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# PRODUCT STEWARDSHIP SCHEME

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ANNUAL REPORT FY16

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New Zealand Telecommunications Forum Inc

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## ABOUT THIS REPORT

This report is the second 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 1<sup>st</sup> April 2015 – 31<sup>st</sup> March 2016.

## 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

**311**

**PUBLIC DROP-OFF  
POINTS NOW  
AVAILABLE - A 66% INCREASE**



**105,317**

**PHONES COLLECTED**

**12.5** TONNES

**OF POTENTIALLY  
HARMFUL  
SUBSTANCES DIVERTED FROM  
LANDFILL**



**POTENTIAL  
AUDIENCE REACH**

**OF 4.6M**

**THROUGH  
PROMOTIONAL ACTIVITIES**

**NEW  
BENEFICIARY  
PARTNERSHIP  
ESTABLISHED**



**2,000+**

**PAGE VIEWS  
REMOBILE.ORG.NZ**

## 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
April 2015	SK - The Wellington Dominion Newspaper insert SK- Contact Language schools, out of Auckland RSA SK/SS - Foodstuffs Campaign	Promotion Promotion Internal activity	60,000
May 2015	SK - Contact B2B introducing BAPTW SK- Mitre 10 campaign SK - Schools campaign iPad giveaway	Promotion Promotion Promotion	500 1,000-2,000 200-300 schools
June 2015	SK- World Environment day to coincide with BAPTW	Promotion	500
Jul 2015	Scheme review commenced	Internal activity	-
July 2015	SK - Collection bins in North Island Councils SK - Storage King Promotion	Promotion Internal	50 councils 20 locations
Aug 2015	TCF Media Release: RE:MOBILE remains focused on mobile phone recycling in NZ	Media release	1,000
Aug 2015	Starship withdrew the Starship Mobile Phone Appeal	Internal activity	-
1 April 2015 – 31 March 2016	Swapkit contact all business, schools, clubs councils etc informing of Starship exit and a new charity to be appointed in the near future.		1,000
Aug 2015	Orana Wildlife Park joined as a participant and key collection point.	Promotion	1,000-1,500
Sep 2015	TCF commenced search for new charity partner	Internal activity	-
Sep 2015	TCF and Swapkit survey via Survey Monkey to schools and business asking views on new charity to be appointed	Internal activity	600plus
Sep 2015	TCF Media Release: Mobile phone recycling continues to deliver good environmental outcomes	Media Release	1,000
April – December 2015	Vodafone one page in in-store magazine – RE:MOBILE branding used as a header	Promotion	Approx. 400,000 / month
Oct 2015	Spark news article with monthly bill to customers	Promotion	900,000
Oct 2015	Spark email newsletter article	Promotion	50,000
Oct 2015	New operating model agreed between TCF and Swapkit	Internal activity	-
Nov 2015	Swapkit email to all schools and kindergartens asking for all phones to be sent in and thanking for their ongoing support.	Promotion	600 schools
Dec 2015	Swapkit email to all business, clubs, councils etc asking for all phones to be sent in before Christmas and thanking for their ongoing support.	Promotion	500 businesses
Dec 2015	Spark in-store information video across 69 stores.	Promotion	10,000+
Jan 2016	Spark in-store information video across 69 stores.	Promotion	8,000+

Jan 2016	TCF Media Release: New mobile phone at Christmas? Remember to recycle your old phone.	Promotion	1,000
Feb 2016	Swapkit email to all schools and business regarding the appeal is ongoing and a charity is soon to be appointed.	Promotion	1,500
Feb 2016	RE:MOBILE presentation at Fonterra recycling forum.	Promotion	50
Feb 2015	TCF confirms Sustainable Coastlines as new beneficiary.	Internal activity	-
Mar 2016	TCF Consumer Survey.	Internal activity & Promotion	500
Mar 2016	2degrees - Promotion of RE:MOBILE via Sanitarium Weet-Bix Kids TRYathlon. Promotional banners; recycling bins available.	Promotion	24,043 participants with over 60,000 supporters
Mar 2016	New recycling agent agreement drafted.	Internal activity	-
<b>TOTAL</b>			<b>4,663,063+</b>

## 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>

Both Swapkit and the TCF also promote RE:MOBILE via Facebook and Twitter throughout the year.

- <https://www.facebook.com/pages/Swapkit-NZ/627366614046370>
- <https://twitter.com/TCFNZ>

## SCHEME DETAILS

### Overview

In addition to continuing to expand the promotion and reach of RE:MOBILE, a number of changes were made during this reporting period to improve the operation and visibility of the scheme.

