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UNIVERSITY  
ATHENS

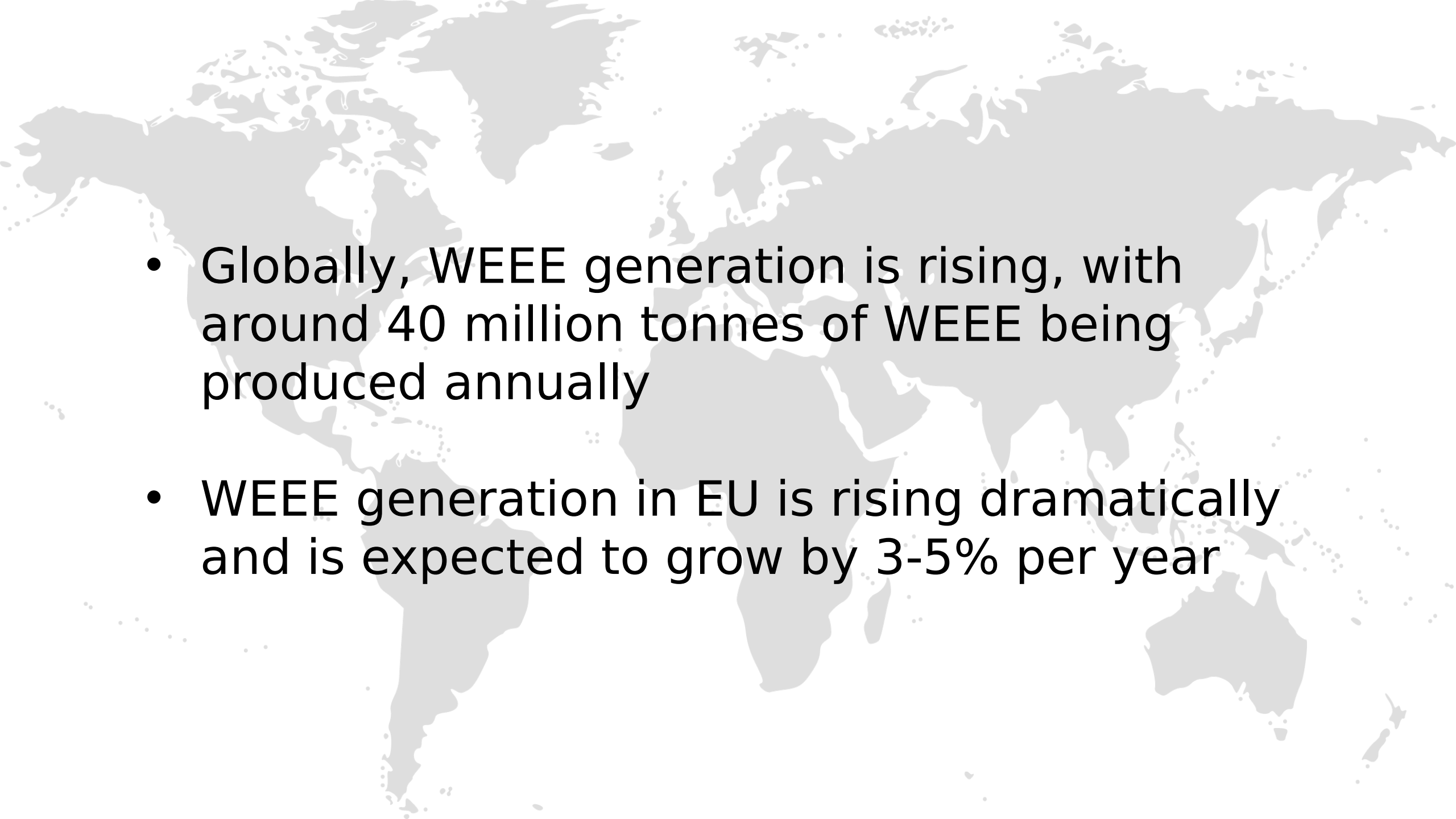
# ***Household behaviour towards end-of-life mobile phones in Greece***

