



RE:mobile
make your next call - recycle

**PRODUCT
STEWARDSHIP
SCHEME**

ANNUAL REPORT FY17

New Zealand Telecommunications Forum Inc

TABLE OF CONTENTS

TABLE OF CONTENTS	2
ABOUT THIS REPORT	3
ABOUT RE:MOBILE	3
Summary	3
Aims.....	3
Participants:	3
KEY ACHIEVEMENTS AND BENEFITS	4
Highlights.....	4
PROMOTION & ACTIVITIES	5
Calendar of events	5
Envelope rebrand	7
Websites & Social Media	8
SCHEME DETAILS.....	9
Overview	9
Members & Participants.....	10
Scheme Operation and Funding	10
The Beneficiary – Sustainable Coastlines	11
FY17 COLLECTION RESULTS.....	12
OBJECTIVES AND TARGETS	14
FY17 Target Results	14
How we monitor objectives and targets	15
TRENDS & THE NEXT 12 MONTHS	15
CONTACT	16

ABOUT THIS REPORT

This report is the third 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 2016 – 31st March 2017.

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

**NEW
BENEFICIARY
ANNOUNCED!**



RE:mobile
make your next call - recycle

321

**PUBLIC DROP-OFF
POINTS NOW
AVAILABLE -**



101,630

PHONES COLLECTED

**11+ TONNES
OF POTENTIALLY
HARMFUL
SUBSTANCES DIVERTED FROM
LANDFILL**



**POTENTIAL
AUDIENCE REACH OF**

6.3M

**THROUGH
PROMOTIONAL ACTIVITIES
25% INCREASE ON PREVIOUS YEAR**



**3,325+ PAGE VIEWS REMOBILE.ORG.NZ A 66%
INCREASE ON PREVIOUS YEAR**

PROMOTION & ACTIVITIES

Calendar of events

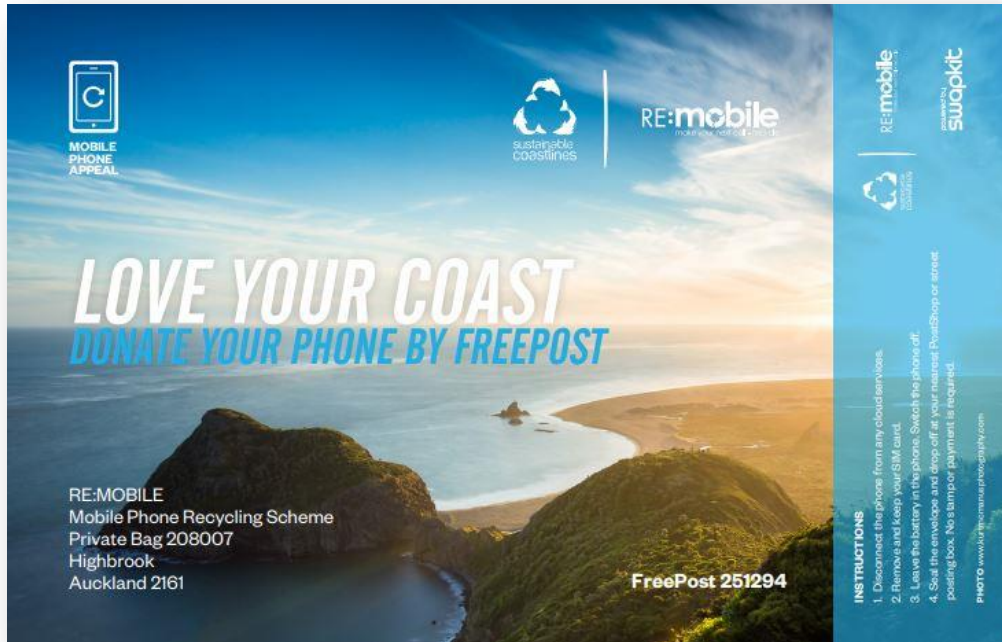
Below is a summary of the major operational and promotional activities undertaken to raise awareness of mobile phone recycling through the Scheme.

