



# Product Stewardship Scheme

---

Annual Report FY24

RE:mobile

## CONTENTS

INTRODUCTION.....	3
ABOUT RE:MOBILE.....	3
Purpose: .....	3
Members: .....	3
Partners: .....	4
Charitable Beneficiary .....	4
KEY ACHIEVEMENTS AND BENEFITS FY24.....	5
Highlights:.....	5
SCHEME OVERVIEW.....	6
Scheme Governance.....	7
Scheme Operation and Funding .....	7
Scheme Members and Participants .....	7
ANNUAL REPORTING.....	8
Recycling Agent .....	8
Scheme Members .....	8
TCF.....	8
FY24 COLLECTION RESULTS.....	8
Scheme Collection Data .....	8
TRENDS.....	10
THE NEXT 12 MONTHS.....	10
MOVING TOWARDS ACCREDITATION.....	10
APPENDIX 1: WEBSITES & SOCIAL MEDIA CHANNELS .....	11
CONTACT.....	12

## INTRODUCTION

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, other sectors and government.

The TCF's diverse membership represents more than 55 brands across the New Zealand telecommunication landscape, and more than 95 percent of New Zealand telecommunications customers.

This is the ninth annual report for the TCF Product Stewardship Scheme and covers activity for the period throughout FY24, 1<sup>st</sup> April 2023 – 31<sup>st</sup> March 2024.

## ABOUT RE:MOBILE

### Purpose:

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:

The Scheme's appointed recycling agent is Swapkit which co-ordinates a nationwide collection programme. Swapkit is also responsible for community-based collection partnerships throughout New Zealand via schools, libraries, civic centres, and other council organisations. Swapkit's recycling partners are E-Cycle and Echo, and the Scheme's other collection partners are Resene and The Warehouse Group (Noel Leeming).



### Charitable Beneficiary



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

More than \$230,000 has been donated to Sustainable Coastlines by RE:MOBILE since the partnership began in 2016. Prior to 2023 these funds supported Sustainable Coastlines' riparian planting project, funding the planting of over 14,600 trees alongside waterways across Aotearoa. Since 2023, Sustainable Coastlines has focussed on tackling plastic pollution and other litter. Its volunteers have removed more than 1.7 million litres of litter from coastlines across New Zealand. Removing this harmful litter from our marine environment makes for happier ecosystems and healthier wildlife — and safer, more beautiful beaches for New Zealanders.

For the FY24 year some fantastic outcomes were achieved by Sustainable Coastlines:

- Removal of 53,098 litres of litter from coastlines around New Zealand and the Pacific.
- 92 clean-up events.
- Audit of 166,121 pieces of litter through the Litter Intelligence programme.
- 2,527 hours were spent by participants at education and training events.

