

ITU Workshop on “Environmentally Sound Management of E-waste in Latin America”

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Nokia’s Take Back Programs

Ed Butler

Recycling & Product EOL Mgr.

Nokia

Ed.butler@nokia.com

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recycle it.
We: recycle

EXIT

NOKIA



Made with your recycled phones
A billion little ways to better

gogreen
5 simple steps to go green
What is your phone made of?
Let's say to be green!
Learn more about recycling
SET YOUR OLD PHONE FREE!

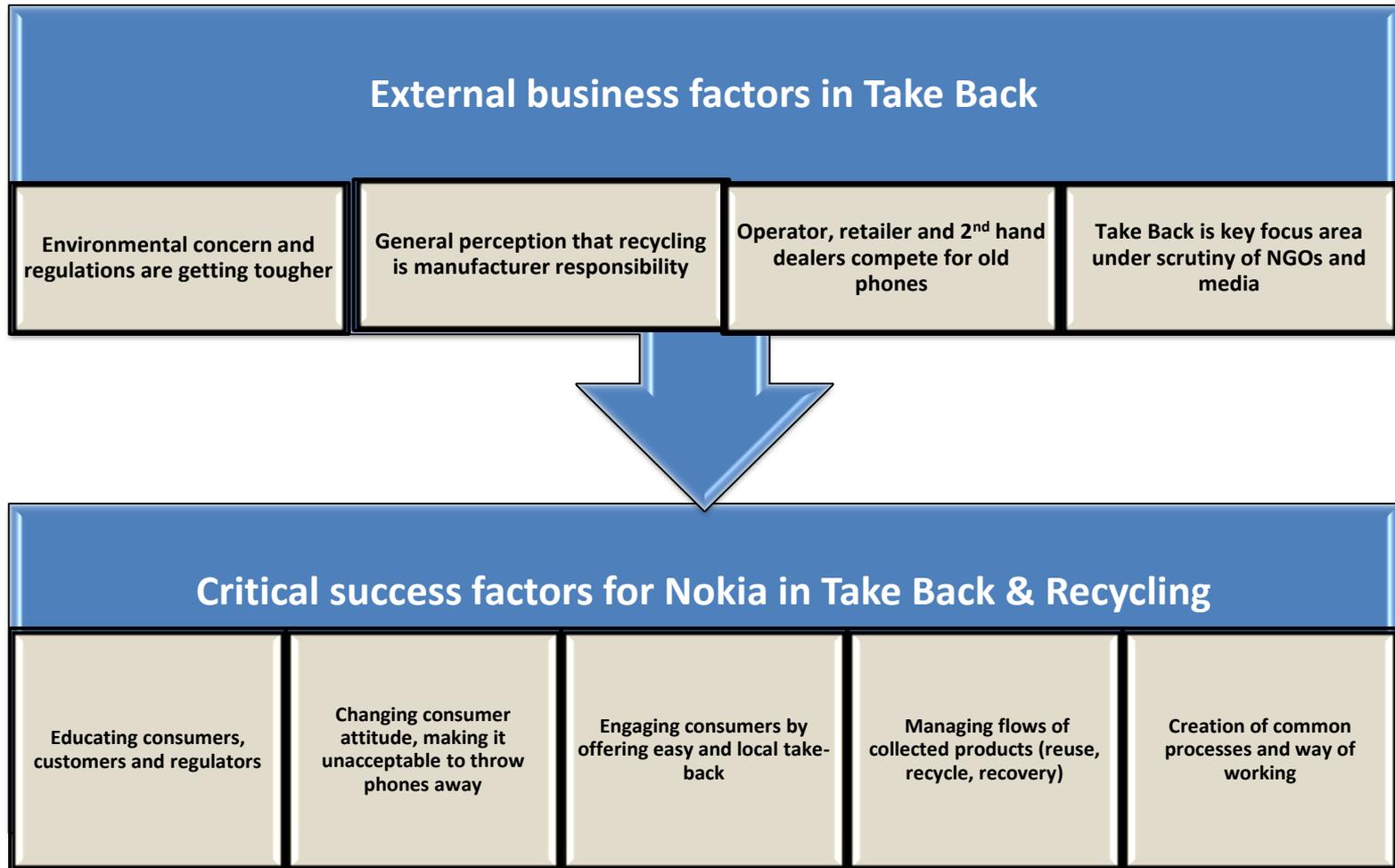
KIA
People



Today, Latin America is the most urbanised part of the developing world. It is considered one of the regions most actively implementing projects that promote sustainable consumption and production.*