Month	Activity	Category	Estimated audience reach
April 2016	TCF and Swapkit re-negotiate contract	Internal activity	-
April 2016	TCF appoints Sustainable Coastlines as beneficiary	Internal activity	-
April 2016	SwapKit prepares donation envelopes with information about new charity partner Sustainable Coastlines	Internal Activity	-
April 2016	WP agrees on creation of Consumer Video	Internal Activity	-
April 2016 – December 2016	Vodafone monthly instore guide and support message for RE:Mobile	Promotion	Approx.. 400,000 / month
April 2016	Spark internal promotion related to Arbor Day, 29 April	Promotion	5,000
April 2016	SK – Contact Medical Centres Nationwide SK – Contact existing schools with Newsletter ideas	Promotion Promotion	55 350
April 2016 – March 2017	SC – promotion of the scheme via regular newsletter (4x per year)	Promotion	20,000
May 2016	Announcement - TCF appoints Sustainable Coastlines as beneficiary	Media release	500
May 2016	RE:MOBILE and Sustainable Coastlines partnership launch event	Promotion	100
May 2016	2degrees – 2G promotion (trade-in) – external promotion trade in your old 2G handsets.	Promotion	31,000
May 2016	Spark - Internal comms and social channels following SC announcement	Promotion	5,000
May 2016	SK - Sunday Star Times Newspaper insert SK – Mitre 10 Campaign SK – Contact B2B for registering interest in BAPTW	Promotion Promotion Promotion	101,000 500 600
June 2016	TCF website updated with maps to drop off points around the country, freepost information and contact details for bulk collection	Promotion	2,000
June 2016	Scheme review including targets commenced	Internal activity	-
June 2016	2 degrees – internal promotional campaign for new partnership launch.	Promotion	1,100
June 2016	Spark internal promotion related to World Environment Day, 5 June	Promotion	5,000
June 2016	SK – World Environment Day coincide with BAPTW SK – Contact non registered Primary Schools	Promotion Promotion	300 500
July 2016	SK – Contact non registered Kindergartens / Preschools SK – Contact Community Centres SK – Contact all registered B2B to send in phones	Promotion	600 60 registered 240 registered

	collected		
July 2016	Production of RE:MOBILE flag for use at SC planting days	Internal Activity	-
August 2016	SK – Schools camera giveaway. SK – VTNZ Campaign –envelopes in all locations for a month	Promotion Promotion	350 schools 79 locations
September 2016	TCF updated information on the website about how to wipe a phone before it is donated	Internal activity	-
September 2016	Spark – external promotion – recycling envelopes circulated with monthly bill as an insert.	Promotion	200,000+
September 2016	Spark – external promotion – RE:Mobile in monthly newsletter circulated to customer base	Promotion	1,000,000
September 2016	Flyer on how to wipe your data created for RE:Mobile website	Education	-
October 2016	Announcement - Orana Wildlife donates 1,000 phones	Media Release	1,000-1,500
October 2016	Vodafone – external promotion – bill insert with mobile recycling envelope.	Promotion	90,000
October 2016	Sustainable Coastline promotion of RE:MOBILE at annual charity ball	Promotion	500
November 2016	Spark internal promotion related to Recycling Week	Promotion	5,000
November 2016	Swapkit email to all schools and kindergartens asking for all phones to be sent in and thanking for their ongoing support.	Promotion	400 schools
Dec 2016	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 2016	RE:MOBILE Annual Report produced.	Internal Activity	-
Dec 2016	Announcement - TCF donates \$32k to Sustainable Coastlines through RE:MOBILE scheme in 2016.	Media Release	1,000+
Dec 2016	RE:MOBILE video finalised for promotion on the TCF website, on social media and for scheme members to play in retail stores	Internal Activity	
Feb 2017	2Degrees promotion of RE:MOBILE through the Black Caps series	Promotion	18,000
Feb 2017	SK – Contact all existing schools, B2B, Community Centres etc	Promotion	1,000
Feb 2017	New donation envelope design	Internal activity	-
February 2017	Bay News media story	Promotion	20,000+
TOTAL REACH			6,314,195

