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Role or organisation	General Manager. MobileMuster is the product stewardship program of the mobile phone industry, accredited by the federal government. Voluntarily funded by the major handset manufacturers and network carriers to provide a free recycling service.

**Question 1 - What are the key issues facing the NSW waste system?**

From a mobile phone perspective, there are two key challenges that we come across in motivating consumers to recycle more. Firstly, when people upgrade to a new device, more than two thirds of them will store the old device at home "just in case" they need it, however research shows that people just don't go back to using them. Secondly, the fact that people are doing more and more on their mobiles than ever before, this has led to a third of people holding onto old technology because they are concerned of data or lack the knowledge on how to transfer or delete data. Due to these two key reasons it has led to an estimated 8 million handsets being stored in homes around the State. Even though these devices aren't ending up in the general waste stream, we are missing out on recovering a multitude of resources through recycling them.

**Question 2 - What are the main barriers to improving the NSW waste system?**

One of the biggest challenges, not only in NSW, but in Australia when it comes to collecting waste is the cost of transporting. Especially for regional and remote areas where waste needs to be transported back to major regional or metro areas to have it processed. MobileMuster delivers a program that reaches all mobile phone users, either through its drop off network, which consists of 3,500 locations across the country, or a free post back option through AusPost. In fact, 96% of Australians are within 10kms of a MobileMuster drop off point. Recycling services need to be accessible, either through CRC facilities or other sites like retailers where the product is purchased.

**Question 3 - How can we best reduce waste?**

We need more work done on educating the community on the benefits of recycling, how and where to recycle and to provide transparency on the recycling process. In recent times the general public has lost faith in the process and therefore it is important to regain the trust through education and transparency. State and Local Government need to play an active role in educating residents, by levels of Government are seen as key trusted sources for information. We need more people recycling their old and unwanted devices. MobileMuster's role over the last 21 years has expanded to include educating mobile phone users on how to extend the life of their old mobiles by passing them on or selling them. The program has developed a number of resources to tackle the barriers to recycling.

**Question 4 - How can we recycle better?**

MobileMuster partners with a recycling partner who are achieving recovery rates of over 95%. Our stakeholders which include Government, our members and consumers expect that we do the right thing throughout the program's processes, we do this by ensuring our partners hold all the relevant accreditation along of yearly audits of all our downstream processes. This comes back to transparency, Government and Industry need to work together to ensure recycling in NSW is at the highest standard. Where possible product should be processed within the State generating benefits to the local economy.

**Question 5 - What are the main opportunities for improving the NSW waste system?**

State and Local Governments playing an active role in educating their residents on why, how and where to recycle. The waste industry needs to be transparent on how material is processed, in the case of electronics what happens to any data left on devices, and where is the material processed. Local processing facilities that can recover resources, but also can help find/develop markets for all material recovered.

**Question 6 - Any other information that you would like to contribute to the waste strategy initiative?**