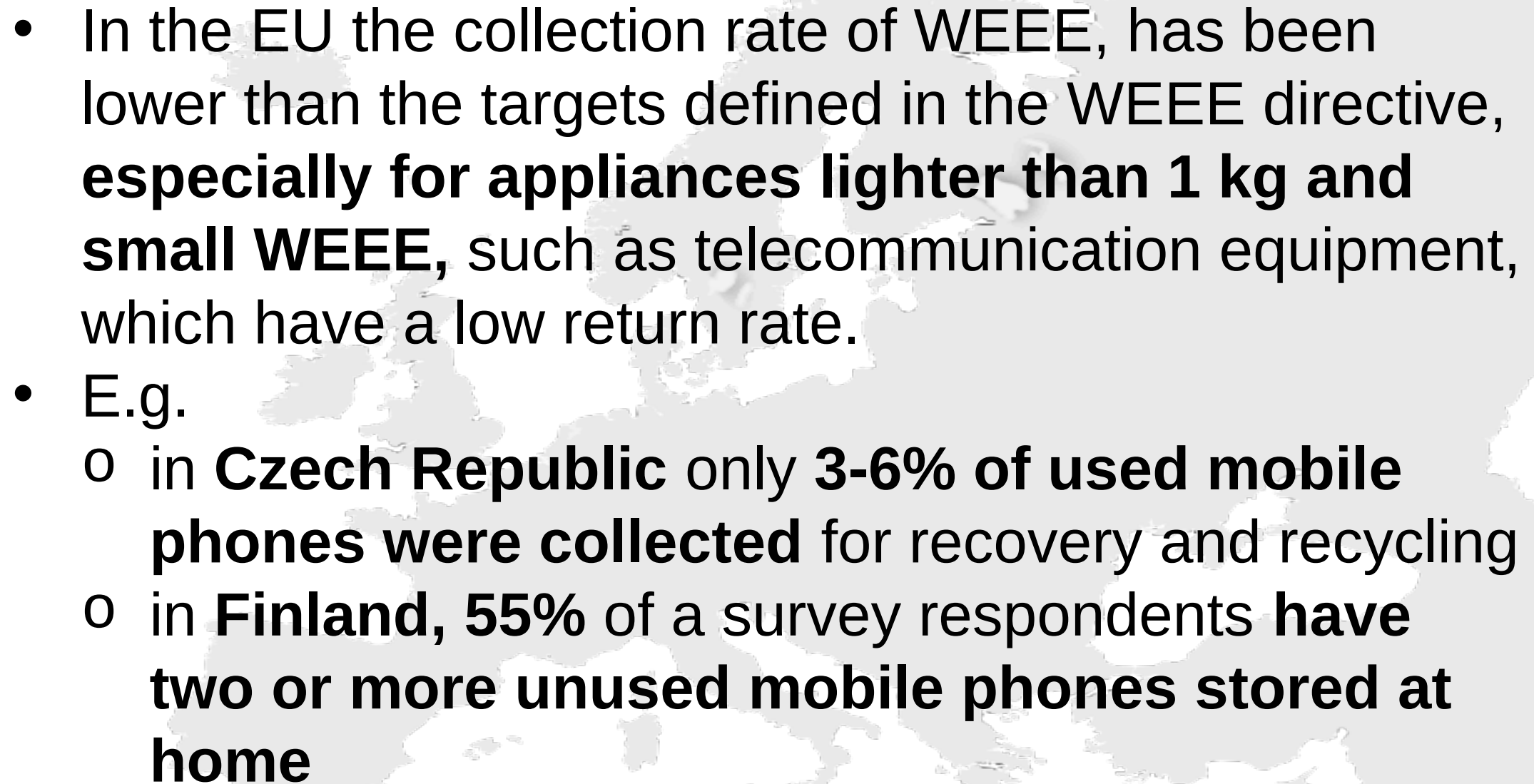
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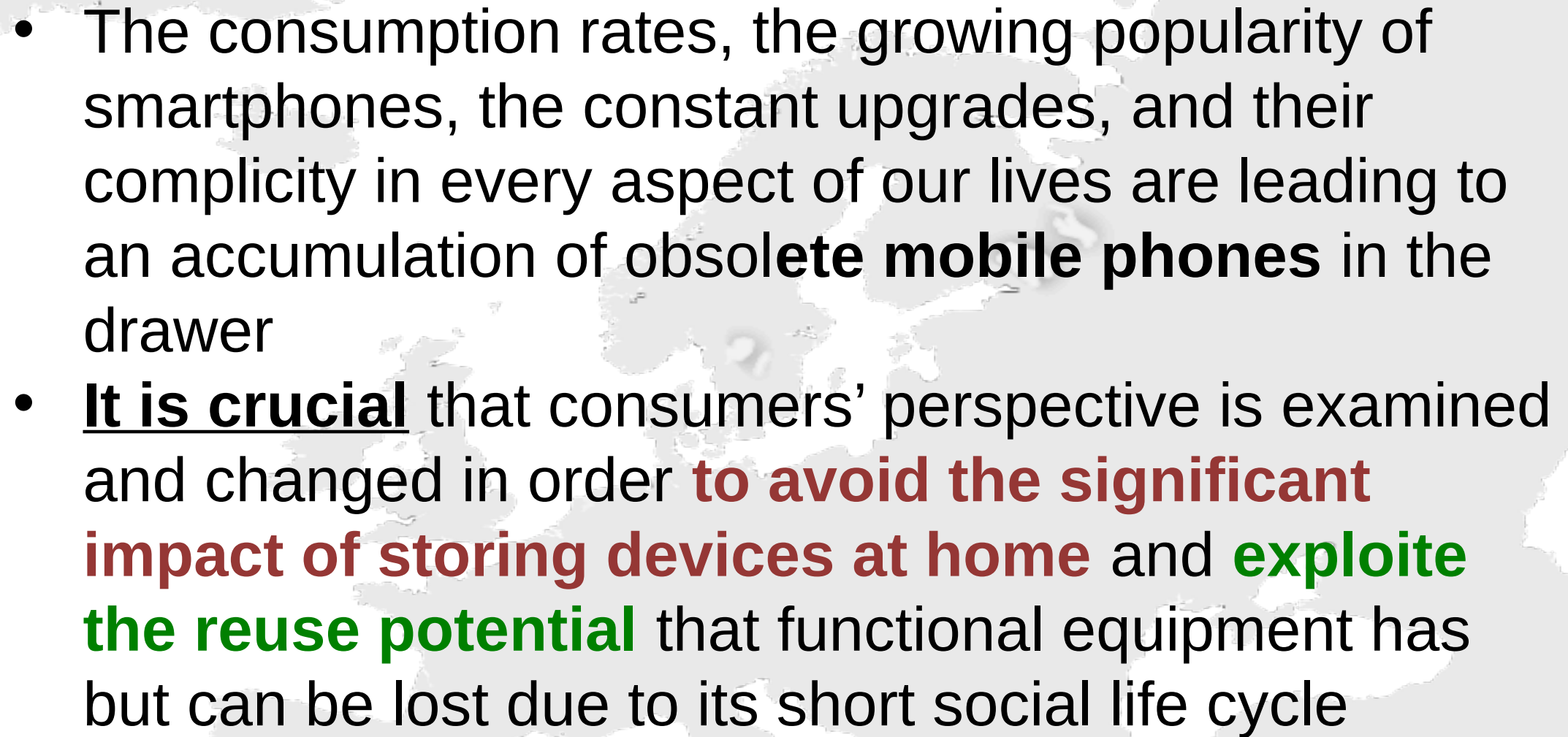
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- Worldwide, over the last decades, technological evolution and reduced cost production have led to a staggering increase in the volume of WEEE
  - At the same time, the development of recycling, repair and re-use activities arises