Envelope rebrand

A new donation envelope design was launched in FY2017 to align RE:MOBILE’s branding with our new charity partner 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>

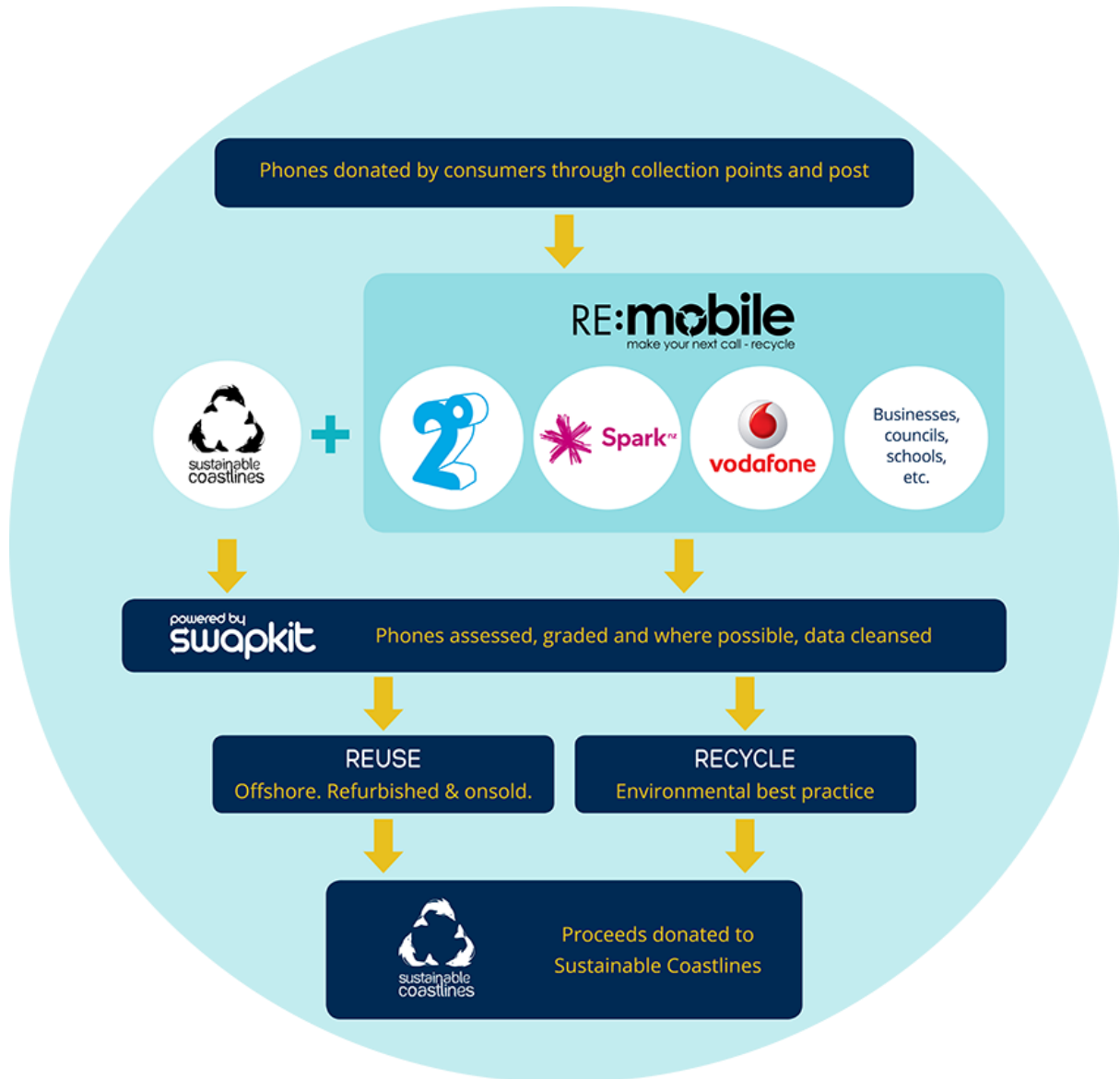
SwapKit, Sustainable Coastlines and the TCF also promote RE:MOBILE via Facebook and Twitter throughout the year:

- <https://www.facebook.com/SwapkitNZ/>
- <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.

