



Product Stewardship Scheme

Annual Report FY23

RE:mobile

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ABOUT RE:MOBILE

The Product Stewardship Scheme RE:MOBILE ('the Scheme') is managed by the New Zealand Telecommunications Forum (TCF) and allows New Zealanders to donate mobile phones and accessories for re-use, refurbishment, or recycling. As well as reducing the environmental impact of unwanted devices, all the funding received from the scheme is donated to the appointed beneficiary, Sustainable Coastlines.

The TCF is a registered incorporated society established in 2002 and plays a vital role in bringing together the telecommunications industry to resolve regulatory, technical and policy issues. It actively fosters co-operation and collaboration among the telecommunications industry and other sectors including government. Members include over 95 percent of the telecommunications industry by customer numbers.

This is the eighth annual report for the TCF Product Stewardship Scheme and covers activity for the period throughout FY23, 1st April 2022 – 31st March 2023.

Aims:

The Scheme aims to:

- Reduce the environmental impact of unwanted mobile phones and their accessories in New Zealand to create a circular economy by re-using, refurbishing, and/or recycling devices and the valuable materials that each device contains;
- Increase consumer awareness and change behaviour about mobile phone product stewardship;
- Increase consumer confidence in the industry by establishing appropriate standards of practice that apply consistently across the industry for product stewardship;
- Enable a collective industry-wide solution to the responsible management of end-of-life mobile phones and accessories.

Members:



Partners:

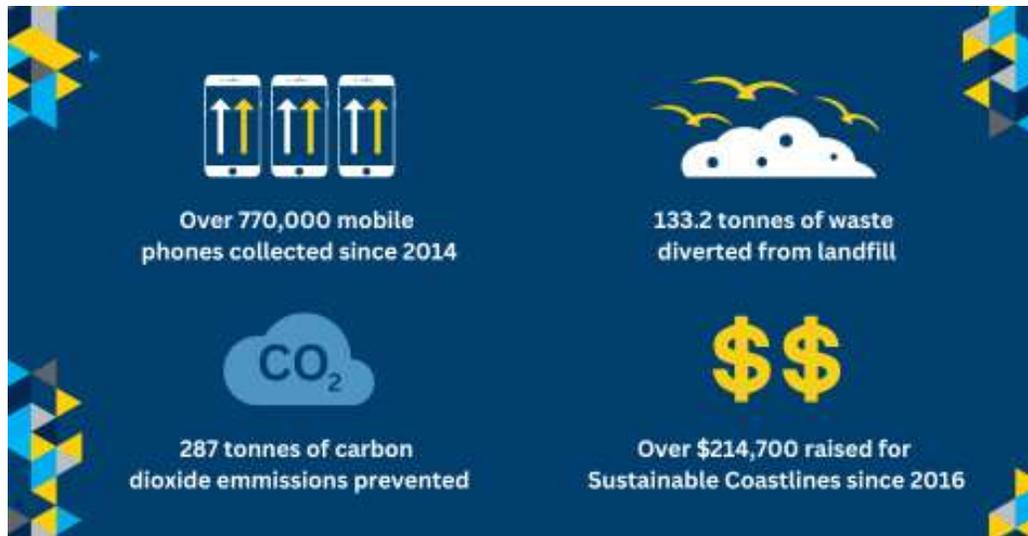


Key Achievements and Benefits

There were 73,439 mobile phones collected through the Scheme for FY23. For every phone sent to the Scheme one or more of the following benefits applied:

1. Prevention of a mobile phone immediately going to landfill, and so reducing the risk of harmful substances contained within the device leaching into the surrounding land and waterways;
2. Enabled valuable resources and precious metals (such as gold, copper, zinc, silver & palladium) found in mobile phones to be extracted and reused;
3. Enabled any mobile phone that still works to be refurbished and on-sold to extend the life of the phone. This reduces the demand for new phones and the associated environmental impact of manufacturing them;
4. Ensured lithium-ion batteries within mobile phones are disposed of safely; and
5. For every phone reused, refurbished, or recycled through the Scheme, proceeds are donated by the TCF to the Scheme's charitable beneficiary - Sustainable Coastlines.

Highlights:



SCHEME DETAILS

Scheme Overview

The Scheme is administered by the TCF and its current members are 2degrees, One NZ and Spark. The Scheme's Recycling Agent is Swapkit who co-ordinate a nationwide collection programme through the Scheme members and the Scheme's collection partners, Resene and The Warehouse Group (Noel Leeming). Swapkit is also responsible for community-based collection partnerships throughout New Zealand via schools, libraries, civic centres, and other council organisations.

The Scheme relies on New Zealanders donating their unwanted mobile phones and accessories to either their telco retail stores, collection partners or points, or direct to Sustainable Coastlines' Flagship Education Centre in Auckland. Products covered by the Scheme are:

- Mobile and smart phones (including battery);
- Mobile data devices (such as tablets); and
- Mobile phone and smart phone accessories – these typically include everything that comes in the box such as a charging unit, data cables and headsets.

Swapkit collects all donations and through their recycling partners, processes and divides them into two groups:

- **Recycling:** Non-working mobile phones that are broken or old are recycled in line with ISO accreditation and New Zealand standards. Mobile phones and associated products have many recyclable elements, plastics, and metals, that can be deconstructed and broken or melted down to create new products. Over 95% of the materials in a mobile phone can be reused when they are recycled. The rest of the e-waste (cables, modems, batteries) collected is sent to Swapkit's recycling partner (Computer Recycling) to be broken down into components and on-sold.
- **Refurbish and Reuse:** Mobile phones that still work are assessed, graded, and have their data wiped using the Blancco erasing system. These phones are then shipped to Hong Kong where they are refurbished and on-sold into emerging markets.