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- Globally, WEEE generation is rising, with around 40 million tonnes of WEEE being produced annually
  - WEEE generation in EU is rising dramatically and is expected to grow by 3-5% per year

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- In the EU the collection rate of WEEE, has been lower than the targets defined in the WEEE directive, **especially for appliances lighter than 1 kg and small WEEE**, such as telecommunication equipment, which have a low return rate.
  - E.g.
    - in **Czech Republic** only **3-6% of used mobile phones were collected** for recovery and recycling
    - in **Finland**, **55%** of a survey respondents **have two or more unused mobile phones stored at home**

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- The consumption rates, the growing popularity of smartphones, the constant upgrades, and their complicity in every aspect of our lives are leading to an accumulation of **obsolete mobile phones** in the drawer
  - **It is crucial** that consumers' perspective is examined and changed in order **to avoid the significant impact of storing devices at home** and **exploite the reuse potential** that functional equipment has but can be lost due to its short social life cycle

## *Main goals of the study:*

To estimate the current habits and practices of Greek households towards the storage, repair, second-hand purchase, and disposal of mobile phones



# Methodology

## The Questionnaire

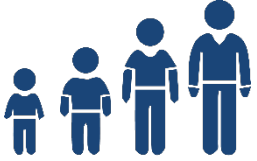
- **emails were sent to potential participants** containing a text explaining the purpose of the study, followed by a link to the online questionnaire (Google Forms)
- **20 questions** of Yes or No and multiple-choice questions with single or multiple answers
- Before the full distribution of the questionnaire, **a pre-test (pilot) was completed** (10 responders participated).



# Main results: Sociodemographic Characteristics



33,3% males, and 66,7% females



The age group with the most participation: 25-34 years old (66,7%) and 18-24 years old (15,8%)



