

Product Stewardship Scheme

Annual Report FY22

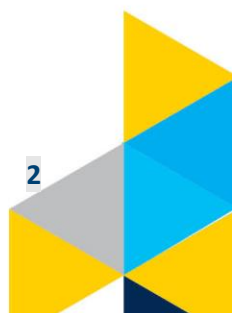
RE:mobile





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ABOUT RE:MOBILE

RE:MOBILE is the telecommunications sector's Product Stewardship aimed at reducing the environmental impact of unwanted mobile handsets. Participants include mobile operators and local recycling partners.

The Scheme is managed by the New Zealand Telecommunications Forum (TCF) and allows New Zealanders to donate unwanted mobile handsets and accessories for re-use or recycling. As well as reducing the environmental impact of unwanted devices, all of the funding received from the scheme is donated to the appointed charity, Sustainable Coastlines.

The TCF is a registered incorporated society established in 2002. The TCF plays a vital role in bringing together the telecommunications industry to resolve regulatory, technical and policy issues. It actively fosters co-operation and collaboration amongst the telecommunications industry and other sectors including government. Members include over 95 percent of the telecommunications industry by customer numbers.

This is the seventh annual report for the TCF Product Stewardship Scheme.

This report covers activity for the period throughout FY22, 1st April 2021 – 31st March 2022.

Aims:

RE:MOBILE aims to:

- Reduce the environmental impact of unwanted mobile handsets in New Zealand and create a circular economy by re-using phones or the valuable materials that each phone 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 handsets and accessories.

Members:



Partners:

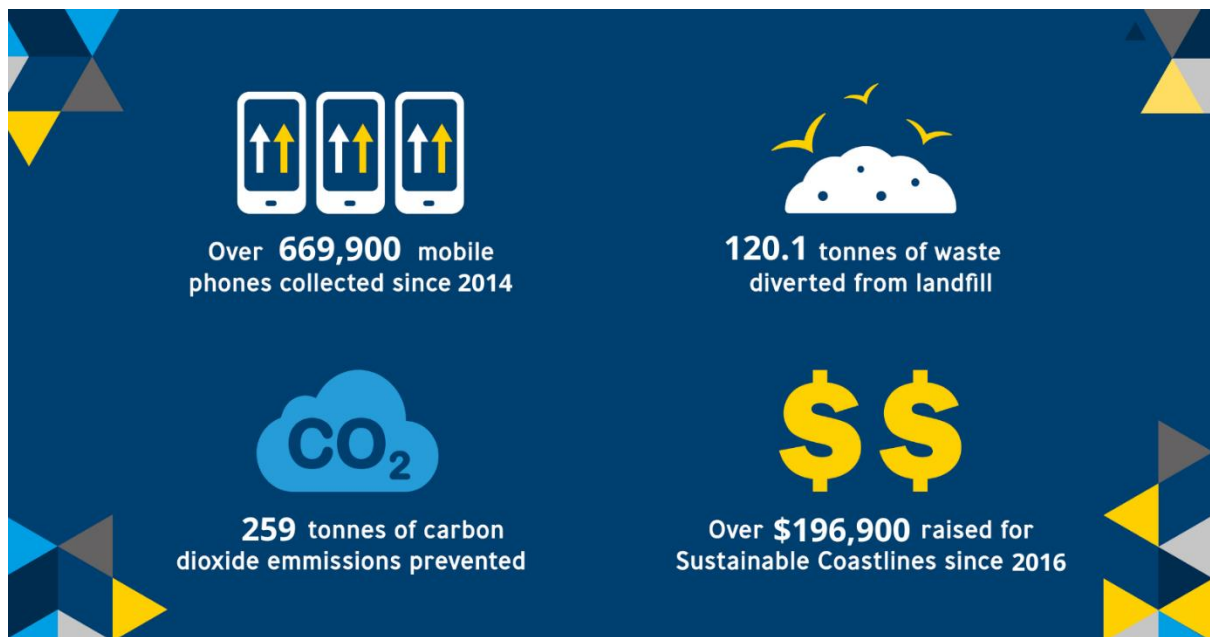


KEY ACHIEVEMENTS AND BENEFITS

There were 67,845 phones collected through RE:MOBILE for FY2022. For every phone sent to the RE:MOBILE scheme one or more of the following benefits applied:

