

Environment

Product Stewardship

WASTE MANAGEMENT

Electronic, packaging and corporate waste such as paper are the key sources of waste generated from across our operations and value chain. We focus on reducing and recycling our own waste, collaborating with partners and suppliers, and redesigning our product offerings to minimise our impact in this area.

E-waste

The Singapore Government is tackling e-waste with the Extended Producer Responsibility (EPR) scheme to be implemented in 2021. Singtel is committed to playing our part in contributing towards this effort.

E-waste is the most material waste stream in our sector, due to the potential pollutive nature of metal, plastic and battery from mobile phones. Our focus is on increasing the recovery and recycling of mobile phones from our customers.

In Australia, we recycle over 98% of our own e-waste and continue to support the Mobile Muster programme, a national industry-wide collaboration stewardship scheme that allows customers to recycle their old mobile phones at any Optus retail store.

We also promoted the Planet Ark National Recycling Week 2018 together with Optus Sport host Mel McLaughlin



Optus Sport host Mel McLaughlin championing e-waste recycling effort to benefit the environment, equivalent to planting 259 trees

to encourage customers to recycle their old mobile phones at Mobile Muster collection points.

Through these efforts, we diverted more than four tonnes of e-waste or 53,437 handsets and batteries from landfill in Australia in 2018, saving 10 tonnes of carbon emissions and conserving 50 tonnes of mineral resource.

As a member of Mobile Muster, we also support its 'Take 3 for the Sea' campaign, which aims to raise awareness of plastic pollution and simple solutions to prevent it. Take 3 targets coastal litter reduction through the education of consumers by delivering education programmes in schools, surf clubs and communities around Australia.

FIRST ANNIVERSARY OF ReCYCLE

On World Environment Day in 2017, we launched ReCYCLE, a national mobile phone recovery and recycling project with SingPost. Customers can drop off their unwanted phones at our retail outlets or mail them using special postage-waived envelopes via any of Singapore's 700-plus letter boxes.

To mark the first anniversary of ReCYCLE, we conducted a lucky draw to encourage consumers to recycle their e-waste. We saw a 500% increase in number of envelopes received during the campaign period.

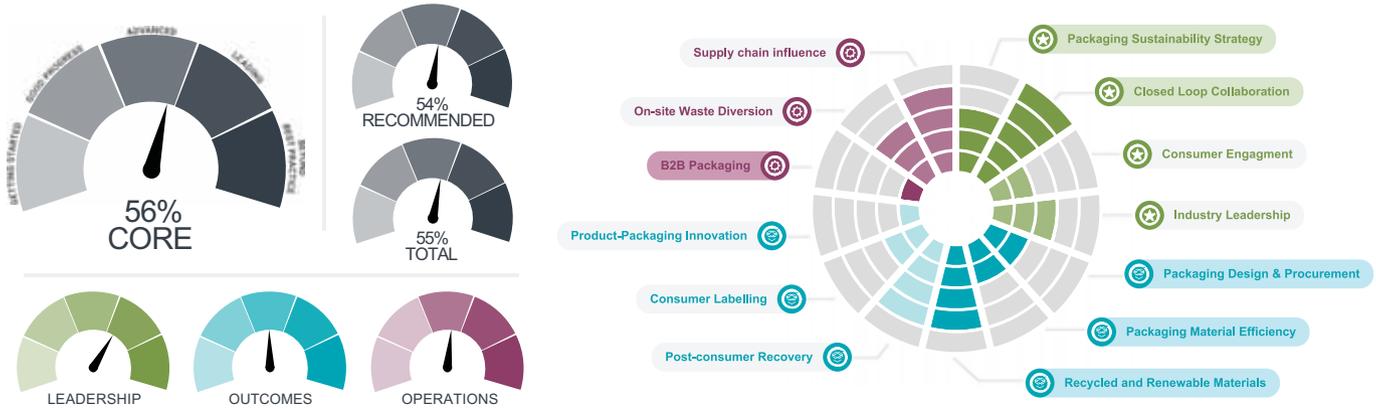
Since its launch, we have seen a 400% compounded growth in collection rates. Our effort has recovered over 24,000 kg of mobile phones, batteries and accessories.



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Figure 5:
APCO's Optus Performance Report 2018



Optus was placed in the 'Advanced' category based on our sustainable packaging achievements. Figure 5 shows our performance report by APCO, indicating areas where we do well and their recommendations.

During the year, we also received the APCO Award for our sustainable packaging achievements and efforts in the telecommunications sector. Optus was used as a best practice response case study in APCO member material for Criteria 2.3 Recycled & Renewable Materials for our efforts in this area.

Paper waste

We estimated that we print more than a million pages of paper across Singtel every month. Working with Group IT, we launched the PrintLess campaign by going digital and reducing traditional printing. This helps us to lower our environmental footprint and reduce paper and ink costs from printing and copying, while enhancing information security and management.

In FY2019, we digitised about 18,000 personnel files, totalling three million pages. We have also digitised the signing of 100% of all employee-related contracts and letters. This paperless strategy has helped us reduce monthly printing volume for HR-related matters by 47%.

OPTUS' COMMITMENT TO SUSTAINABLE PACKAGING

Strategy, targets, governance:

Developed a new four-year Sustainable Packaging Strategy 2018–2021 to explore the viability of more than 50 aspirational targets to reduce packaging waste in line with the new APCO framework in the 13 focus areas.

Governance:

Created a new Sustainable Packaging Checklist for our internal stakeholders to align packaging best practices for existing and new products.



Key achievements:

- Recall un-sold SIMs close to expiry and then push them out to quicker-selling channels. Those SIMs that cannot be redistributed or already expired are recycled. A total of 490,000 SIM cards was recycled as part of this initiative, preventing about 1.47 tonnes of material entering landfill and saved A\$2 million per annum.



- Developed a new retail bag made from renewable paper which is 100% recyclable, biodegradable and also uses soy-based inks, which are renewable and low in volatile organic compounds (VOC), diverting 110 tonnes of material from landfill per annum and resulting in savings of about A\$120,000 in printing costs.

Goal:

By 2025, we aspire to make all packaging 100% reusable, recyclable or compostable by working with industry partners for design and material innovation.