

Swisscom Mobile Aid: nationwide mobile phone collection campaign for SOS Children's Villages

Swisscom, SOS Children's Villages and Valora are once again collecting mobiles for a good cause with their Mobile Aid campaign. You can hand in your old and no longer used mobiles to any Swisscom shop and k kiosk between 25 November and 15 December. The proceeds from the resale of all functioning mobiles will be used to finance projects run by SOS Children's Villages. Donors can choose which good cause they want to support with their old mobile phone. The aim is to collect more than 100,000 mobile phones and in doing so make it possible for children to spend days at school, help them to help themselves as well as receive some warm meals and support.

Today there are an estimated 8 million unused mobile phones lying around in the drawers of Swiss households. As part of the nationwide Swisscom Mobile Aid mobile phone collection campaign, these unused mobile phones will be converted into a donation for projects run by SOS Children's Villages. More than 100,000 mobile phones were collected in last year's campaign conducted by Swisscom, Valora and SOS Children's Villages. This success is to be built on this year. From 25 November to 15 December, you can hand in mobile phones at any Swisscom shop and at any Swiss k kiosk. The devices will be sorted and carefully prepared for resale by Réalise, a social organisation in Switzerland. During this process, all of the personal data will be deleted and any faulty mobiles will be disposed of in an environmentally friendly way in Switzerland. Mobiles that still work will then be resold on the international second-hand mobile market.

Today a mobile phone – tomorrow a warm meal

The proceeds from the sold mobile phones will go to SOS Children's Villages, SOS Children's Schools and SOS Help Children to Help Themselves programmes across the globe. Donors can decide what they want to make possible with their mobile phone: days at school, warm meals, help children help themselves or receive support from an SOS Children's Village mother. Below are just some examples of the support that is possible if we reach the aim of collecting more than 100,000 mobile phones:

500 children in Central America will get warm meals for a whole year, over 300 schoolchildren in Africa will receive a basic education, and up to 100 families in India will be given access to microloans to help them take the first steps towards independence. The mobile phone donations will provide children in need with a loving home and a secure future. For this reason, empty your drawers, pack up any mobiles you no longer use and hand them in to a Swisscom shop or k kiosk and by doing so give children a future. The campaign is also being supported by Bertrand Piccard, Daniel Albrecht, Knackeboul, Fanny Smith, Slădu, the Young Boys' Football Club and SOS Children's Villages ambassadors Francine Jordi and Stéphane Lambiel.

Commitment to the environment and society

Since 2007, Swisscom has been collecting unused mobiles for good causes at all of the Swisscom shops, and will continue to do so after the campaign has ended. Swisscom Mobile Aid is part of Swisscom's wide-ranging commitment to the environment and to society. Valora is proud to be promoting the sustainable disposal of used mobiles and to be supporting SOS Children's Villages thanks to its over 900 k kiosks and through logistical support by offering to provide return transportation for mobile phones.

Further information:

<http://mobileaid.swisscom.ch/en>

www.sos-kinderdorf.ch (website in German only)

www.valora.com/en/

www.kkiosk.ch

Berne, 25 November 2013