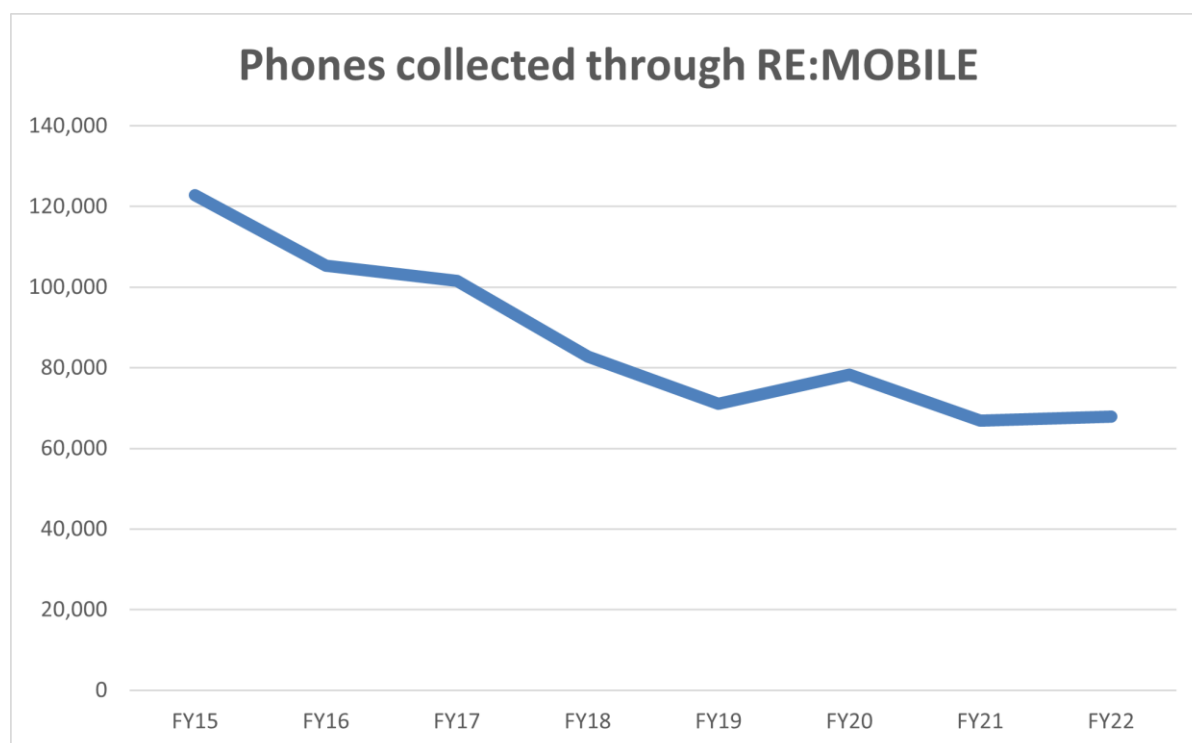
1. Prevented a mobile phone ending up in landfill and so reduced the risk of the harmful substances inside them leaching into the surrounding land and waterways.
2. Enabled valuable resources and precious metals such as gold and silver that can be found in mobile phones to be extracted and reused.
3. Enabled any mobile phone that still works and is in good condition to be refurbished and on-sold to extend the life of the phone. This reduces the demand for new handsets and the associated environmental impact of manufacturing them.
4. Ensured lithium-ion batteries within mobile phones are disposed of safely.
5. For every phone recycled through RE:MOBILE a donation was made to Sustainable Coastlines. Sustainable Coastlines delivers coastal clean-up events, educational programmes, public awareness campaigns, and riparian planting projects to restore habitats for native animals, reduce sediment and improve water quality.

Highlights



TRENDS

With the exception of FY20 and FY22, there has been a downward trend on mobile phones collected through RE:MOBILE year-on-year, as shown below:



There are a range of reasons for the decline in the number of phones collected. Consumers are keeping their phones longer than in the past, and many phones are re-sold rather than recycled.

There is also an increasing trend for phone sellers to refurbish old phones for on-selling to another user. All these are good results for product stewardship because they extend the useful life of each device.

The Scheme has increased its drop-off locations to 470 nationwide and continues to be supported by Noel Leeming and Resene.

Promotional activities have continued to raise awareness of mobile phone recycling. More information can be found at Appendix 1.

The next 12 months

The marketing and awareness programme for the next 12 months will continue to focus on increasing the profile of the RE:MOBILE scheme and product stewardship within the Telecommunications sector. A key event will be to support Recycling Week in October 2022.

