



VODAFONE My Future

OLD CELL PHONES TURNED INTO CLEAN ENERGY

The “Your cell phone is still full of energy” campaign launched to equip Italian schools with solar panels, in collaboration with Enel and Legambiente

Rome, 8 May 2008 – Vodafone is taking up the challenge of the environment and the future: to recycle old cell phones and produce clean energy. Monday, 12 May will see the launch of “Your cell phone is still full of energy”, a campaign designed to collect and recycle obsolete cell phones to aid in the installation of solar panels at schools in Italy.

In addition to **Vodafone**, the project is being supported by **Enel** and **Legambiente**, who are active partners in the initiative. The proceeds from the recycling of old handsets collected at the over 800 Vodafone One stores will be used to finance the project.

Anyone, not just Vodafone customers, can take part and the collection of cell phones and accessories will, in addition to the company’s stores, also take place during the “recycling tour”, which will make ten stops around Italy. Those who hand in their old cell phone will thus contribute to the installation of solar panels and will receive a gift of three low-energy light bulbs provided by Enel.si.

The “Your cell phone is still full of energy” initiative forms an important part of **My Future**, the Vodafone project bringing together responsible business and environmental protection initiatives. The Vodafone Group has set itself a transparent sustainability goal: to reduce CO2 emissions by 50% by 2020. The target, which will be reached via increasingly efficient energy consumption and growing use of renewable sources, is more demanding than the goal set by the EU, which foresees a 20% reduction in emissions by 2020.

School buildings will be selected together with Legambiente. The environmental organisation has for many years played an active role in promoting renewable energy and its use in schools and all public buildings, carrying out campaigns designed to heighten awareness of energy issues and the recycling of materials. Together with the National Centre for the



LEGAMBIENTE



vodafone



Enel
L'ENERGIA CHE TI ASCOLTA.

Promotion of Renewable Energy Sources, based in Rispescia (Grosseto), since 2003 Legambiente has played a leading role in spreading the use of clean energy in our country, the only way, alongside energy saving, to achieve the Kyoto objectives.

Enel installs solar panels via Enel.si, the group company that is the leading supplier of solar panels for Italian households and businesses.

Each solar panel installed will produce an average of over 7,000 kWh a year, allowing schools to save on their energy bills and reduce CO2 emissions by around 5 tonnes a year (equal to the carbon dioxide emitted by a car travelling 1,100 km or by the consumption of 3 barrels of oil). The money saved by schools in this way can also be used to fund other activities.

Vodafone customers can contribute to the installation of solar panels by sending a text message to the number 48535 at a cost of €3.

A special website, **www.myfuture.vodafone.it**, has been created for anyone wishing to follow the cell phones during the recycling process, or to have information on the initiative and on Vodafone's commitment to the environment.

The collection and recycling of cell phones is being handled by Primatch Service, a company that specialises in providing integrated solutions for managing the entire lifecycle of electronic products.

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