

Mobile Devices Recycling Program



Southeast
Recycling
Conference



Tuesday, March 13, 2007

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Who is CollectiveGood?

CollectiveGood pioneered the concept of recycling mobile phones through partnerships with charities and businesses, ensuring that the benefits of mobile phones are maximized and their environmental impact is minimized. Our innovative, successful mobile phone collection campaigns involve hundreds of charities, thousands of drop off locations throughout North America, and have generated hundreds of dollars for charities nationwide and internationally.

As A Basel Action Network *Responsible eSteward*, we are the only mobile phone recycler performing at these highest standards in the USA. The company's processes partners are EPA compliant, and ISO 14001:1996 certified. Our partners include:



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Why Mobile Phone Recycling?

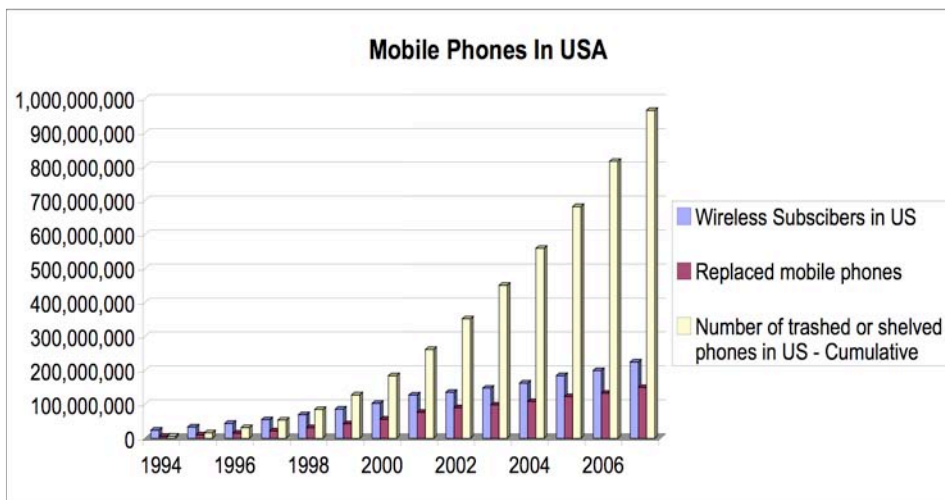
Mobile phones contribute to the hazardous waste stream in the US, but are very reusable through out the developing world. Consider these facts:

- Mobile phones contain lead, cadmium, mercury, gallium arsenide and PHBs. EPA funded studies show they fail TCLP tests for lead. Most end up in landfills, but many are also incinerated, releasing these toxic elements back into the environment, and ultimately the water supply
- About 40% of these phones can be reused as valuable communications tools in developing world markets, providing affordable modern communications to millions

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Mobile Phone Statistics



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The Mobile Phone Disposal Problem

A growing problem:

- 85+% of new mobile phones sales replace a functional, reusable phone – Source: Nokia
- The average mobile phone user upgrades their handset every 18 months, and this is accelerating – Source: The Strategis Group
- There are more than 225 million wireless subscribers in the United States – Source: CTIA (wireless industry trade organization)
- Another 153 million enter landfills or drawers every year
- Awareness of this issue is growing within regulatory bodies, the industry and the public
- Retailers and carriers do not want these phones back
- People “shelf” these handsets, not knowing what else to do with them. *There is actually a pent-up supply of 800+ million of these phones in the US!!*

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Material composition of mobile phones



a complex mix of:

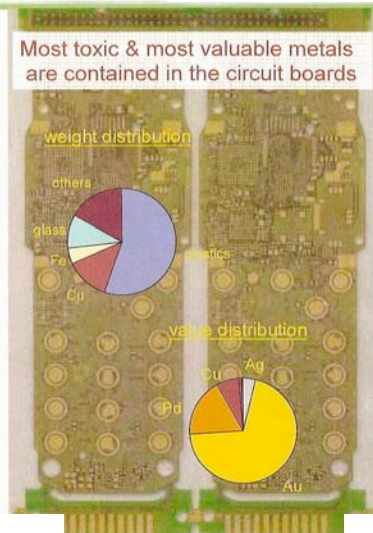
- Ag, Au, Pd, ... (precious metals)
- Cu, Ni, Co, Sn, Al, Fe, Ti, Ta, Bi, ... (base and special metals)
- Be, Pb, Cd, As, Sb, Cr, In, ... (metals of concern)
- Halogens (Br, Cl, F,...)
- Glass & combustibles (plastics)

Why recycling:

- Toxic control
- Value recovery
- Resource conservation

→ maximise precious metal yields and toxic control !

