



Press Release

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Bouygues Telecom Entreprises makes mobile phone recycling easy for businesses

Bouygues Telecom Entreprises introduced a new service on 1 June to collect pre-owned mobile phones for all businesses, SMEs, major accounts as well as public sector organisations, regardless of their mobile operator.

Companies seeking a convenient and efficient way to recycle their mobile handsets simply log on to a special website to either have the phones collected or send the phones and accessories, all without ever leaving the office. The service is simple and free.

How does it work?

The company fills out a form on the special recycling website:
www.recyclage.entreprises.bouyguetelecom.fr

- The company collects and packages the phones, along with any accessories.
- Depending on the number of phones, the company can either:
 - o Ship them in a box or envelope after printing out the free shipping form via the website.
 - o Order a prepaid shipping box from the post office.
- Bouygues Telecom Entreprises returns detailed information on the recycling initiative, including environmental and social impact reporting (jobs/man-days of work created, equivalent number of trees planted in relation to the phones recycled, carbon emissions eliminated thanks to re-use, etc.).

An eco-responsible initiative

At reception, the mobile phones are reinitialised and all data in the memory erased.

The phones are reconditioned to give them a second life. When fully operational, they are resold in France and in emerging markets, providing access to mobile phones to disadvantaged populations. Phones that cannot be reconditioned are processed as waste electrical and electronic equipment (WEEE).

What is more, each phone recycled contributes to funding reforestation programmes.

This initiative enables businesses to make a tangible positive impact at two important levels:

- **Creation of social reintegration jobs:** the mobile phones are received, sorted, tested and reconditioned at a processing centre run by Ateliers du Bocage. Located in the Deux-Sèvres department in western France, Ateliers du Bocage is part of the economic integration arm of Emmaüs France, a prominent social solidarity organisation. The workshop employs people who have found themselves on the fringes of society, providing them with jobs collecting, sorting, repairing and reconditioning pre-owned mobile phones. The company focuses its efforts on inclusion of disadvantaged people through employment. The processing of 1,000 phones each month at Ateliers du Bocage provides funding for one job for someone working under inclusion, fixed-term or permanent contract. In the near term, there will also be jobs reserved to people with disabilities.

- **Environmental protection:** mobile phones and chargers contain pollutants — three phone batteries are enough to pollute an Olympic size swimming pool.

Corporate citizenship backed by a recognised expertise

Bouygues Telecom's environmental responsibility policy centres on the "3Rs": Reduce waste volume, promote Reuse of products and facilitate Recycling of products. This new service for businesses is perfectly in keeping with this commitment and with European directives that require "promotion and reuse of products and reconditioning activities, notably by encouraging the creation and support of social solidarity organisations."

To operate this service Bouygues Telecom Entreprises has chosen **Monextel**, a Recommerce Solutions brand. Transport and delivery of the phones is done entirely in France by the French post office, **La Poste**. All profits from the resale of refurbished phones are donated to reforestation projects overseen by **EcoAct**, a European leader in initiatives to reduce the environmental footprint of activities and already a partner of Bouygues Telecom. All reforestation programmes and efforts to fight desertification in Mexico are accredited by the United Nations Environment Programme (UNEP) "Plant for the Planet".

About Bouygues Telecom Entreprises

Bouygues Telecom set up a unit dedicated to businesses and SMEs in 1997. With call plans, per-second billing and unlimited data access, Bouygues Telecom Entreprises provides fixed, mobile and internet solutions to nearly 1 million SMEs and companies across France, in addition to over 200 major accounts (Council of Europe, Ecole du Ski Français (ESF), La Poste, BNP Paribas, EDF, the French customs authority, LVMH, etc.). Bouygues Telecom controls end-to-end service quality for businesses thanks to IP equipment installed and managed all over France.

Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage and very high speeds throughout France, ensuring service quality tailored to customer needs.

Bouygues Telecom Entreprises has 10 branches in Paris and elsewhere in France with a total of 800 employees dedicated to advising business customers on the choice, installation and follow-up of fixed-line and mobile communications solutions. Close to 200 authorised retailers in France and about one hundred resellers are also coordinated by Extenso Telecom, an authorised Bouygues Telecom Entreprises wholesaler.

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