

Managing E-waste in Mobinil

Regulatory and corporate affairs Projects,
Health & Environment

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Contents

1. Mobinil's Environmental Mgmt System
2. Scope of our EMS
3. Defining aspects and impacts
4. Office waste recycling program
5. Used mobile batteries recycling
6. Bridging the digital divide
7. Future plans. Bright and ambitious

About environmental management

- Mobinil started implementing a structured EMS since inception in May of 1998.
- Our EMS was successfully audited by TUV Bayern and an ISO 14001 certificate was awarded in 2001
- A yearly review was made ever since in addition to two audits in 2004 and 2007 to ensure continual compliance.



Scope of our EMS

In addition to 4800+ employees, the scope of our EMS covers the following:

No	Item description	Number	Location
1	Base transceiver stations [macro and micro]	3800	National
2	Switching centers	14	National
3	Headquarter offices [48,000 M2]	5	Cairo Alexandria
4	Call centers	2	Cairo
5	Operational maintenance facilities [video wall]	1	Cairo
6	Warehouses	3	Cairo
7	Full service shops	39	National

Defining aspects and impacts

What do we do?

Running and maintaining a cellular network

Selling airtime, products, services, and handsets

Billing and charging customers

Standard office activities

How does it impact the environment?

Emissions

Electro-magnetic fields

CO, CO₂, CH₄, NO₂ and chlorofluorocarbons

Noise

Ozone depleting gases

Visual impact

Solid waste

Electric and electronic equipment

Shredded paper and cardboard

General [plastic, glass, aluminum]

Resource consumption

Fuel

Water

Power

Raw materials



Current projects

Used mobile batteries 1 of 2

Mobile phone battery recycling	
Environmental impact type:	Waste: Hazardous
Purpose and objective	Prevent hazardous waste pollution caused by mobile phone batteries.
Key indicators:	
Number of batteries collected in	25,000 units
Y2009 Targets:	Launch Phase II of project.
Comments:	<ul style="list-style-type: none"> Project made in accordance with UN Basel convention. Formal collection scheme established at all Mobinil shops. Nominal rebate given to customers. Plans to extend project to cover BTS batteries too.



ساهم مع موبينيل في الحفاظ على البيئة



استبدل بطارية تليفونك القديمة*
من أي مركز بيع وخدمة موبينيل
بهدية أو بـ 5 جنيه



تحت مظلة وزارة البيئة

موبينيل

* المرشح الرئيس (الرجوع لتجميع وتدوير بطاريات التليفون
المحمول المستهلكة)
* فوائد: استلام البطاريات من الساعة 9 صباحاً إلى 5 مساءً
* رقم الميثاق إلى المخلص.
* الهدايا مبنية على عدد التبرعات.

Used mobile batteries 2 of 2

Benefits...

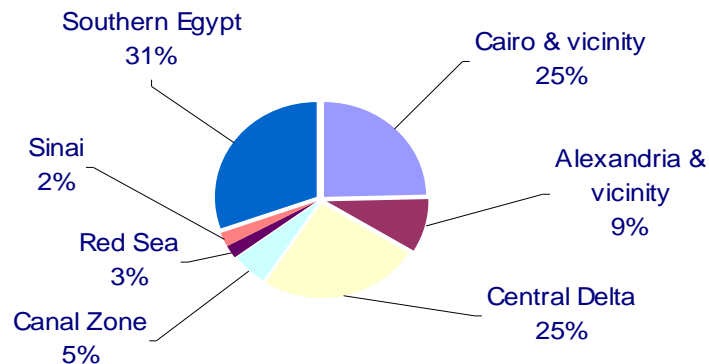
- Saved our precious aquifer from substantial amounts of toxic waste
- Raised public awareness about a key environmental issue
- Shown an excellent level of cooperation between governmental and private entities.

Drawbacks...

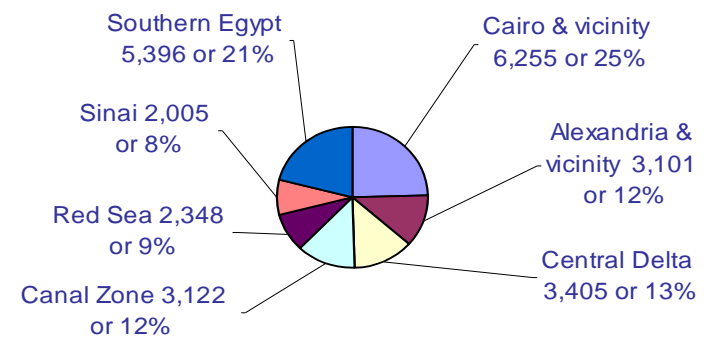
- Collected quantities are not enough to make it a sustainable project and not a cost center.
- Too much red tape involved. Approving trans-boundary movement took 1 year to complete

It's all about scale; project can be sustainable, even lucrative if..

- More partners [operators and manufacturers] join the collection scheme... and / or
- Recycling know-how is transferred to establish a local or regional facility



Population M [Est]



Collected units and percent of total

Office waste recycling

Office waste recycling	
Environmental impact type:	Waste: Solid... operations related Resource consumption
Purpose and objective	<ul style="list-style-type: none"> Recycle office waste in an environmentally friendly and efficient manner.
<u>Key indicators:</u>	
Collected shredded paper Y06-Y08	45.200 Kilograms
Collected printer and toner parts:	870 [toners, drums and cartridges]
Comments:	<ul style="list-style-type: none"> Program started in June 2002.



CONTRIBUTION WILL MAKE A DIFFERENCE
 Recycled all our Waste Papers



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ONLY FROM MOBINIL AND FOR THE FIRST TIME IN EGYPT
 The New Print Cartridge Return and Recycling Program

(c) The Egyptian Company for Mobile Services (Mobinil) – Sept. 2008 – RESTRICTED

Bridging the digital divide

Office waste recycling	
Environmental impact type:	<p>Solid waste</p> <p>Resource consumption</p>
Purpose and objective	<ul style="list-style-type: none"> ▪ The first and key step in Narrowing the gap between the have and have not's
<p><u>Key indicators:</u></p> <p>Refurbished PC and put to re-use in Y08</p>	<p>20 units donated to charitable purposes.</p>
Comments:	<ul style="list-style-type: none"> ▪ All technical and logistic support made 100% internally ▪ A modest start, but we have a lot more ambitious plans.



Future plans. Bright and ambitious

1. Increase national awareness about e-waste
2. Participate in a national mobile collection scheme. An estimated 800,000 metric tons of waste can be collected every year.
3. Support a sustainable regional e-waste recycling facility
4. Offer logistic and financial support in closing the digital divide.

Thank you

Any questions?

