



PRODUCT STEWARDSHIP SCHEME

ANNUAL REPORT FY15

New Zealand Telecommunications Forum Inc

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ABOUT THIS REPORT

This report is the first 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 since the Scheme was accredited on 4 July 2014 through to the end of our last financial year, 31 March 2015. The report does not therefore present a full operational year.

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 charity. The Starship Foundation is the current beneficiary.



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 behavior 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

Achievements

In July 2014, RE:MOBILE was accredited by the Minister for the Environment under the Waste Minimisation Act.

RE:MOBILE is the first product stewardship scheme within the New Zealand telecommunications industry. It is also the first e-waste scheme in New Zealand to receive accreditation.

Through RE:MOBILE, Scheme Members have committed to:

1. Increase public awareness of mobile phone recycling.
2. Decrease the number of mobile phones thrown into the bin, or kept at home unused.
3. Meet high standards of recycling performance.



Activities

Scheme participants are committed to delivering tangible environmental benefits to New Zealand through RE:MOBILE. Since the Scheme was accredited last year we have achieved the following:



187 PUBLIC
DROP-OFF
POINTS NOW IN
PLACE



96,075
PHONES
COLLECTED



12 TONNES
OF POTENTIALLY
HARMFUL
SUBSTANCES
DIVERTED FROM LANDFILL



POTENTIAL
AUDIENCE REACH
OF **2.27M**
THROUGH
PROMOTIONAL ACTIVITIES

PROMOTION & ACTIVITIES

Calendar of events

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

JULY 2014

- Vodafone Campaign – ‘C’ mon
Vodafone – bring in your unwanted phones!
Audience reach: 3,000 staff
- Vodafone On bill message
Audience reach: 60,000 customers



OCTOBER 2014

- Spark customer mailer - article about RE:MOBILE and Freepost mobile phone collection envelopes
Audience reach: 547,000 customers

NOVEMBER 2014

- Spark Staff Campaign - ‘bring a phone to work day’
Audience reach: 8,600 staff
- 2degrees Customer Campaign –
Audience reach: 9,100 customers
- SkyWatch Magazine Advert
Audience reach: 480,000 consumers



DECEMBER - APRIL 2015

- RE:MOBILE receptacle and banner at each of the 14 Sanitarium Weet-Bix Kids Tryathlon's located across NZ through 2degrees sponsorship of this event
Audience reach: 84,043 consumers



JANUARY 2015

- TradeMe online advertising
Audience reach: 1,000,000 consumers

FEBRUARY 2015

- 71 Senior Net centres nationwide sent Freepost mobile phone collection envelopes
Audience reach: 1,000 consumers

MARCH 2015

- Starship Mobile Phone Appeal advertisement in Dominion Post
Audience reach: 80,000 consumers
- A further 52 RE:MOBILE collection points introduced through 2degrees stores across the country.