Scheme Governance

The TCF Product Stewardship Working Group oversees the Scheme's progress and provides an ongoing forum to monitor the Scheme's effectiveness, raise any new ideas around the

Scheme, manage changes, and suggest initiatives to improve and promote the Scheme. Scheme members assess their own progress against the Scheme targets each year and the TCF provides compliance oversight to ensure scheme members are meeting the required objectives. This Working Group meets approximately six times a year.

The TCF also ensures that the recycling agent and partners are up to date in terms of certification and other obligations.

Scheme Operation and Funding

Swapkit pays the Scheme a per-unit fee for each mobile phone collected and 100 percent of this income is donated to the Scheme Beneficiary - Sustainable Coastlines.

The operational costs of the Scheme are funded by SwapKit through the returns it makes from refurbishing and recycling mobile phones and the cost of Scheme governance and management is funded by the TCF. This funding arrangement enables the Scheme to operate as a not-for-profit initiative and provides transparency of the funds that are donated to the Scheme’s beneficiary.

Scheme Members and Participants

The Scheme has more than 480 collection points nationwide and continues to be supported by all Scheme members and collection partners:

Role	Organisation	Responsibility
Scheme Owner	New Zealand Telecommunications Forum Incorporated (TCF)	<ul style="list-style-type: none"> Governance and oversight of the Scheme and the Scheme’s operation. Manage contractual relationships and agreements with Scheme Members, the Recycling Agent and the Beneficiary.
Scheme Member	2degrees Mobile Spark New Zealand One.NZ	<ul style="list-style-type: none"> Scheme promotion to the consumers. Provide consumers with recycling drop-off points for mobile phones. Provide reporting as per Scheme obligations.
Recycling Agent	SwapKit New Zealand Ltd	<ul style="list-style-type: none"> Scheme promotion to the consumers Provide collection, re-use, and recycling services to the Scheme. Report on Scheme metrics and compile annual consumer survey.
Recycling Partners	Computer Recycling E-Cycle	<ul style="list-style-type: none"> Provide reuse or recycling services. Reporting on Scheme metrics.
Collection Partners	Noel Leeming Resene ColorShops 105+ public services ie libraries, schools etc	<ul style="list-style-type: none"> Scheme promotion to consumers and communities. Provide consumers with recycling drop-off points for mobile phones.
Beneficiary	Sustainable Coastlines	<ul style="list-style-type: none"> Scheme promotion via available channels and partner relationships. Provide consumers with recycling drop-off points for mobile phones.

The Beneficiary – Sustainable Coastlines

Sustainable Coastlines has been the beneficiary of the Scheme since April 2016. They are a multi-award-winning New Zealand charity that has an innovative approach to protecting the environment, and this aligns well with the objectives for RE:MOBILE to reduce the environmental impact of products in New Zealand.



Paul Brislen, TCF CEO, and Josh Borthwick, Sustainable Coastlines' CEO, on presentation of donation to Sustainable Coastlines.



As of January 2023, after a thorough strategic review, the charity's focus shifted towards beach clean-up activity and litter data exclusively, which has meant moving away from the tree planting part of their charitable work. Sustainable Coastlines exists to bring people together to reduce plastic pollution and other litter, protecting the moana we all love. All RE:MOBILE proceeds moving forward go towards supporting Sustainable Coastlines to reduce coastal litter in Aotearoa.

Their goal is to see 60 percent less litter on the coastlines of Aotearoa by 2030. They intend to achieve it through empowering communities to take action for their local beach through coastal clean-up events, educational programmes, public awareness campaigns, and litter data collection.

Sustainable Coastlines makes this litter data available for anyone to use, and works with businesses, councils, and government to inspire change in behaviour, policy, and practices.

For the FY23 year some fantastic outcomes were achieved by Sustainable Coastlines:

- 40,261 litres of litter collected
- 63 beach clean-ups
- 62 planting activities
- 56,003 trees planted
- 4,460 education and training hours

- 19,112 volunteer hours



Josh Borthwick, Sustainable Coastlines' CEO, showcasing the RE:MOBILE donation box at the charity's sustainable office space, The Flagship.



Shawn Elise-Tierney, Product Manager at Sustainable Coastlines pictured in action, recycling her own mobile phone.



Sustainable Coastlines' International Volunteers: Thomas, Lily, Giovanna and Arturo taking a pause from their Litter Intelligence audit to pose with the RE:MOBILE donation box.

ANNUAL REPORTING

Recycling Agent

Swapkit provides the TCF with monthly and quarterly reports relating to its recycling partners. These reports include information about the number of phones collected, reused, refurbished, and recycled, as well as the number of products exported.

Consumer Survey

Swapkit undertakes a consumer survey every year to monitor and assess changes in consumer behaviour, and to measure and report on the Scheme's objectives and targets on an annual basis.

Scheme Members

All Scheme Members have obligations to provide quarterly reports on the number of mobile phones taken back from consumers that are not processed through the Scheme (i.e. buy back, direct sales etc).

