



PRODUCT STEWARDSHIP SCHEME

ANNUAL REPORT FY18

New Zealand Telecommunications Forum Inc

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ABOUT THIS REPORT

This report is the fourth annual report for the accredited RE:MOBILE Product Stewardship Scheme. The report was prepared by the TCF Product Stewardship Working Party according to Ministry for the Environment accreditation requirements.

This report covers our activity for the period 1st April 2017 – 31st March 2018.

ABOUT RE:MOBILE

Summary

RE:MOBILE is an accredited Product Stewardship Scheme created for the purpose of reducing the environmental impact of unwanted mobile handsets. Participants include mobile network operators and local recycling partners.

The Scheme provides an avenue for anyone in New Zealand to donate unwanted mobile handsets and accessories for re-use or recycling. An additional benefit of the scheme is that it contributes a percentage of profits to an appointed charity.

The Scheme is managed by the New Zealand Telecommunications Forum Incorporated (TCF) on behalf of its members. The TCF is a registered incorporated society established in 2002.

The TCF's objective is to foster cooperation among the telecommunications industry's participants, to enable the efficient provision of regulated and non-regulated telecommunications services. The TCF's goal is to promote competition for the long-term benefit of end-users of telecommunications services in New Zealand.

Aims

RE:MOBILE aims to:

- Reduce the environmental impact of unwanted mobile handsets in New Zealand.
- 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 handsets and accessories.

Participants:





KEY ACHIEVEMENTS AND BENEFITS

Highlights


KEY HIGHLIGHTS


F Y 1 8


 **82,842**
Phones collected. That's over 1,500 a week.

451 Public drop-off points 

88% Consumers agreed that phone recycling helps save valuable materials from ending up in landfill

7.5M 
Potential audience reach

 **53%** Increase in remobile.org.nz page views

9+ Tonnes 
Potentially harmful substances diverted from landfill

In FY18 14% of consumers indicated they had recycled a mobile phone and 9% indicated they had donated an old mobile phone to charity. In addition, 88% of consumers agreed that recycling unwanted mobile phones helps to save valuable materials from ending up in landfills, and 84% agreed that planting trees alongside waterways restore habitats for native animals, reduce sediment and improves water quality.

PROMOTION & ACTIVITIES

Calendar of events

Below is a summary of the major operational and promotional activities undertaken to raise awareness of mobile phone recycling through the Scheme.

Month	Activity	Category	Estimated audience reach
Jan-17 to Dec-17	Vodafone - All Online and Enterprise customer orders were sent with a RE:MOBILE envelope for customers to be able to return any old unwanted handsets	Promotion	Approx. 120,000 customers
Jan-17 to Dec-17	Updated content on the Vodafone website to educate customers on their options for unused & unwanted handsets including TCF industry video giving overview and education about the RE:MOBILE scheme.	Online	
Jan-17 to Dec-17	Dedicated recycling areas in all new store fit outs including RE:MOBILE collateral and separate recycling receptacles in older format stores. Approx. 360,000 customers/month.	Promotion	4,320,000
March 2017	Sustainable Coastlines opens The Flagship Education Centre	Event	-
April 2017	Swapkit activity: - Contact NZ Ports –Collection Boxes - Contact existing schools with Newsletter ideas - Contact Senior Net – Envelope Packs	Promotion	15 323 61 packs circulated
March 2017	2degrees promotional activity at Black Caps Games	Promotion	6,000
May 2017	Swapkit activity: - Contact Community Centres -Collection Boxes - Contact Mitre 10 Campaign –Collection Box/FP Envelopes - Contact B2B for registering interest in BAPTW	Promotion	36 active 72 stores 550
April 2017 – March 2018	SC – promotion of the scheme via regular newsletter (4x per year)	Promotion	20,000
June 2017	Spark internal awareness activity relating to World Environment Day.	Promotion	5,000
June 2017	Swapkit activity: - World Environment Day coincide with BAPTW - Contact non registered Primary Schools - Contact Resene Color Shops –Collection Boxes	Promotion	232 395 99
July 2017	Swapkit activity: - Contact non registered Kindergartens/Preschools - Contact Lions Groups – Collection Boxes/FP Envelope - Contact all registered B2B to send in phones collected	Promotion	503 46 240
August 2017	Swapkit activity: - Schools camera giveaway (342 schools) - Contact NZ Police – Collection Boxes	Promotion	342 schools 40