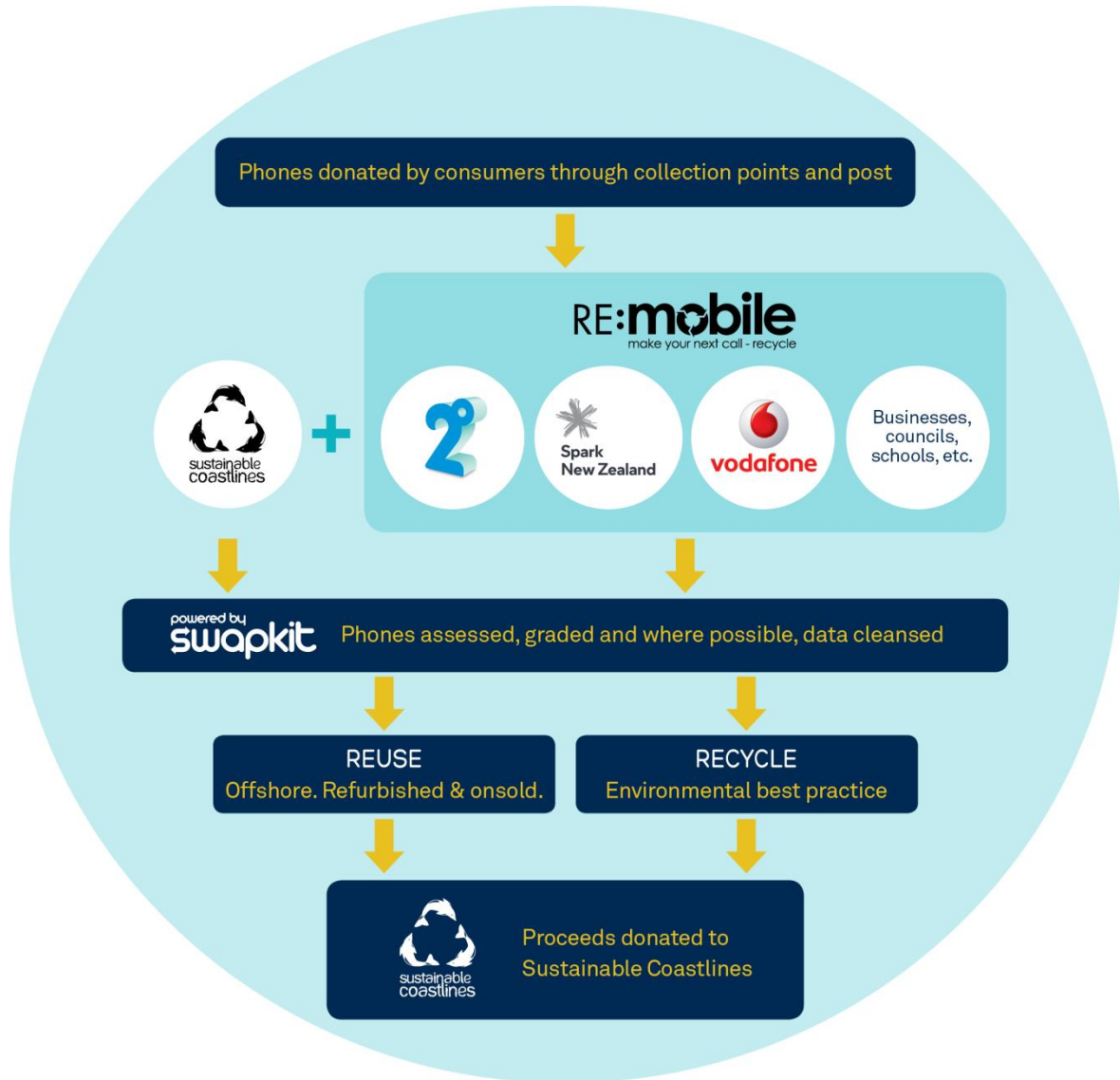


Figure 1: RE:MOBILE Scheme Overview

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

## Change of Scheme Beneficiary

In August 2015, Starship withdrew the Starship Mobile Phone Appeal program. This provided an opportunity to appoint a new beneficiary that aligned more closely with the objectives of the RE:MOBILE Scheme.

A contestable RFP process commenced in November 2015 with responses from eight charities representing a range of environmental and children's causes.