*The Guardian, Sustainable living in South America: what influences consumer behaviour? <http://www.guardian.co.uk/sustainable-business/sustainable-living-south-america-behaviour>

Business Environment



Recycling/Collection History - LTA

2002

Mexico , Puerto Rico,

2003

Guatemala, Panama, Jamaica,
Venezuela, Costa Rica, Ecuador,
Haiti, Peru

2004

Nicaragua, El Salvador, Honduras

2005

Colombia, Brazil, Chile, Uruguay,
Paraguay



Take back in Brazil

An overview

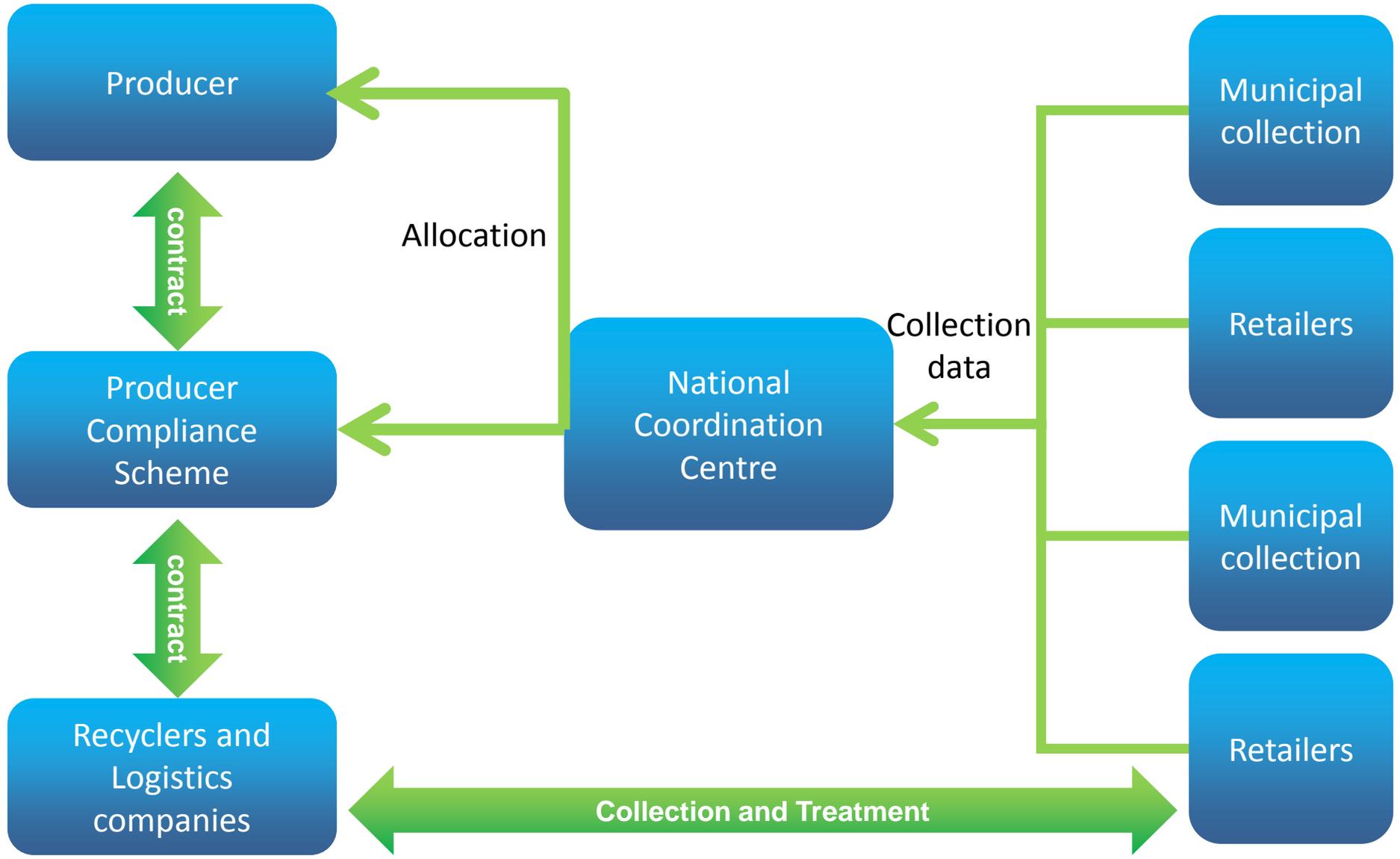
- ❖ National take-back programme started in 2008 for take-back of mobile phones, batteries and accessories
- ❖ Gradual expansion to current total of 579 collection points in 23 states & 100 cities
- ❖ Collection bins located at Nokia retail and Care points, as well as in locations of retail partners
- ❖ Trade-in campaigns linked to charity donations run in alternate years
- ❖ 8,700 KG collected in 2013
- ❖ Over 12,500 KG collected from Jan 2012 to Jan 2014