August 2017	2degrees promotional and educational activity instore.	Promotion / Education	unknown
September 2017	Swapkit activity: - Contact Dentist – FP Envelope - Envelope new design printed - SK – Schools Camera Draw	Promotion Internal activity Promotion	73 200,000 47
October 2017	Swapkit update: - Storage King Depots - BAPTW Campaign for those who earlier didn't suit.	Promotion	20 100
October 2017	Spark – instore video on RE:MOBILE	Promotion	500,000
October 2017	2degrees bill insert activity and envelope refresh	Promotion	6,000
October 2017	Sustainable Coastlines Charity Ball – with RE:Mobile station at the ball	Event / Promotion	350
October 2017	Spark – information on RE:Mobile in customer newsletter	Promotion	1,000,000
October 2017	Spark – inclusion of recycling envelopes with paper bills	Promotion	200,000
October 2017	Vodafone bill insert included RE:MOBILE recycling envelope for our customers	Promotion	Approx. 90,000 customers
November 2017	Spark internal promotion on Recycling Week	Promotion	5,000
November 2017	Sustainable Coastlines Events for the year: • 112 Clean up events (6500 participants) • 94 Planting activities (1300 participants) • Presentations & Trainings (25,000 attendees at education talks / 6,200 visitors to The Flagship Education Centre)	Event	6,500 1300 25,000 6,200
November 2017	Swapkit activity: Schools/Kindergartens Round up of all phones and visits to schools to collect phones.	Promotion	400
December 2017	Swapkit activity: B2B Merry Christmas mail out and round up of phones.	Promotion	500
December 2017	TCF Media Release – Fifty Thousand Funds Flagship for Cleaner Coastlines	Media Release	1,000
February 2018	Swapkit Activity Contact all existing schools, B2B, Community Centres etc	Promotion	1,000
February 2018	Sustainable Coastlines contract as a beneficiary reviewed and extended for a further 2-years	Internal activity	-
February 2018	Spark – two recycling bins installed in Spark Arena and associated communications.	Promotion	500,000
February 2018	Spark – instore video on RE:MOBILE	Promotion	500,000
March 2018	Swapkit activity: Contact – Councils nationwide Contact Fishing Clubs	Promotion	79 24
TOTAL REACH			7,517,547

Win an iPhone 7.

Bring an old mobile to recycle to the upcoming match vs South Africa, and be in to win.
All donated phones go to support Sustainable Coastlines.



Websites & Social Media

In addition to promotional activities, mobile phone recycling information is available on several local websites increasing the reach of RE:MOBILE to our target audience:

1. <http://www.remobile.org.nz>
2. <https://www.2degreesmobile.co.nz/company/remobile-mobile-phone-recycling-scheme/>
3. <http://www.sparknz.co.nz/what-matters/environment/>
4. <http://www.vodafone.co.nz/environment/mobile-recycling/>
5. <http://www.swapkit.co.nz/environment.html>

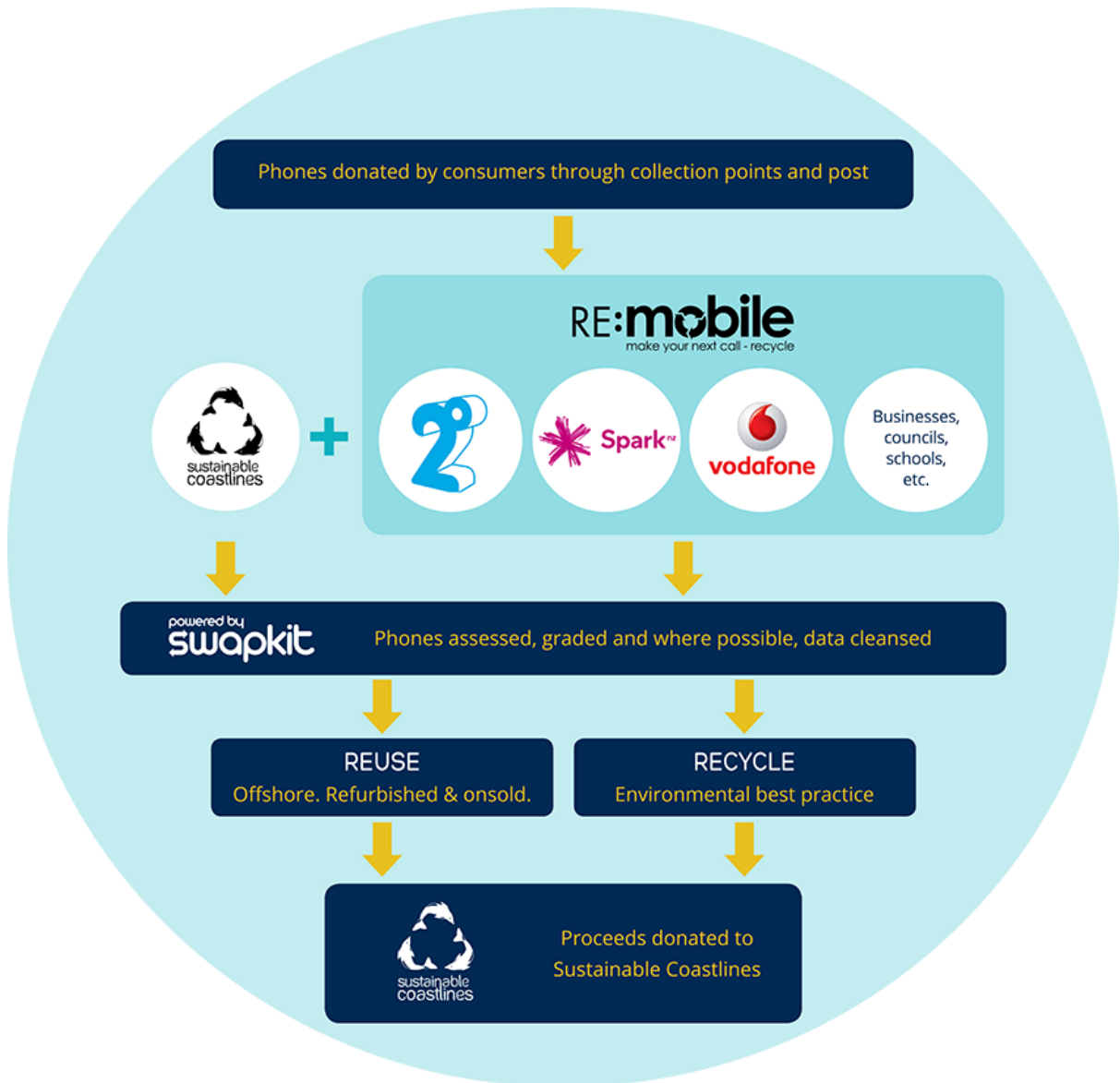
Sustainable Coastlines and the TCF also promote RE:MOBILE via Facebook and Twitter throughout the year:

- <https://www.facebook.com/letstalktelco/>
- <https://www.facebook.com/sustainablecoastlines/>
- <https://twitter.com/TCFNZ>

SCHEME DETAILS

Overview

To understand how the RE:MOBILE scheme works, the diagram below shows how donated mobile phones are collected by scheme members, reused or recycled by recycling partner SwapKit, with proceeds going back to Sustainable Coastlines to help fund coastline clean-up initiatives.



Members & Participants

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. • Managing contractual relationships and agreements with Scheme Members and the Recycling Agent.
Scheme Member	2degrees Mobile Spark New Zealand Vodafone New Zealand	<ul style="list-style-type: none"> • Scheme promotion to the general public. • Provide consumers with recycling drop-off points for mobile phones. • Providing reporting as per Scheme requirements.
Recycling Agent	Swapkit New Zealand Ltd	<ul style="list-style-type: none"> • Scheme Promotion to the general public. • Providing collection, reuse and recycling services to the Scheme and reporting on Scheme metrics.
Recycling Partner	Zero Waste New Zealand Ltd Sims Recycling New Zealand	<ul style="list-style-type: none"> • Provide reuse or recycling services and reporting on Scheme metrics.
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.

Scheme Operation and Funding

The Recycling Agent pays the TCF a per unit fee per phone collected; and the TCF uses this money to make a donation to the appointed Scheme beneficiary on a quarterly basis.

Operational costs of the Scheme therefore continue to be funded through the sale of unwanted mobile phones; and the cost of Scheme governance and managed continues to be funded by the TCF.

This enables the Scheme to remain cost-neutral for the TCF, and also simplifies and improves the transparency around funds donated to the beneficiary.

The Beneficiary – Sustainable Coastlines

Sustainable Coastlines has been the beneficiary of the RE:MOBILE scheme since April 2016, replacing Starship Mobile Phone Appeal as the recipient of the proceeds of mobile recycling.

Sustainable Coastlines is a multi-award winning New Zealand charity, which has an innovative approach to protecting the environment, and this aligns well with our objectives for RE:MOBILE.

Sustainable Coastlines has a long term vision of beautiful beaches, healthy waters and inspired people. The proceeds from the RE:MOBILE scheme helps them to achieve their objectives.