57,9% technological or university degree and 19,3% masters degree



63,2% full-time employees and 22,8% students



43,9% of households had an annual income between 10.000 and 30.000 euros

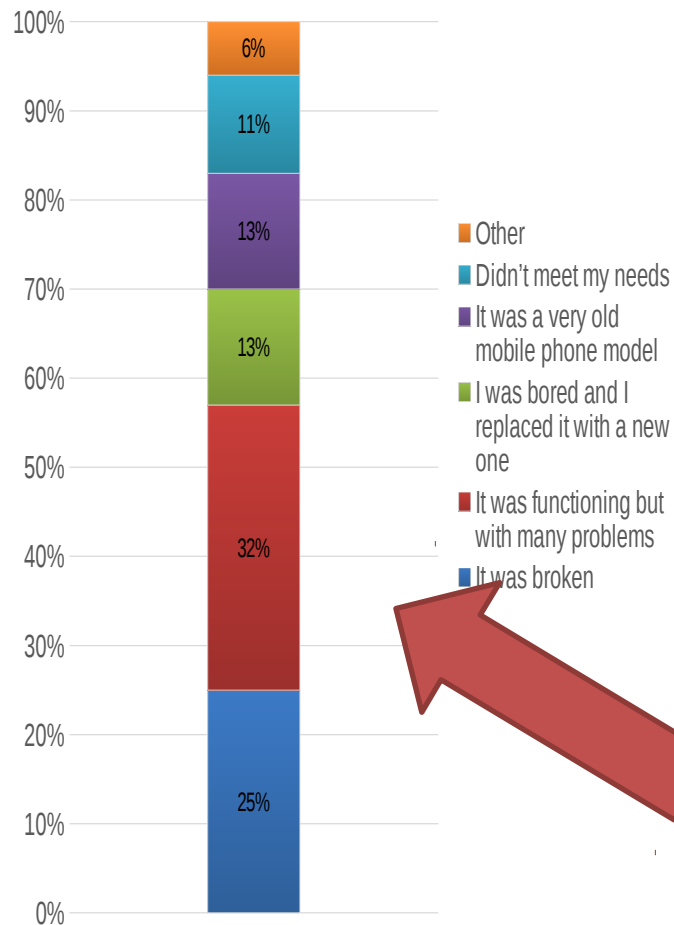


73,68% of the participants live in Athens

