

WIRELESS...THE NEW RECYCLABLE

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CTIA – The Wireless Association® and its member companies are committed to the goal of sustainable development and the environmentally sound management of end-of-life wireless products. CTIA’s members that manufacture mobile devices are continually designing their products smaller, lighter and ever more environmentally friendly. For example, handset manufacturers are phasing out the use of cadmium and lead. CTIA and its member companies have also designed and launched a comprehensive national recycling program, *Wireless...The New Recyclable™*, a program pursuant to which companies collect used mobile devices, recycle or refurbish them, and raise public awareness of the fact that their used mobile devices are in fact recyclable products.

- **Public Outreach and Awareness:** CTIA and its member companies participating in the *Wireless...The New Recyclable™* program educate consumers through individual take-back programs by displaying informational material in retail locations and on websites directing consumers to www.recyclewirelessphones.com, a comprehensive website that informs consumers about what can be recycled, why it is important to recycle and how and where they can do it.
- **Voluntary Guidelines for the Collection, Transportation, Recycling and Refurbishment of Wireless Devices:** Participants in *Wireless...The New Recyclable™* program agree to abide by the specific guidelines the industry, with input from all relevant stakeholders, developed several years ago regarding the collection, transportation and recycling/materials recovery of wireless devices. Refurbishing guidelines are also in place to encourage refurbishers to perform their activities in a manner that is environmentally responsible and compliant with applicable regulations.
- **Wireless Industry Principles for Environmentally Sound Management of end-of-life mobile devices:** Participants in *Wireless...The New Recyclable™* have incorporated the following general principles into their operations and approach to wireless recycling:
 1. Promoting continued product and market innovations that provide consumers with more value and choice while minimizing environmental impacts.
 2. Promoting the recyclability of products and packaging.
 3. Fostering responsible product stewardship practices among customers, suppliers, stakeholders, and employees.
 4. Informing customers of ways in which they can help ensure the environmentally sound disposition of used wireless devices.
 5. Encouraging the collection and, where appropriate, reuse of wireless devices in accordance with applicable CTIA Guidelines.
 6. Adhering to the CTIA Guidelines for Recycling/Materials Recovery from End-of-Life Wireless Devices in the selection of recyclers of wireless devices.
 7. Striving for continued improvement in environmental performance related to the collection and disposition of used wireless devices.

8. Making publicly available information on the management of used wireless devices through *Wireless...the New Recyclable™*.
9. Complying with all applicable regulatory and environmental requirements.
10. Integrating the CTIA Environmental Principles into business operations.

The following are the kinds of wireless products that can and should be recycled:



- Wireless device chargers may be recycled to recover copper.
- Wireless handsets may be recycled to recover plastics.
- Circuit boards can be recycled to recover precious metals such as gold, silver and palladium and other materials like copper, lead, and zinc.
- Accessory devices, including the headsets, power packs, and clips can also be recycled.
- Batteries are recycled for their nickel, iron, cadmium, lead, and cobalt.

WIRELESS PHONES, DEVICES, CHARGERS AND ACCESSORIES ARE RECYCLABLE-AND IT CAN START WITH YOUR HELP!

Did You Know You can Recycle Your Wireless Phone and Related Accessories? FREQUENTLY ASKED QUESTIONS

Can I recycle my wireless device and if so, how do I do it?

Yes, you can recycle your wireless device. All companies participating in *Wireless...The New Recyclable™* allow you to drop off your used wireless phones and accessories at their retail stores, regardless of the model phone. Other programs have mail-in options. Go to <http://www.recyclewirelessphones.com/> for information about these and other options, such as eBay's Rethink Initiative.

What is *Wireless...The New Recyclable™*?

Wireless...The New Recyclable™ is a national, voluntary recycling program the wireless industry has created to facilitate environmentally sound practices among carriers and manufacturers, as

well as to encourage consumers to recycle their wireless devices. CTIA and its member companies participating in the *Wireless...The New Recyclable*TM program educate consumers by displaying informational material in retail locations, as well as on websites, and directing consumers to www.recyclewirelessphones.com, a central website that informs consumers about what can be recycled, why it is important to recycle and how and where they can do it.

Participants in *Wireless...The New Recyclable*TM program have also implemented take-back programs and operate these programs in accord with the industry's guidelines for the collection, transportation and recycling/materials recovery of wireless devices. To the extent that some collected phones are refurbished and resold, refurbishing guidelines are provided to encourage refurbishers to perform their activities in a manner that is environmentally responsible and compliant with applicable regulations.

What should I do with my phone before I recycle it?

Three things to remember before you recycle your wireless phone:

1. Terminate your service;
2. Clear the phone's memory of contacts and other stored information; and
3. Remove your phone's SIM card, if it has one. Phones that operate on GSM networks use SIM Cards. If you are not sure if your phone uses a SIM card or if you need assistance removing your SIM card contact your wireless provider.

For more information about recycling options, go to <http://www.recyclewirelessphones.com>

Can I recycle my mobile phone battery?

Yes! You can drop off your wireless batteries along with your mobile phone, either in retail stores that collect wireless phones or through mail-in programs. Please go to www.recyclewirelessphones.com to get information on where you can recycle your wireless device and related batteries.

Why should I recycle my wireless phone?

It's easy, and it's good for the environment! When used wireless phones are recycled, the component parts – such as plastics and precious metals – can be used in other products, from kitchen cabinets to circuitry boards.

What happens to the materials that are recycled?

Once a used wireless device is dropped off at a participating retail store, or mailed to a carrier or manufacturer with mail-in programs, the product will typically be packaged and shipped to a facility for evaluation. From there, it will be:

- Reused: If wireless devices and accessories are in good working condition, they are re-used by a number of worthy charities.
- Refurbished: Wireless devices may be reconditioned or repaired. Companies often refurbish the products and return the devices to service.
- Recycle/Recovered: When wireless devices reach their end-of-life, they are sent to processing facilities that recover and safely recycle reusable materials.

Are wireless devices designed in an environmentally responsible way?

Wireless manufacturers are designing new phones to be more lightweight and environmentally friendly by phasing out the use of substances like lead and cadmium. The new generations of wireless devices currently weigh approximately 79g; this is 42% less than earlier models. In addition to weight, manufacturers of wireless devices are maximizing the use of recycled materials and are increasingly designing for recyclability. For instance, wireless devices have phased out the use of cables containing lead and cadmium and PVC from decorative parts of the wireless device.