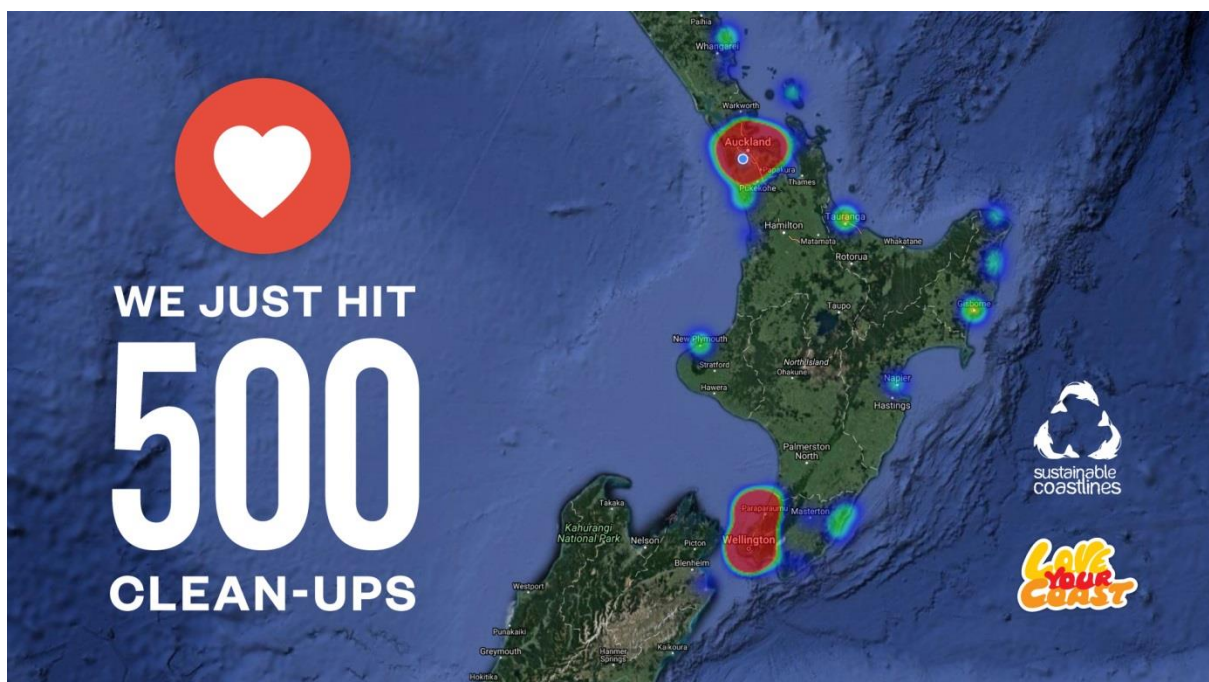
For the year some amazing statistics were achieved by Sustainable Coastlines:

- 109,130 litres of litter collected – equivalent to over three shipping containers.
- 112 beach clean-ups.
- 94 planting activities.
- 14,266 trees planted.
- 72 cubic metres of weeds removed.
- 24,875 presentation attendees.
- 285 educational presentations



Tree planting – Te Atatu – August 2017

This year Sustainable Coastlines also hit the outstanding milestone of 500 beach clean-ups.



News from Sustainable Coastlines: National Litter Project

To celebrate World Environment Day, Associate Environment Minister Hon. Eugenie Sage announced the Ministry for the Environment's backing for a large-scale project to deliver grassroots solutions to litter in Aotearoa.

Led by charity Sustainable Coastlines, the project will roll out a litter education curriculum for schools, establish a national litter database alongside Ministry for the Environment, Department of Conservation and Statistics New Zealand, and bring these programmes to communities around New Zealand.

The charity will train 'Citizen Scientists' across the country to collect data from their local beach, using a United Nations Environment Programme methodology. Educators nationwide will be trained to deliver a new curriculum-aligned behaviour change programme that aims to curb single-plastic consumption and reduce litter.

"Sustainable Coastlines is already playing a critical role in mobilising New Zealanders to look after our beaches and rivers. Now they can do important work to test the effectiveness of different litter interventions, including educational approaches so we can work out how to best change litter behaviour," commented Eugenie Sage.

Minister Sage joined Sustainable Coastlines, volunteers, and students from nearby Ōrākei School in a trial of the 'Citizen Science' litter data collection methodology at Auckland's Okahu Bay, cleaning the beach while collecting important scientific data on the litter problem.



The group was welcomed to Okahu Bay by representatives from local hapū Ngāti Whātua Ōrākei, who have been working alongside Sustainable Coastlines to restore waterways and coastlines.

"Collaboration is crucial. You could say that tangata whenua are New Zealand's original Citizen Scientists. They have the baseline knowledge – mātauranga Māori – on how our coastlines should be; litter-free. Litter is a major threat to Aotearoa and we now need urgent and large-scale action," said charity Co-Founder Camden Howitt. "Through this project, and by working with caring communities around the country, litter is a problem that we can – and will – solve."

All project findings will be publicly available through a purpose-built litter database and education hub, equipped with smart science communications and data visualisation tools.

"Politicians and business leaders, students and scientists, writers and researchers alike, will all have the right information to make decisions to solve our litter problem," says Howitt.