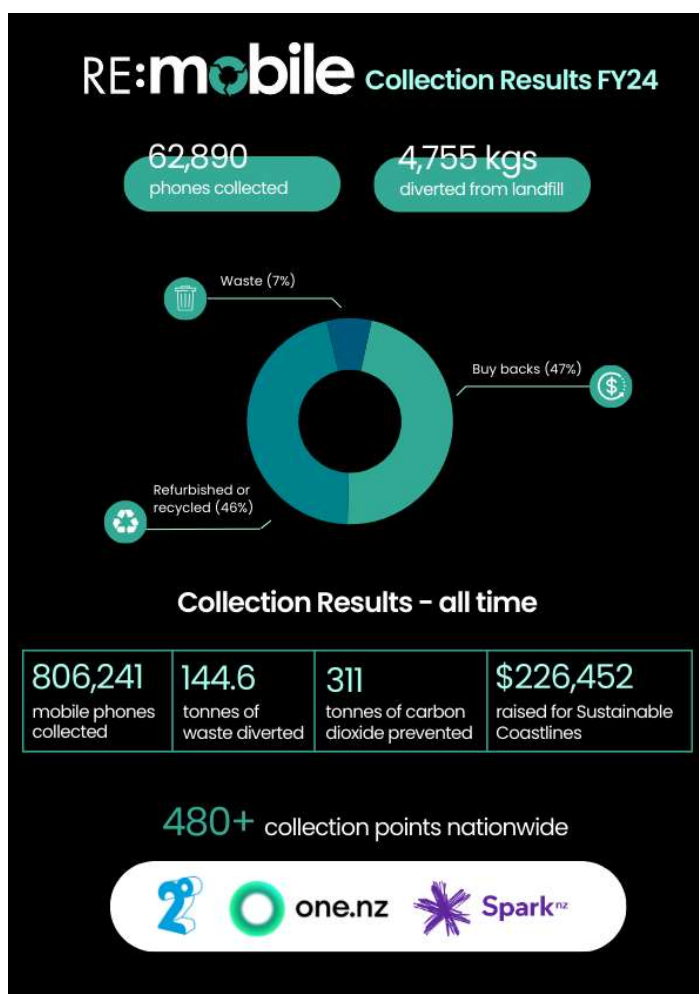
## KEY ACHIEVEMENTS AND BENEFITS FY24

There were 62,890 mobile phones collected through the Scheme for FY24.

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. Where possible any mobile phone is refurbished and on-sold to extend the life of the phone and adding to the circular economy. 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:



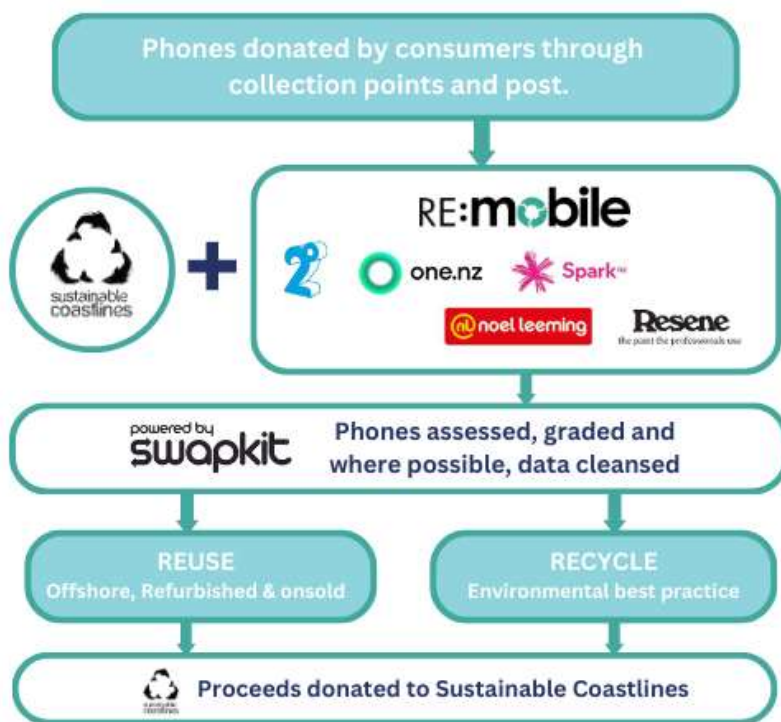
## SCHEME OVERVIEW

The Scheme relies on New Zealanders donating their unwanted mobile handsets to the Scheme either via their mobile provider's retail stores, collection partners, or directly 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.

Donations are then processed through the Scheme's recycling partners, then processes and divides the donations into two groups:

- **Recycling:** Broken, old and non-working mobile phones and associated equipment 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 percent 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 partners (E-Cycle and Echo) 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 Hitek 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.

Requirements and obligations that Scheme Members and the Recycling Agent agreed to comply with regarding Product Stewardship are set out in the [TCF Product Stewardship Code](#).

This Code applies to any party that manufactures, imports, retails, distributes or recycles mobile devices in New Zealand and has agreed to be a Scheme Member.

## Scheme Operation and Funding

Part of the operational costs of the Scheme are funded by SwapKit through the returns it makes from refurbishing and recycling mobile phones, with the cost of Scheme governance and management 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.