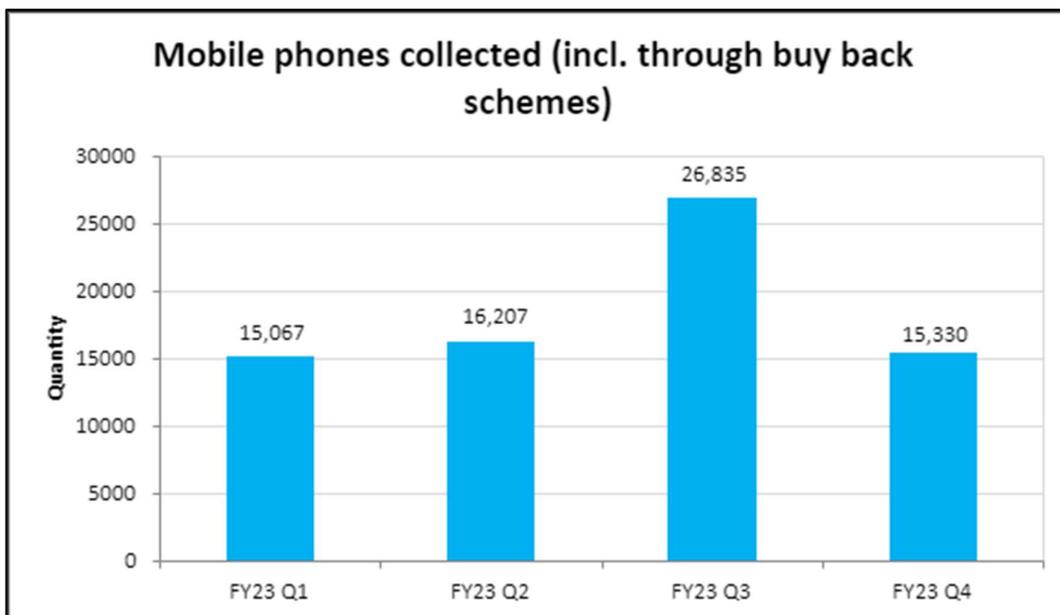
TCF

The TCF receives and collates the data and publishes quarterly summary reports on the RE:MOBILE webpage: [Quarterly Summary Results and Annual Reports | remobile.org.nz](https://remobile.org.nz)