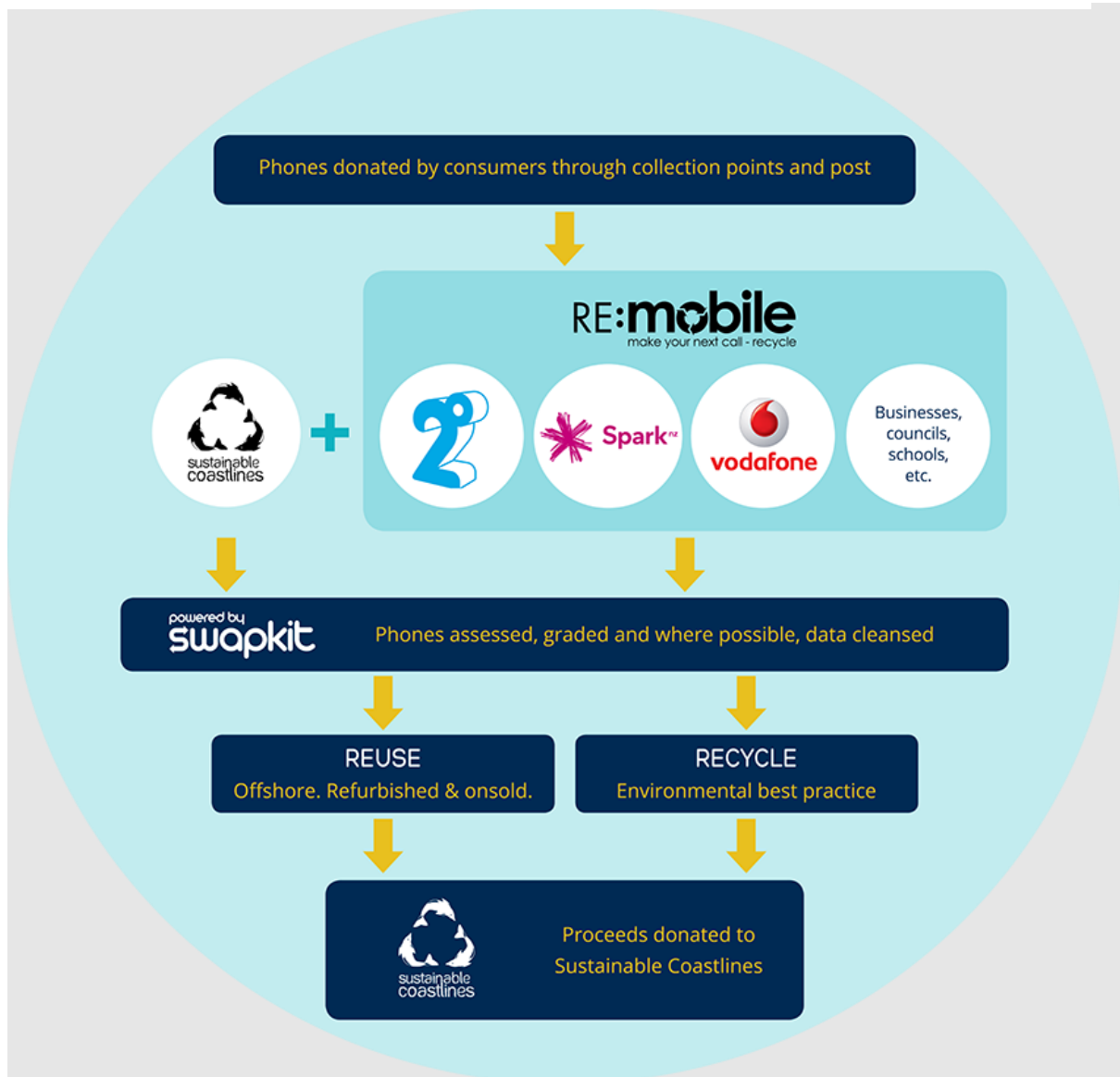
The re-accreditation project is well underway following changes brought in under the amended Waste Minimisation Act 2021. The new guidelines for accreditation are focused on the contribution of product stewardship schemes to a circular economy in New Zealand. A scheme must be able to demonstrate increases 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 new accreditation process.

SCHEME DETAILS

Overview

Donated mobile phones are collected by scheme members and either recycled or re-furnished by the Recycling Agent, SwapKit, who then reimburses the TCF which in turn is donated to Sustainable Coastlines.

Figure 1: RE:MOBILE Scheme Overview



Scheme Operation and Funding

The recycling agent reimburses the TCF a per-unit fee for each phone collected. In turn, the TCF donates 100% of this money to the scheme beneficiary — Sustainable Coastlines.

Operational costs of the Scheme are funded by SwapKit through the returns it makes from recycling unwanted mobile phones. The cost of Scheme governance and management is funded by the TCF.

The funding arrangements enable the Scheme to remain relatively cost-neutral, and they also simplify and improve the transparency of funds donated to the beneficiary.

Members & Participants

Over 450 stores and public services partner with the RE:MOBILE recycling scheme nationwide.

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 Partners	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.
Collection Partners	Noel Leeming Resene Colour Shops 105 public services ie councils/libraries/schools	<ul style="list-style-type: none"> Collection boxes in stores nationwide Scheme promotion to general public and communities
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.

The Beneficiary – Sustainable Coastlines

Sustainable Coastlines has been the beneficiary of the RE:MOBILE scheme since April 2016. A multi-award winning New Zealand charity that 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 it achieve its objectives.

