

# Mobile Recycling Campaign

The campaign about the reuse and recycling of mobile phones was made to raise public awareness about the consequences that our high demand for coltan, cassiterite and other minerals for electronic products has on our environment and the places of origin, such as the Democratic Republic of the Congo.



## What & how?

The money obtained due to the mobile collection is used for the development of educational and conservation projects in Africa.

For every phone, the company Movilbak-Eurekamovil will contribute its official recycling value to the Jane Goodall Institute.

6 MILLION DEATHS  
3 MILLION REFUGEES  
**ENDANGERED SPECIES**  
EXPLOITATION OF LABOR  
ABUSE OF NATURAL RESOURCES  
FINANCE WAR CONFLICTS  
DEFORESTATION  
**pollution**



## Where?

Our home university (UPF) works with **Jane Goodall Institute**, a global non-profit organisation helping the Democratic Republic of the Congo, which has 80% of the world's reserves of coltan.



Reuse terminals to reduce the unsustainable demand for components.

Avoid environmental contamination by recycling useful elements



Raise funds for projects to support the sustainable development of Congolese citizens, education and conservation programs, such as the Tchimpounga Chimpanzee Recovery Center.



## Ways beyond?

Funds from the campaign are used to support school centres for maimed and special needs children, to finance reforestation and to protect wild chimpanzees, as well as environmental education campaigns.

Moreover, money could be invested to improve the coltan miners working conditions.



## But!?

50 million tons of electronic waste annually worldwide. Dissemination and awareness campaigns are needed. ElectroaPfand. Our idea is to add a tax to household appliances so that when they are recycled, the money is returned to the user.

