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A tree in Lombok for your old phone

Bring your charger and old batteries too and do your part for the environment

YIP YOKE TENG

WONDERING what to do with your old mobile phone? Trade it in for a tree! Members of the public can bring their used mobile phones to the Nokia recycling kiosk at *The Star's* Green Day Celebration 2009, slated for this Sunday from 8am to 3pm at the Forest Research Institute Malaysia (FRIM), Kepong.

For every phone recycled, consumers get to adopt a tree planted in their name in Lombok, Indonesia viewable via Google Earth. They will also receive a planting certificate, together with the coordinates of the tree.

It is an effort under the NewTrees project founded by Nokia, WWF-Indonesia and Equinox Publishing.

"When we heard of the opportunity to work with *The Star* for its Green Day celebration, we were up for it.

"With over 1 billion people using Nokia phones, we feel we have the ability to influence and make a difference," Nokia's general manager for Singapore, Malaysia and Brunei Vlasta Berka said.

"We consider the environment to be a key part of our overall business. Managing an efficient business also means running an environmentally sensitive one. Thus, we continuously invest in technology that's environmentally friendly and programmes that will encourage consumers to recycle not just their devices, but also peripherals, such as batteries and enhancements," he added.

He said the company had made environmental conservation part of their culture, adding that the environmental impact of Nokia products and operations had been closely heeded at each stage, from the materials used, the energy consumed, and how products could be safely recycled at the end of their life.

Those who send their mobile phones in for recycling could participate in the "Guess the Number of Phone" and creative slogan contest on that day to stand a chance to win the two Nokia devices up for grabs.

You could bring used mobile phones of any brand, along with batteries and accessories.

"It is important that we understand the looming threat that is upon the environment and as such, it is crucial that we take necessary steps to enhance our recycling efforts. Nokia strongly encourages consumers to recycle their unwanted phones, batteries and accessories," Berka added.

The Star's Green Day Celebration 2009 to take place mainly at the FRIM football field will be abuzz with activities to spread the message of "Go Green, Live Green", which had also been made the theme this year.

There will be guided nature trails, canopy walks and tree climbing demonstrations conducted by the Malaysian Nature Society and FRIM for you to get closer to the nature.

BonusLink will run a variety of activities with sand art for children being among the highlights while Philips energy-saving bulbs will be given away at *The Star* booth on the day.

Justlife will demonstrate how to make your own garbage enzyme, the Permanis Recycling Stop will give away Revive canned drinks for recycled newspapers, Skateline will show how to do in-line staking while WWF Malaysia will collect signatures in support of its ongoing turtle campaign.

The Drum Circle, BRATS and *Kuntum* will also be there to sizzle up the atmosphere with colours and rhythms and better still, there's a Car Boot Sale for you to do some shopping. FRIM has taken up six cars while the others had been made available to the public. Interested parties can contact 03-6279 7591/7577 (Hazlin/ Salmah) to register.

Bring your own cutlery and container to savour the myriad of local favourites, and be prepared to take home your garbage.

The event is open to the public free of charge. Visitors are encouraged to take public transport as parking bays are limited, and do come wearing green to show your love for Mother Nature.

For details on *The Star's* Green Day Celebration 2009, call 03-7967 1388 ext 1456/1432 (Nelsen/Leong).



Berka: 'We consider the environment to be a key part of our overall business'

Drop it here:
The Nokia recycling kiosk.