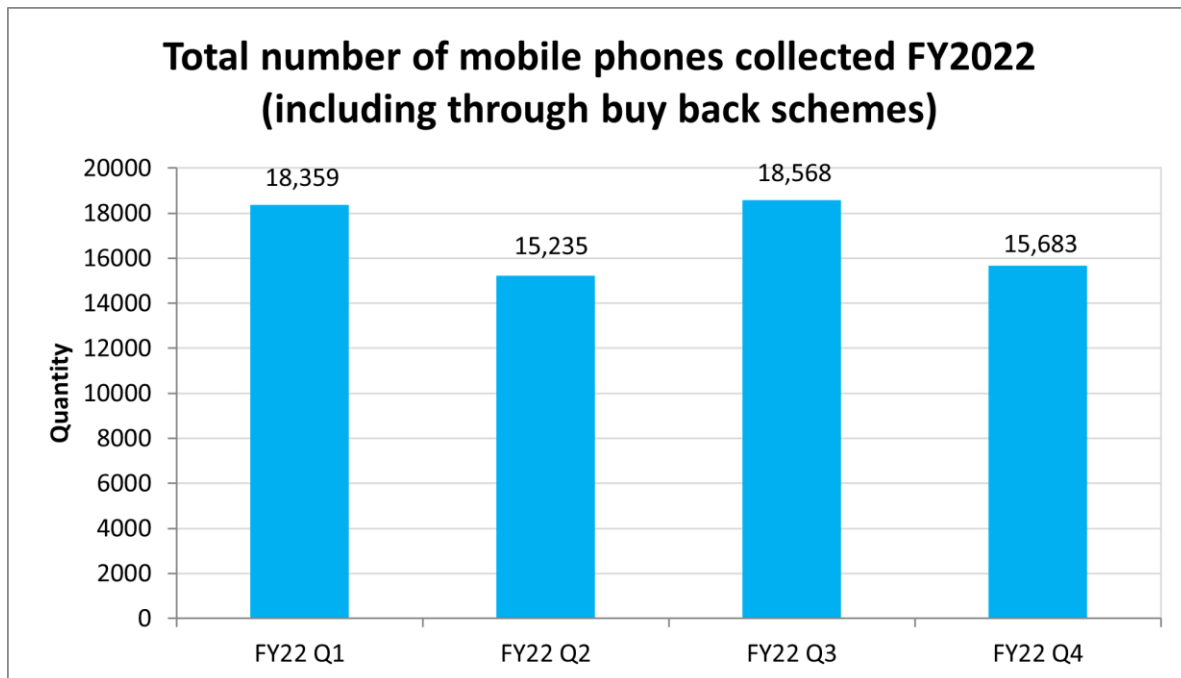
For the FY22 year some fantastic outcomes were achieved by Sustainable Coastlines:

- 36,345 litres of litter collected
- 46 beach clean-ups
- 30 planting activities
- 46,352 trees planted
- 25 cubic metres of weeds removed
- 6,137 presentation attendees
- 69 educational presentations

