



COLLECTION OF BATTERIES AND USED CELL PHONES TAKES OFF AGAIN

Prize competition open to anyone taking part

Over 7 tonnes of cell phones and batteries collected

**417 tonnes of network materials retired and
recycled in the right way**

Collection in central and southern Italy on the up

Rome, September 15, 2004 – The first campaign was launched in June 2001, and after three years Vodafone has now collected **over 7 tonnes** of used cell phones, batteries and accessories, ensuring their correct disposal in order to safeguard and protect the environment.

Now a new prize competition is being launched in conjunction with the campaign: anyone who visits a Vodafone One store between September 15 and October 15 to dispose of an old mobile phone, a spent battery or an unused accessory can take part in the competition, which is offering a Sony Ericsson Z 1010 handset to the winner.

The campaign is aimed at both Vodafone customers and those of other operators, who can leave their old phones and spent batteries in the collection boxes located at Vodafone's main offices, and in 750 Vodafone One stores, 94 retail chain stores and 130 service points.

The initiative is in line with the new European Parliament Directive (2002/96/CE – January 27, 2003), regarding incentives for the reuse and recycling of obsolete electrical and electronic equipment and policies designed to develop public awareness of the need to ensure its correct disposal. EU member states are required to implement the Directive from August 2005.

The phone recycling process has produced hundreds of kilos of metals (mainly copper, but also palladium, gold, silver and platinum), plastics and fibres.

Highly polluting metals such as lithium, iron, nickel, cobalt and cadmium, as well as rare metals (manganese and aluminium), have been extracted from batteries.

Waste material is incinerated in order to produce energy.

The results of the collection also include materials deriving from a process launched inside the Company in order to recover cell phones returned *through other channels* (technical assistance, manufacturing defects, cell phones used by personnel). In 2003 alone this form of collection accounted for **21.5 tonnes of materials** (phones, batteries and accessories), in part recovered and in part recycled.

2003 again saw Vodafone Italia recycle material resulting from the restructuring or retirement of **network infrastructure: 417 tonnes** including 223 tonnes of network equipment and 193 tonnes of pollutant materials.

At regional level, in 2003 the *north west* and *north east* of the country again provided the biggest response, collecting 32% and 28% of the amount of material collected. *Central* Italy was well up on last year, accounting for 26% compared with 7% in 2002, whilst the *south's* contribution rose from 8% to 14%.

The initiative is organised in collaboration with COBAT (Mandatory Consortium for Lead Batteries and Lead Waste) and Citiraya Italia (Electronics Recycling Specialists), qualified organisations working for the safe disposal of highly pollutant materials. Acting as an intermediary, Cobat ensures that materials are collected from Vodafone One stores, separates batteries from the rest of the apparatus and sends them to the Snam Savam plant in France where they are recycled.

Citiraya Italia collects telephones and accessories for recycling at its plants in Singapore. Recycled material is re-introduced into the primary materials market and the plastic and ceramics industries.

A communication campaign, produced with the help of a group of children between the ages of four and six, is being run in conjunction with the initiative, in order to spread public awareness of the need to correctly dispose of spent batteries, cell phones and accessories.

The campaign focuses on the Company's vision and values: a strong commitment, in the present, to improving the quality of life of the largest possible number of people, in order to pass on a better society to future generations.

Information on Vodafone Italia's environmental initiatives is provided in the Social Report and is accessible at www.vodafone.it in the *Initiatives / Corporate Social Responsibility* section.