**Waste 2017 Abstract Submission**

***Mobile for a Meal***

***How to tackle two of Australia biggest and fastest growing waste problems.***

*My presentation is relevant to the following topic area(s).*

🞎 Circular economy 🞎 Overseas experiences

🞎 Collection (inc MUD’s, transient population areas) 🞎 Problem/Hazardous waste (inc asbestos, clinical &

🞎 Container Deposit Schemes medical, ocean plastics, paint, tyres etc)

🞎 Economics (inc business cases, data gathering, 🞎 Product Stewardship

monitoring performance) 🞎 Regional issues

🞎X Education (inc community engagement) 🞎X Recycling (inc CRC’s, collection)

🞎X E-Waste 🞎 Regulations and levies

🞎 Grants (outcomes and processes) 🞎 Social enterprise

🞎 Infrastructure (inc major waste grants, EfW, organics) 🞎 State based issues (eg. Fit for the Future NSW)

🞎X Innovative projects (case studies preferred) 🞎 Technology

🞎 Landfill (inc operations, regulations) 🞎 Tenders and contracts

🞎 Litter and/or illegal dumping (inc litter initiatives) 🞎 Other 🞎 Organics (inc collection, processing)

**Presenter information**

**Presenter name:** Spyro Kalos

**Presenter position:** Manager, Recycling

**Presenter organisation:** Australian Mobile Telecommunications Association

**Presenter email address:** Spyro.kalos@amta.org.au

**Presenter phone number:** 02 8920 3555

**Presenter mobile number:** 0404 015 533

**Biography**

**Abstract Summary**

The MobileMuster program is committed to finding new ways to encourage people to recycle their old mobile phones. They decided to tackle two of Australia’s biggest waste problems e-waste and food waste by partnering with OzHarvest, Australia’s leading food rescue organisation. Through effective collaboration MobileMuster and OzHarvest developed a behaviour change campaign to encourage the community to recycle their old mobile phones and support the work being undertaken by OzHarvest. This presentation will cover the results of the campaign and key lessons learnt. It will look at the role of market research, incentives, stakeholder engagement and social media.

**Abstract**

The long established MobileMuster program provides a free recycling service for consumers, councils, workplaces and retailers across Australia. As the program evolves it is continually looking for new ways to encourage people to recycle their old mobile phones and decided to tackle two of Australia’s biggest waste problems e-waste and food waste by partnering with OzHarvest, Australia’s leading food rescue organisation.

There were a number of synergies between the two organisations and their role in making sure that e-waste and food waste are saved from going to landfill. Through effective collaboration MobileMuster and OzHarvest developed a behaviour change campaign to encourage the community to recycle their old mobile phones and support the work being undertaken by OzHarvest.

The campaign used an incentive to encourage people to recycle. For every mobile phone recycling during the campaign period MobileMuster donated the value of a meal to OzHarvest, helping them to feed people in need across the country. The campaign message was shared by MobileMuster’s industry partners who encouraged their customers to recycle in-store.

This presentation will cover the results of the campaign and key lessons learnt. It will look at the role of market research and why it is important to understand your audience, their motivations and how to influence their recycling behaviour.