News from RE:MOBILE : Fifty Thousand Funds Flagship for Cleaner Coastlines

RE:MOBILE has donated over \$50,000 to award winning charity Sustainable Coastlines in 2017, helping to fund their Flagship Education Centre; a unique 'Living Building' in Auckland's Wynyard Quarter. Set to become New Zealand's most sustainable building, the education centre won the World Award in the Youth category at the 18th Energy Globe Awards; one of the most prestigious environmental awards on the planet.

The RE:MOBILE scheme receives donations of unwanted mobile phones, chargers and accessories, which are refurbished or recycled by recycling partner Swapkit. Proceeds from the sale of phones are donated to Sustainable Coastlines to help fund the Flagship, run coastal clean-up events, educational programs and planting projects.

In 2017, the TCF donated \$50,407.30 to Sustainable Coastlines, presented to Camden Howitt, Co-founder of Sustainable Coastlines, by Geoff Thorn, CEO of the TCF, at a recent event. Since Sustainable Coastlines became the charity partner of RE:MOBILE in April 2016, a total of \$83,049.57 has been donated to the charity through the recycling scheme.



This year alone, Sustainable Coastlines has completed 112 beach clean-ups with 6,419 participants, collecting 109,130 litres of litter. "Looking after New Zealand coastlines and waterways is critical to our health, our

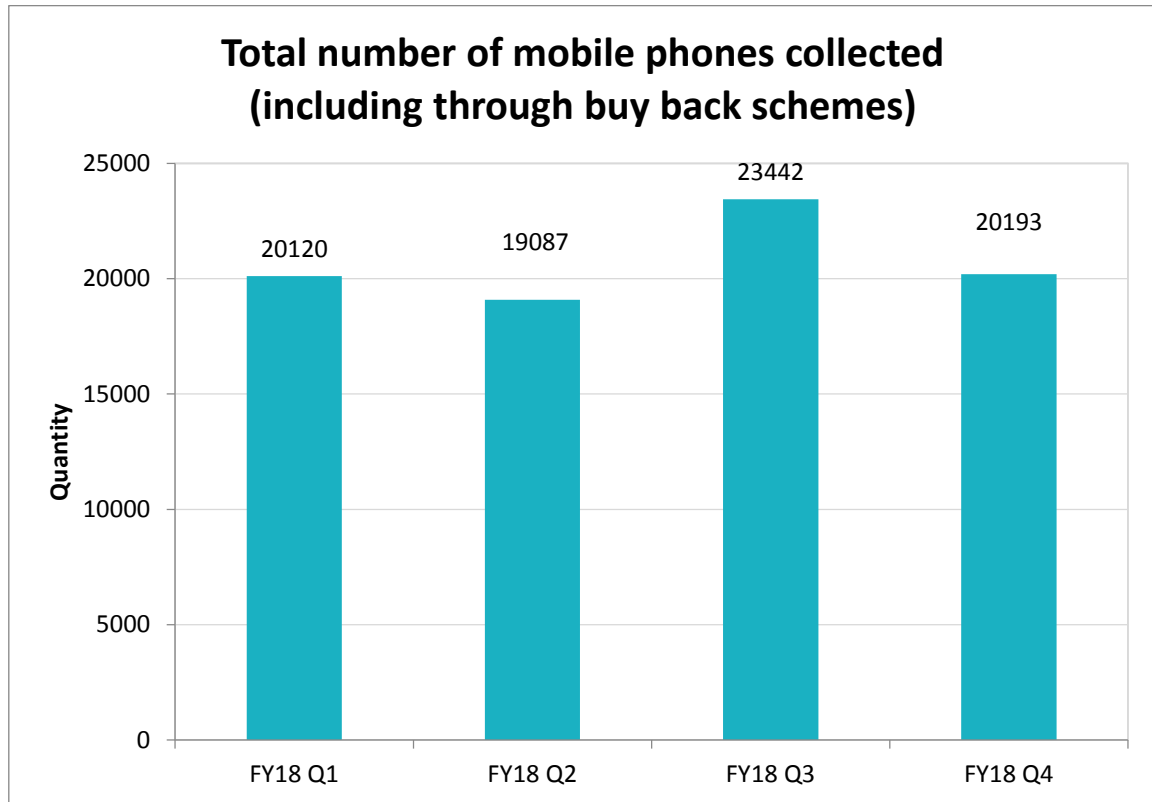
economy and our culture, which is why we founded Sustainable Coastlines" said Mr Howitt. "We're very grateful to be partnered with RE:MOBILE as it actively reduces waste while funding our clean-up and restoration activities – a win/win for the environment."