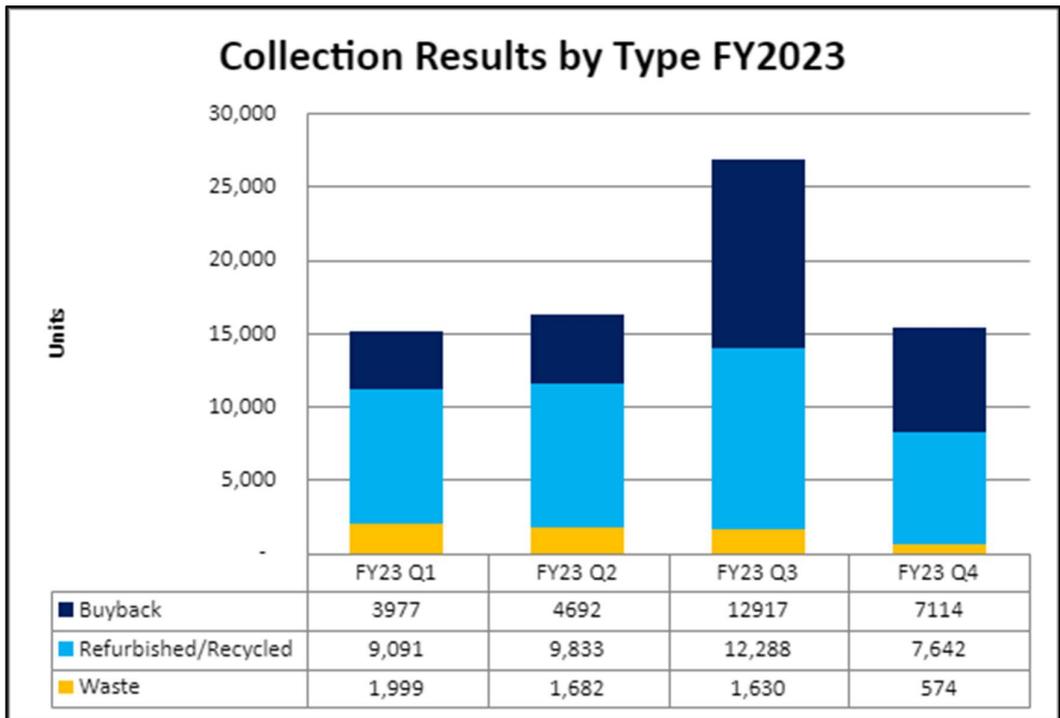
FY23 COLLECTION RESULTS

Scheme Collection Data

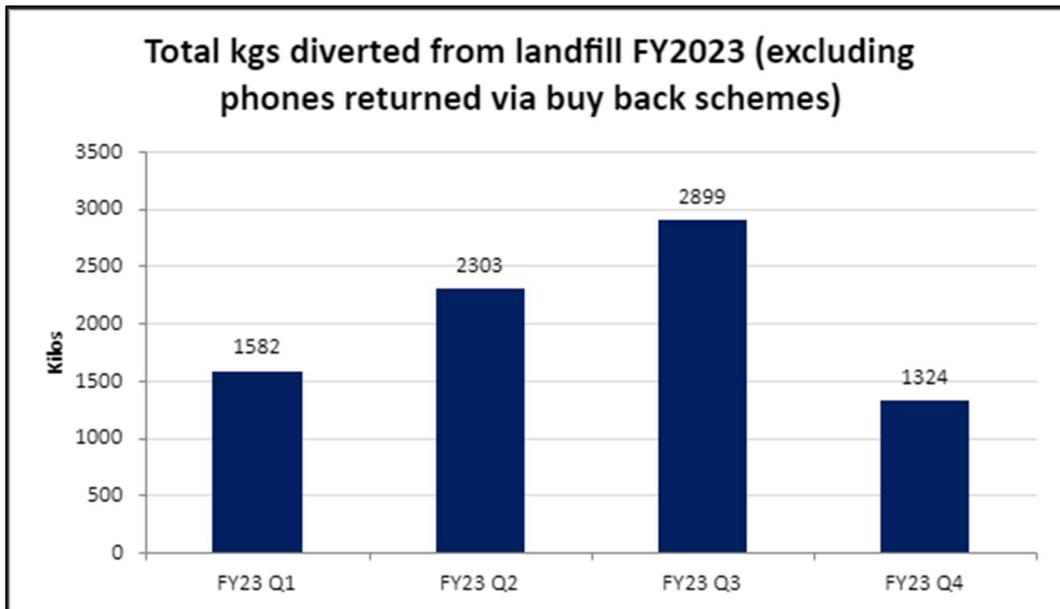
The total number of mobile phones collected is based on data collected by Swapkit, combined with the number of phones collected by mobile providers as part of their own buyback and recycling programmes:



The total number of mobile phones collected, broken down into buy back, refurbished/recycled and waste metrics:



The total kilograms are calculated on the weight of phones collected through Swapkit:



OBJECTIVES AND TARGETS

The below table summarises progress against Scheme targets for the FY23 reporting period from Swapkit’s collection results, and shows an upward trend over the past 3 years in volumes collected with an 8% year on year growth for FY23:

FY23 Results

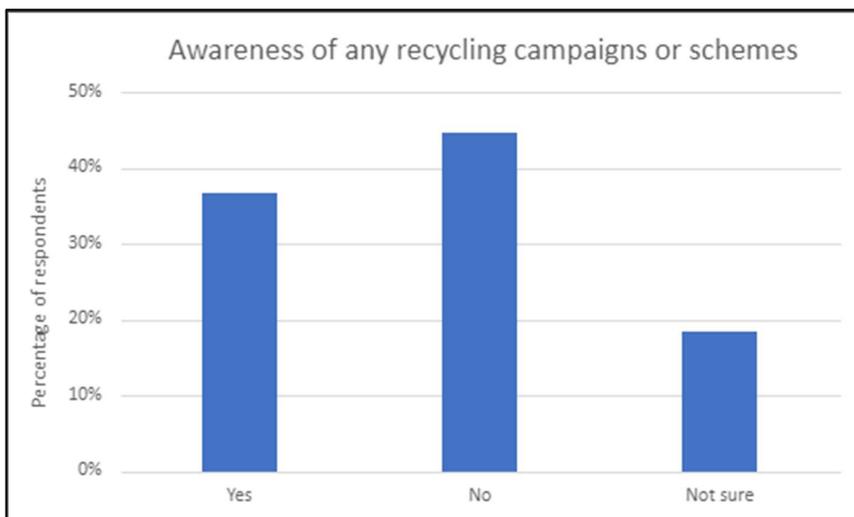
TARGET	FY23	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15	2012
Changes in customer behaviour*										
Number of mobiles phones into landfill reduces by 2%	8%	11%	8%	8%	9%	10%	8%	10%	7%	6%
Number of mobile phones kept at home unused reduces	48%	53%	45%	48%	53%	55%	54%	51%	37%	26%
"Kept it just in case, as it was still working"	28%	31%	29%	32%	35%	37%	35%	34%	23%	
"Kept it, even though it was not working"	20%	22%	16%	16%	18%	18%	16%	17%	14%	
Number of mobile phones collected increases	73,439	67,845	66,867	78,348	71,005	82,842	101,630	105,317	122,762	213,031
Public awareness of the scheme*										
Public awareness of the Scheme increases to 64%	34%	34%	30%	30%	35%	37%	35%	42%	50%	50%
Staff awareness of the scheme										
Each Scheme Member implements at least one internal promotion campaign per year	Achieved	n/a								
Recycling performance**										
End of life phones and accessories broken down with at least 95% of all materials by weight recovered for reuse	100%	95%	95%	95%	95%	97%	96.5%	95%	95%	n/a

