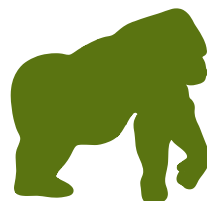


# Overview of Activities

November 2009



Year of the  
**GORILLA**

Année du  
**GORILLE**

2009



World Association of  
Zoos and Aquariums  
**WAZA** | United for  
Conservation

Gerald Dick

## Introduction

After nearly a year of preparation, 109 zoos of 52 in the SSP (keeping 370 gorillas) and of 64 zoos in the EEP (keeping 425 gorillas) agreed to take part in the UN Year of the Gorilla via WAZA, being the official YOG partner. After the formal agreement of cooperation entered into force between WAZA and CMS on 3 December 2008 the YOG proved to become the first and internationally widely recognized joint conservation effort.

Numerous events of the zoo community were advertised on the [www.yog2009.org](http://www.yog2009.org) website and all relevant documents, including gorilla action plans, leaflets, WAZA projects and Q's and A's were made available on the [www.waza.org](http://www.waza.org) special YOG page. WAZA and IZE produced the education manual *All About Gorillas* which has been made available in 4 languages and been downloaded over 600 times till September 2009 only from the WAZA website.

While gorilla conservation will not stop after 2009, it is time to look back and to present a review of activities and what has been achieved during this concerted international action. This is not at all a complete review, but includes all the feedback the WAZA executive office has received and represents a nice cross-section of different activities, globally. WAZA and all its members can be proud of being a major player in gorilla conservation and of the support our community provided to the implementation of the gorilla agreement under the auspices of CMS.

Being on the cusp of entering 2010 as the International UN Year of Biodiversity, this overarching theme will be best positioned to embrace a great variety of zoo- and aquarium related topics and species, including gorillas. Amongst others, IUCN, RAMSAR, CMS and CBD are partnering for biodiversity conservation and WAZA is amidst the international conservation community.

Thanks to all who have been so actively supporting the Year of the Gorilla!

Maria Teresa Abello

## Barcelona Zoo | Spain

During this year Barcelona zoo displayed special labels near the gorilla enclosures regarding the Year of Gorilla Campaign, YoG 2009, explaining the current situation of this magnificent animal. Gorilla educational kits have been sold in our zoo shops during this time.

A special gorilla programme was produced by our educational department for school teams and different events such as keeper-talks were organised during the week May 20th to 26th.

### Gorilla-activities: May 20th–26th

- Talks about gorillas: daily short activities conducted by the primate keeper for the visitors explaining, at the feeding time, amazing features of our gorillas.
- All the school groups attending zoo education programmes were informed about the campaign, and encouraged to do something together.
- Tell-a-tale gorilla activity for children in the open room.
- Painting faces activities for children.
- Children were given a gorilla paper mask as gift in order to paint on their own.



#### Objectius / Objectives

- Recaptar fons per a programes de conservació dels gorilles. Recaptar fondos para programas de conservación de los gorilas.
- Donar a conèixer la seva situació crítica i les amenaces a què s'enfronten. Dar a conocer su situación crítica y las amenazas a las que se enfrentan.
- Millorar la capacitat de les agències governamentals destinades a la conservació de la vida silvestre. Mejorar la capacidad de las agencias gubernamentales destinadas a la conservación de la vida silvestre.
- Incentivar plans estratègics per a la conservació dels gorilles. Incentivar planes estratégicos para la conservación de los gorilas.

### Other YoG 2009 activities were:

- A Catalanian Bank sponsored the edition of a promotional leaflet with gorilla information, radio interviews, gorilla games for children during a popular party in Catalunya (Super3), the institutional zoo website has been linked to the YoG website and to the SOS Gorilla website (fundraising for gorilla *in situ* conservation), publications of different magazines about the gorilla situation.
- The campaign has been coordinated by M<sup>a</sup> Josep Notó, our Head of the Educational Department for AIZA (Asociación Iberia de Zoos y Acuarios).
- The Spanish zoos participating in the campaign are: Bioparc Valencia, Loro Parque, S. A., Parque de la Naturaleza de Cabárceno; Parque Zoológico de Madrid and Parque Zoológico de Jerez.