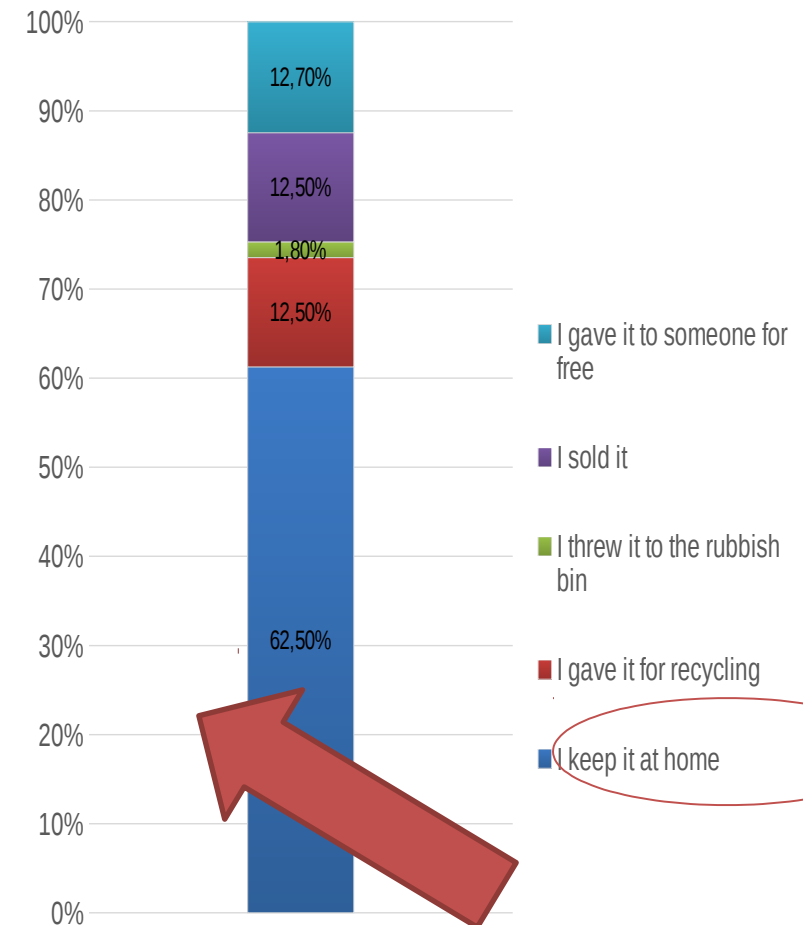


# Main results: Consumers' use of mobile phone devices

For what reason have you replaced your old mobile phone?

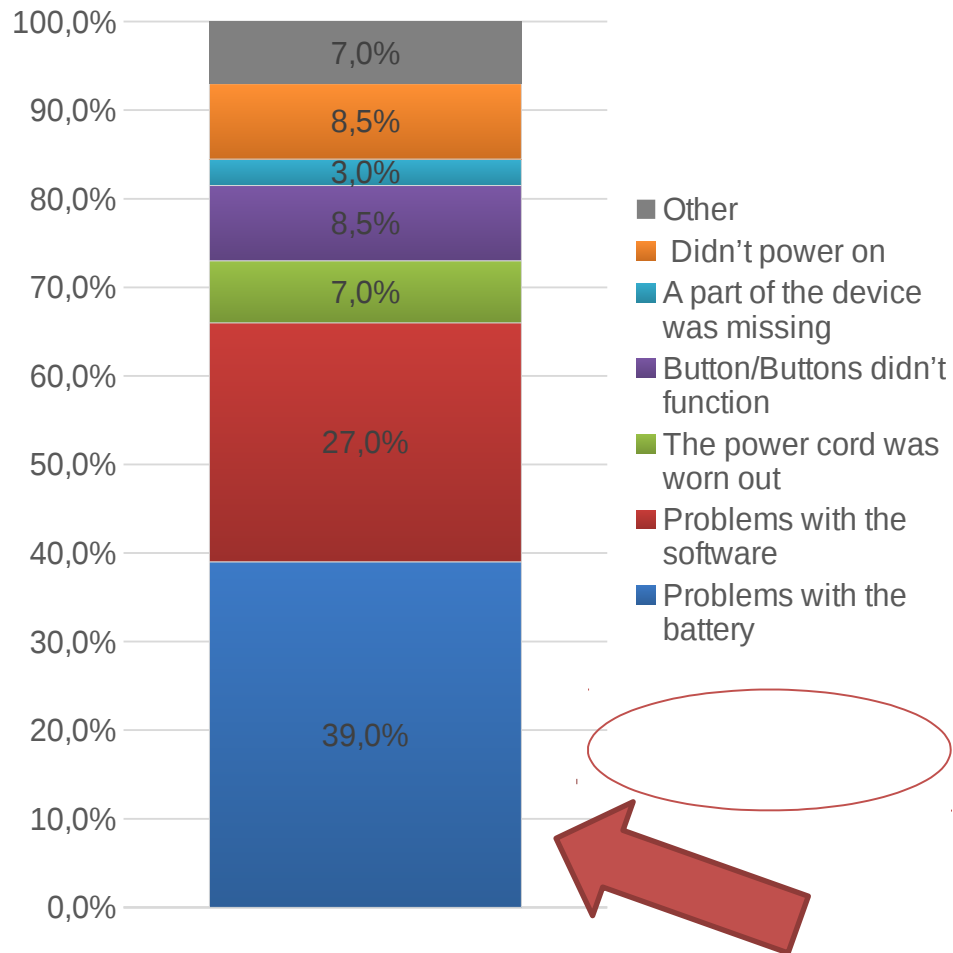


What have you done with the device that you have replaced?