A subcommittee of the Product Stewardship Working Party including representatives from 2degrees, Spark, Vodafone, Swapkit and the TCF individually reviewed and evaluated the proposals against a specific set of criteria and the results were consolidated.

When evaluating potential charities, we looked for:

1. NZ registered charity
2. Capability and capacity of charity to market and promote the Scheme
3. Nationwide reach of the charity
4. Ideas and approach to marketing
5. Ability to generate increase in mobile handset donations
6. Alignment of charity's brand with RE:MOBILE and with Scheme Member brands
7. Evidence of proactive, engaged team

As a result of this process, two charities were shortlisted – one environmental charity and one children's charity. The TCF appointed Sustainable Coastlines as the new beneficiary of the RE:MOBILE Scheme, with a formal launch scheduled for May 2016.



### **Operating Model Changes**

A new operating model was introduced whereby the Recycling Agent now 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.

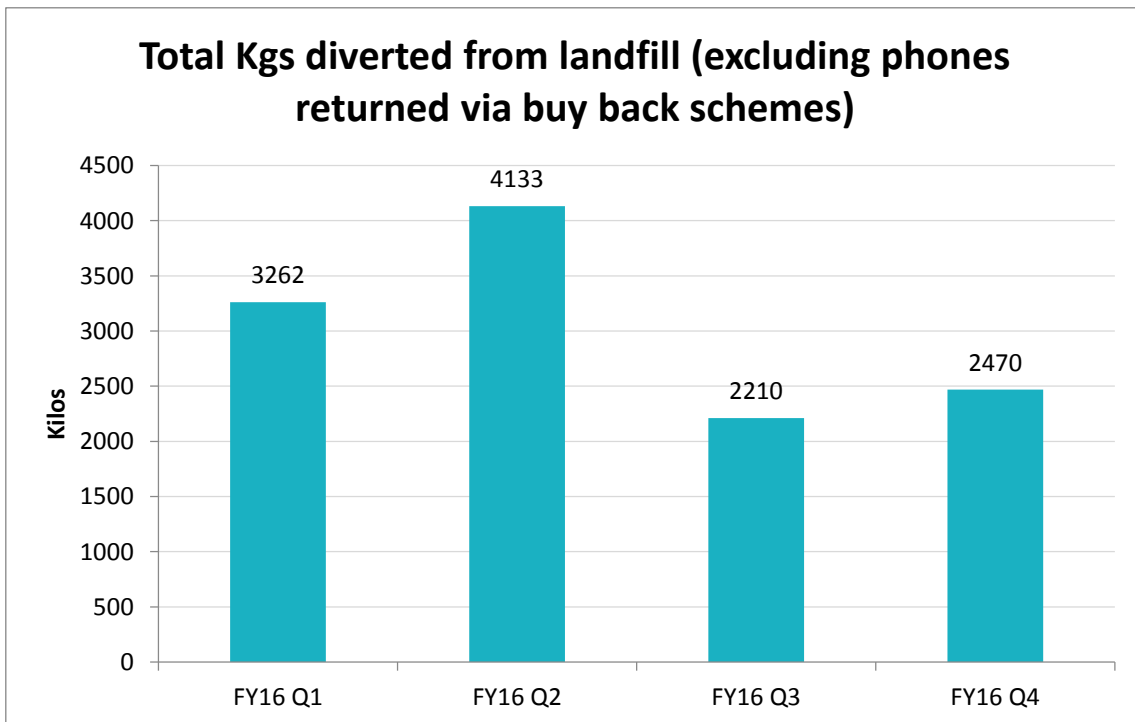
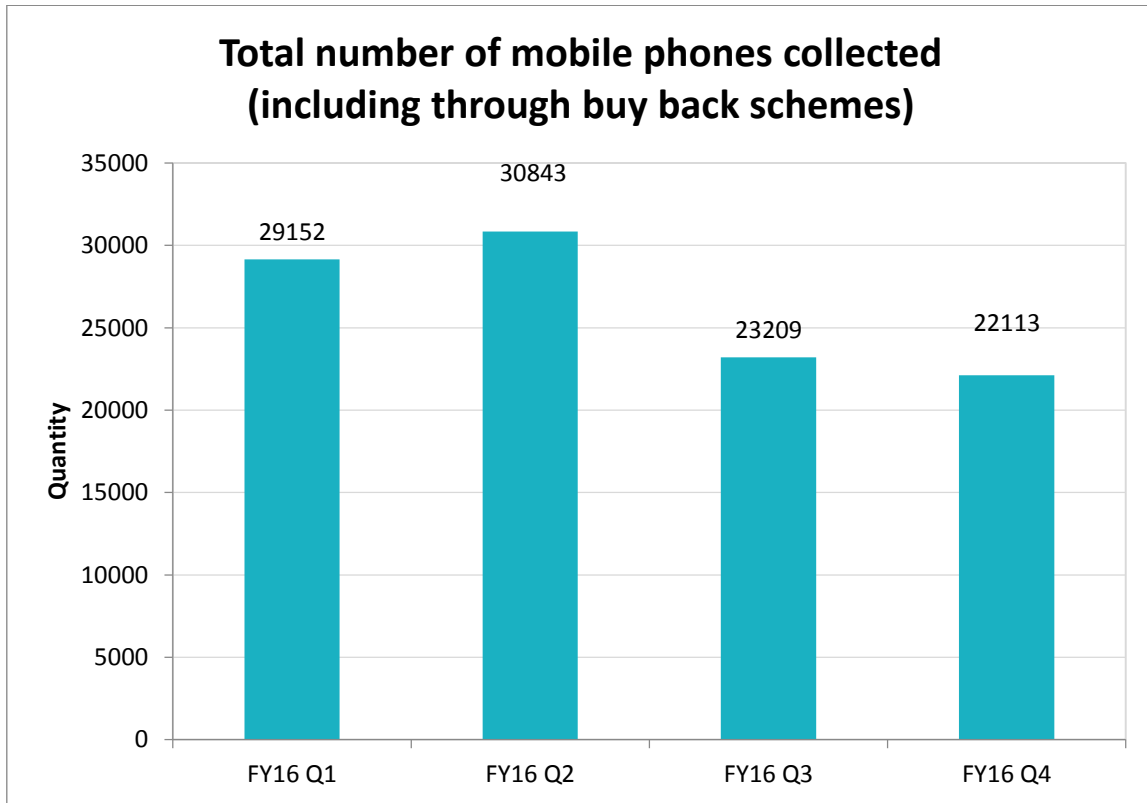
This enables the Scheme to remain cost-neutral for the TCF, and also simplifies and improves the transparency around funds donated to the beneficiary.

