



**GORILLAS
ON
THE LINE**

ANSWER THE CALL

Electronic Recycling Toolkit

ZOO

NEW ENGLAND
Franklin Park Zoo • Stone Zoo

Thank you for answering the call!



Welcome to the Gorillas on the Line recycling campaign! By participating, you and your group are joining thousands of people across the continent as we work together to create a better world for animals, including gorillas.

Let's get started! In this packet you'll find some helpful tips to get your campaign started right. We'll also be sending you emails throughout the campaign to keep you motivated. Feel free to share these emails with others.

We're here to help. If you have any questions, comments or concerns during your campaign, reach out!

Contact: Caitlin McCartan, GOL Campaign Manager

Email: savegorillas@zoonewengland.org

Phone: 617-372-4613



Getting Started: Talking Points

We want you to be comfortable sharing the campaign and its importance. Here are the main talking points:

How do handheld electronics impact gorillas?

Cell phones and other small electronics contain a mineral called coltan, which is mined all over the world, including from areas in Africa that gorillas call home. When we recycle our small electronic devices, we reduce the demand for coltan and the destruction of gorilla habitat.

What happens to my phone/device?

We ship all donations to our recycling partner, Eco-Cell, where devices are repurposed or recycled. All proceeds from donated devices support the Association of Zoos and Aquariums' "Gorilla SAFE" initiative. Through ZNE's Gorilla SAFE partnership, we work with the Wildlife Conservation Society to support Cross-River gorilla conservation at the Afi Mountain Wildlife Sanctuary.



Collection Box

You'll want to provide a box for collection, along with information about the campaign. Visit our website at zooneugland.org/savegorillas for downloadable graphics to include on or alongside your box, or get creative and add your own personal touches!



Start Collecting

Our recycling partner, Eco-Cell, accepts:

- Cell phones
- Smart phones
- iPads
- iPod
- Tablets
- Apple watches
- Adapters
- Chargers
- MP3 players
- Handheld gaming systems and their accessories

Large electronic devices such as desktop computers, monitors, laptops, game consuls, televisions, and calculators are NOT accepted for the campaign.

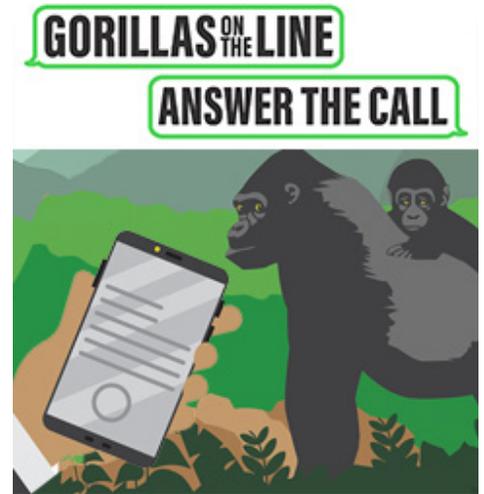


Social Media

Spread the word on your social media channels! Visit our website at zoonewengland.org/savegorillas for downloadable social media graphics.

Sample text:

This year my [office/group/class/etc.] is joining forces with Zoo New England in their Gorillas on the Line campaign with the goal of recycling as many cell phones and small electronics as possible! Proceeds from recycled devices directly support global gorilla conservation, funding technology and operations to conserve endangered animals. Do you have a bunch of old cell phones collecting dust in your home? Send them my way, I'll make sure they get recycled properly! Together we can help save gorillas.



I'm participating with zoos and aquariums across the globe in the "Gorillas on the Line" mobile phone recycling challenge to help save gorillas in the wild. By recycling your phones, we help protect animals that live in areas where cell phone materials are mined.

Did you know that by recycling your old cell phones you could help save gorillas in the wild? Cell phones and other small electronics contain a mineral called coltan, which is being mined all over the world, including from areas in Africa that gorillas call home. When we recycle our small electronic devices, we reduce the demand for coltan and the destruction of gorilla habitat.



Send in your Devices



Once your box is overflowing with donations, you're ready to ship!

1. Email us at savegorillas@zoonewengland.org with the weight of the box and your return address.
2. We'll email you back with Eco-Cell's printable pre-paid UPS shipping label.
3. Affix the label to your box, and drop off at your nearest UPS store.

Note: If you're local, you can drop off donations at Franklin Park Zoo or Stone Zoo any time we're open.



FAQs

Is there a weight or size limit to the boxes?

The maximum recommended shipping weight is 50 pounds, so you want to make sure your boxes aren't too big. We've found that the ideal box size is between 12"x12"x12" and 18" x 18" x 18". Many office supply stores like Office Depot and Staples often carry this size shipping box. Call your local store to find out more.

What devices can I recycle?

Our recycling partner, Eco-Cell, accepts cell phones, smart phones, iPads, iPod, tablets, Apple watches, adapters, chargers, MP3 players, handheld gaming systems and their accessories for recycling.

What condition do my devices have to be in to be accepted for recycling?

Devices can be in any condition. From big, heavy phones to ones with cracked screens that no longer work, we'll recycle them all!

I have an old laptop that no longer works. Can I recycle that as part of the campaign?

Large electronic devices such as desktop computers, monitors, laptops, game consuls, televisions, and calculators are NOT accepted for the campaign. However, these electronics also contain coltan, and we highly recommend you recycle them properly. Here in Boston, the city holds "Household Hazardous Waste" drop-off days, or you can contact the city for a "Special Collection" pickup at your home. Many electronic stores like Apple, Best Buy, and Staples are often able to accept them for recycling. Call your local store to find out more.

What should I do with my devices before recycling them?

Before recycling your devices, we suggest backing up your devices and saving any data you might want to keep (contacts, photos, etc.), resetting the device to factory settings, and removing the case and/or screen protector.