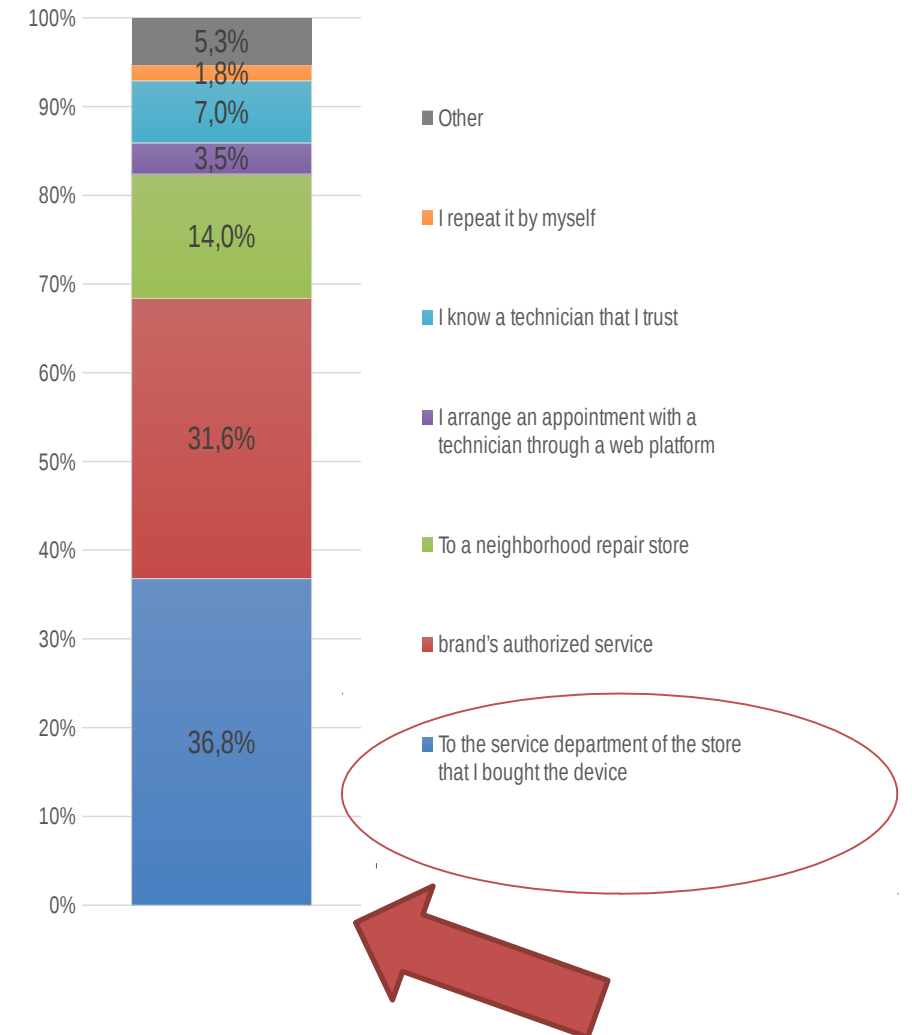


# Main results: Consumers' repairing behavior

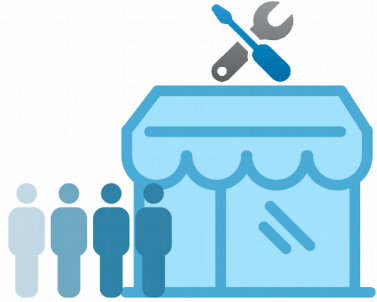
For what reason your device didn't function?



Which of the following do you trust to repair your device?