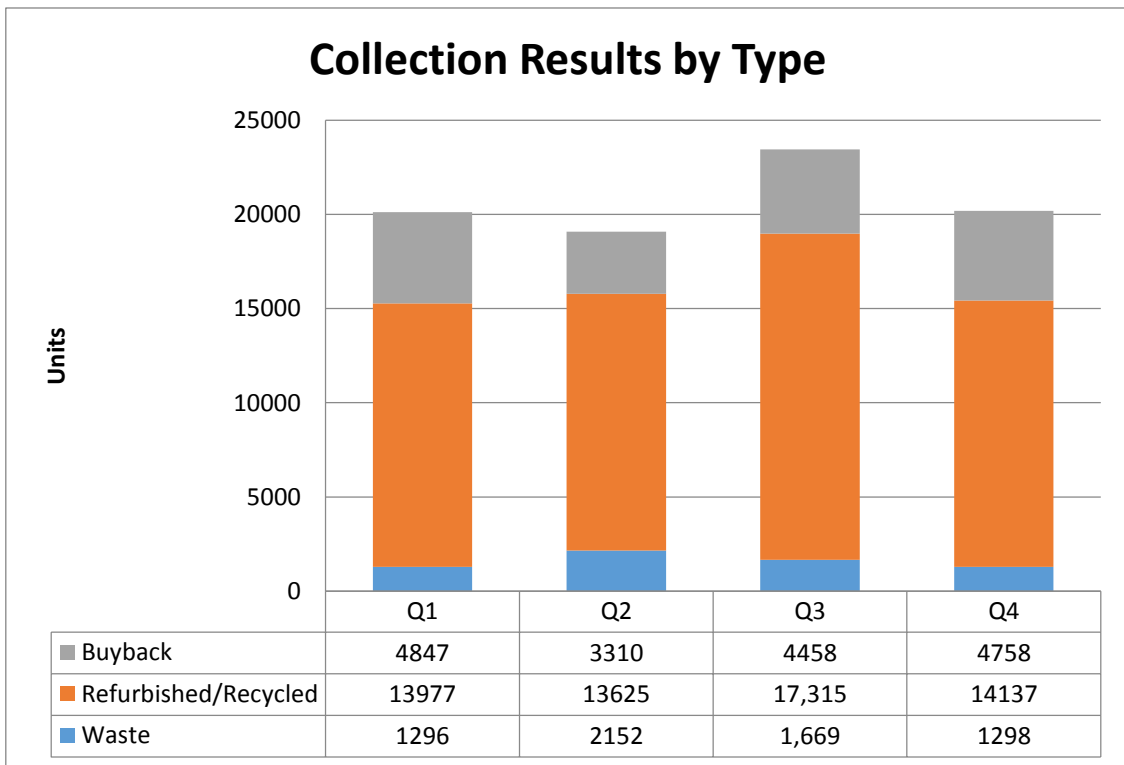
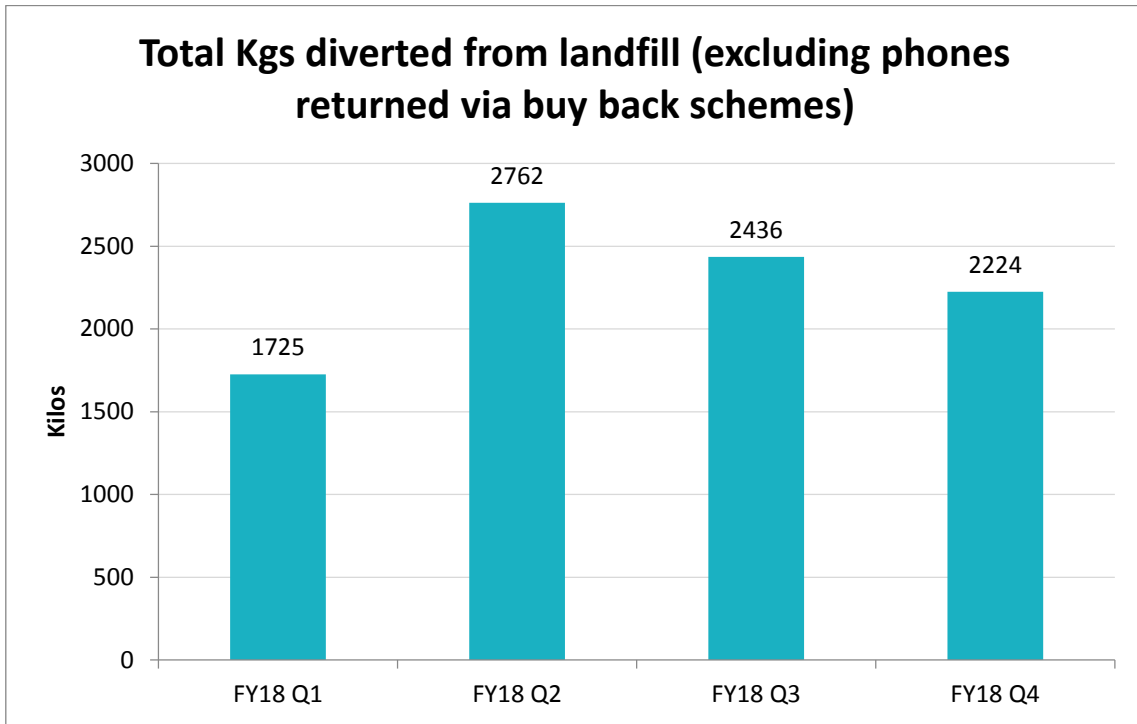
TCF CEO Geoff Thorn says "our members actively promote the RE:MOBILE scheme in their stores, and send out a recycling envelope with every new device purchased. The recycling programme removes unused phones from landfills, and we are able to support an organisation which shares our goal of helping the environment." "

