



**Girl Guides Australia and Clean Up Australia
are working together to recycle mobile phones
and November is your month of action.**

**The Mobile Phone Recycling campaign runs from
31 October to 13 November 2011.**

Dear Leader,

As you may be aware Girl Guides Australia has established a partnership with Clean Up Australia to recycle old, not working and unwanted mobile phones*. By being a part of this great project Guides throughout Australia have the opportunity to help bring about environmental change to one of Australia's biggest environmental problems, e-waste.

E-waste is short for electronic waste and is used to describe all wastes from the technology we use such as computers, televisions, printers and of course mobile phones. E-waste often contains a mix of toxic chemicals which can be harmful to humans if released into the environment. E-waste is the largest growing problem in Australia with an increasing growth rate of more than three times that of general waste. In many cases, the items are not even broken but simply replaced with a newer model. Through the recycling of mobile phones we can help reduce the amount of e-waste going into landfill each day. E-waste, and in particular mobile phones, contains valuable metals such as gold. For every 1 tonne of mobile phones recycled enough gold can be extracted to save 110 tonnes of mining ore.

In November 2011, Girl Guides WA will be running the pilot Mobile Phone Recycling campaign, followed by the national campaign in early 2012, and we need your Unit to be involved. Enclosed with this letter are a few mobile phone recycling satchels to get your campaign started. There are two ways your Unit can recycle mobile phones:

1. Using the GGA and Clean Up Australia Mobile Phone Recycling Satchels
 - a. Follow the instructions on the bag to package phones correctly then put in the post.
 - b. Contact Guide House on 9355-4586 if you need more satchels.
2. Bulk collection
 - a. Collect mobile phones in your area during your campaign.
 - b. Contact Guide House to arrange delivery or pick up from your area (pick up will depend on the number of phones).

*does not include portable landline phones

As part of the Mobile Phone Recycling campaign there are two competitions which your Unit may like to participate in.

Competition 1 – Campaign Poster

As part of the campaign your girls may like to design posters to be displayed in your local area explaining to others why it is important to recycle mobile phones. At the end of the campaign send your poster designs into Guide House for judging. The winning poster will be used for the National Mobile Phone Recycling campaign next year and the winner will also receive a prize pack. Please put your name and Unit on the back of any poster entered in the competition.

Competition 2 – Scrapbook of your Unit's Campaign

We at GGA and Clean Up would love to know what you did to encourage people to recycle their old mobile phones. As part of your campaign put together a scrapbook of all the activities you did. There will be a prize for the most innovative and creative campaign. Your ideas will be used to make an information pack to help Units all over Australia run their campaign next year. Please put your Unit's name on the back of your scrapbook when entering it in the competition. The winning scrapbook will win a Unit prize pack.

All posters and scrapbooks need to be received at Guide House by the 1 December to be eligible for the competitions.

To help you and your Unit with your campaign there will be program ideas sent via email and available on the website so keep an eye out for these.

Please help us turn unwanted mobile phones into a useful resource rather than toxic e-waste.

For more details contact

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