* Recycling Agent Annual Consumer Survey 2023. **Reported by Recycling Agent

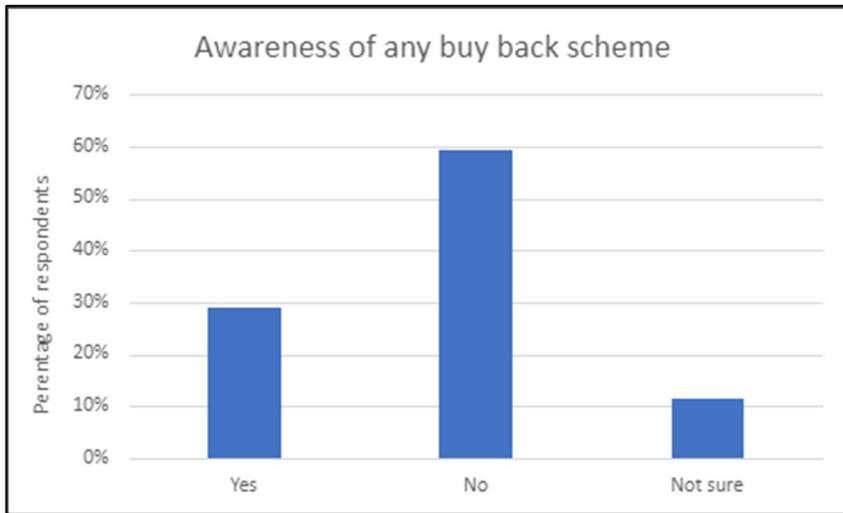
Consumer Survey Results

The below graphs illustrate results from the Swapkit Annual Consumer Survey FY23 and reflect ongoing progress against the Scheme targets (given above), and further shows current awareness of schemes and respondents’ recycling habits and intentions.

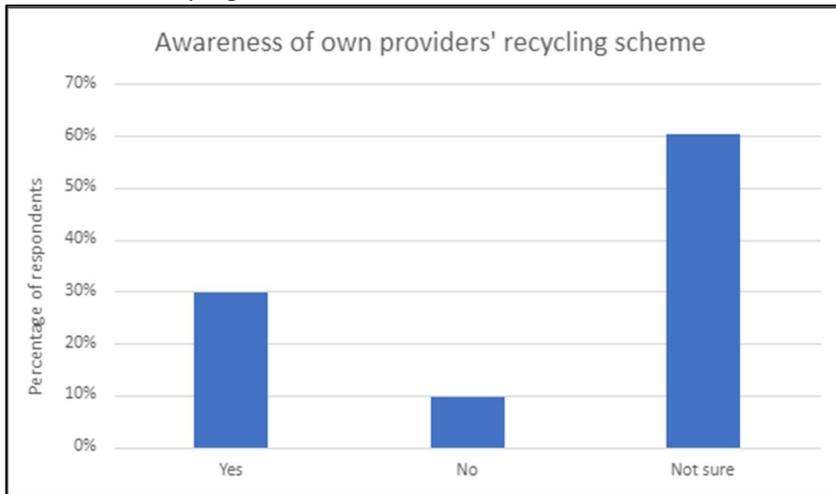
Respondents’ awareness of any mobile phone recycling campaigns or schemes in New Zealand:



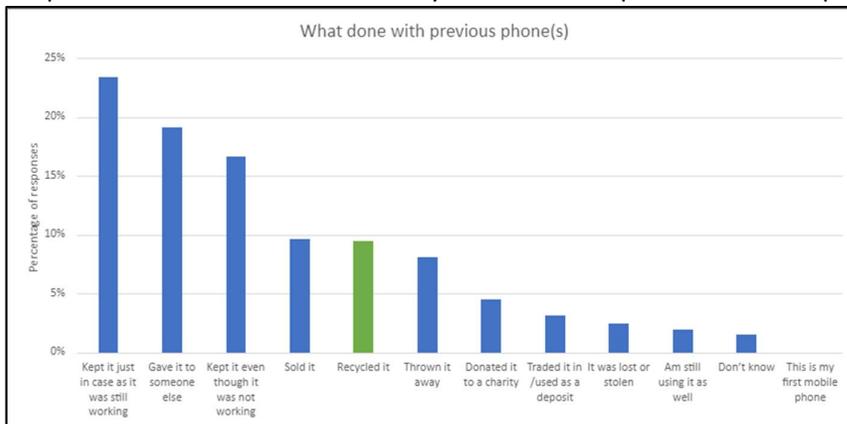
Respondents' awareness of any mobile phone buy back schemes in New Zealand:



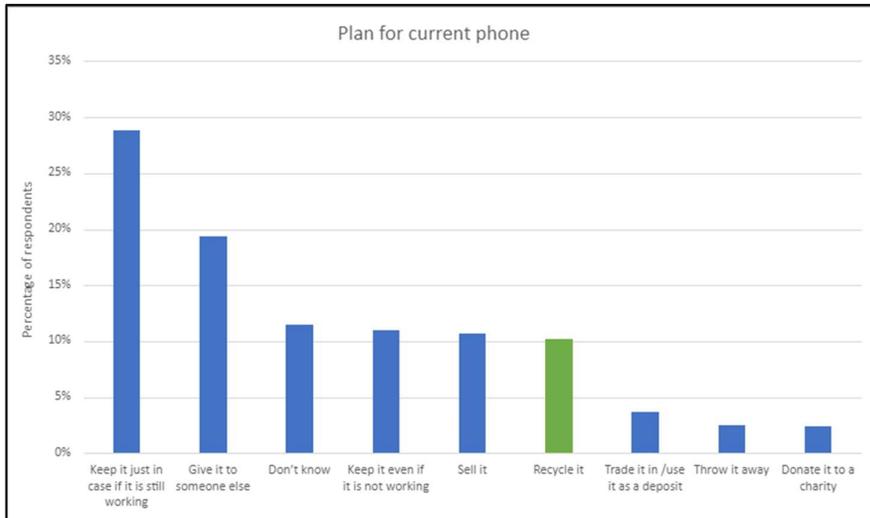
Respondents' awareness of their own mobile phone service provider running a recycling scheme or campaign:



Respondents' answers on what they did with their previous mobile phone(s):

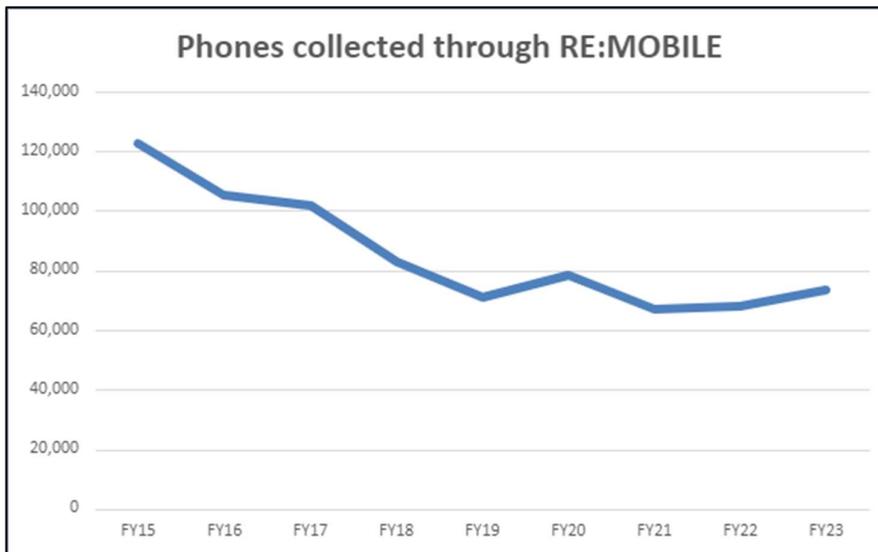


Respondents' answers on what they plan to do with their current mobile phone:



TRENDS

The graph below illustrates the annual trend of mobile phones collected through the Scheme. The increase of 5,594 phones donated in FY23 is largely due to one of the Scheme members (2degrees) reporting a significantly higher figure in Q2 than usual due to an iPhone buyback campaign. This campaign proved very popular and indicates the potential for numbers to increase through such promotional activities.



Overall, from FY15 to FY21 there has been a steady downward trend on mobile phones collected through the Scheme however there has been an upturn over the past 3 years. There are various reasons for the longer-term decline: consumers are keeping their phones longer than in the past, and many phones are re-sold or reused rather than recycled. There is also an increasing trend for phone sellers to refurbish old phones for on-selling to another

consumer. All these are good results holistically for product stewardship because they extend the useful life of each device.

International Trends

Swapkit (Ireland) have observed a growth in re-sold devices overtaking the sales of new devices being sold in the European market. The [Europe Refurbished and Used Mobile Phones Market](#) is predicted to increase rapidly at a compound annual growth rate of 9.4% from 2023 to 2033. The report predicts that the sales value of refurbished and used mobile phones in Europe will reach US\$44.42 billion by the end of 2033. These trends have changed the way importers and manufacturers of new devices manage and maintain second hand devices under the same standards being sold in the European market.

There have been procedures such as the Extended Producer Responsibility (EPR) put in place Europe-wide to handle the sales of used devices across the market, ensuring producers have responsibility to ensure that their products are integrated into a recycling program.

THE NEXT 12 MONTHS

The marketing and awareness programme for the next 12 months will continue to focus on increasing the profile of the Scheme and product stewardship within the telecommunications sector, with our collection partners and with consumers.

The promotional activities aim to raise awareness of the Scheme and increase participation in mobile phone recycling. Key events will be to support International E-Waste Day on 14th October 2023 and Recycling Week 16th-22nd October 2023.

More information and the FY22/23 Calendar of Events can be found in Appendix 1.

MOVING TOWARDS ACCREDITATION

Following changes to the Waste Minimisation Act, the Ministry for the Environment has issued new guidelines for product stewardship schemes such as RE:MOBILE. These new guidelines are focused on the contribution of these schemes to a circular economy in New Zealand. A scheme must be able to demonstrate increases in reusability, recyclability and new markets for unwanted products. The Ministry for the Environment continues to support and recognise RE:MOBILE while we work through the re-accreditation process.

CONTACT

For any enquiries please contact:

RE:MOBILE

New Zealand Telecommunications Forum Incorporated

Phone 09 475 0203

remobile@tcf.org.nz | www.tcf.org.nz | www.remobile.org.nz

APPENDIX 1: PROMOTION & ACTIVITIES

Websites & social media channels

Mobile phone recycling information is available on several local websites increasing the reach of RE:MOBILE to our target audience:

- www.remobile.org.nz
- [Sustainability | 2degrees](#)
- <https://www.sparknz.co.nz/sustainability/environment/>
- [Recycling for old phones or modems, and chargers. One NZ.](#)
- www.swapkit.co.nz/environment.html
- <http://www.swapkit.nz/>
- [Recycle with Re:Mobile \(swapkit.nz\)](#)
- [Recycle Your Mobile | Sustainable Coastlines](#)
- https://www.resene.co.nz/lets_mobilize.htm
- <https://www.noelleeming.co.nz/remobile>
- [E-Cycle – Electronics Recycling](#)

Noel Leemings, Sustainable Coastlines, Swapkit and the TCF also promote the Scheme via Instagram, Tik Tok, Facebook and Twitter throughout the year:

- www.facebook.com/letstalktelco/
- www.facebook.com/sustainablecoastlines/
- <https://www.facebook.com/SwapkitNZ>
- <https://twitter.com/TCFNZ>
- [RE:MOBILE \(@remobile.nz\) | Instagram](#)
- <https://www.tiktok.com/@noel.leeming/video>
- <https://www.instagram.com/NoelLeeming>
- <https://www.facebook.com/NoelLeemingOnline>

Promotional and Marketing Activities FY23

There were numerous operational and promotional activities undertaken to raise awareness of mobile phone recycling through the Scheme. A calendar of events is below:

Month	Activity
FY ending 31 March 2023	
April 2022 – March 2023	Sustainable Coastlines activity:

	<p>Social media posts and stories. Motivating volunteers and event goers to recycle their old phones and dropping them off at The Flagship or at one of Sustainable Coastline's events. Boxes are always showcased at The Flagship and featured at the entrance to events at this venue. Boxes are also brought to beach clean-up events, and this is communicated to volunteers in pre-event comms and the charity's monthly newsletters.</p> <p>Sustainable Coastlines also have a landing page dedicated to RE:MOBILE where the partnership is explained.</p>
April 2022	<p>SwapKit activity:</p> <p>Contact all existing B2Bs (database of approx. 500 businesses).</p>
May 2022	<p>SwapKit activity:</p> <p>Contact existing schools.</p> <p>Bring a Phone to Work (BAPTW) letters out for registrations.</p>
June 2022	<p>SwapKit activity:</p> <p>Contact kindergartens to update status/contacts.</p> <p>Bring A Phone To Work (BAPTW) Campaign.</p> <p>Event: World Environment Day 5 June.</p>
July 2022	<p>SwapKit activity:</p> <p>Contact existing schools.</p> <p>DHBs update and intro to those not involved.</p> <p>Contact Auckland Hospitals for collection packs or envelope packs.</p>
August 2022	<p>Spark activity:</p> <p>Spark's mobile phone recycling commitment and partnership with RE:MOBILE included and reported in 'Our Environment' section of Spark's FY22 Annual Report.</p>
August 2022	<p>SwapKit activity:</p> <p>Contact non-registered schools.</p> <p>Resene update and new collection packs refreshed.</p> <p>Contact existing Councils and follow up those not involved.</p>
September 2022	<p>SwapKit activity:</p> <p>Email Community Centres and follow up.</p> <p>Update NZ Police.</p>

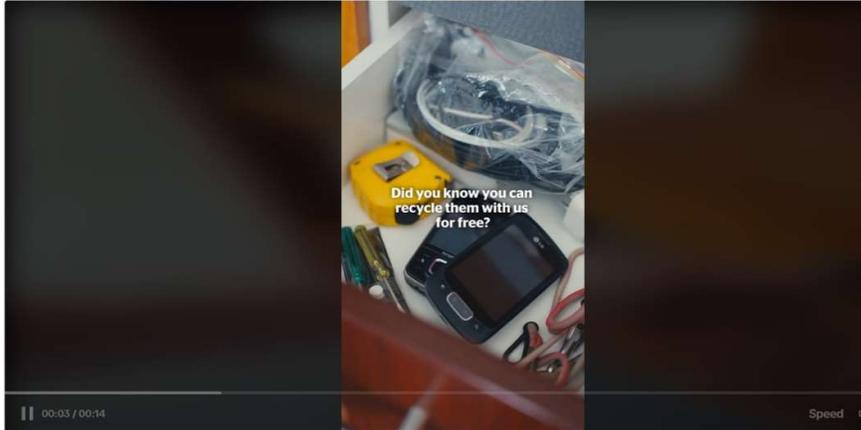
	Update Noel Leeming stores.
October 2022	<p>One New Zealand activity:</p> <p>Organised a mass message on all bills and included a RE:MOBILE recycling envelope in all paper bills to encourage customers to recycle any old devices. This resulted in 37,474 envelopes being sent out to customers in October.</p> <p>Updated the website to allow for customers to request self-return bags for modems and Vodafone TV Boxes.</p> <p>There is a return address on the website for customers to send their old mobile phones for RE:MOBILE Recycling.</p>
October 2022	<p>Spark activity:</p> <p>Spark shared RE:MOBILE Recycling Week posts on Facebook, LinkedIn and Twitter.</p> <p>Spark shared RE:MOBILE Recycling Week content on Spark News and internal Spark channels.</p> <p>Spark's partnership with RE:MOBILE is also on our website: https://www.sparknz.co.nz/sustainability/environment/</p>
October 2022	<p>2degrees activity:</p> <p>2degrees retail stores refresh – communication to all retail staff to raise awareness of the scheme, review of the knowledge base for retail staff, ensuring all stores equipped with boxes and/or envelopes from Swapkit (59 stores).</p> <p>Updated store locations provided to Swapkit for RE:MOBILE website.</p> <p>LinkedIn post (23.5K followers), Facebook post (199K followers), Instagram post (7.7K followers), and Twitter post (19.8K followers), from 2degrees on Recycle Week to raise awareness of the RE:MOBILE scheme.</p> <p>2degrees internal campaign to raise awareness of scheme for all staff (approximately 1,800), including a campaign to collect phones to be recycled at all 2degrees offices nationwide.</p>
October 2022	<p>SwapKit activity:</p> <p>Bring a Phone to Work (BPATW) Campaign for those who the earlier date didn't suit.</p> <p>Contact and update Hospice organisations.</p>
November 2022	<p>SwapKit activity:</p>

