

THEY'RE CALLING ON YOU



Recycle your old mobile phone
today and help save
gorillas in the wild

Our reliance on mobile phones
is driving Gorillas to extinction.

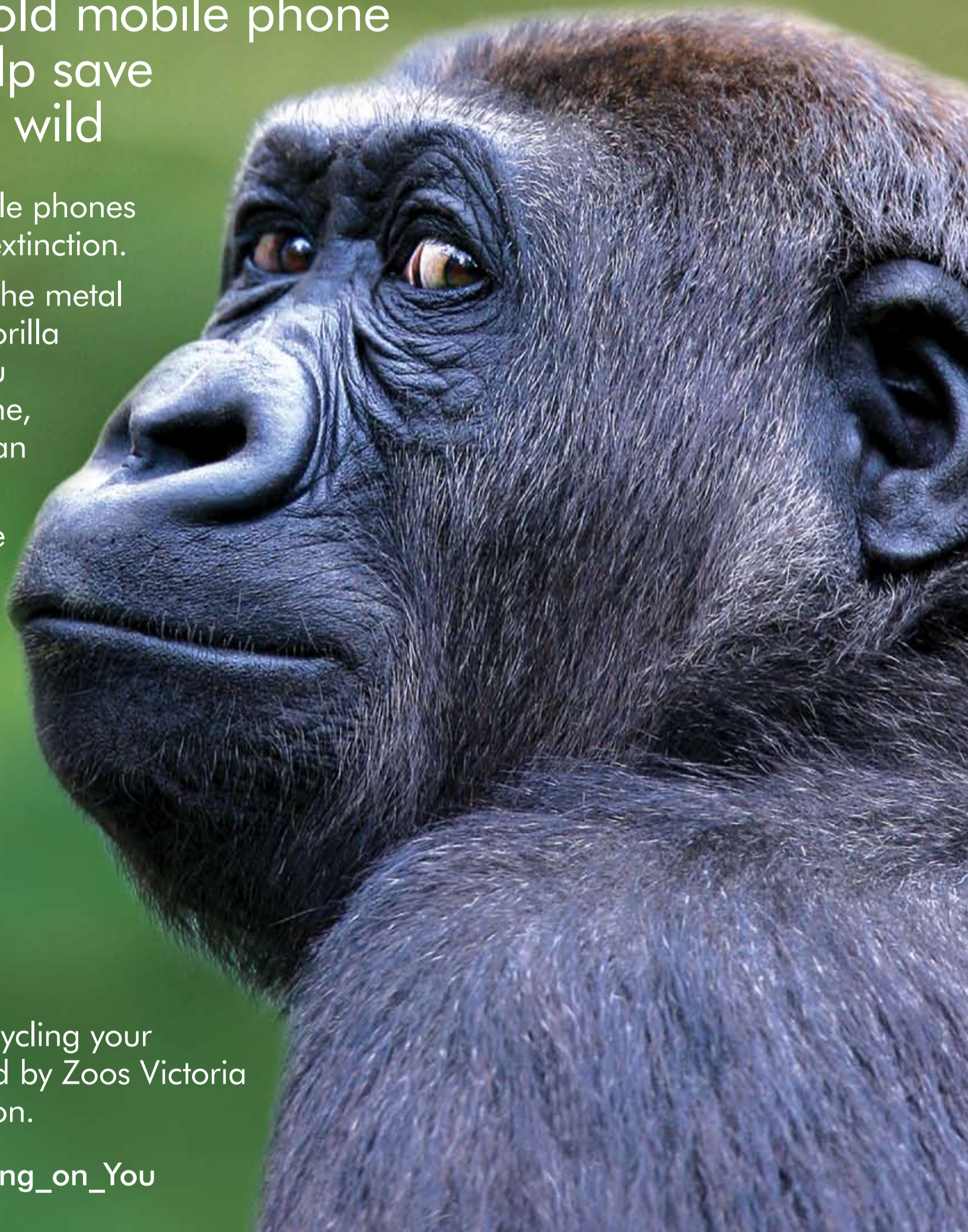
Your phone contains the metal
coltan, mined from gorilla
habitat. Each time you
recycle a mobile phone,
the need to mine coltan
is reduced.

Next time your mobile
rings, remember that
'they're calling
on you'!

Recycle your old
mobile phone today!

Funds raised from recycling your
phone will be donated by Zoos Victoria
to primate conservation.

www.zoo.org.au/Calling_on_You




the Jane Goodall Institute





'They're Calling on You' Mobile Phone Recycling Campaign



You can help conserve Africa's primates by donating your old mobile phone!

Context

As your mobile phone rings and you bring it up to your ear, a tiny piece of metallic ore from Africa is making this call possible: coltan. The mining of this commodity within the Democratic Republic of Congo is contributing to forest loss and unrest in the region. Consequently, the western world's reliance on mobile phones is driving primates such as gorillas and chimpanzees towards extinction. Coltan, short for columbite tantalite, is a rare and valuable metal that is an essential part of all mobile phones. 80% of the world's coltan reserves are located within the Democratic Republic of Congo. The mining of coltan is destroying the last remains of suitable mountain gorilla habitat. As the forest is denuded for mining, roads are carved to make way for increased traffic through the area. The protection once offered by the habitat in its pristine state is no longer able to shelter gorillas from poachers, leaving these precious primates exposed to the bush-meat crisis.

Campaign Outline

In Australia alone, more than 9 million mobile phones were sold in the last 12 months. This coupled with the fact that the average Australian typically upgrades their phones every 18 to 24 months results in millions of mobile phones being dumped into our landfill each year.

In 2008, Zoos Victoria have partnered with the Australian Recycling Program (ARP) and the Jane Goodall Institute (JGI) to raise awareness of the coltan mining issue and its implications for Melbourne Zoo's ambassador species, the gorilla. **They're Calling on You** is the only mobile phone recycling program within Australia to provide people with the opportunity to contribute to primate conservation simply by donating used mobile phones.

Once people donate a mobile phone to the '**They're Calling on You**' mobile phone recycling program, their phones will either be refurbished or recycled. Refurbishment provides a coltan-coated capacitor within a mobile phone with a second life, which consequently lessens the demand for coltan. Phones that are too old for refurbishment are diverted from landfill and recycled, recovering many of the resources that make up the phone. Refurbished phones are then re-sold by ARP, which then raises money to enhance conservation efforts in the wild.

You Can Help

By collecting mobile phones throughout your home, workplace, or school, you can raise awareness of the impact of mobile phones on wild gorilla populations, and raise funds to support their protection. To find out more about this program, and how you can best donate your phones, visit our website at http://www.zoo.org.au/Calling_on_You.

Thank you for your support!