QUANDO
VOCÊ RECICLA,
NÃO É SÓ O SEU
LIXO QUE SE
RENOVA.



Example of EU WEEE System



Informal Sector Engagement

Issues: Problem Statement

	Strength	Weakness
Informal Sector	<ul style="list-style-type: none">• High Collection• High penetration• Highly networked	<ul style="list-style-type: none">• Crude recycling methods• High environmental & health impacts
Formal Sector	<ul style="list-style-type: none">• Efficient recycling technology• Very low environmental & health impacts	<ul style="list-style-type: none">• Low Collection• Low Penetration• No networks

- E-waste rules can affect the livelihoods of informal sector workers
- Consumer is not recycling as he/she has to travel (go somewhere) to recycle his/her phones
- Recycling communication is not reaching to the recycling decision maker of the household

What's in it for me?

Nokia

- Thought-leader in sustainability
- Amazing experiences for people

NGO

- Leader in e-waste management engaging informal sector

Informal Sector

- Sustainable livelihood by ensuring compliance
- Safe work environment and better health

Formal Recycler

- Significant increase in quantity of e-waste for recycling

E-waste Collection



Informal Waste Picker visits household/ small mobile repair store for collection of e-waste



Informal Waste Pickers buys old phones and accessories from the mobile repair stores/ household



Informal Waste Picker brings back the e-waste to a Warehouse for interim storage



Formalized Recycler buys the e-waste from informal Sector



Responsibilities

Roles	Nokia	NGO	Informal sector (Kabadiwala)	Responsible Recycler
Project Designing & Planning	Y	Y	-	-
Project Funding	Y	-	-	-
Partner selection	Y	Y	-	-
Compliance Management	-	Y (D)	-	Y (I)
Capacity building of Partners (NGO, Informal sector)	Y (I)	Y (D)	-	-
Awareness raising in households	-	Y (I)	Y (D)	-
Out of home activations	-	Y (D)	-	-
Communication	Y	Y	-	-
Awareness material development and management	Y (I)	Y (D)	-	-
Collection from households/other locations	-	-	Y	-
Logistics support for pick up of e-waste	-	-	Y (I)	Y (D)
Recycling and Financial settlements	Y (I)	-	-	Y (D)
Documentation and Reporting		Y (D)		Y (I)
Monitoring & Evaluation	Y	Y	-	-
Project showcase for replication	Y (D)	Y (I)	-	-
Helpline	-	Y	-	-

Project Implementation

- The first pilot project was launched in Delhi in 2012 with Chintan
- Over 150 informal waste collectors were educated on the hazards and risks of improper e-waste recycling
- 3000+ old phones were collected in the first month alone



Phone parts are Cash





Assessment results - Two types of MPRR SMMEs''

Street locations	Shop locations
A table open air with soldering equipment, screw drivers	Soldering equipment, screw drivers ,... plus computer and internet connection
usually host 1 to 3 (to more) hardware repairers	usually host 3 or more repairers specialised in either hardware repairs or software updates & decoding
Partly engaged in vocational trainings	Mostly host students / apprentice boys
	



"No we don't dump this,
we keep it for use later"

Thank You!

ed.butler@nokia.com