minimised.

Clean Up Australia works with the community to source their unwanted phones. The phones are returned to Aussie Recycling Program where functioning phones are sent overseas for use in developing countries, or fully recycled.



The Problem



More than 800 million people around the world currently use mobile phones and this figure is growing daily. As a result mobile phones are become outdated and new models introduced at a staggering rate.

Now with the introduction of 3G technology, colour screens, mobile emails, TV, MP3, GPS and lots more, there is a compelling desire to ditch the old mobile for a new one.

Consider the scale of the problem, with millions of mobile phones potentially being dumped into landfill and accumulating in the environment. Consider also the toxic elements contained in a mobile phone. The scale and

toxicity of mobile phone waste poses a potential environmental and health threat.

The elements which are contained in a mobile phone include arsenic, beryllium, cadmium, copper, lead, mercury and zinc. Poisonous substances which leach from decomposing waste in landfills can seep into groundwater, contaminate the soil and enter the food chain.

Please refer to the Information Sheet: Mobile Phones and the Environment for more information about what is contained in a mobile and the associated environmental and health risks.

The Solution

It is essential that mobile phones do not end up in landfill. Recycling mobile phones is an easy and effective way of disposing of mobile phones which can preserve the environment.

Recycling mobile phones is easy and anyone can get involved. We can all admit to hoarding our electronic equipment in the hope that one day we may need it again.

It is estimated that 12 to 16 million mobile phones, working and broken, are lying around cupboards and drawers of Australian households. Instead of hoarding them and eventually putting them in the bin to go to landfill, **recycle them**.

Whether you simply have one or two mobiles to recycle, or can organise a large collection within your business, community group, university or school – Clean Up Mobile Phones makes it easy.



Re-use and Recycling

Your old mobile phone, whether fully functioning or not is sent directly to our recycling partner, ARP (Aussie Recycling Program). For collection methods see next section.

All mobile phones collected and returned on behalf of Clean Up Australia are sent directly to our recycling partner, Aussie Recycling Program (ARP). At ARP they are scanned to record their identification number for tracking purposes, tested for functionality and sorted into functional and non-functional phones. The functional phones are sent overseas for re-use and the non-functional phones are recycled.

The phones which are in good working order are sent to developing countries and are sold at an affordable price, offering telecommunications to communities which may not have otherwise been able to afford it. The countries these phones are distributed to include India, Indonesia, South Africa, Pakistan and parts of Europe. Some of these countries are able to offer recycling of phones and safe disposal at the end of life of these phones, and some are still working towards a solution for both their new and re-used phones.

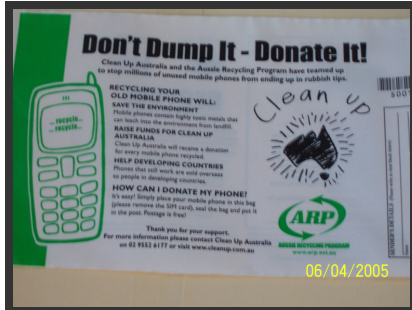
The phones which no longer work are sent to MRI (Australia's leading electronic goods recycler) for recycling. For more information about the recycling process, please refer to the Clean Up Australia Fact Sheet: Mobile Phones or visit www.mri.com.au

By recycling your spare mobile phone, you are helping to:

- Preserve the environment by keeping your unused mobile phone out of landfill and recycling it back to re-use.
- Raise money for Clean Up Australia to fund campaigns to clean up, fix up and conserve the environment.
- Bring affordable communication to developing countries to people who otherwise would not be able to afford it.

Organising a Mobile Phone Collection

Individual Phone Collection



Individuals can return old mobile phones simply by requesting a Clean Up Mobile Phones Recycling Satchel.

You can put your mobile phone and battery in the satchel following the guidelines and put it in an Australia Post Box for return to our recycling partner: Aussie Recycling Program.

You can request up to 10 satchels for free by emailing your details to mobilephones@cleanup.com.au

Organising a large collection



Organising a larger collection is a great way to raise awareness of e-waste and environmental issues among staff or members of an organisation. It is also a simple and practical way for employees to contribute in a positive way to the environment.

You can encourage employees to bring their unwanted mobile phones from home in to recycle and/or you can recycle outdated company mobiles. You can organise a collection over a set period of time, on one day only or have a collection box year round – it's up to you.

You can register as a Clean Up Mobile Phones Supporter, and for \$110 inc. GST, we will provide you with:

Supporter Information Pack – including:

- Step by Step Guide to organising your collection
- Electronic Posters: Colour, B&W, A4 and A3 versions to promote your collection
- Up to date Fact Sheets to disseminate to staff
- Further Information Sheets about mobile phones and the environment
- Frequently Asked Questions Sheet

Collection Facility – including:

- Choice of Satchels for postal return (up to 100) or Mobile Phone Collection Display Box including a Clean Up Mobile Phones Bag for return.
- Free Courier Collection of the mobile phones once your collection is complete, or you have more than 30 mobile phones.

Rewarding Results:

- Information and advice on rewarding your staff and recognising achievement of participation in the program.
- Opportunity to be listed on our **Supporter Leaderboard** which displays the top achievers in Clean Up Mobile Phones collections based on number of staff involved and number of phones returned. This Leaderboard is posted on our website, offering potential exposure for your company / organisation as a Supporter of Clean Up Mobile Phones.

Registering as a Clean Up Mobile Phones Supporter

To register as a Clean Up Mobile Phones Supporter, you simply need to fill out the Supporter Form downloadable from our website and include payment of AUD\$110. This covers costs to Clean Up Australia in providing the service required for organising a large mobile phone collection. We will provide you with a tax invoice. Exemptions from this fee apply to registered charities and are on request.

About our Recycling Partner

Aussie Recycling Program (ARP) is Australia's first Mobile Phone Recycling program that provides a solution to help clean up the environment while at the same time helping raise much needed funds for charities.

ARP has been established to capture surplus mobile phones throughout Australia, to help avoid future environmental problems being triggered by the dumping of millions of mobile phones into landfill, currently being stored in cupboards and office drawers.

ARP's principal activities focus on re-use which is considered to be the best form of recycling. Accordingly ARP follows the Environmental Hierarchy to minimize negative impact to the environment and to maximize preservation of the earth's material resources and energy.

ARP's Environmental Mission Statement:

- Provide an auditable and sustainable alternative to landfill for the secure disposal of mobile phones by way of re-use and recycling.
- Provide the telecommunications sector with a cost efficient, total environmentally beneficial solution for the disposal of their telecommunication equipment.
- Manage Asset disposal for service providers, providing them with revenues through re-use of the equipment and products that are surplus to their requirements.
- Support the corporate sector with its corporate social responsibility to meet the triple bottom line principles.
- Maintain regulatory compliance.
- Encourage sustainable development through business example and voluntary endeavours, both nationally and within local community.

Contact

For more information about Clean Up Mobile Phones, please call 02 9552 6177 or email mobilephones@cleanup.com.au

For information on Aussie Recycling Program (ARP) visit www.arp.net.au, email info@arp.net.au or call 03 9578 7409

More information about mobile phones and this program is available from the Clean Up Australia Fact Sheet: Mobile Phones, the additional information sheet Mobile Phones and the Environment and the Frequently Asked Questions, all available at www.cleanup.com.au