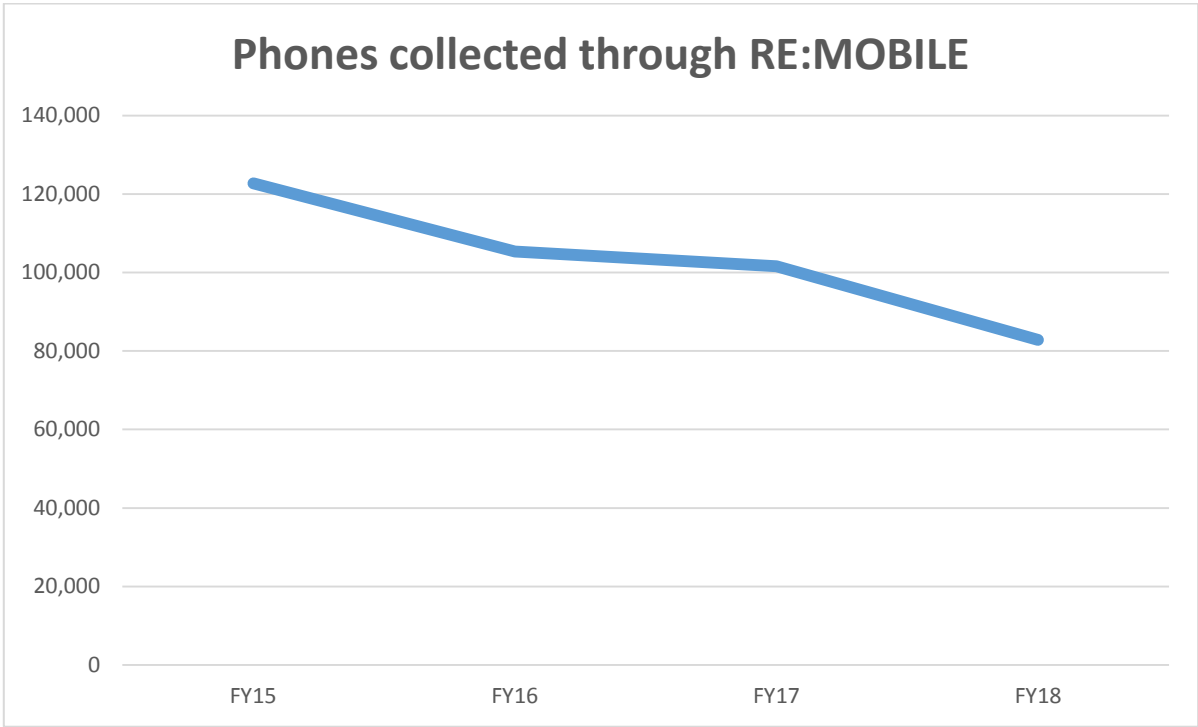
FY18 COLLECTION RESULTS

Scheme Collection Data

Note: “Buy Back” means a process whereby Consumers receive valuable consideration for their unwanted device/mobile/handset from a buyback provider. All three Scheme Members operate Buy Back Schemes and report the number of phones collected to the TCF on a quarterly basis. The weight of phones collected through Buy Back is not available.







