

Media information

Thursday, 30th November 2023



Sustainable engagement in basketball

Supporting the youth, protecting the environment: ALBA BERLIN and Interzero launch smartphone collection campaign

- +++ Campaign starts on 3rd December 2023: Top basketball club ALBA BERLIN calls on its fans to donate no longer used mobile phones
- +++ Environmental partner and main sponsor Interzero takes care of the processing and remarketing of the collected mobile phones
- +++ All proceeds go to the non-profit organisation ALBA JUGEND, which promotes young talent

Berlin/Cologne. According to a study by the digital association Bitkom, more than 210 million mobile phones remain unused in the drawers of German households. A veritable treasure trove of raw materials that Interzero and ALBA BERLIN have joined forces to collect and return to the resource cycle. The basketball club and the provider of circular solutions are launching a joint mobile phone collection campaign at the "Albatrosses" home game against FC Bayern Basketball on 3rd December: anyone who takes their unused mobile phone out of the drawer and donates it is helping to conserve natural resources – and supporting the club's charitable youth development work. All proceeds from the refurbishment and recycling process will be donated to ALBA JUGEND.

"Handing in used IT equipment so that it can be reused or recycled is fair play for the environment," says **Jan Höschel, Managing Director of Interzero Product Cycle GmbH**. "We are delighted to support ALBA BERLIN in this all-round sustainable seasonal campaign. By donating all proceeds to ALBA JUGEND, we hope to have a social impact in addition to the environmental effect." The company has many years of experience in refurbishing mobile phones and also the necessary infrastructure for remarketing.

ALBA BERLIN and Interzero will set up special collection boxes at all home games of the men's and women's professional teams this season and in the fan shop at Jahnspark. The company's own employees are also busy collecting at the company's sites. Functional devices, after professional data deletion, will be refurbished and sold via the Interzero online shop gebrauchte-technik.de. Defective devices will be dismantled into individual parts in the recycling process in order to return the raw materials to the cycle of resources. Every donated mobile phone is therefore good for the environment and good for society.

Interzero has been supporting the ALBA BERLIN basketball club as its main sponsor and environmental partner for many years. The common goal is for the multiple German champion and cup winner to become a top team in terms of sustainability as well. In addition

to environmental education, waste avoidance and recycling, ALBA BERLIN is particularly committed to social sustainability. "As a club, we work directly with daycare centres, kindergartens and primary schools and actively offer sports activities to young people in socially challenged areas," says **Henning Harnisch, Head of ALBA JUGEND and Vice President of the basketball club.**

The club is not only involved in Berlin, but also gets young people moving throughout Germany with its SPORT VERNETZT initiative. "We are happy about every donation to make it as easy as possible for children and young people to get into sport and to awaken the joy of team play at an early age. By the way, ALBA JUGEND is coming of age this year. So a good result from our mobile phone collection campaign would indeed make a gift for the 18th birthday."

Donate your mobile phone and get free tickets

The joint campaign starts on 3rd December 2023 at ALBA BERLIN's home game against FC Bayern Basketball. Anyone who drops their old mobile phone in the collection box there will receive two free tickets for a game of the current season as a thank-you. The total amount raised will be announced at the end of the season.

Further information on the campaign can be found at: interzero.de/handyspende.

About Interzero:

Interzero is one of the leading service providers in the field of closing product, material and logistics loops as well as an innovation leader in plastics recycling with the largest sorting capacity in Europe. Under the guiding principle of "zero waste solutions", the company supports over 50,000 customers throughout Europe in the responsible handling of recyclable materials, thus helping them to improve their own sustainability performance and conserve primary resources. With about 2,000 employees, the company achieves a turnover of over one billion euros (2021). According to Fraunhofer UMSICHT, Interzero's recycling activities will save one million tonnes of greenhouse gases compared to primary production and more than 8.7 million tonnes of primary raw materials in 2022 alone. As a pioneer of the circular economy, Interzero is holder of the German Sustainability Award as well as the related special award in the "Resources" transformation field for 2024. Further information can be found at www.interzero.com.

Please also visit our online portal for information on raw materials and recycling: www.recyclingnews.de, as well as our social media channels:



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Caption:

From left to right: Johannes Thiemann (captain and PF ALBA BERLIN), Louis Olinde (SF / PF ALBA BERLIN).

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