Websites

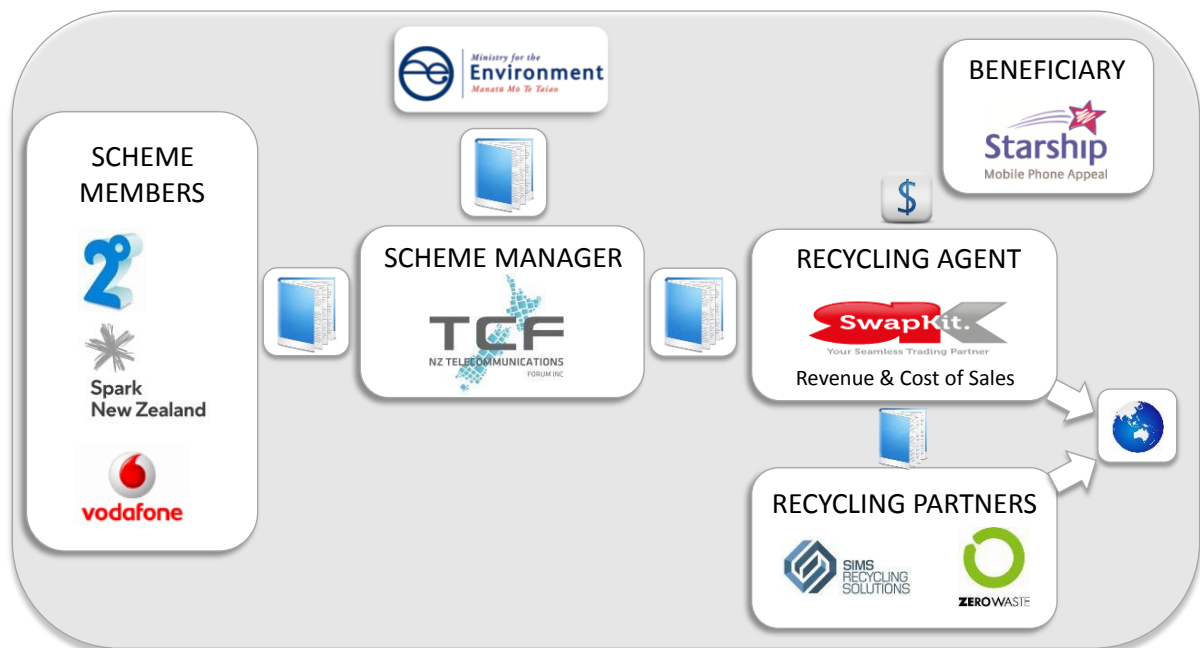
In addition to promotional activities, mobile phone recycling information is available on several local websites increasing the reach of RE:MOBILE to our target audience:

1. <http://www.remobile.org.nz>
2. <http://www.2degreesmobile.co.nz/starship>
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>
6. <https://www.facebook.com/pages/Swapkit-NZ/627366614046370>
7. <https://www.starship.org.nz/foundation/mobile-phone-appeal/>

SCHEME DETAILS

Structure Overview

RE:MOBILE brings together several entities. Each party that participates has contracted responsibilities that link together to form a cohesive program.



Members & Participants

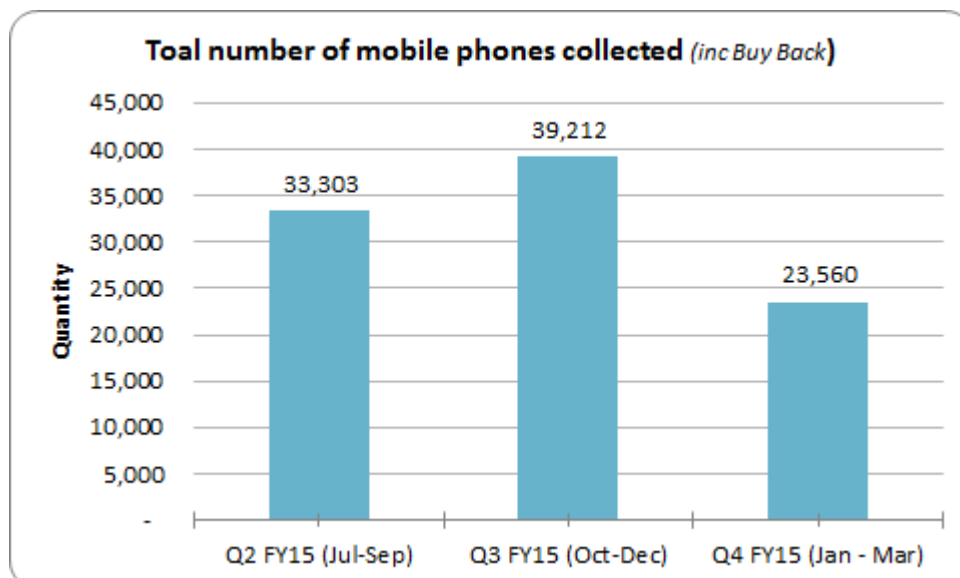
Role	Organisation	Responsibility
Scheme Owner	New Zealand Telecommunications Forum Incorporated (TCF)	<ul style="list-style-type: none"> Governance and oversight of the Scheme and the Scheme's operation. Managing contractual relationships and agreements with Scheme Members and the Recycling Agent.
Scheme Member	2degrees Mobile Spark New Zealand Vodafone New Zealand	<ul style="list-style-type: none"> Scheme promotion to the general public. Providing 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.

