



Cell Phone Recycling

Materiality Assessment Topics: Customer products recycling; Life cycle assessment

Issue Summary

Americans dispose of 152 million mobile devices each year; that's 416,000 mobile devices each day. Just 17.4 million (11 percent) of these will be collected for recycling.¹

Our Position

AT&T and its customers can play an important role in addressing this issue by adopting programs that are accessible, thus making recycling easier for everyone.

Data Highlights

2012 Key Performance Indicators

- Number of cell phones reused or recycled: Approximately **3.1M**
- Pounds of cell phone batteries and accessories recycled: **1.17M**

2012 Goal

Develop and launch a consumer engagement based 'Eco-Rating' system with a corresponding scorecard for AT&T wireless handset devices sold at retail. Beginning in the 2nd half (3Q) of 2012, all new AT&T-branded devices added to the postpaid portfolio would be evaluated against the Eco-Rating system.

2012 Progress Toward Goal

AT&T developed its Eco-Rating system in cooperation with original equipment manufacturer (OEM) device suppliers and Business for Social Responsibility. This system, designed to educate consumers about the sustainable attributes of their devices, rates the sustainable attributes of a device on a 15-point system. This system launched in July of 2012, rating each new AT&T-branded postpaid handset device.

2013 Goals

- In 2013, for the portfolio of postpaid AT&T-branded handset devices that are evaluated against the AT&T Eco-Rating system, **60 percent** of device portfolio will be rated at Eco-Rating 3 or above out of a potential of Eco-Rating 5.
- Expand the AT&T Eco-Rating system to include prepaid AT&T-branded handset devices and select accessories sold at retail that are new to the portfolio.



Our Action

In 2012 we focused heavily on our recycling program, launching a trade-in program where customers can trade in their old phone for an AT&T credit or donate the value to the non-profit Cell Phones for Soldiers.

At AT&T, customers can recycle their old phones by:

- Dropping off their old phones at an AT&T retail store recycle bin
- Trading in their old phone with an AT&T retail associate
- Trading in their old phones online by visiting <https://att.com/tradeinprogram>.

We also launched AT&T's Eco-Rating system. This new initiative is a simple and easy-to-use rating system aimed at empowering consumer choice around device sustainability. Since its launch in July 2012, each postpaid AT&T-branded handset device receives a score — up to five stars — for its overall sustainability attributes. In 2013, we expanded Eco-Ratings to cover prepaid devices and accessories that have environmental impacts, such as power supplies, headsets, speakers and battery cases. Learn more about the expansion in this [video](#).

Eco-Ratings include considerations of environmental impacts such as minimization of

hazardous substances and responsible end-of-life treatment. The ratings encourage device manufacturers to design more environmentally conscious cell phones. Customers can learn about this system online at [AT&T EcoSpace](#), as well as at any AT&T retail store.

EcoSpace is an award-winning consumer website geared at engaging with our customers around our sustainability programs and empowering consumers to live more sustainably themselves. In addition to explaining our Eco-Rating system, the site profiles various sustainability initiatives — from our [Aspire education commitment](#) to our [corporate fleet](#).

Additionally, we are working with the International Telecommunication Union's Standardization Sector on a single, [global eco-rating system](#) for handset devices. The effort includes device manufacturers and service providers.

Finally, we're making strides to reduce the environmental impact of device packaging. To learn more about our packaging initiatives please visit our [Packaging Issue Brief](#).

¹ EPA Baseline Report.
<http://www.epa.gov/wastes/conserve/materials/ecycling/docs/fullbaselinereport2011.pdf>