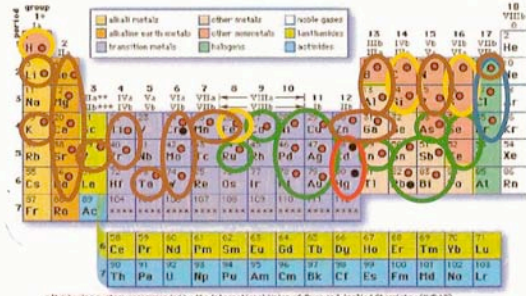
Most toxic & most valuable metals are contained in the circuit boards



A state-of-the-art recycling process maximises value recovery and toxic control



Material Content of Mobile Phone



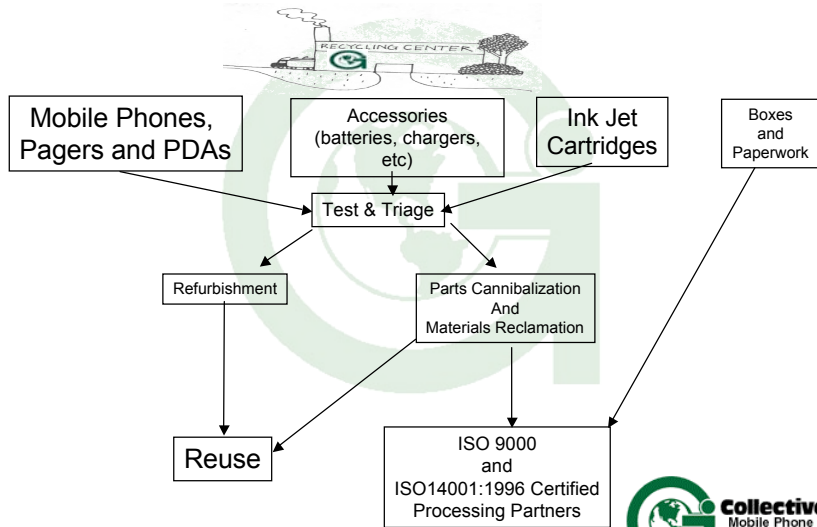
- Recovered as metal
- Chemical use as process additive
- Transfer into an inert slag (product)
- Neutralised in effluents
- Isolation and safe deposit

● RoHS substance ● Mobile phone substance

* Numbering system recommended by the International Union of Pure and Applied Chemistry (IUPAC)
 ** Previous IUPAC numbering system
 *** Numbering system recommended by the Chemical Abstracts Service
 **** For the names of elements 104-112, see Table 27.
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CollectiveGood Processes

CollectiveGood receives and triages mobile phones, pagers, PDAs and all related accessories, including batteries and chargers



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CollectiveGood Business Models

CollectiveGood Partnership with non-profits

- Typically generates funding for charities and / or business partners - governments too
- Free postage options
- Works best with anonymous, aggregated donations (collection points)

RIPmobile and GreenPhone Programs Rewarding Consumers

- Offers consumers incentives / rewards for recycling (music, ringtones, gift certificates etc.)
- Offers free postage
- Leverages direct relationship with consumer

Both programs are web enabled, can capture customer data and have same environmental processes on the back end

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CollectiveGood Program

Support a very wide variety of partners, including federal agencies (EPA), state & local governments, charities, corporations - a very flexible model that offers something for everyone...

- Programs offer free collection containers
- Free shipping (FedEx Ground)
- Detailed reporting and full payment monthly
- Why not get paid to remove toxic waste from your system?
Free shipping for ALL materials collected - always.



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Summary

CollectiveGood offers numerous programs for a broad variety of collection partners, all at no cost, and no risk. For further information, please contact:

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