Funding

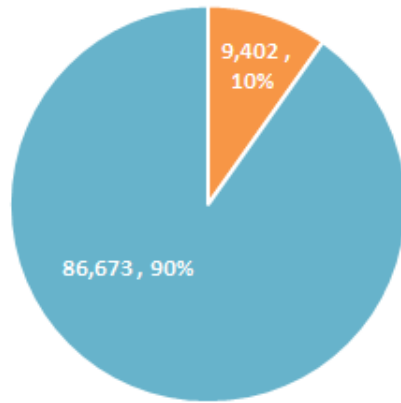
Operational costs of the Scheme to date have been funded through the sale of unwanted mobile phones. The cost of Scheme governance and managed is funded by the TCF.

COLLECTION RESULTS

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.

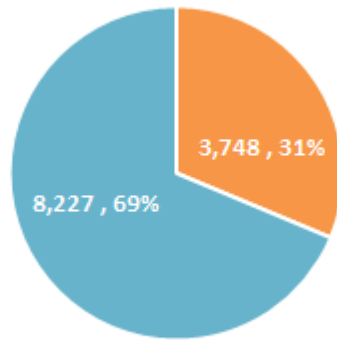


Number of mobile phones reused and recycled (inc Buy Back)



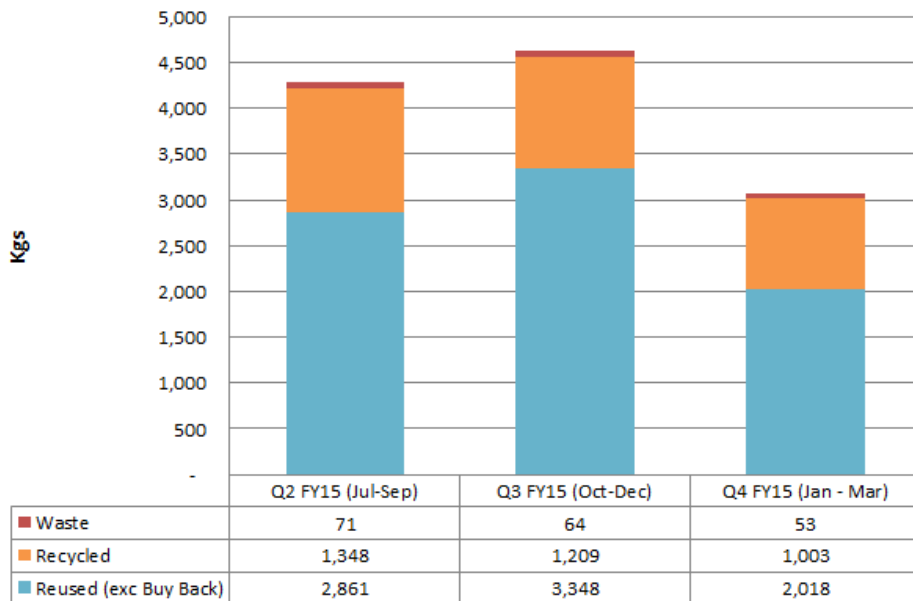
■ FY15 Recycled (end of life) ■ FY15 Reused (inc Buy Back)

Total Kgs Collected (exc Buy Back)



■ Total Kgs Recycled (end of life) ■ Total Kgs Reused (exc Buy Back)

Collection recycling performance (Kgs)



OBJECTIVES AND TARGETS

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

1. Changes in customer behaviour

Specific Target	Timeframe	Status
a) The number of mobiles phones thrown into the bin reduces by 2% (from an average of 6% in 2012 to 4% in 2020).	October 2020 with review every two years	7% ¹
b) The number of mobile phones kept at home unused reduces by 10% (from an average of 26% in 2012 to an average of 16% in 2020)	October 2020 with review every two years	37% ¹
c) The number of collected mobile phones increases from 213,031 in 2012 to more than 292,000 in 2020 (equivalent to 4% CAGR). Individual scheme members will report numbers of handsets passing through their Buy Back schemes which will count towards this target.	October 2020 with review every two years	96,075 phones collected during the reporting period.

