



mobinil

E-Waste Initiatives at Mobinil

The Egyptian Company for Mobile Services (Mobinil)

February 2009



A regional pioneer in e-waste

- As a good corporate citizen and leader in technology, Mobinil was always keen on reducing its environmental impact.
- Established a solid environmental management system since inception and became the first mobile operator in MENA to receive ISO 14000 certification.
- Ever growing problem of E-waste had our attention since the very start, especially that it's directly related to our operations.
- Established several programs addressing E-waste since 2001 and continue to explore new channels for solving the E-waste problem in a sustainable manner

May 2001: office waste recycling

- Collection and recycling of toners, cartridges and drums from offices as well as shredded paper.
- Program made in collaboration with major printer and copier manufacturers; HP, XEROX and Cannon.
- Paper-less billing
 - Over the air charging – prepaid customers
 - SMS billing – postpaid customers
 - Internet billing – postpaid customers
 - CD billing – corporate customers
- Over the past 3 years:
 - 46 tons of shredded paper and packaging cardboard was recycled.
 - 700 plastic parts were collected and recycled.



Bridging the digital divide

April 2005: End of life mobile handset battery collection

- Setting up and launching a collection scheme for used mobile batteries under the auspices of UN Basel Convention the Egyptian Ministry of Environmental Affairs.
- Mobinil shops which are spread all over the country participated in the collection scheme which was supported by a substantial advertisement campaign.
- The program was made in collaboration with FoneBak, a leading European recycling outfit.
- **Indicators**
 - Collected 27,000 waste batteries during the 3-month campaign.
- **Waste recycling**
 - Shredded paper and cardboard
 - Toners, drums and cartridges
 - Mobile handset batteries



ساهم مع موبينيل في الحفاظ على البيئة

استبدل بطارية تليفونك القديمة
من أي مركز بيع وخدمة موبينيل
بهدية أو بكارث السواله جنية

تحت مظلة وزارة البيئة
موبينيل

المركز القومي للتكنولوجيا
موبينيل
مركز خدمة العملاء
موبينيل

Bridging the digital divide

June 2008: Re-use old PCs

Refurbishing obsolete company personal computers and printers and donating them to less privileged educational institutions.

All technical and logistical support was 100% provided by Mobinil's internal IT teams.

20 PC units and 5 printers were donated to charity with more ambitious plans this year.

Initiatives for the Future

May 2009: Expanding the PC refurbishing initiative



- An e-waste project with a social flavor to it.
- Aims to sort and refurbish Mobinil's waste IT equipment [including servers, screens, laptops] for eventual use by public schools and educational entities.
- Project will be made by national and international specialized NGO like:
 - Close the gap
 - Resala
 - German technical cooperation office [GTZ]

Initiatives for the Future

June 2009: Mobile Phone Partnership Initiative [MPPI]



- Participating in an international used and end-of-life mobile phone collection scheme.
- Project is under the auspices of UN Basel convention with the local partnership the Ministry of Environment.
- The first step of MPPI will begin by an internal drive to collect and recycle mobile handsets from employees.

Initiatives for the Future

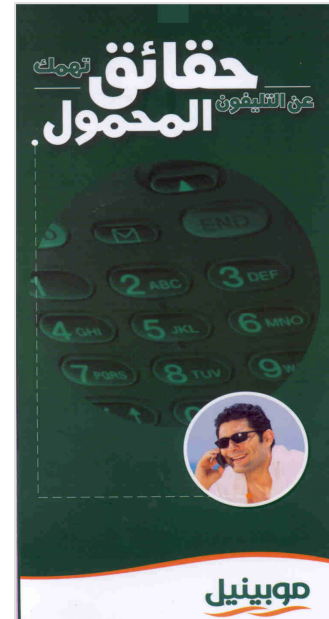
September 2009: Re-cycle BTS batteries and other hazardous parts



- Establish binding agreements with battery suppliers and / or equipment manufacturers to ensure their take-back and proper recycling spent BTS batteries.
- Agreement shall be an integral part of original purchase contract.

Public awareness

Educational brochures, bill inserts and reference websites



Visual Impact



El Rehab complex. Cairo



**Artificial trees and monopoles
Montaza Park Alexandria**

Clean and Renewable Energy



Clean-up campaigns



MOBILIL ANNOUNCEMENTS
 ٢٠٠٦ | ٢٠٠٦ | MONDAY AUGUST 1, 2006

YOUR CONTRIBUTION WILL MAKE A DIFFERENCE
 Let's Work Together for a Better Environment



In line with our distinguished role as Environmental friendly corporate citizen that always contributes to the development of our community, following from this policy, Mobinil would like to remind you of some important tips to...

شكر وتقدير
 للمساهمة

جمعية الأرض الخضراء الخيرية
 التشاركية - وزارة الشؤون الاجتماعية - الزمان - ١٠٠٧١٠

مشروع الجمعية لتنظيف ورفف وتشجير طريق منزل الدائري - جزيرة محمد

موبينيل

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Thank you

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