

USED MOBILE PHONES ARE POPULAR IN EMERGING MARKETS



2016 second hand global mobile market revenue:

€18 BILLION

Large brand second hand devices are more reliable than new, cheap, low quality options offered locally



Mobiles are often the only way people can access the internet



Many used phones go from the EU and the US to Africa and Asia

Eventually all of these phones become obsolete and this is where Rethink enters the picture.

Without reliable local recycling facilities, these phones can end up in already overflowing e-waste landfills.

Even more disturbingly, people try to extract the phone's valuable metals without regard to their personal health and safety.

This dangerous work causes further pollution and, ironically, isn't even an effective way to extract valuable resources. Many are simply lost in the process.



RETHINK OFFERS A SAFE, SUSTAINABLE, PROFITABLE ALTERNATIVE FOR BOTH PEOPLE AND THE ENVIRONMENT.

In one million phones, responsible recycling recovers:

- 16,000 kg** of Copper
- 350 kg** of Silver
- 34 kg** of Gold
- 15 kg** of Palladium

SAFE WORKING CONDITIONS, FAIR COMPENSATION AND RESPONSIBLE RECYCLING

Rethink helps to create local jobs by using local partners to collect phones for responsible recycling. Partners work under safe conditions while being fairly compensated for their work.



At meetings in village centres and churches, Rethink pays people for their used phones, which further supports the local economy.



Rethink: creating safe jobs and protecting the environment

PEOPLE
Creates local jobs

RECYCLE
Promotes responsible reuse and recycling

SUSTAINABILITY
Prevents environmental pollution

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To learn more about joining Rethink:

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- Visit: www.simsrecycling.com/rethink