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 Scheme has more than 480 collection points nationwide.

## Scheme Members and Participants

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

# ANNUAL REPORTING

## Recycling Agent

Swapkit provides the TCF with monthly and quarterly reports which include information about the number of phones collected, reused, refurbished, and recycled.

## Scheme Members

All Scheme Members 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)

# FY24 COLLECTION RESULTS

## Scheme Collection Data

Chart 1: shows the total number of mobile phones collected 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:

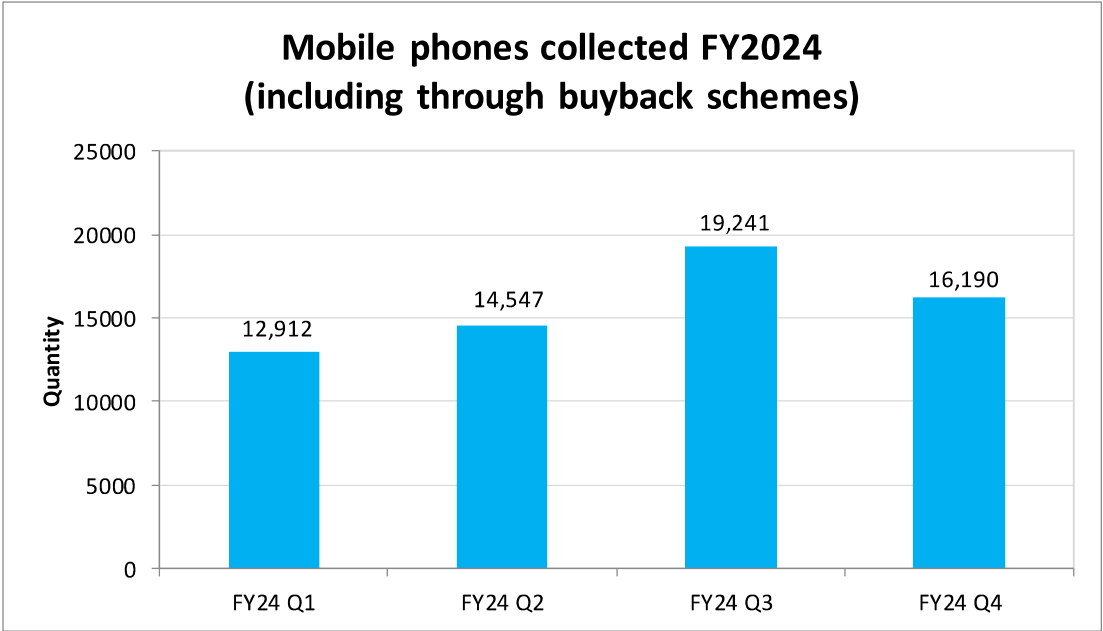




Chart 2: The total number of mobile phones collected, broken down into buyback, refurbished/recycled and waste metrics.