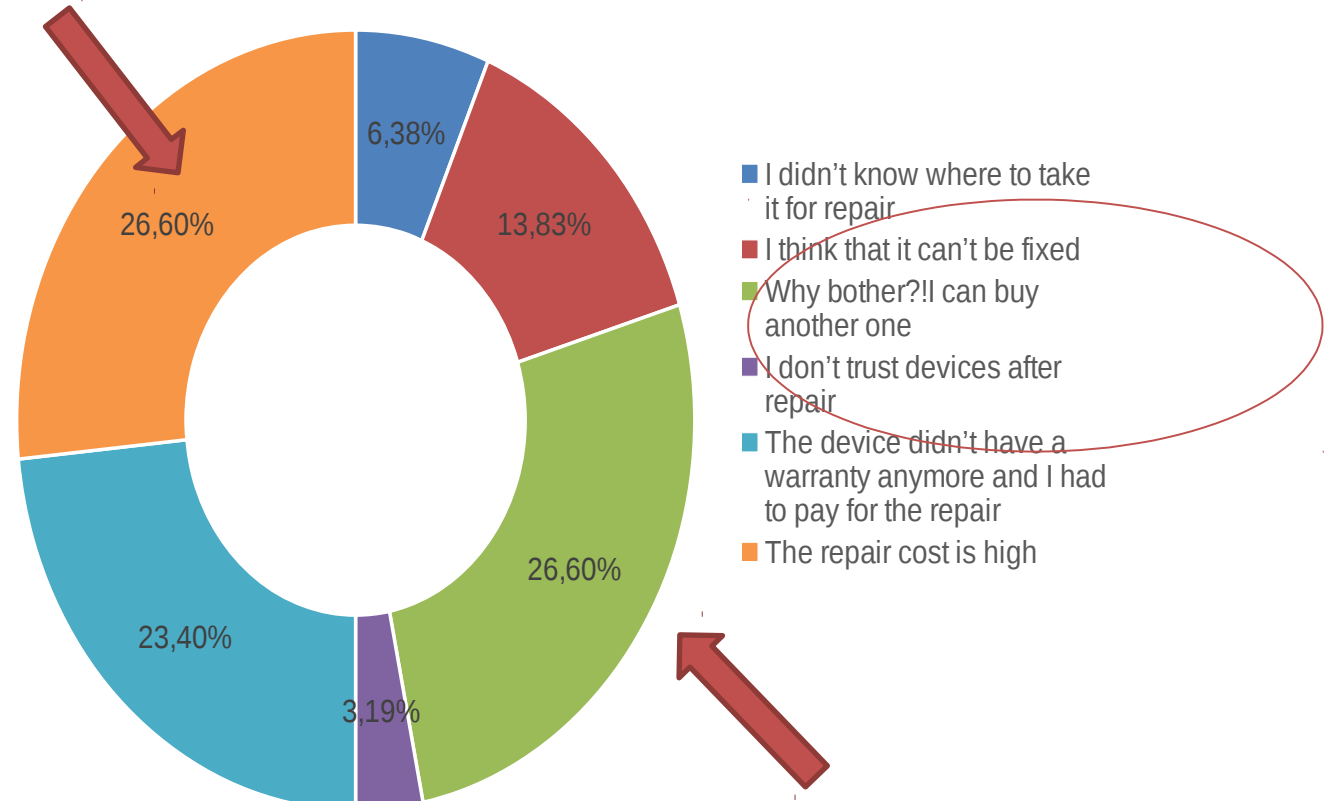
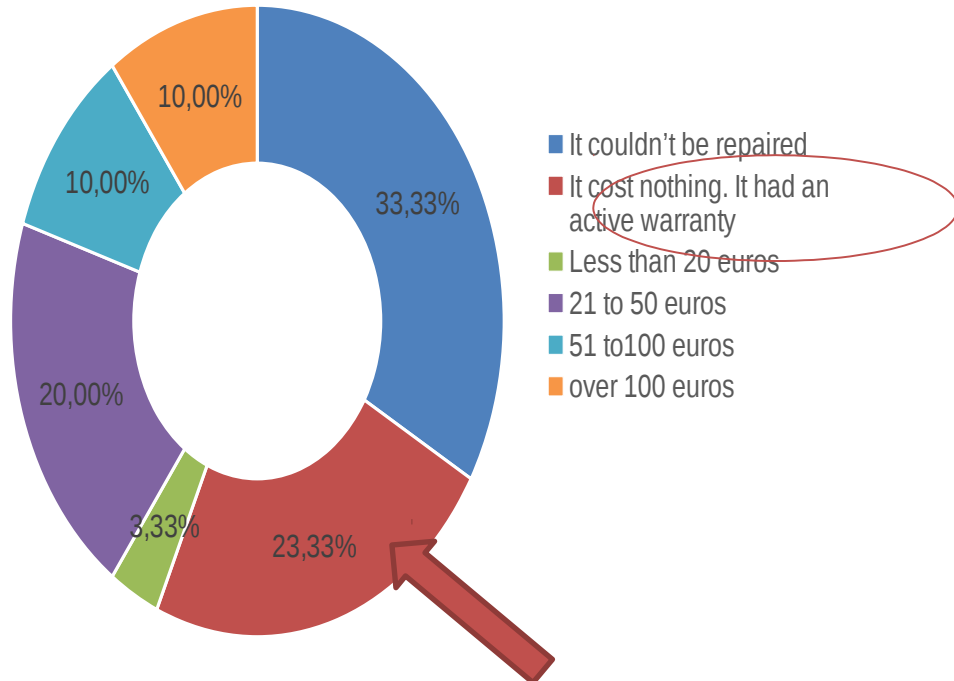
# Main results: Consumers' repairing behaviour