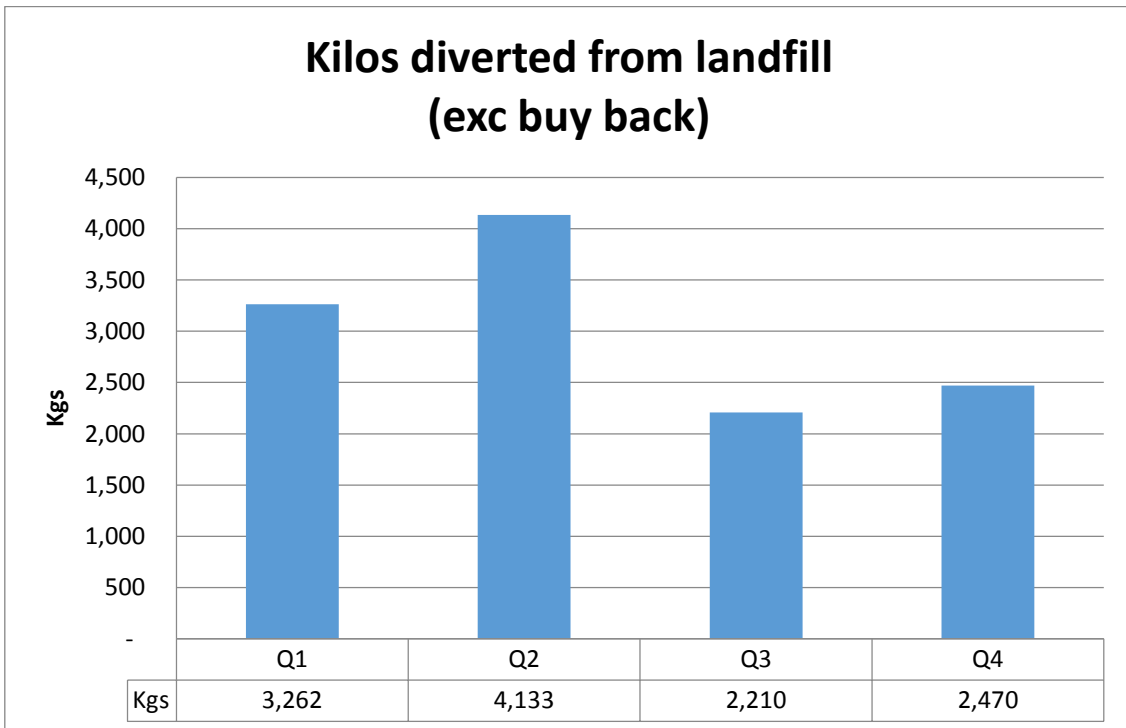
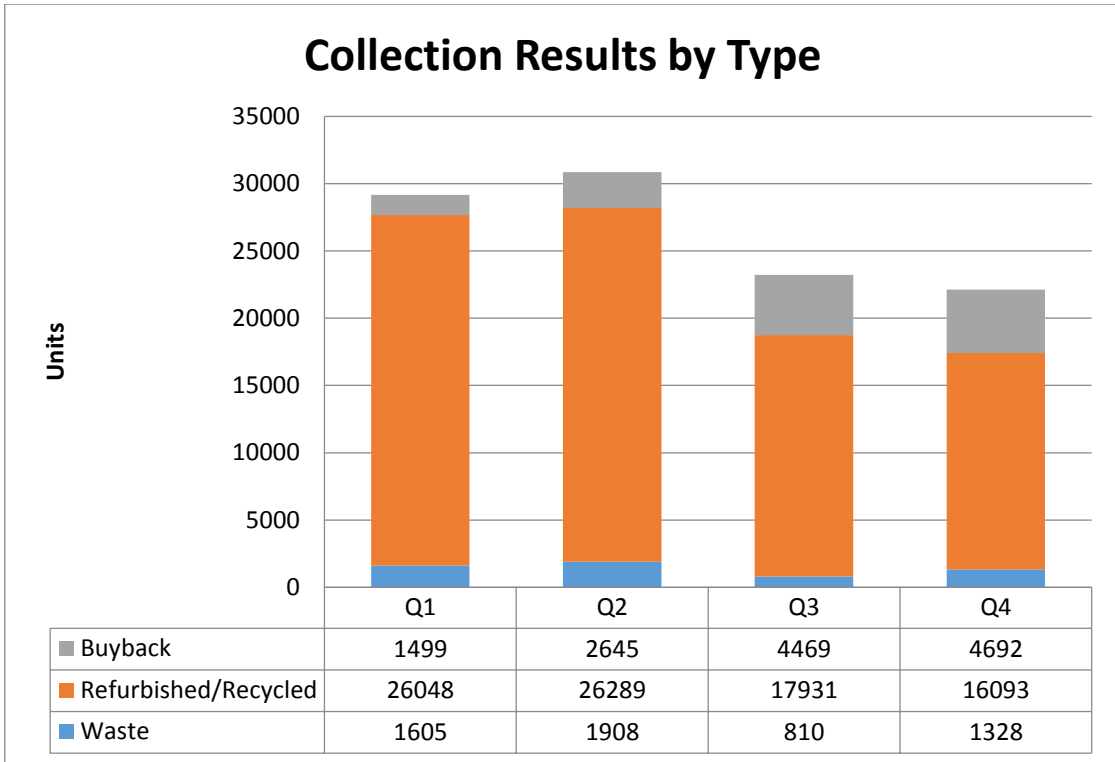
### **Scheme Review**

A full Scheme Reviewed commenced early in FY16. This was put on hold during the process to appoint a new beneficiary with a view to completing the review in FY17.

## FY16 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.





## OBJECTIVES AND TARGETS

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

### FY16 Target Results

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

TARGET	FY16	FY15
<b>Market data</b>		
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.	Achieved	Achieved
<b>Scheme review</b>		
The TCF will review the Scheme by July 2016 and every 2 years thereafter	In progress	-

## 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](http://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

As noted in the FY15 report, the number of phones relinquished for altruistic charity motives is declining. This change in consumer behaviour makes the target of increasing the number of collected phones more challenging.

The TCF is optimistic that the new partnership with Sustainable Coastlines combined with the promotional activities run by the TCF and Scheme Members, will help maximise opportunities for people to donate their phones for recycling.

The Scheme Review was completed during the 2016 calendar year, but after the March 2016 close-off date for this Report. The Scheme Review has been submitted to the Ministry for the Environment and includes recommendations for the coming year.

## CONTACT

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

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