

HOW TO START YOUR OWN COLLECTION DRIVE:

1. **Register:** Sign up today to get started!
We'll send you everything you need, from materials to tips and motivation, to make your collection drive a success.
2. **Promote Your Drive:** Design a collection box, distribute flyers, or create social media posts to spread the word. We've provided downloadable printables below to help get you started!
3. **Start Collecting:** Begin collecting old phones and electronics from friends, family, and your community. Every donation counts!
4. **Send Your Collection to Eco-Cell:** Once your collection is ready, contact us at Greenteam@rwpzoo.org to let us know you have collected your electronics. We'll arrange a drop-off time or help you with shipping your items directly to Eco-Cell.
5. **Pat Yourself on the Back:**
Congratulations! You're now an epic champion for wildlife and wild places! You've helped protect the environment, raised awareness about e-waste recycling, and supported the protection of gorillas.

Register
here



THANK YOU FOR MAKING A POSITIVE IMPACT ON THE PLANET

Partnering for a Greater Cause:

In partnership with The Dian Fossey Gorilla Fund International, Eco-Cell is committed to gorilla conservation. Every device you recycle helps raise funds for gorilla preservation efforts. Each donation to Eco-Cell directly supports the work of this leading organization dedicated to protecting gorillas and their habitats.



www.rwpzoo.org



Take-home program

BECOME A CHAMPION FOR WILDLIFE:

Start your Own
Cell Phone
collection
Drive!



ANSWERING THE CALL

In 2021, Roger Williams Park Zoo joined the Gorillas on the Line campaign through Eco-Cell to raise both funds and awareness for gorilla conservation. Eco-Cell, established in 2003, aims to reduce the environmental impact of electronics by raising funds for wildlife conservation, preventing toxic waste from U.S. landfills, and encouraging consumers to make more sustainable choices. Their efforts also support the development of more environmentally friendly electronics, helping protect both the planet and its inhabitants. By recycling old electronics, we can all contribute to a safer future for wildlife and the environment.



DID YOU KNOW?

There are over 6 billion cell phones on the planet, with more being added every day. On average, Americans replace their phones every 2 years, yet less than 20% are recycled.

The production of electronics is linked to mining different minerals and ores like Coltan. These are often found in habitats that many endangered species, including gorillas, rely on. This connection between electronics and wildlife highlights the environmental impact of e-waste.

But you can make a difference! By organizing your own e-waste collection drive, you can help protect wildlife and contribute to conservation efforts.

WHY RECYCLE YOUR CELL PHONE?

Recycling your unwanted cell phones, tablets, and other electronics not only helps reduce waste but also plays a key role in preserving wildlife habitats. Here's how:

- **Conserve Wildlife Habitats:** Many of the minerals required to make cell phones are mined in areas where endangered species, like gorillas, live. By recycling, you help reduce the need for this destructive mining.
- **Prevent Toxic Waste:** Electronics contain hazardous materials such as lead, mercury, and cadmium, which can pollute the environment if not disposed of properly.
- **Reclaim Precious Metals:** Recycling electronics allows us to recover valuable metals that can be reused in new devices, reducing the environmental impact of mining.



WHAT CAN YOU RECYCLE WITH ECO-CELL?

Eco-Cell accepts a wide range of electronics, including:

- Cell Phones & Smartphones
- iPads & Tablets
- iPods & MP3 Players
- GPS Devices
- Smartwatches
- AirPods & Earbuds
- Virtual Reality (VR) Headsets
- Digital Cameras and Associated Cords & Cables



Where Can I Donate?

You can drop off your devices at the front entrance of Roger Williams Park Zoo.

Or you can start your own collection drive! Email Greenteam@rwpzoo.org for more information.

A donation will be made to the Dian Fossey Gorilla Fund for every device recycled, helping fund the protection of gorillas worldwide.