Regarding consumers' repairing behaviour of mobile phones, 63% answered that in the past 10 years, have had a non-functional mobile phone.

Consumers who chose not to repair their devices and why

Consumers who chose to repair their devices and cost of repair



# Main results: Consumers' perception about second-hand mobile phones

## Significant reluctance towards 2<sup>nd</sup> hand devices

- 22% would not buy a 2<sup>nd</sup> hand mobile at all
- 32% would use a 2<sup>nd</sup> hand mobile only if someone gives it to them for free

## Main Reasons

possible misuse of equipment by previous owners (33.3%)

possible defective products sold as 2<sup>nd</sup> hand (26.3%)

the quality of the used device (19.3%)

# Main results: *Consumers' Recycling Activity*



11% answered that in the last 10 years had recycled a mobile phone



39% do not recycle their old mobile phone and keep the device as back-up



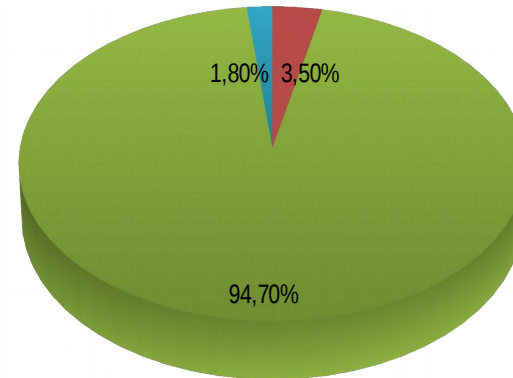
27% have difficulties finding a recycling point

# Main results: *Consumers awareness*

- o The consumers' awareness survey indicates a public well informed about the importance of this particular type of waste stream

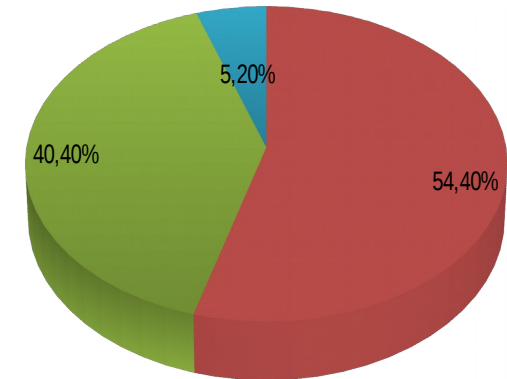
- o Unfortunately, **in practice**, 55% of the responders confirmed that they had thrown a device, sometime in their lives, to the rubbish bin.

Is it right to throw a device to a rubbish bin?



■ Yes, it's a type of waste as all the others  
■ No, it is a specific type of waste that needs proper handling  
■ Do not know

Have you ever thrown a device to rubbish bin?



■ Yes ■ No ■ Do not know

# Conclusion

## **Greek consumers:**

- keep their old mobile phones at home (62,5%) in case they need them,
- are not willing to repair their devices unless they have a warranty,
- are reluctant to use and buy second-hand mobile phones in fear of deception and malinvestment
- demonstrate a relatively limited recycling behavior regarding mobile phones





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*Thank you for your  
attention!*

