



For Immediate Release

Forgotten e-waste: finding new lives for old tech at Christmas

Christmas is fast approaching, which means a festive season of gift giving and receiving is about to begin.

Unwrapping a new gadget might provide a short-term high, but with more active SIM cards on the planet than people, it comes with an environmental impactⁱ.

Global sales figures for smartphones, tablets and PCs, are projected to reach 2.4 billion devices for 2014, and that figure is tipped to grow into next yearⁱⁱ.

This Christmas, Planet Ark and its supporters TechCollect and MobileMuster are asking consumers to think about how many old, unused tablets and mobiles they have lying around the house that could be recycled.

Planet Ark's awareness campaign '*The 12 DOs of Christmas*' encourages those who receive an electronic gift at Christmas make sure that their old ones are re-homed or recycled.

Tech companies are hoping for a bumper Christmas with many new products on the market tempting consumers to upgrade their devices.

With mobile devices becoming increasingly popular, it is important to look at ways of making sure the non-renewable resources that go into making them are kept in use, by recycling them through government-certified recycling programs.

"We are constantly refreshing our technology, especially at this time of year," says Planet Ark Spokesperson Rebecca Gilling. "Many of the materials and components found in these gadgets are rare and can be harmful to the environment if sent to landfill, so it's important to recycle them responsibly."

MobileMuster accepts all brands and types of mobile phones, plus their batteries, chargers and accessories for recycling, working with partners like mobile phone retailers, local councils and Australia Post to collect phones from the general public, businesses, schools, councils and government agencies. Each and every mobile received is dismantled and recycled ethically, and any data left on the handset is destroyed through the recycling process.

As part of the National Television and Computer Recycling Scheme, TechCollect accepts tablets as well as laptop computers, PCs and accessories.

Batteries are another electronic item prevalent at Christmas, as they are used to power new toys, cameras and gadgets. Buying rechargeable batteries and chargers can be a great way to lessen the impact of single-use batteries, which can be recycled at Aldi and Battery World stores.

Drop off and collection points for all these items, along with the *12 DOs of Christmas* action sheet, are available on RecyclingNearYou.com.au, a comprehensive household recycling directory that lists options for a variety of items, by council.

For more information, visit Planet Ark's RecyclingNearYou.com.au website or call 1300 733 712.

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ⁱ CNET, Oct 2014 <http://www.cnet.com/au/news/there-are-now-more-gadgets-on-earth-than-people/>

ⁱⁱ Tech Crunch, Oct 2014 <http://techcrunch.com/2014/10/15/tablet-sales-growth-plummets-in-2014-as-android-smartphones-continue-to-soar-gartner/>

About Planet Ark

Planet Ark Environmental Foundation is an Australian not-for-profit organisation established to help people, governments and businesses reduce their impact on the environment. We create simple, powerful and positive actions that help people live in balance with nature, through our program of inspiring campaigns, which promoting sustainable resource use, low carbon lifestyles and connect people with nature.

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