

YOUNG LIONS 2021

DIGITAL|MARKETING|MEDIA|PR|PRINT
#FROMGOODTOGREAT

Brief | MEDIA



Background

The main purpose of the non-profit project REMOBIL is to protect the environment and human health by ensuring an efficient system for the collection and use of unnecessary mobile phones. It is designed for all types of entities, including citizens, and operates throughout the Czech Republic.

A representative survey of the REMOBIL project, which took place at the end of 2020 among the inhabitants of the capital city of Prague, shows that the number of discarded and unnecessary mobile phones within Prague households is 1.4 million, and around 12 million throughout the Czech Republic. This fact represents a hidden but significant environmental burden. **That's why we try to offer everyone the easiest way to get rid of unnecessary phones.** At the same time, we donate 10 CZK from each phone for charitable purposes.

Throughout the duration of the project (from 2016 to the beginning of 2021), we have achieved the following results:

- We used 41,193 unnecessary mobile phones
- We contributed 411,930 CZK to charity
- We provided approximately 6,590 hours of work for the disabled people (recycling the phones)
- We compensated for 398,365 km driven in a car
- We saved 1,231,670 litres of water
- A total of 65,332 kg of CO₂ did not have to be released into the atmosphere

Project goals

- To collect the maximum of unnecessary mobile phones, and thus donate 10 CZK from each phone to charity and at the same time achieve the declared environmental savings.
- To operate an efficient, transparent and affordable system for the collection and use of unnecessary mobile phones and thus to provide a new (re-give) meaning to these deferred functional and non-functional mobile phones
- To create a broader platform within the societal phenomenon of the "mobile phone" with a focus on environmental awareness and education

Environmental consequences. For full details, please read more on our web site.

The high consumption of mobile phones represents a significant and often hidden environmental burden. This environmental burden has two primary levels.

- **Materials and raw materials:** First, it is the use of raw materials and materials that the mobile phone contains. The extraction, production and assembly of the average mobile phone carry more than a ton of waste material. So recycling these materials in a mobile phone (precious metals, iron, plastic, glass) leads to significant savings.

- **Energy consumption:** Secondly, the production of a mobile phone itself is extremely energy intensive. It is mainly the production of integrated circuits and chips.

Challenge

To collect 200,000 mobile phones in one month (1 campaign).

Target audience

Our target audience is simply people who have their old phone or phones gathering dust in a drawer. They are aged anywhere from 12 to 60 and more likely more urban, with a concentration in medium to bigger cities.

The core ages would be 15 to 40. The more prominent of these "old phone storers" would get a new phone every few years thus may have a few lying around.

Campaign Objective

To collect 200,000 mobile phones in one month efficiently and sustainably.

Create mechanics that will activate people to dispose of unnecessary mobile phones.

The two activation draw-cards being
They are doing their part to be more sustainable
AND importantly
10 CZK from each collected goes to a charity of our choice.
So they do good in 2 ways to activate.

However, to meet this challenge, you have to not only activate people to recycle but also create your own channels and sustainable ways of collection, use other entities in a partnership or through a creative idea or
of course, add on top of Remobil's existing means of collection.

Insights that could help

1.
Recycling has been around for a while now, and we, the Czechs, are very open to it. We know about separating and recycling our waste, about better living through eating leftovers from sustainable storage containers, and we all know about those paper straws.
We also hear all the companies talk about how they are trying to be sustainable by improving products and how they work and drive to work.
And I'm happy to do my part.
Yet we have an old mobile sitting in a drawer at home and, in some cases, a drawer full of old devices all the way back to the Nokia 6110!
For many people, even though they are sustainability conscious, they just don't realise that that little everyday device that they will never use again can make a bigger difference. A difference they are open to making.

2.
"My home is full of old electronics, including mobile phones. Nowadays, I need a new phone every two years, and thus my drawer is flowing with old devices that I can't sell or do anything else with. Also, I can't just throw them out because they have to go into a particular recycling bin, and that's hard to come by. I also know that these bins don't really recycle mobile phones properly.
I am out of ideas where to put all these old useless things. If I could get rid of it easily, and I know it would do some good by recycling it, I'd be happy to do it."

Using one of these insights to drive the activation idea is not mandatory, but it could help provide a way in to the audience.

Key message

I like to do my part to help nature and people, and now I realise recycling my old phone can help.

Tone of voice

Clever, funny, instructive, surprising, activating

Budget

100,000 to 150,000 CZK

KPI

Numbers of collected phones

Other useful info

Campaign with Českou poštou - <https://remobil.cz/pomocnadruhou/>

Campaign with Kooperativou - <https://www.koop.cz/sbirka-nepotrebnych-mobilu-na-nasich-pobockach>

Campaign at schools- <https://remobil.cz/proskoly/>

Other info:

www.remobil.cz

<https://www.facebook.com/remobilmobil/>

<https://recyklujmobil.cz/>

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