	<p>Schools/kindergarten round up and thank you promotion to collect in all phones.</p> <p>Contact bus and transport companies for support for the campaign, targeting lost and found department.</p>
November 2022	<p>2degrees activity:</p> <p>Review of internal processes and collaboration with Swapkit to ensure that customers are providing a RE:MOBILE envelope at time of purchase of a handset through the online channel. (~2,000envelopes/month).</p>
December 2022	<p>SwapKit activity:</p> <p>Merry Christmas mail out.</p> <p>Thank you mail out to all businesses.</p>
January 2023	<p>SwapKit activity:</p> <p>Update B2B (database of approx. 500 businesses).</p>
February 2023	<p>SwapKit activity:</p> <p>Welcome back email to schools and kindergartens.</p> <p>Welcome back email B2B (database of approx. 500 businesses).</p> <p>Contact Returned Services Club (Previously RSA)</p>
February 2023	<p>2degrees activity:</p> <p>Worked with the internal 2degrees team to identify a new member for the product stewardship working party. This new member has strong retail and sustainability experience.</p> <p>Confirmed retail store locations with the TCF (currently 57 stores).</p>
March 2023	<p>SwapKit activity:</p> <p>Update Councils.</p> <p>Update medical and dental practices.</p>
March 2023 to April 2023	<p>Noel Leeming activity:</p> <p>Launched RE:MOBILE Tik-Tok campaign.</p>
April 2022 to March 2023	<p>Sustainable Coastlines Events for the year:</p> <ul style="list-style-type: none"> ▪ 40,261 litres of litter collected. ▪ 63 beach clean-ups. ▪ 62 planting activities.

	<ul style="list-style-type: none"> ▪ 56,003 trees planted. ▪ 4,460 education and training hours. ▪ 19,112 volunteer hours.
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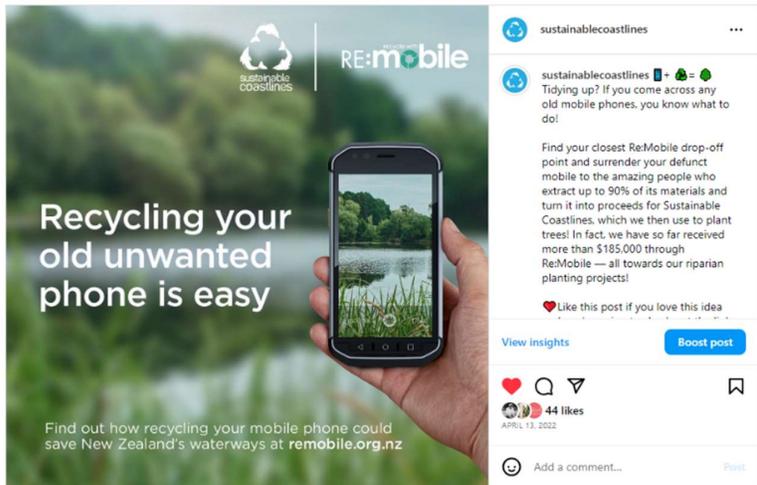
Social Media promotion examples:

Noel Leeming TikTok RE:MOBILE Campaign <https://www.tiktok.com/@noel.leeming/video>

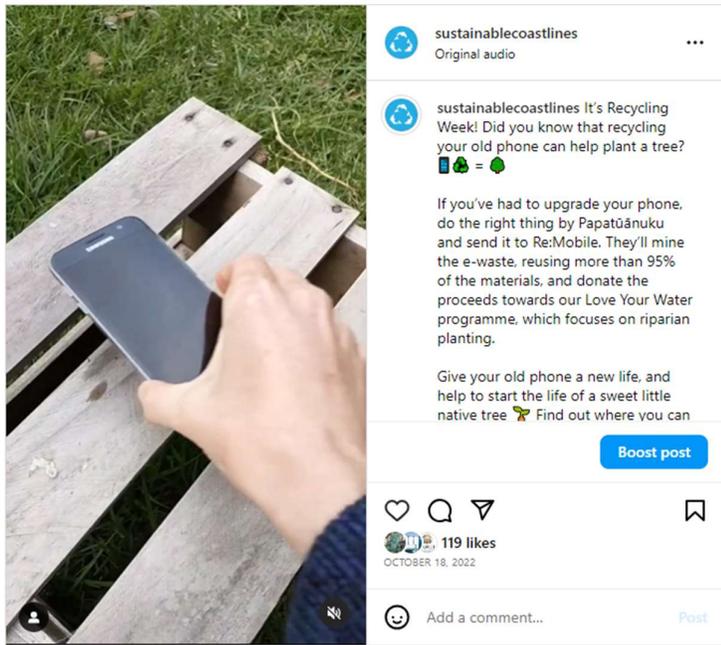


Plans to sort the house out this school holidays? 🧹 Here's how to take care of those old mobiles sitting in the drawers 📱 Available at all our stores across NZ.

Sustainable Coastlines on Facebook



Sustainable Coastlines on Instagram: "It's Recycling Week!"



Sustainable Coastlines (monthly) newsletters section dedicated to RE:MOBILE:

Recycle your phone

Thanks to the [RE:MOBILE phone recycling scheme](#), you can make sure your old mobile gets a new life while helping us look after the places we love. So far we've raised over **\$185k** through donated phones! Support the cause; drop off your old phone [at these locations](#).

