



## Telstra's bid to unlock hidden value from old technology

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Telstra has unveiled its new Electronics Reuse and Recycling Strategy, which aims to tackle Australia's fastest growing waste problem – end-of-life electronics – or e-waste.

E-waste has grown significantly in recent years, with the volume of end-of-life electronics worldwide expected to jump 33% to 65.4 million tonnes annually by 2017. At the same time, raw materials used in the manufacture of electronic products have become more expensive.

This has created a new opportunity for Telstra to unlock hidden value by keeping resources in use for as long as possible, as well as recovering, reusing and recycling products at the end of their life.

As part of the strategy, Telstra will not only build on its existing recycling solutions, but embed a whole-of-life and collaborative approach that seeks to reduce the generation of e-waste across the supply chain.

Telstra Chief Sustainability Officer, Tim O'Leary said the strategy aims to increase Telstra's collection rate of old mobiles to 33% by 2020 from a 2016 baseline, and also strengthen community awareness on options for reuse and recycling of devices.

"For many years, Telstra has taken a leading role in managing e-waste through programs such as MobileMuster, but we know from experience that more innovation and effort is needed to address this growing problem," Mr O'Leary said.

"This strategy is a big step forward in our approach, and will see Telstra not only extend our recovery and recycling efforts, but also implement new reuse opportunities for retired electronics, and work with the wider industry to embed product stewardship for electronics that reduces waste generation."

Mr O'Leary said the common barriers to improved e-waste management were a lack of knowledge of how to reuse or recycle old devices, privacy and data security concerns, and attitudes that lead people to hold on to old equipment or dispose of it incorrectly.

"With 42% of consumers having two or more old mobiles sitting idle at home, our experience is that these common barriers need to be overcome, and our new strategy is working to break them down one at a time."

Telstra's Director of Consumer Mobile, Kevin Teoh said the strategy benefits the environment and supports Telstra's customers who love to get the latest generation technology.

"Telstra plays a pivotal role in responsible e-waste management, and increasing the recovery rates of unwanted devices and extending product lifespans are key initiatives of our new approach."

"Storage of old mobiles and technology remains a pressing issue. Over 25.5 million phones are stored in homes and workplaces across Australia presenting a lost opportunity for reuse and recycling", Mr Teoh said.

"Telstra will beef-up provision of easy and convenient reuse and recycling opportunities through our products such as Trade In and our latest Go Mobile Swap lease plans. Internal E-waste Recycling Hubs for employees will be rolled out across 40 of our major workplaces for items such as old phones and



domestic batteries. In addition, new consumer and business campaigns will further grow awareness and encourage reuse and recycling.”

The strategy is an important development in Telstra’s pursuit of Australian environmental leadership, and represents a \$1.4m investment over three years (FY17 - FY19) comprising; \$0.9M for product take-back initiatives (including ongoing support to MobileMuster), and \$0.5M towards employee and customer e-waste services, awareness and education.

The full strategy can be found by [clicking here](#). Media pack enclosed:

- Photo 1: Mr Tim O’Leary, Chief Sustainability Officer
- Photo 2: Mr Kevin Teoh, Director Consumer Mobile
- Photo 3: General e-waste (credit Telstra)

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## ADDITIONAL INFORMATION

### E-waste facts

- During FY16, Telstra recovered and recycled 5,549 tonnes of e-waste from its own operations, up from 3,940 tonnes in FY15 (41% increase).
- Since 2013, Telstra has recycled nearly 10,000 tonnes of retired electronics.
- The Global e-waste Monitor from United Nations University found that in 2014, 41.8 million tonnes of e-waste was generated globally, but only 6.5 million tonnes was recovered for recycling. Global e-waste represented AUD\$68 billion of potentially reusable resources.
- Telstra is a founding member of MobileMuster. It is a voluntary initiative of mobile manufacturers and carriers who have chosen to work together. MobileMuster has been accredited by the Federal Government under the Product Stewardship Act 2011 since May 2014. It was the first voluntary product stewardship scheme to achieve this accreditation.
- Over the past three years, Telstra has diverted an estimated 45 tonnes of old mobiles and accessories from landfill, preventing 362 tonnes of carbon emissions, or the equivalent of planting 2,194 trees.
- Technology research company Gartner estimates that worldwide in 2016 there is 4 billion connected consumer information and communication technology devices in use – and that by 2021 there will be 13.5 billion devices in use.

### About Telstra

Telstra is a leading telecommunications and information services company. We offer a full range of services and compete in all telecommunications markets in Australia, operating the largest mobile and Wi-Fi networks. Globally, we provide end-to-end solutions including [managed network services](#), [global connectivity](#), [cloud](#), [voice](#), [colocation](#), [conferencing](#) and [satellite solutions](#). We have licenses in Asia, Europe and the United States and offer access to more than 2,000 points of presence across the globe. For more information visit [www.telstra.com](http://www.telstra.com).