2. Public awareness of the scheme

Specific Target	Timeframe	Status
Public awareness of the Scheme increases from 50% in 2012 to 64% in 2020.	October 2020 with review every two years	50% ¹ There are over 187 RE:MOBILE phone collection points across the country.

3. Staff awareness of the scheme

Specific Target	Timeframe	Status
Each Scheme Member implements at least one internal promotion campaign per year	October 2020	Complete for the reporting period. All Scheme Members implemented internal campaigns. Refer to the Promotion & Activities section for more details.

4. Recycling performance

Specific Target	Timeframe	Status
End of life phones and accessories (not reusable), will be broken down with at least 95% of all materials by weight recovered for reuse in other products increasing to 98% by 2020.	October 2020	In the reporting period, 95% of all materials by weight was recovered for reuse.

¹ Based on the TCF commissioned, Athena Mobile Phone Owners survey, May 2014

5. Handset Reuse monitoring

Specific Target	Timeframe	Status
The TCF will monitor and report on Scheme participant's reuse volumes as part of the annual Scheme reporting and set a target for phone re-use after collecting two Scheme years of data.	2016	Reuse volumes (including Buy Back programmes) are being tracked. 90% of phones collected through the Scheme during this reporting period were able to be reused.

6. Recycling provider minimum standards

Specific Target	Timeframe	Status
a) All smelters used by this Scheme will have demonstrated that they have an environmental management system such as ISO14001 in place by October 2015.	By October 2015	<p>Target achieved for the reporting period. Proof of environmental standards used by Smelters is summarised below:</p> <p>ZeroWaste smelter:</p> <ul style="list-style-type: none"> Kosaka Smelting & Refining Co. Ltd has ISO 14001 : 2004 in place. This certificate is for the period: 16 December 2014 - 15 December 2017. <p>Sims smelters:</p> <ul style="list-style-type: none"> Hanwa Co. Ltd has ISO 14001:2004 in place. This certificate is for the period 13 August 2012 – 30 April 2015². Mitsubishi Materials Corporation Naoshima Smelter & Refinery has ISO9001:2008 in place. This certificate is for the period 25 February 2013 – 24 February 2016. Mitsubishi Materials Corporation Naoshima Smelter & Refinery also has ISO 14001:2004 in place. This certificate is for the period 20 April 2013 – 19 April 2016. <p>This target will continue to be monitored going forward to ensure continued compliance.</p>

² A certificate for the next reporting period has been requested.

Specific Target	Timeframe	Status
b) Any export of phones, data devices, accessories or component materials for reuse or recycling will be made in compliance with all legal requirements and under the correct permit where required, and the Scheme will provide a copy of each applicable permit to the Ministry for the Environment.	Whenever applicable	The TCF Board approved a procedure to manage this in November 2014.
c) All Recycling Agents and Recycling Partners used by this Scheme will meet minimum standards for reporting data by October 2015.	By October 2015	A procedure to manage this is in development and expected to be approved by the TCF Board before July 2015.

7. Market data

Specific Target	Timeframe	FY15 Results
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	By October 2014	This process was developed and approved by the TCF Board in October 2014. For the full year ending 31 st March 2015, 1.7M million phones were imported by Scheme Members

8. Scheme review

Specific Target	Time frame	FY15 Results
The TCF will review the Scheme, including scope, within two years of accreditation, and every two years thereafter.	By October 2015	The first Scheme review is scheduled to commence in July 2015.

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.

Surveys

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

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

Mobile phones have traditionally had low re-sale value but with the higher priced and specified smartphones this is changing. Their increased capacity for storage and range of features means that there can be increased concerns with disposing of it as it could hold sensitive business and personal information³.

With the market now dominated by smartphones, the number of phones relinquished for altruistic charity motives appears to be declining. An increasing number of consumers are giving their phones to someone else, or selling their phones via TradeMe or trading in through mobile provider buy-back schemes. This change in consumer behaviour makes the target of increasing the number of collected phones more challenging.



The TCF has agreed to undertake a full review of the Scheme, as a decline in phones collected will result in a reduction in funds available to operate and promote the Scheme.

CONTACT

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

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³ As quoted in Athena Mobile Phone Owners survey, May 2014