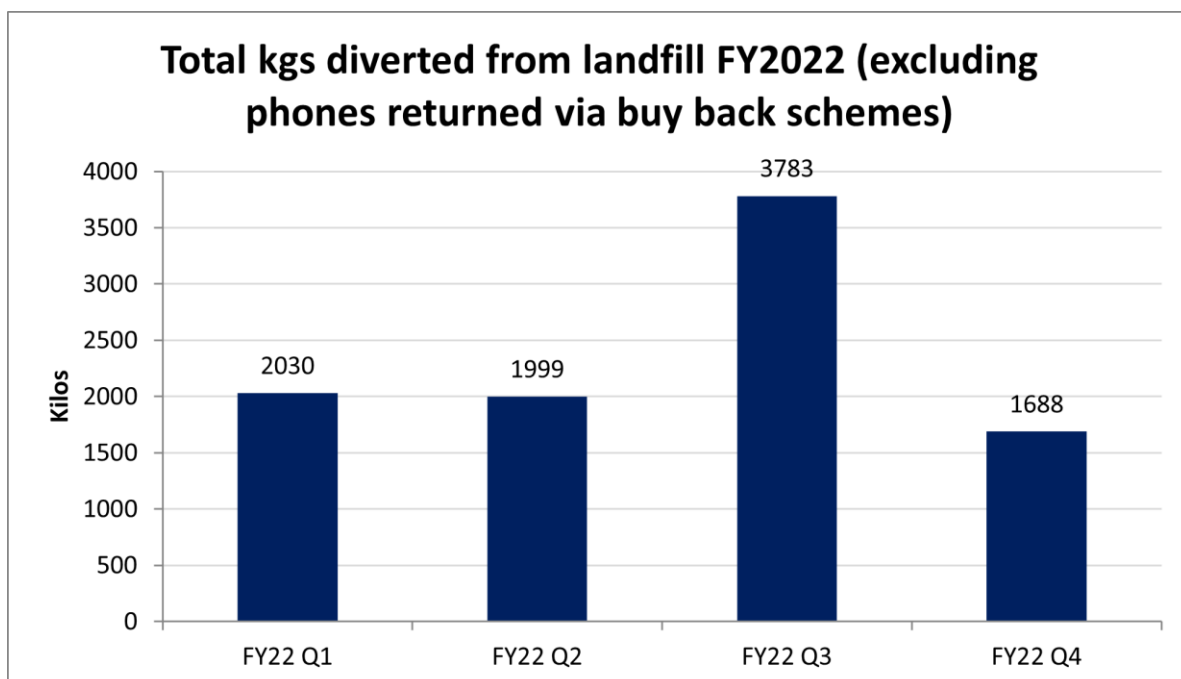


FY22 COLLECTION RESULTS

Scheme Collection Data



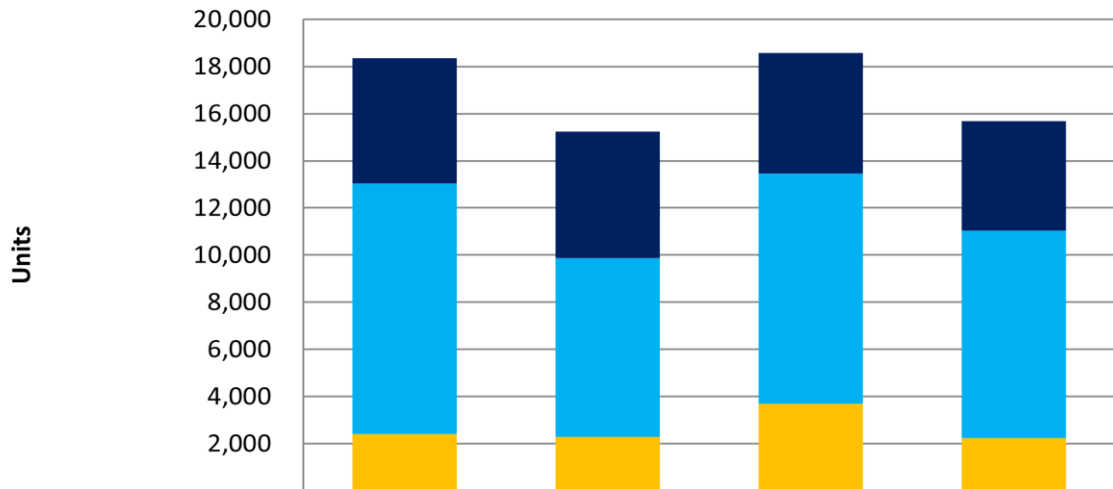
The total number of mobile phones collected is based on data collected by the Recycling Agent and the number of phones collected by mobile providers as part of their buyback and recycling programmes.



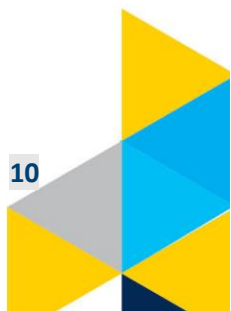
The total kilograms is calculated on the weight of phones collected through the Recycling Agent.



Collection Results by Type FY2022



	FY22 Q1	FY22 Q2	FY22 Q3	FY22 Q4
Buyback	5318	5371	5108	4637
Refurbished/Recycled	10,635	7,588	9,767	8,819
Waste	2,406	2,276	3,693	2,227



OBJECTIVES AND TARGETS

This section summarises progress against targets for the reporting period.

RE:MOBILE is currently working toward accreditation under the new Ministry for the Environment standards. New objectives and targets will be set as required.

FY22 Results

TARGET	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15	2012
Changes in customer behaviour*									
Number of mobiles phones into landfill reduces by 2%	11%	8%	8%	9%	10%	8%	10%	7%	6%
Number of mobile phones kept at home unused reduces	53%	45%	48%	53%	55%	54%	51%	37%	26%
"Kept it just in case, as it was still working"	31%	29%	32%	35%	37%	35%	34%	23%	
"Kept it, even though it was not working"	22%	16%	16%	18%	18%	16%	17%	14%	
Number of mobile phones collected increases	67,845	66,867	78,348	71,005	82,842	101,630	105,317	122,762	213,031
Public awareness of the scheme*									
Public awareness of the Scheme increases to 64%	34%	30%	30%	35%	37%	35%	42%	50%	50%
Staff awareness of the scheme									
Each Scheme Member implements at least one internal promotion campaign per year	Achieved	Achieved	Achieved	Achieved	Achieved	Achieved	Achieved	Achieved	n/a
Recycling performance**									
End of life phones and accessories broken down with at least 95% of all materials by weight recovered for reuse	95%	95%	95%	95%	97%	96.5%	95%	95%	n/a

* Recycling Agent Annual Consumer Survey 2022. **Reported by Recycling Agent

How we monitor objectives and targets

TCF

The TCF Product Stewardship Working Group oversees our progress and includes representatives from our recycling agent as well as scheme members and the scheme manager.

This working group 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/or promote the Scheme.

