

Information for corporations wishing to support our mobile phone recycling & fund raising scheme.



In association with



# Introduction to the mobile phone recycling scheme...

**The purpose of this booklet is to provide an outline of the mobile phone recycling scheme, what it offers Keech Hospice Care, how it works and how supporting the scheme can benefit your corporation in terms of the corporate and social responsibility impact it generates.**

The Recyclewise mobile phone recycling scheme generates charitable donations by collecting and recycling old mobile phones.

The recycling of mobile phones also has huge environmental benefits, as reuse and redistribution avoids tones of unnecessary waste going to landfill.

The scheme operates by collecting, refurbishing and redistributing old and damaged mobile phone handsets. The money raised through the redistribution and resale of these handsets provides a much needed and sustainable source of fund raising.

By taking part in the scheme, your corporation is not only helping Keech Hospice Care, but the environment as well.

The scheme allows our supporters and the wider community a chance to make donations by simply handing in their old mobile phone handsets - an easy way to donate and do their bit without constantly having to put their hands in their pockets.

We are aware that our corporate partners such as yourselves, often have large numbers of handsets, and after upgrading, a large number of old, unused handsets that could be donated via the scheme, helping us to raise the funds that we require.

# How the mobile phone recycling scheme works...

The scheme itself is a fully working operation that covers everything from marketing to logistics and refurbishment to valuation, however from the public eye, it appears as a phone collection service, utilising FreePost envelopes and collection bins, with various posters and visual materials to support and encourage it's uptake.

As a corporate sponsor, you will be provided with everything needed for an easy set-up process.

The scheme operates by issuing your company with leaflets, posters, FreePost envelopes and collection bins if needed.

As a corporate sponsor, your responsibilities will be simply to...

...Donate your old or damaged company mobile handsets.

...Encourage and educate staff, partner companies, suppliers and customers to donate their old and damaged handsets by displaying the various marketing materials, such as posters and leaflets.

...Place the collection bins in a convenient location and notify us when they are full or in need of emptying or collecting.

Behind the Scenes...

The phones are collected by our recycling partner, who are a Fast Track 100 company, and provide environmentally friendly disposal solutions for many of the UK's major networks and manufacturers.

Once collected they are assessed and reprocessed. This can involve cosmetic refurbishment, full repairs or even the stripping down for parts. Anything with no value attached is recycled. A zero landfill policy ensures that even non-recyclable materials are sent for safe storage.

The reprocessed stock lines are valued and then redistributed in various global markets, generating high financial returns for Keech Hospice Care.

# The financial benefits of recycling mobile phones...

Mobile phones, even if old or damaged, have a value, with much of it attached to the global market place. The main reason for this is due to technology. In the UK, in terms of mobile communication, we are highly advanced and often a few years ahead of other countries. This makes our older handsets suitable for markets outside of our own, including parts of Europe, Eastern Europe, Asia and Africa. Once refurbished and repaired, the phones that you have collected generate high returns via these markets, providing a sustainable source of fund raising for Keech Hospice Care.

The majority of the handsets collected hold a resale value, and by using the appropriate distribution channels, we are able to generate the highest returns possible.

Some handsets are worth more than others, this is mainly due to the feature set, release date - the newer the better in most cases - and the demand.

Business handsets, such as BlackBerrys and Smartphones generate a higher return due to the fact that they have a higher initial purchase price and have a higher demand.

Corporate sponsors have access to these types of handsets and so their support is a key contributing factor to the success of the scheme.

Our reprocessing partner, Recyclewise, applies a fixed cost based on current market valuation per handset, to ensure we receive the highest possible returns from the phones you have collected.

We rely on donations to continue our work, and by supporting our mobile phone recycling scheme, you are contributing towards our fund raising efforts without any physical cost to your corporation.

# The environmental benefits of recycling mobile phones...

Electronic items, such as mobile phones, present difficulties to the environment, both in their manufacture and disposal. By reprocessing and redistributing handsets, we are actively reducing not only the impact caused by irresponsible disposal, but through reuse we are able to reduce the demand for manufacture, and the associated damage to the environment. In the UK alone, there are an estimated 90 million mobile phones, lying broken or unused in drawers and cupboards. Recycling mobile phones is not just a way to raise funds, but a must to reduce this volume of material going to landfill.

Reuse is the most efficient way to recycle, and the scheme is designed to implement reuse at every stage.

Handsets that can't be immediately reused (minor refurbishment) are sent for grading and refurbishment.

Handsets that can't be brought back to life are broken down to rescue or recycle the various components, ensuring that 100% effort is put into reducing the amount of materials sent to landfill.

Some mobile phone components contain waste materials that are hazardous and are currently unsuitable for recycling. These are sent for safe storage until such time as an environmentally friendly disposal solution becomes available.

The government adopted European WEEE legislation requires electronic goods to be collected through a Designated Collection Facility (DCF), and then transferred to an Approved Authorised Treatment Facility (AATF) where they can be treated for reuse or recycling. Our reprocessing partner operates as both a DCF and an AATF to recover mobile phones for reuse and recycling under these regulations.

# Benefits to your company's CSR, Corporate and Social Responsibility...

Corporations are now under more pressure than ever to demonstrate that their activities have a positive effect on more than just their profits, but to the environment surrounding them, the local communities they exist in and the people they employ and trade with. Demonstrating responsible business activities is now a must for success, reputation and relationships. Keech Hospice Care can also provide detailed reports on the impact of your investment in the community to support your own CSR reporting.

The scheme provides beneficial CSR activity for your company in two main areas, fund raising and the environment. Your corporation, once involved will have documentation and certification providing detailed evidence of it's contribution.

### **Fund Raising...**

Keech Hospice Care provides specialist palliative care for children diagnosed with life-limiting conditions and their families across Bedfordshire, Hertfordshire and Milton Keynes.

The money raised from recycling your mobile will help our children and their families enjoy the best quality of life possible. Either at the hospice or at home, the nurses are able help in controlling their pain and other symptoms; offer emotional and practical support and provide suitable treatments and therapies.

### **The Environment...**

Joining a national recycling scheme demonstrates a commitment to helping the environment that is clear to see. The scheme can be displayed publicly throughout all your company's buildings and operations, as well as on any marketing collateral such as websites and eshots for example.

As a company you will be able to list the results of the scheme in any audits as part of your CSR performance and the positive effects your support has had.

# About our reprocessing partners, Recyclewise & GSUK...

Recyclewise is the charity take-back division of Genuine Solutions UK, a company working with several blue-chip clients, government organisations and is listed 11th in the Sunday Times Fast Track 100.

Genuine Solutions UK are an industry recognised, environmentally focussed reverse logistics company, that develops revenue returns through the recycling, reuse and refurbishment of old and damaged cellular equipment such as mobile phones, PDA's and accessories. With reprocessing clients that include household names such as The Carphone Warehouse, 3 and Sony Ericsson, Genuine Solutions UK can demonstrate a trusted, reliable and more importantly environmentally safe take-back solution.

Genuine Solutions UK's experience and product knowledge allows the successful processing of unwanted, working or damaged product. With direct routes to market in place through our sister company, Genuine Solutions Ltd, they are able to eliminate brokers and middlemen from the process, gaining larger returns on saleable products for their many partners.

Genuine Solutions UK pride themselves on a recycling efficiency of well over 92% - 100% of all currently recyclable material and 8% in safe storage.

Reusing the majority of waste product is another way to ensure the highest possible returns and the effectiveness of the scheme.

For more information on Recyclewise please visit [www.recyclewise.tv](http://www.recyclewise.tv).

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