In FY17 Sustainable Coastlines achieved:

- 80,350 litres of litter collected
- 19,178 trees planted alongside waterways
- 22,004 presentation attendees
- 18 waterway restoration activities
- 246 educational presentations
- 373 training attendees



Let's Get Cleaned Up: 2016 Charity Ball

Sustainable Coastlines Annual Charity Ball was held for the sixth year running at the Hilton hotel in Auckland.

The ball raises funds for coastal clean-ups, as well as promoting the RE:MOBILE scheme to a highly-engaged audience who are passionate about the environment.

Flagship Education Centre

The Flagship Education Centre, located in Wynyard Quarter, opened in March 2017.

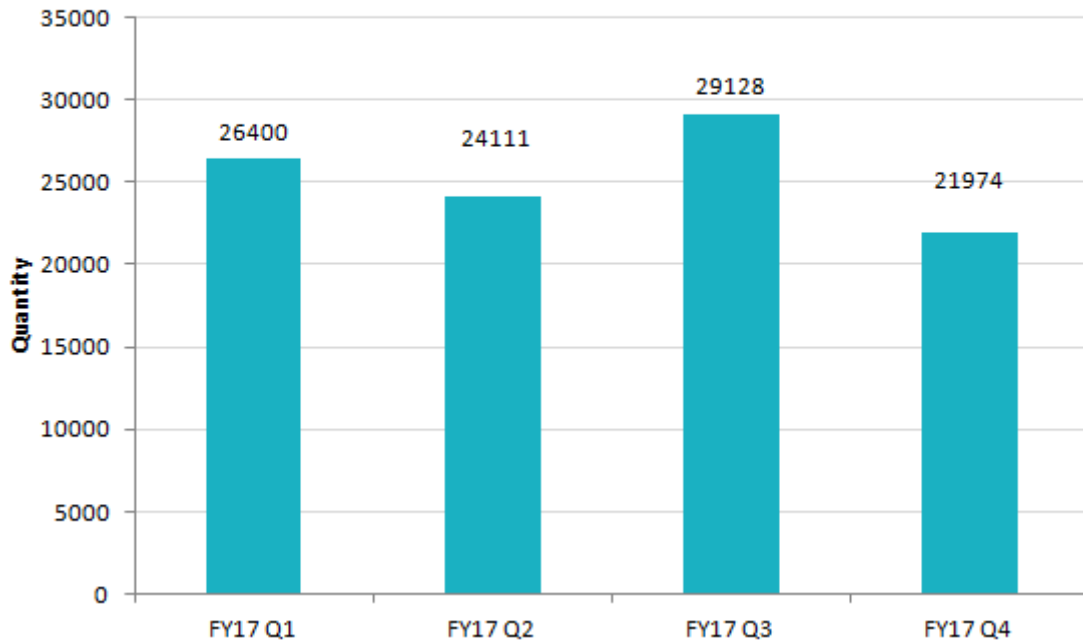
The building is made from mostly salvaged and demolition materials including shipping pellets and runs entirely off the grid. It has won several prestigious environmental awards including an Energy Globe Award, and is set to become New Zealand's most sustainable building.

Donations from the RE:MOBILE scheme contributed to the build costs of the Flagship centre.