The Working Group meets approximately six times a year.

Data

- Scheme Agent provides monthly and quarterly reporting on recycling performance.
- Scheme Members provide quarterly reports on buy-back numbers.
- The TCF publishes quarterly summary reports at www.remobile.org.nz.

Survey

Recycling Agent annual consumer survey to monitor and assess changes in consumer behaviour are undertaken to measure and report on Objective 1 on an annual basis.

Reports

Scheme members assess their own progress against our targets each year and the TCF provides oversight to ensure members are meeting the required objectives.

The Recycling Agent provides monthly and quarterly reports relating to the recyclers who take part in the Scheme. These reports include information about number of phones collected, recycled and reused as well as the number of products exported. We also ensure our recycling partners are up to date in terms of certification and other obligations.



CONTACT

For any enquiries please contact:

RE:MOBILE

New Zealand Telecommunications Forum Incorporated

Phone 09 475 0203

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



APPENDIX 1: PROMOTION & ACTIVITIES

Websites and social media

Mobile phone recycling information is available on several local websites increasing the reach of RE:MOBILE to our target audience:

- www.remobile.org.nz
- www.2degreesmobile.co.nz/company/remobile-mobile-phone-recycling-scheme/
- <https://www.sparknz.co.nz/sustainability/environment/>
- www.vodafone.co.nz/environment/mobile-recycling/
- www.SwapKit.co.nz/environment.html
- www.sustainablecoastlines.org/donate/recycle-mobile/
- https://www.resene.co.nz/lets_mobilize.htm
- <https://www.noelleeming.co.nz/remobile>
- <https://www.tcf.org.nz/industry/standards-compliance/mobile-phone-services/phone-recycling-remobile/>

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

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

Calendar of events

There are a number of major operational and promotional activities undertaken to raise awareness of mobile phone recycling through the Scheme. A calendar of events is below.

Month	Activity
FY ending 31 March 2022	
April 2021 – March 2022	<p>Sustainable Coastlines activity:</p> <p>Social media posts. Motivating volunteers and event goers to recycle their old phones and dropping them off at The Flagship or at one of Sustainable Coastline’s events. Boxes are always showcased at The Flagship and featured at the entrance to events at this venue. Boxes are also brought to both tree planting and beach clean-up events, and this is communicated to volunteers in pre-event comms.</p> <p>Sustainable Coastlines also have a landing page dedicated to RE:MOBILE where the partnership is explained.</p>
April 2021	<p>SwapKit activity:</p> <p>Contact all existing collection partners.</p>
May 2021	<p>SwapKit activity:</p> <p>Contact existing schools.</p> <p>Bring a Phone to Work (BAPTW) letters out for registrations.</p>
May 2021	<p>2degrees activity:</p> <p>Retail stores refresh – communication to all retail staff to raise awareness of the scheme, review of the knowledge base for retail staff, ensuring all stores equipped with boxes and/or envelopes from SwapKit (56 stores).</p>
June 2021	<p>SwapKit activity:</p> <p>Contact kindergartens to update status/contacts.</p> <p>Bring A Phone To Work (BAPTW) Campaign.</p> <p>Event: World Environment Day 5 June.</p>
July 2021	<p>SwapKit activity:</p> <p>Contact existing schools.</p> <p>DHBs update and intro to those not involved.</p> <p>Contact Auckland Hospitals for collection packs or envelope packs.</p>
August 2021	<p>Spark’s mobile phone recycling commitment and partnership with RE:MOBILE included and report in ‘Our Environment’ section of Spark’s FY20 Annual Report.</p>
August 2021	<p>SwapKit activity:</p>

	<p>Contact non-registered schools.</p> <p>Resene update and new collection packs refreshed.</p> <p>Contact existing Councils and follow up those not involved.</p>
September 2021	<p>SwapKit activity:</p> <p>Email Community Centres and follow up.</p> <p>Update NZ Police.</p> <p>Update Noel Leeming stores.</p>
October 2021	<p>Vodafone activity:</p> <p>Addition of envelopes to invoices to return phones purchased during Christmas period.</p> <p>Social media advertising with a link to request return envelopes for modem and mobile recycling during Recycle Week, with an additional 430 bags ordered in the period.</p>
October 2021	<p>Spark activity:</p> <p>Shared RE:MOBILE Recycling Week posts on Facebook and Twitter.</p> <p>RE:MOBILE recycling envelope (for customers to be able to return any old unwanted handsets) included as an insert with all Spark mobile paper bills (approximately 60,000).</p>
October 2021	<p>2degrees activity:</p> <p>Updated store locations provided to SwapKit for RE:MOBILE website update.</p> <p>LinkedIn post from 2degrees on Recycle Week to raise awareness of RE:MOBILE (21,600 followers).</p> <p>2degrees internal campaign to raise awareness of scheme for all staff (approximately 1,200).</p>
October 2021	<p>SwapKit activity:</p> <p>BAPTW Campaign for those who the earlier date didn't suit.</p> <p>Contact and update Hospice organisations.</p>
October 2021 to January 2022	<p>Spark activity:</p> <p>Company-wide internal drive (launched during RE:MOBILE Recycling Week): screensavers, Spark News (internal) stories, Yammer post and internal competition to encourage ~5,000 Spark employees to drop any unwanted handsets / modems / devices to collection boxes in all Spark buildings.</p>
November 2021	<p>SwapKit activity:</p>

