



WORLD DISABILITY FOUNDATION “WDF”

OLD PHONES RECYCLING CAMPAIGN FOR ACCESSIBLE SCHOOLS

1. Project Summary

Project Name: WDF Recycling Project

Project Owner: World Disability Foundation

Slogan: Accessibility: Removing Barriers to Education

Project Start Date: 29/05/ 2013

Project Aims: To make schools accessible with funds made from recycling

Government Partners: Ministry of Education, Governorships, Municipalities

Contractor/ EAG

Transfer Sponsor: The General Directorate of Post and Telegraph Organization (PTT)

Communications Sponsor: Vodafone

Media Sponsor: _____

Financial Sponsor: HALK BANK

Points of Collection: Post Offices, Malls, Banks

Partners:

- NOKIA
- SAMSUNG
- KVK
- TELPA
- TAB

Accessible Schools: Pilot Municipality: İSTANBUL

Implementation by: World Disability Foundation, Finance Commission

- Evaluation and reporting
- Project design and pricing
- Implementation
- Certification

2. Project Details

2.1 Project Aims:

"WDF Recycling Project - Used Cell Phone Collection Campaign" aims to promote and ensure educational rights and fundamental freedoms by securing full and equal enjoyment to persons with disabilities in all public buildings, indoor and outdoor areas of all public places and educational institutions.

"WDF Recycling Project - Used Cell Phone Collection Campaign" is sponsored by a powerful GSM operator. A large logistics company will facilitate the collection of the used cell phones. An Electronic Waste Recycling (EAG) company will either recycle the used cell phones or sell their parts. Generated income will contribute to removing barriers to education by making schools accessible. At the same time, social awareness will be raised in the areas of disability and the environment, thus mobilizing society and the government.

2.2 Cell Phones in Turkey

There are a total of 200 million registered phone numbers in Turkey, 90 million cell phones sold. Of these, 65 million are actively being used. This number is continuously increasing due to new cell phone models, better technology and better prices

2.3 General Information

2.3.1 Project Infrastructure

There are no major physical or organizational issues related to the project.

There will be two methods of collection:

1. PTT Collection: Collection of cell phones will be facilitated by post office employees. Employees will place the used cell phones in designated envelopes and deliver them.
2. Collection boxes will be placed in areas designated by the WDF. A person will be appointed to ensure that boxes are secure.

There is no need for electricity, water, etc. during the collection process.

The Electronic Waste Recycling company will provide all of the energy and industrial inputs in its facilities during the recycling phase.

2.3.2 Project Social, Economic and Cultural Structure

Turkey has a surface area of 780 km² and a population of 74,725,555. Educational attainment varies from region to region.

The Marmara Region ranks first in terms of development. The Eastern Anatolia Region ranks last. Because development affects the rate of cell phone replacement, the number of mobile phones that will be collected in the Marmara Region is projected to be more than in other regions.

The region's population, literacy rate and the economic situation will influence donation of used cell phones for recycling. This is an important point in terms of box placement.

2.3.3 The Importance of the Project for the Country

As with other wastes found in nature, recycling of electronic wastes should be done safely and should create a second source of raw materials for use in industry.

The project is very important in terms of saving energy and recycling and it will strengthen the country's economy, provide protection of the environment and provide a cleaner world for future generations.

Of the 2 million disabled students in Turkey, only 2% are able to get to educational institutions. As education is vital in raising living standards for persons with disabilities, increasing the number of disabled students in schools is a priority.

The project will remove barriers to school and at the same time ensure the protection of the environment.

2.4 Project Capacity

The project will start by designating collection points in partner locations, to collect used cell phones in boxes and PTT envelopes. The number of collection points will be increased as deemed necessary.

Boxes are designed to hold 75 cell phones.

The goal is to collect 60,000 cell phones in the first 3 months. This means that 54 tons of cell phones will be collected.

2.5 Project Promotion

Because the project is a combination of two social responsibility issues, it will be realized without cost. Objectives of the project should be stated clearly. Anything that may cause misunderstanding should be avoided.

Presentation of the project through all project stakeholders will be made on many platforms. During the introduction, each organization will receive support from each other.

3. Market Survey

There are tens of thousands of schools in Turkey waiting to be barrier-free. Thus, first primary schools will be made accessible. The World Disability Foundation will designate the schools and inform stakeholders.

There are 21 licensed facilities engaged in the recycling of electronic waste in Turkey. Due to its location, capacity, and trustworthiness, EAG (Electronic Waste Recycling company) is chosen as a partner in the recycling project. EAG has declared its commitment to this project and has declared that it will fulfill all duties and responsibilities.

4. Project Scheme

EAG boxes will be numbered and placed in collection points.

When the box is full, a notification is sent to EAG. EAG collects the cell phones to its facilities for recycling.

The phones are safely recycled.

EAG sends payment for each cell phone to WDF to be used to make schools accessible.

Upon receipt of necessary income, the chosen school is made accessible.

4.1 The Boxes

Boxes selected for the collection process can take up to 75 phones and have a 10 kg carrying capacity.

If necessary due damage, boxes are replaced with new boxes. If the boxes are not damaged the phones will be carried by PTT bags, if they are damaged the phones will be removed with the whole box.

The project logo will be printed on the boxes. Project information brochures as well as WDF brochures will be placed near the boxes.

4.2 Collection of Boxes

When boxes become full, a notice will be sent to EAG. EAG will transmit the notice to PTT. PTT will collect the cell phones and transfer them to the recycling facility.

On a designated day each month, PTT will send an invoice to EAG for the logistic expenses. EAG will pay the expenses within the given time period.

4.3 Recycling

EAG will count the number of accepted cell phone waste and will periodically inform the stakeholders of the origin and the amount of waste received.

Subsequently recorded waste will be recycled. Income generated from recycling will be transferred to WDF in designated days.

4.4 Reporting

EAG, in a time-period designated by project partners, will create a report to be shared with project stakeholders which will include the following: the number of cell phones collected, the amount of income generated and sent to WDF, the collection unit that collected the most phones, and which schools were made accessible.

In light of this report, WDF will announce project progress through a variety of channels.

5. Cell Phone Collection Locations

Cell phone collection locations will initially include post offices, banks, electronics stores, supermarket chains and schools. Designated box placement locations are noted in attachment 1, and have been decided upon by project owner WDF.