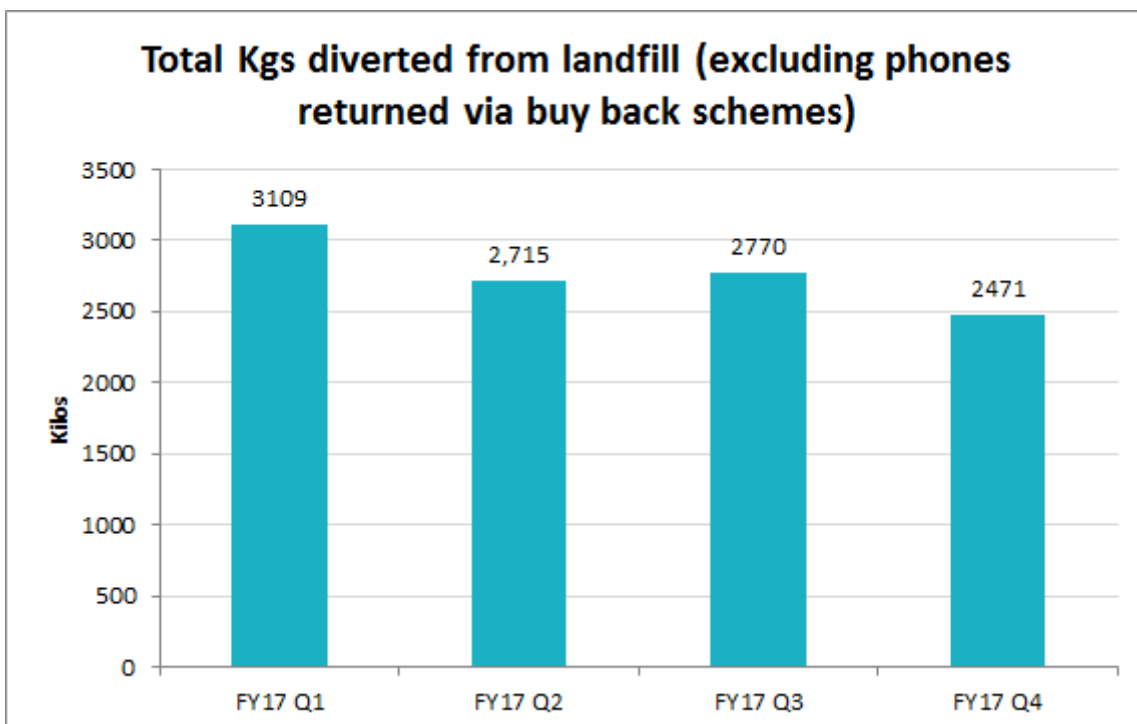
FY17 COLLECTION RESULTS

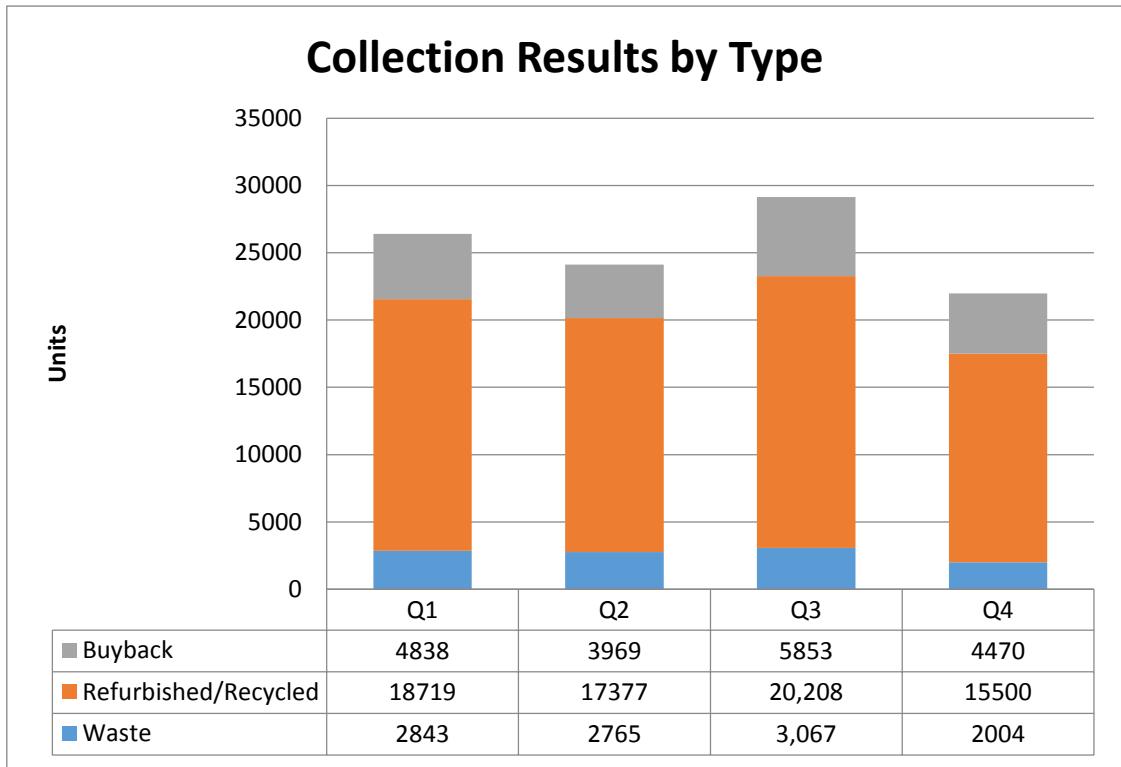
Note: “Buy Back” means a process whereby Consumers receive valuable consideration for their unwanted device/mobile/handset from a buyback provider. All three Scheme Members operate Buy Back Schemes and report the number of phones collected to the TCF on a quarterly basis. The weight of phones collected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

