

Facts about Telenor's mobile recycling scheme, "Used mobile, new opportunities"

About the recycling scheme:

- Telenor is introducing its own recycling scheme for used mobile phones on 30 March 2009.
- The returned phones are repaired and re-sold in Asia, where there is a well-functioning market for used goods. Mobiles that are not usable are recycled.
- The public can deliver old mobile phones to Telenor's retailers, Telekiosken and Telehuset, where recycling vending systems are being set up. It is also possible to order a postage paid envelope at telenor.no. The mobile phone is put into the envelope and sent to the return scheme at no charge.
- The aim for 2009 is to collect 70,000 mobile phones in Norway. The recycling scheme is also being launched in Sweden and Pakistan in 2009. In the long term, the goal is to introduce this scheme in more markets where Telenor has a presence.

Cooperation with the Red Cross

- For every mobile phone delivered to Telenor, the Red Cross receives financial support to plant 25 trees in vulnerable areas in Asia.
- The tree planting programme is a project that assists with the technical and professional support required to increase wood production and related competence in those areas the tree planting is being carried out in. In 2006/7 the project contributed to the planting of 5.7 million new trees.
- Tree planting is an important preventive environmental measure that reduces the areas' vulnerability in the event of floods and natural disasters.
- Forests reduce soil erosion and contribute to a sustainable local environment, as much of the population is dependant on the natural resources. Additionally, trees absorb and reduce CO₂ from the atmosphere.

Mobile phones and the environment:

- In 2007 Telenor's customers around the world left around 25 million mobile phones lying around, they were neither recycled nor re-used. If these mobile phones were to be placed one upon the other, the pile would be 42 times the height of Mount Everest. About 4,7 million of these were from Telenor's customers in Norway.¹
- Previous surveys show that 74 per cent of customers do not consider recycling their phones. Half of them are not aware that it is possible to recycle mobile phones.²
- Presently, only 3 per cent of consumers recycle telephones.³
- Mobile phones contain chemicals that can cause harm to the environment should they leak. The cadmium content in the battery of one mobile phone, for example, is enough to pollute 600,000 litres of water.⁴
- By recycling, 90 per cent of metals and materials contained in mobile phones will be re-used as raw materials, and the other 10 per cent goes to energy recycling. Recycling mobile telephones reduces the need for production and extraction of metals and materials, and can be used for other things such as road construction or new mobile phones.^{5,6}

Personal protection

- Mobile phones returned are sent to Greener Solutions in UK, an international expert in collecting, restoring and recycling mobile phones.
- Greener Solutions is ISO 9001 and ISO 14001 certified, and works in accordance with prevailing legislation in terms of handling environmentally harmful waste.
- Mobile phones that cannot be re-used are sent to approved end of life refining companies in the EU. These companies are strictly regulated and monitored by the authorities in the EU.
- All data contained in mobile telephones is deleted at Greener Solutions. SIM and memory cards remaining in the mobile phones are removed and destroyed. The mobile phone is reset to factory settings. It is recommended all the same that all personal information be deleted before the mobile phone is returned.
- Restored mobile phones are sold in Asian markets where used mobile phones give more people access to communication services. All mobile phones returned to Telenor are checked against the register of stolen telephones.

¹ Telenor estimate

² Nokia report 2008

³ Nokia report 2008

⁴ Directgov

⁵ Greener Solutions

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