Mobile Phone Recycling in Switzerland: A Potential Gold Mine?

Antoinette van der Merwe\textsuperscript{1,2}
Prof. Dr. Isabel Günther\textsuperscript{1,2}

1. Chair of Development Economics, ETH Zurich
2. Institute of Science, Technology and Policy, ETH Zurich
Rich sources of minerals
Extended a survey to more 2500 representative people in Switzerland, to understand
1. How old are our phones?
2. Why do we replace them?
3. What do we do with old phones?
4. Why do we keep old phones?
How old are our phones?

Age of mobile phones

Keep longer

Replace quicker
Why do we replace phones?

Why did people replace their old phone?

- Too slow: 8%
- Software incompatible: 15%
- Broke: 39%
- Wanted a new one: 20%
- Gift: 7%
- New phone contract: 7%
- Stolen or Lost: 2%

More likely to want a new one
What do we do with old phones?

Responsible users are relatively random.
Why do we keep old phones?

- I keep it as a replacement or emergency phone: 41%
- I save pictures or data on it: 5%
- I am afraid my data will get misused if I get rid of it: 7%
- My (grand-) children play with it: 7%
- I collect it or keep it for sentimental reasons: 8%
- I do not know: 22%
- I use it for another sim card or without a simcard: 10%
Why do people not recycle?

Not knowledge:
90% know where to recycle

Not sentiment:
Only 8% is sentimental

Not data:
Only 7% is worried about data

Not money:

\[ y = 2x - 61 \]

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Price for old mobile phones in CHF

Percentage of people who would accept offer
Conclusions

- Why do people not recycle?
  - Not knowledge
  - Not sentiment
  - Not too worried about data
  - Probably not money

- Maybe inertia?
  - Current experiment: What if we make it very easy to recycle?
  - Impact of different messages on recycling