	<p>Schools/kindergarten round up and thank you promo to collect in all phones.</p> <p>Contact bus and transport companies for support for the campaign, targeting lost and found department.</p>
December 2021	<p>SwapKit activity:</p> <p>Merry Christmas mail out.</p> <p>Thank you mail out to all businesses.</p>
January 2022	<p>SwapKit activity:</p> <p>Update B2B.</p>
February 2022	<p>SwapKit activity:</p> <p>Welcome back email to schools and kindergartens.</p> <p>Welcome back email B2B.</p> <p>Contact RSC.</p>
March 2022	<p>SwapKit activity:</p> <p>Update Councils.</p> <p>Update medical practices and dental practices.</p>
April 2021 to March 2022	<p>Sustainable Coastlines Events for the year:</p> <ul style="list-style-type: none"> ▪ 39,345 litres of litter collected ▪ 46 beach clean-ups ▪ 30 planting activities ▪ 46,352 trees planted ▪ 25 cubic metres of weeds removed ▪ 6,137 presentation attendees ▪ 69 educational presentations

Examples of promotion activities are below:

 **Sustainable Coastlines**
11 June 2021 · 🌐

Have you seen this amazing e-waste sculpture? It's the middle of G7, where international leaders meet to discuss pressing topics such as climate change. Local artists greeted them with 'Mount Recyclemore' just down the coast from where they're meeting in Cornwall.

The team behind the sculpture want to highlight the growing problem of e-waste, which can leak harmful chemicals or release fumes into the air, contributing to the climate crisis. E-waste discarded improperly is also a waste of precious materials.

Here in Aotearoa, don't forget you can recycle your mobile with **RE:MOBILE** send proceeds to us! And keep an eye out for e-waste collections in your neighbourhood.

<https://www.theguardian.com/.../mount-recyclemore-g7...>



THEGUARDIAN.COM
G7 leaders depicted in Mount Recyclemore e-waste sculpture
Cornwall art installation created from 20,000 pieces of discarded tech hi...

  67 1 comment 3 shares

 **Sustainable Coastlines**
18 October 2021 · 🌐

No, Jodes doesn't have a bunch of burner phones — she's collecting old phones at one of our beach clean-ups!

Why? Because recycling your old mobile helps us plant trees! Recycling Week starts today, and a great way to take part is through **RE:MOBILE**'s recycling scheme. They recover more than 95% of the materials used in your phone, and give the proceeds to us. Plus, you get more drawer space. Win-win-win! ♻️ + 🌱 = 🌳🌳🌳 recycle.co.nz

Visit their website at <https://remobile.org.nz> for drop-off locations, or any Noel Leeming to recycle yours.



  24 7 shares

TCF Industry News: Waste not, want not

Published Thursday 14 Oct 2021

It's something of a truism to say everyone has a mobile phone these days.

The Commerce Commission's annual report suggests it's much more than "everyone" with 122 active connections for every 100 people in New Zealand.¹



That figure is only set to rise as more devices come onstream that don't actually need to be attached to a human being. Cars, fridges, air conditioners, security systems, you name it – if it's got a power point and software it will become connected to our ever-increasing Internet of Things (IoT) in the next few years.

All of which means we're facing a bit of a problem – what to do with all those devices when they're no longer fit for purpose.

In my house the trickle-down theory is put into practice. Whenever a new device enters at the top of the pecking order (hopefully but rarely me) the older devices are passed on down the chain to the next most worthy recipient.

This extends the life of smart phones, laptops and yes even ear buds quite significantly as they're no longer just parked on a shelf at the end of their first tour of duty. Instead, they're repurposed for as long as their dear batteries will hold a charge (or their screens remain intact).

But eventually they will be consigned to that drawer in my office where all such devices go to die. And because new smartphones are relatively small, I have discovered half a dozen old phones in there that all need to be recycled sooner rather than later.

Smartphones (and tablets and laptops and all the rest) are full of rare earth minerals that really do need to be recycled. Dumped in a landfill they'll soon start to cause even more problems for our beleaguered environment. They leach into the soils, are toxic enough to cause elephants to develop "[floppy trunk syndrome](#)" when they drink water that contains these toxins, and quite frankly aren't all that friendly to the rest of us.


But recycling is easy and can deliver great results.

