



BEHAVIORAL SERVICE & WASTE & RESOURCES




## WHY

O2 are enabling consumers to recycle their old mobile phones in return for cash compensation or a donation to charity through their O2 recycle program.

## HOW

- Consumers register online, specify the old mobile phone model, and receive an offer from O2.
- O2 also accepts phones from other network carriers, as well as MP3s, tablets, cameras and other electronic gadgets.
- Consumers then bring their phone to an O2 store or send it by mail with the postage paid by O2.
- O2 sends payment to the consumer in the chosen form. The majority of phones received are reused and the rest are either repaired or recycled.

## BUSINESS VALUE

 RISK	<b>Long term supply</b> – By encouraging consumers to donate their old gadgets, O2 is less reliant on virgin materials in its supply chain.
 REPUTATION	<b>Brand loyalty</b> – Almost all surveyed consumers would recommend the program to a friend. <b>Brand awareness</b> – In 2011, O2 set a new Guinness World Record for collecting the largest number of old mobile phones in one week.
 INNOVATION	<b>Business model</b> – O2 has developed closed loop capabilities by collecting and recycling phones and other gadgets.

## CONSUMER VALUE



### FUNCTIONAL

Consumers can earn up to £400 for their old mobile phones, which they can choose to receive in the form of money back, Amazon gift certificate or O2 bill credit, or donate to O2 Think Big, a community youth initiative.



### EMOTIONAL

In addition to helping protect the environment, consumers feel good that all proceeds from the O2 recycle program are donated to O2 Think Big, a community youth initiative.

## RESULTS

- 9 out of 10 consumers surveyed said they were completely satisfied with the program and would recommend it to a friend. [Source](#)
- O2 has paid over £30million to consumers through the O2 recycle program. [Source](#)
- In November 2011, O2 recycle set a new Guinness World Record by collecting 10,310 old mobile phones in one week. [Source](#)