

18<sup>th</sup> October 2002

Dear Head teacher,

### RECYCLING MOBILE PHONES FOR CHARITY

We are seeking to collect old and unwanted mobile phones and to reuse or recycle them and raise money for Norfolk charities. We collect these phones by sending out boxes of Freepost bags which we ask companies, shops, banks etc to display in public places.

For every complete, *recyclable* mobile phone sent in, £5 is donated to one of 5 Charities (a deduction of £1 per item is made if the charger and /or battery are missing). The charities we are working with are; **The EDP We Care Appeal, Big C, East Anglian Childrens Hospices, Norfolk MIND and the Royal Agricultural Benevolent Institution** and our contracts with the charities state that the proceeds from the scheme must be used within Norfolk.

The scheme, which has the support of Norfolk County Council, has been running for around twelve weeks. Already we have collected over 4,500 unwanted mobile phones for donation. This has been achieved by distributing collection bags at the Norfolk Show and with the EDP, and placing boxes of bags in locations throughout the County such as County Libraries, Norwich International Airport, Sainsburys, Woolworths and Lloyds TSB.

Where possible, the phones are refurbished and reused, often being sold to people in less developed countries where mobile prices are otherwise prohibitive. Where reuse is not possible, phones are dismantled. Recyclable materials such as plastic are then used to make new items, for example the plastic may later be used in traffic cones or public seating. Dangerous substances are disposed of responsibly in accordance with current environment legislation.

Whilst we are pleased with the response so far, we are constantly looking to reach more people and there are several ways you can help with this;

- By displaying our boxes in staff rooms, common rooms and/or any other communal areas (the boxes are only 6"x4"x8" so take up very little space).
- By sending individual bags out with a school newsletter or other mailing.

Alternatively, if you do not wish to take any bags, we would be grateful if you would publicise our scheme within the school and/or through school



newsletters to parents and inform readers where they can collect bags from. We would be happy to provide a short piece for this if required.

Please note that we are not encouraging your pupils to bring phones into school. The bag system means that they take bags away with them and then send any phones to us from home.

Please do not hesitate to contact myself, or my colleague Caroline, if you have any questions concerning the scheme. I do hope you will be able to help us and look forward to hearing from you soon.

Hetti Simpson  
Director

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