



Global Cool and Vodafone – Recycling Phones to Save the Planet

Climate-change campaign Global Cool and mobile network Vodafone have joined forces to recycle half a million mobile phones, sparing the earth an enormous chunk of CO₂* while raising funds for planet-saving projects.

If this sounds to you like a load of old phones, it's worth bearing in mind that over 50 million handsets are currently sitting idle in UK households - and less than 5% of the 15 million that get thrown away each year are recycled. What's more, when you consider the precious metals and sell-on value of recycled phones, the estimated worth of the nation's old handsets is £1.1 billion – money which could be spent on saving the planet.

Recycling your old phone with Vodafone and Global Cool will raise money for two major projects:



Solar Aid – An ingenious global project which harnesses the power of the sun to build sustainable business communities in hot countries, bringing light and energy to the people who need it most.

For more information on Solar Aid, please visit www.solaraid.com



A Million Superheroes – Global Global Cool ambassadors Sienna Miller and Rosario Dawson want a million planet-savers to reduce their personal carbon footprint by one tonne a year, using people power to bring down the CO₂ emissions which cause global warming.

How to Get Involved:

Simply take your old mobile phones, batteries and accessories to any Vodafone store in the UK or pick up a freepost envelope and pop them in the post. We'll do the rest.

For more information or to order an envelope online, go to www.globalcool.org

Coming Soon:

Look out for the Global Cool Super Group in 2008, featuring world-famous artists on a track to be released exclusively on mobile, with all proceeds going towards the Global Cool Foundation to support its planet saving projects.

*Per mobile phone, manufacturing consumes 70 kWh of energy. Using an emission factor of 0.43 kg CO₂ per kWh, this equates to 30.1 kg CO₂ per phone. This compares to less than 1 kg CO₂ for a remanufactured/reused phone.
(Source: University of Michigan and Technical University Bern, 2003).