The telco sector is well aware of the need to recycle and we have developed the [RE:MOBILE programme](#), to take old phones and give them new life. It's a free service and we'll take phones whether they work or not. For those that can be turned on, RE:MOBILE will look at refurbishment and extend the life of the phone even further. For those that don't work, RE:MOBILE will safely dispose of the battery and re-purpose the rare earth minerals inside.

It's amazing what we can re-use these materials for. The [Tokyo 2020 Medal Project](#) gathered together 32kg of gold from more than 70 tonnes of e-waste which was put to good use making the gold medals for the Olympic games. More than six million phones were collected during the project – I reckon we've probably got that many or even more sitting in cupboards around the country.

Each year New Zealand produces around 80,000 tonnes of e-waste, and that's not something we can ignore.

¹ Commerce Commission Annual Monitoring Report 2020 Key Facts publication



But if you're having a spring clean, or just want to give the kids something to do, gather all of your unwanted mobile phones, [wipe the data from them](#) and then you can drop them off at one of RE:MOBILE's [400-plus locations](#). And if you're unable to get out and about, as many of us are, we also have a [freepost service available](#) as well.

And remember, next time you see an Olympic champion don't forget to shout "What a load of rubbish" but do make sure they're wearing their medal first, or you'll have a lot of explaining to do.

By Paul Brislen, TCF CEO

14 October is International E-Waste Day

Source of article: <https://www.tcf.org.nz/industry/news/industry-news/2021-10-14-waste-not-want-not/>

APPENDIX 2:

News from Sustainable Coastlines

Restoring Aotearoa's waterways to enhance biodiversity and well-being

Charity Sustainable Coastlines' annual ANZ Love Your Water Tour, is a series of native tree planting events across Aotearoa, which sees Sustainable Coastlines working with community members to restore their local awa. This year the mahi will have a strong holistic approach, focusing on the entire ecosystem of the river, protecting biodiversity and the species that live there and enhancing the well-being of the communities that surround it.

This broader ecosystem approach is in response to our modern lifestyle that has seen us become increasingly disconnected from nature and from each other, which is leading to alarming rates of biodiversity loss and having a negative impact on our mental health.


Biodiversity loss is falling more steeply in freshwater ecosystems than in other ecosystems, which is starkly obvious in Aotearoa where 76% of our native freshwater fish are classified as threatened or at risk of extinction. This scale of loss and the constant narrative about the declining state of the environment is leading to 'eco-anxiety', as people worry about the fate of our planet and future generations.

But Sustainable Coastlines believes there is hope, by partnering with and supporting local communities to care for their local ecosystem and each other. This not only tackles the problem itself, but also helps to alleviate the sense of futility people can feel in the face of these issues.



Anxiety NZ, a charity who provides treatment and support to people with anxiety, suggests building personal and community resilience, cultivating active hope and joining groups of like-minded people can help with 'eco-anxiety'. Volunteering with an environmental group, such as Sustainable Coastlines and their freshwater restoration programme, is a great way of doing all three of these things.

The catchments the charity is focusing on are the Whau River and Puhinui Stream in Auckland; Waihou-Piako catchments in the Waikato; Porirua Stream in Wellington; and the Waimakariri in Canterbury.



“Our work is so much more than planting trees,” says Camden Howitt, co-founder and programmes director at Sustainable Coastlines.

“Communities of people, birds, insects and fish call freshwater catchments home, and they all rely on each other to thrive. So, by working to restore these freshwater ecosystems we provide locals with opportunities to connect with their community.”

“As people connect with nature and each other it helps alleviate stress, it gives them purpose and something positive to be part of. At our events we see first-hand how volunteering and working with others provides a sense of connection, and increases optimism and hope. We call it the ‘high-five effect’.”

Sustainable Coastlines’ Love Your Water programme prioritises activities within the community that go beyond tree planting, such as sourcing native eco-sourced stems from local nurseries, water-quality education with schools in the area, community riparian planting days where locals can volunteer to restore their own awa, weeding and releasing activities and citizen science water monitoring. These activities are designed to connect people to nature and each other, while driving better outcomes for biodiversity, communities and our own well-being.

“We’re proud to support Sustainable Coastlines’ mahi in restoring waterways throughout Aotearoa”, says Antonia Watson, ANZ New Zealand CEO.

“This partnership allows us to contribute to environmental sustainability in our communities and it’s a great way for our people to get outside and connect with te taiao (the natural environment) and each other.”

Sustainable Coastlines seeks to get as many people as possible involved in this positive solution both for their own health and the health of our waterways and native species.

“You can join the movement by volunteering at one of our tree plantings events or by contacting us directly to learn more about water quality monitoring opportunities”, adds Howitt.

“We invite all school groups, community groups, corporates and individuals to get in touch with us, to find out how they can support this mahi in their region”.

Register now for an event at www.sustainablecoastlines.org/events/

Source of article: <https://sustainablecoastlines.org/restoring-waterways-for-biodiversity/>