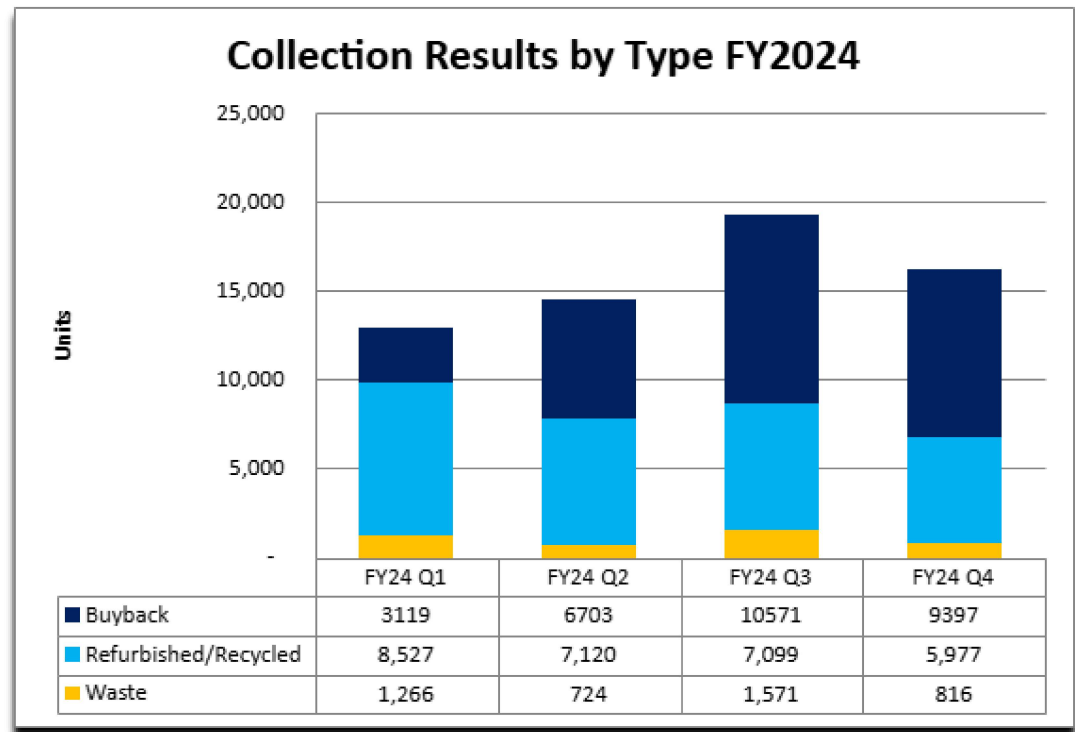
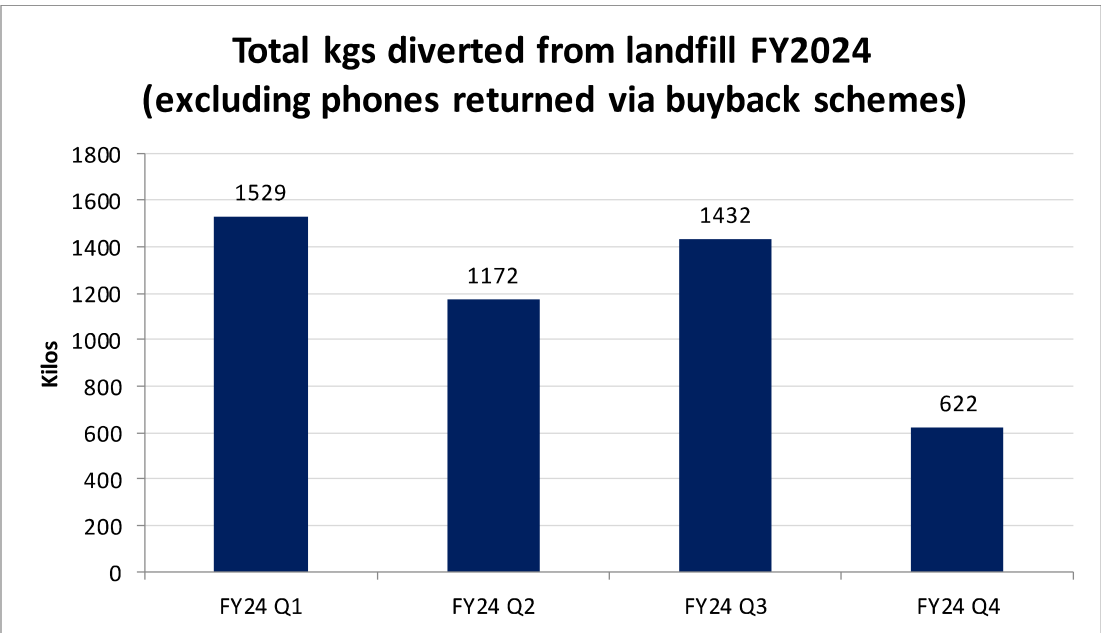
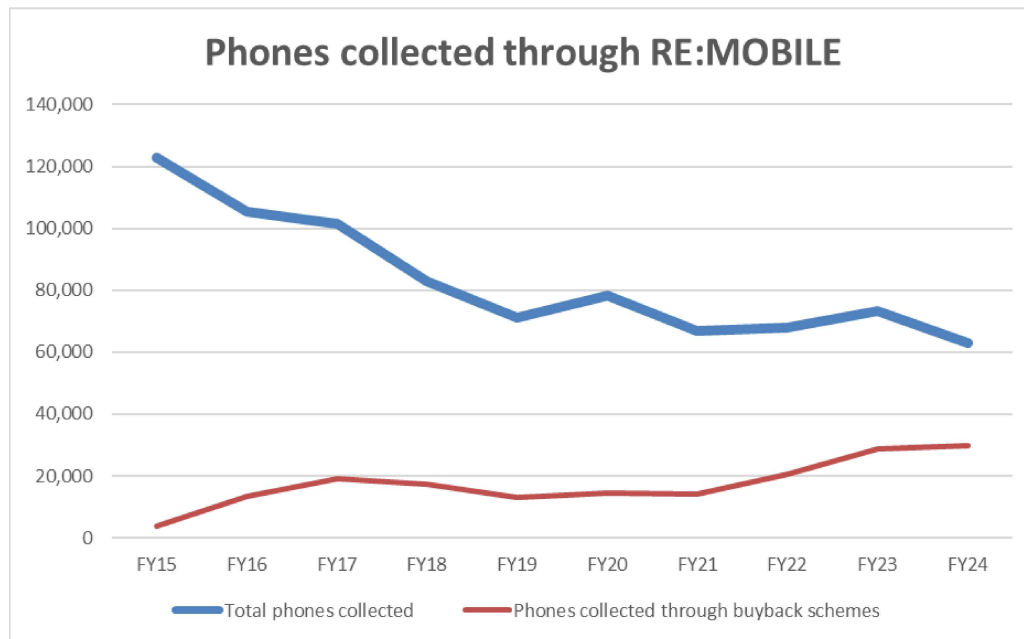