**Total number of mobile phones collected
(including through buy back schemes)**



**Total Kgs diverted from landfill (excluding phones
returned via buy back schemes)**





OBJECTIVES AND TARGETS

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

FY17 Target Results

TARGET	Target	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%	8%	10%	7%
Number of mobile phones kept at home unused reduces to an average of 16% by 2020		54%	51%	37%
Kept it just in case, as it was still working		35%	34%	23%
Kept it, even though it was not working		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	101,630	105,317	122,762
Public awareness of the scheme				
Public awareness of the Scheme increases to 64% by 2020	64%	35%	42%	50%
Starship Mobile Phone Appeal		30%	37%	48%
Re: MOBILE Scheme		4.0%	4.0%	0.7%
SWAPKIT Mobile Phone Recycling		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
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%	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	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	-
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	Achieved	-

* NOTE: Updated environmental management certificates from our recycling partners covering the reporting period have been obtained.

Due to circumstances beyond the TCF's control, there was an unexpected delay in running the consumer survey for the 2017 Annual Report. The Survey was run late and the results were delivered in December 2017 with a reduced sample size. It was agreed by the Scheme Members to move forward with producing the Annual Report on the basis of that data.

Market data			
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	Achieved	Achieved
Scheme review			
The TCF will review the Scheme by July 2016 and every 2 years thereafter	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

Following on from the results of last year, all parties involved in the Scheme have worked hard to raise scheme awareness with the establishment of our new charity partner, Sustainable Coastlines.

Despite concerted efforts by all Scheme Members, Swapkit and Sustainable Coastlines to promote the scheme via various activities in order to raise awareness, year-on-year we are witnessing a decrease in the number of phones that consumers are recycling via the scheme. This change in consumer behaviour makes the target of increasing the number of collected phones more challenging.

While Scheme awareness is an issue we have identified through the consumer survey; there are issues that we believe factor into this trend.

Increasingly consumers are seeing value in their mobile handsets. Smart phones not only function as a device on which to make and receive calls; they now hold our personal data; can be used when not connected on a mobile phone contract and can utilise WiFi to function as a device on which to access content. This results in the consumer being reluctant to part with a device that holds alternative value to them.

In last year's report we noted that the *TCF was 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.*

While there has been a 25% increase in the potential audience promotional activity is reaching, it is clear that promotional activities are not sufficient to ameliorate issues that are driving the downward trend.

Sustainable Coastlines has been an excellent partner, we are struggling to achieve the cut-through necessary to obtain our targets. It may be that we need to work with the Ministry to re-set our targets.

CONTACT

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

Laura Chamberlain

New Zealand Telecommunications Forum Incorporated

Phone 09 475 0203

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