

# THEY'RE CALLING ON YOU

Collection booklet.





**Setting up your phone  
collection drive.**



# Running a phone collection drive is easy!



**1. Find a suitable container or box** to act as a collection point. Use our downloadable materials and other gorilla images to decorate. Place in a prominent location that's easy for people to find, and you're ready to start collecting!

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**2. Use the collection poster and graphics to spread the word about your collection** and where people can drop their phones off. Social media, internal newsletters and emails are great channels to promote your collection.

Setting a goal and aiming for a certain number of phones can be a great way to motivate people!

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**3. Once your collection is finished and you have 10 or more phones,** place them (along with any phone accessories) into a pre-loved cardboard box and **head to [zoo.org.au/phone](https://www.zoo.org.au/phone) to book your FREE courier collection.** All postage documentation will be emailed through after booking.

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**4. Place your empty phone collection box back in it's location and continue collecting phones to help save wild gorillas.**

- We accept all mobile phones, smart phones, tablets and associated accessories (chargers, headphones, etc) in any condition.
- We understand the importance of data security. We recommend removing all personal information from your devices by conducting a factory reset. Visit [mobilemuster.com.au/data](https://mobilemuster.com.au/data) for additional tips on clearing your data.

# How you're helping gorillas.

Coltan is a mineral used in electronic devices such as mobile phones. Coltan is mined in locations including critical habitat for Eastern Lowland Gorillas in central Africa.



## The threats gorillas face as a result of mining include:



Deforestation – Mining leads to habitat loss and habitat fragmentation, reducing areas where gorillas can survive.



As a result of habitat loss, gorillas come into contact more frequently with humans, increasing likelihood of competition for space or resources.



Disease – With increased human activity, gorillas have increased exposure to human illnesses, such as the flu, some of which can be fatal.

## When you recycle your phones through *They're Calling On You*, there are a number of environmental benefits:



Your phone will be saved from landfill, with over 95% of the material recovered through recycling and able to be used to make new products.



By recycling through this program, you also raise important funds for gorilla conservation. This program supports the Gorilla Doctors, who help treat ill and injured gorillas in Africa.





# Who are the Gorilla Doctors?



**Gorilla Doctors is the only organisation permitted to provide life-saving veterinary care to endangered wild mountain and Eastern Lowland Gorillas in east Africa.**

Established in 1986 at the request of renowned primatologist Dr. Dian Fossey, Gorilla Doctors' mission is to conserve gorillas with medicine and a One Health approach.

The team of highly trained veterinarians work in the National Parks of Rwanda, Uganda and the Democratic Republic of Congo. With only 1,063 mountain gorillas, and an ever decreasing number of Grauer's gorillas left in the world today, the health and well-being of every individual gorilla is vital to the species' survival. The team regularly monitors the health of mountain and Grauer's gorillas and intervenes to treat individuals with life-threatening illness or injury whenever possible.

Every phone helps the Gorilla Doctors. Below is an estimate of how phones can help wild gorillas.



**5 phones** = health monitoring of a baby gorilla for a day.



**10 phones** = petrol needed for the Gorilla Doctors to reach the forest to monitor the health of gorillas.



**50 phones** = anaesthetic to help provide veterinary care to an injured or ill gorilla.



**100 phones** = a full set of rain gear, allowing the Gorilla Doctors to work in any weather conditions.



**500 phones** = Medications needed for a snare removal procedure in the forest.

# Thank you for answering the call of wild gorillas.

## Have questions?

Contact **Zoos Victoria's  
Community Conservation team.**

**W:** [zoo.org.au/phone](https://zoo.org.au/phone)

**E:** [takeaction@zoo.org.au](mailto:takeaction@zoo.org.au)