Chart3: The total kilograms are calculated on the weight of phones collected through Swapkit.



## TRENDS

The graph below illustrates the annual trend of mobile phones collected by Swapkit and phones collected by the Scheme members through their buyback schemes.



From FY15 to FY24 there has been a steady downward trend on mobile phones collected by Swapkit. 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, as illustrated by the steadily increasing number of phones collected via buyback schemes. 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 and contribute to a more sustainable circular economy in New Zealand.

## THE NEXT 12 MONTHS

The TCF marketing and awareness goals 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. A key event is Recycling Week 21<sup>st</sup> – 25<sup>th</sup> October 2024.

## 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 product stewardship 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.

## APPENDIX 1: WEBSITES & SOCIAL MEDIA CHANNELS

### Websites and 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](http://www.remobile.org.nz)
- [Sustainability | 2degrees](http://www.sustainability2degrees.co.nz)
- <https://www.sparknz.co.nz/sustainability/environment/>
- [Recycling for old phones or modems, and chargers. One NZ.](http://www.swapkit.nz/)
- <http://www.swapkit.nz/>
- [Recycle with Re:Mobile \(swapkit.nz\)](http://www.swapkit.nz/)
- [Recycle Your Mobile | Sustainable Coastlines](http://www.sustainablecoastlines.co.nz)
- [https://www.resene.co.nz/lets\\_mobilize.htm](https://www.resene.co.nz/lets_mobilize.htm)
- <https://www.noelleeming.co.nz/remobile>
- [Sustainable Coastlines | Sustainable Coastlines](http://www.sustainablecoastlines.co.nz)

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

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

## CONTACT

For all enquiries please contact:

RE:MOBILE

New Zealand Telecommunications Forum Incorporated

Phone 09 475 0203

[remobile@tcf.org.nz](mailto:remobile@tcf.org.nz) | [www.tcf.org.nz](http://www.tcf.org.nz) | [www.remobile.org.nz](http://www.remobile.org.nz)

