



## PRESS RELEASE

26 February 2019

FOR IMMEDIATE RELEASE

### THE FOREST IS CALLING

**Global Mobile Phone Recycling Day 26<sup>th</sup> February**

DR. JANE GOODALL AND THE JANE GOODALL INSTITUTE (JGI) TAKE A STAND AGAINST TECH WASTE WITH MOBILE RECYCLING DAY CAMPAIGN – ‘THE FOREST IS CALLING’ - TO PROTECT CHIMPS, HUMANS & FORESTS

*An international coalition led by Dr. Goodall and JGI chapters, NGOs, companies and individuals is bringing attention and mobilizing action to reduce the damaging environmental consequences, subsequent human conflict and wildlife loss created by the global technology industry through a campaign beginning with a global Mobile Recycling Day, on February 26.*

The international technology industry is devastating human and wildlife communities, while destroying vital habitats, particularly in the Congo Basin in Africa. In response, the Jane Goodall Institute (JGI) is using public awareness and mobile recycling actions to both reduce the demand for the extractive minerals used in consumer technologies and the immense resulting waste. ‘The Forest is Calling’, JGI's campaign beginning with a Mobile Recycling Day – celebrated annually on February 26 - aims to inspire action around recycling, reduced consumption and extending the useful life of used electronics.

*“Sometimes people don’t understand how terribly, terribly important it is to recycle old cell phones. There are hundreds of thousands of old cell phones lying around, they have coltan in them...It’s leading to the destruction of the rainforest, the death of gorillas and chimpanzees, and other animals and immense hardship for the people.” - Dr. Jane Goodall, DBE, founder the Jane Goodall Institute, UN Messenger of Peace*

The greatest contributing factor has to do with the resources used to make the technology, as mobile phones and many other electronics contain minerals including gold, tin, tungsten, cobalt, and tantalum (coltan). Substantial proportions of the global supply of these minerals are mined in the Eastern Democratic Republic of the Congo (EDRC) and are extracted from the area that is both a crucial conservation site for Grauer's gorillas and home one of the largest remaining intact populations of eastern chimpanzees.

The methods to extract these minerals are highly destructive. Compounded by the loss of habitat for endangered great apes and other species, the control of mining sites fuels conflict among human communities and illegal hunting of great apes for bushmeat. Bushmeat hunting associated with the

mining of minerals found in mobile technologies has been identified as the number one threat to chimpanzees and gorillas in EDRC. Conflict fueled in part by this mining has resulted in the deaths of millions of people, loss of important resources and the displacement of many thousands of humans and wildlife alike.

By 2020, it's estimated there will be almost 3.6 billion smartphones in circulation around the world (IHSMarkit). With an average lifespan of approximately 2 years before upgrade or replacement, the demand for the resources used to produce mobile devices and the number of devices potentially entering the waste stream will continue to grow. According to a 2017 study, e-waste had risen by eight per cent from 2015, with only 20 per cent being recycled (Telegraph). It was estimated that up to 50 million tons of electronic waste—mainly computers and smartphones—was dumped in 2017 alone (UNEP).

On February 26th, 2019 citizens from around the globe can participate in 'The Forest is Calling' by pledging to share information about the inherent harm of the consumer technology industry as it exists today, recycle their unwanted mobile devices with one of JGI's recycling partners, and/or to extend the life of their device by keeping it for longer. Individuals also can contribute to JGI's community-centered conservation initiatives, which aid in lessening local participation in mining through public education, alternative sustainable livelihood options and other projects. With these actions, JGI's friends and supporters are helping protect chimpanzees, people, other species and their habitats.

In New Zealand February 26<sup>th</sup> marks the start of a month of action and education about mobile phone recycling, with engagement with the public, schools and businesses. Information about how to participate, along with more facts and resources can be found through JGI New Zealand's website, <http://www.janegoodall.org.nz/jgi-nz-campaigns/sustainable-selves/the-forest-is-calling/>

#ForestIsCalling

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'The Forest Is Calling' Campaign Details

Global site - [www.mobilerecyclingday.org](http://www.mobilerecyclingday.org)

NZ information & site -

<http://www.janegoodall.org.nz/jgi-nz-campaigns/sustainable-selves/the-forest-is-calling/>

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## **The Jane Goodall Institute of New Zealand**

The Jane Goodall Institute New Zealand exists to undertake work on global and local sustainability issues and to inspire and empower people to take action to make the world a better place for animals, people, and the environment.

The Jane Goodall Institute is a global community conservation organisation that advances the vision and work of Dr. Jane Goodall. Founded in 1977 by Dr. Goodall, JGI makes a difference through sustainable development initiatives, protecting biodiversity and sustainability education. We work closely with local communities around the world, inspiring hope through the collective power of individual action. Through Roots & Shoots, our youth-led sustainability education and action programme, young people in 100 countries are acquiring the knowledge and skills to become passionate conservation leaders in their own backyards.

The Jane Goodall Institute New Zealand works towards our vision of a healthy planet where people live sustainably and in harmony with animals and our shared environment.

**Every individual matters and makes a difference, and even our small actions, collectively, can help to change the world for the better – thus providing hope for the future of our planet.**

**– Dr. Jane Goodall**