OBJECTIVES AND TARGETS

This section summarises the status of progress against targets for the reporting period

FY18 Target Results

TARGET	Target	FY18	FY17	FY16	FY15
Changes in customer behaviour					
Number of mobiles phones thrown into the bin reduces by 2% by 2020 (from average of 6% in 2012 to average of 4% in 2020).	4%	10%*	8%	10%	7%
Number of mobile phones kept at home unused reduces to an average of 16% by 2020		55%	54%	51%	37%
Kept it just in case, as it was still working		37%	35%	34%	23%
Kept it, even though it was not working		18%	16%	17%	14%
Number of mobile phones collected increases to more than 292,000 in 2020 (measured to end of TCF financial year, 31st March)	249,216	82,842	101,630	105,317	122,762
Public awareness of the scheme					
Public awareness of the Scheme increases to 64% by 2020	64%	33%	35%	42%	50%
Starship Mobile Phone Appeal		32%	30%	37%	48%
Re: MOBILE Scheme		4.0%	4.0%	4.0%	0.7%
SWAPKIT Mobile Phone Recycling		1.0%	1.0%	1.0%	1.3%
Staff awareness of the scheme					
Each Scheme Member implements at least one internal promotion campaign per year		Achieved	Achieved	Achieved	Achieved
Recycling performance					
End of life phones and accessories broken down with at least 95% of all materials by weight recovered for reuse in other products increasing to 98% by 2020	95%	97.0%	96.5%	95%	95%
Handset Reuse monitoring					
The TCF will monitor Scheme participant's reuse volumes and set a target for phone re-use after collecting two years of data.		Complete	Complete	Achieved	In progress
Recycling provider minimum standards					
All smelters used by this Scheme will have demonstrated that they have an environmental management system in place by October 2015.		Achieved	Achieved*	Achieved	-
As and when export permits expire, and new permits are issued that are used by this Scheme, the TCF will report to the Minister.				Achieved	Achieved
All Recycling Agents and Recycling Partners used by this Scheme will meet minimum standards for reporting data by October 2015.		Complete	Complete	Achieved	-

* NOTE: The number of mobile phones thrown in the bin has been tracked over a five-year period. This means 10% of consumers surveyed have thrown a phone in the bin sometime in the past five years, rather than specifically in FY18. In FY19 we will amend the survey to ask 'in the last 12 months' to better track this.

Market data	Target	FY18	FY17	FY16	FY15
The TCF will establish a system to capture and report data on total number of mobile handsets imported into New Zealand by Scheme Members by October 2014.	-	Complete	Complete	Achieved	Achieved
Scheme review					
The TCF will review the Scheme by July 2016 and every 2 years thereafter	-	Scheduled	Scheduled	Complete	-

How we monitor objectives and targets

Forum

The TCF has a Product Stewardship Operations Working Group in place comprising the Scheme Manager, Scheme Members and Recycling Agent & Recycling Partner representatives.

This Working Group provides an ongoing forum to monitor the Scheme's effectiveness, address ideas and concerns around the Scheme, manage any changes, and suggest initiatives to improve and/or promote the Scheme.

The Working Group meets at least six times a year.

Reports

Swapkit provides monthly and quarterly reporting on recycling performance.

Scheme Members provide quarterly reports on buy-back numbers.

The TCF publishes summary reports at www.remobile.org.nz on a quarterly basis.

Surveys

Consumer surveys to monitor and assess changes in consumer behaviour are undertaken to measure and report on Objective 1 on an annual basis.

Reports

Scheme Members provide annual reports self-certifying their compliance with the Scheme requirements (refer section G of the Product Stewardship Scheme Code available on the TCF website) to enable us to monitor Objectives 2 and 3, along with market data for Objective 7.

Scheme Members also provide quarterly reports on their Buy Back volumes for Objective 5.

The Recycling Agent provides monthly and quarterly reports containing data from all recyclers who participate in the Scheme. These reports include information about product exports, the number of phones collected, recycled and reused, copies of certificates (e.g. ISO14001, Basel permits etc.) and other details to enable us to monitor Objectives 4 and 6.

TRENDS & THE NEXT 12 MONTHS

Year-on-year we are seeing an increase in the potential audience for the promotional work carried out by Scheme Members, Swapkit and Sustainable Coastlines.

Despite the increase in the number of consumers reached, we continue to see a decrease in the number of phones that consumers are recycling via the scheme. It is difficult to pin-point the rationale for the downward trend in recycling. However as noted in last year's Annual Report, we recognise that increasingly, consumers are seeing value in older mobile handsets. Smart phones not only function as a device on which to make and receive calls; they now hold our personal data; have uses which do not rely on a mobile connection, and can be used to communicate or access content when connected to the internet via WiFi. This additional functionality of modern handsets results in the consumer being reluctant to part with their devices, even after they have been replaced.

Although there has been an almost 20% increase in the potential audience being reached by the scheme's promotional activity, it is clear that consumer education alone is sufficient to ameliorate issues that are driving the downward trend. The TCF is reviewing its activities and is looking at options to support consumer education and awareness, with a view to encouraging more recycling of mobile handsets.

CONTACT

This report was prepared by the TCF Forum Administrator. For any queries please contact:

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