© K. Kitamura  
Gerald Dick in Ueno Zoo.





Louise Bell

## Blackpool Zoo | UK

### Gorilla poo throwing!

As a fun but novel way of creating awareness of the WAZA Year of the Gorilla campaign, a Gorilla poo throwing competition was held over the summer at Blackpool Zoo by the Great Ape exhibit. Visitors threw fake poos at targets to gain points and to win a prize. To ensure that the conservation message was getting across, the targets were designed as individual gorilla threats and points could be scored accordingly; poacher (20 points), logger (10 points), villager (5 points) and conservationists (-10 points). The poacher seemed by far to be the most popular with over 100 visitors on target and over 300 poos passing his way. A total of £400 was raised with more than 800 visitors and 2,400 flying gorilla poos! The gorilla game was enjoyed by all (including the staff) but I'm not too sure what the gorillas made of it!



© Blackpool Zoo

Beatriz Gallego

## Parque de la Naturaleza de Cabárceno | Spain

It was with great enthusiasm that we received the invitation to participate in the YOG.

Cabárceno, is today an animal park with an extension of 750 Hectars, and houses mainly big mammals in big enclosures, but it was not always so. The area where the park is located was an open air iron mine operated from the roman times until 1989, when the local government recon-verted it into what it is today.

Cabárceno recently inaugurated its new gorilla facility, thanks to the help and support of the very proactive Gorilla EEP. Our gorilla facility houses at present male Nicky and female Nadia, and we hope to enlarge the group in the near future.

We were honoured by the visit of Dr. Jane Goodall, as part of her role as the YOG ambassador through the world. It was a big event, and there was a press conference hosted by the Minister of Tourism, Culture and Sports of the government of Cantabria, Mr. Francisco Javier López Marcano, and by the General Director of Cantur, SA, and the Park, Mr. Diego Higuera.

An agreement was signed between the park and the Jane Goodall Institute, by which Cabárceno will cooperate in some initiatives taken by the Jane Goodall Institute.

Dr. Goodall also signed our guest book, and this is what she wrote: "In my first visit to this astonishing place – illustrating the resilience of nature. The trees and plants now clothing the once bare ground. Illustrating the good things people can do when they care – all the animals living in peace in a beautiful sanctuary. Indeed there is hope for the future if we join hands and hearts around the world and work for a better future for all living things. CONGRATULATIONS!"

In a joint initiative, the keepers of the park gave Dr. Goodall a painting as a present, made by one of the members of the staff, who is also a very talented painter.



© Parque de Cabárceno

From left to right: Federico Bogdanowicz; Executive Director Institute Jane Goodall Spain, Jane Goodall, Francisco Javier López Marcano; Minister of Tourism, Culture and Sports from the Government of Cantabria, and Diego Higuera; General Director of Cantur, and the Park.



Yasushi Ito

## Chiba Zoo | Japan

A special event about gorillas was held at Chiba Zoo during the summer months. An exhibition explained the habitat of gorillas, the situation of wild populations and conservation activities. The female gorilla of the zoo, named Momoko was lent to Ueno Zoo, Tokyo where she got pregnant. This was also mentioned in the exhibition and the reproduction of gorillas was especially highlighted. Some panels were specially dedicated to the Year of Gorilla and WAZA, also acknowledging the support received.



© Chiba Zoo

Ron Evans

## Cincinnati Zoo and Botanical Garden | USA

The Cincinnati Zoo and Botanical Garden (CZBG) have a long history with gorillas and have focused many resources on their in situ and ex situ management. Please see the article in the February 2009 issue of the WAZA news magazine detailing CZBG's Year of the Gorilla efforts. Additional activities include:

- **Gorilla Tree Climb Behavior:** We have added a new public engagement activity during our keeper talks, demonstrating gorilla tree climb abilities by allowing a young visitor to give a gorilla their cue to climb a tree. This behavior was designed to accomplish a couple of goals. First of all, to illustrate and open the opportunity to talk about operant conditioning and other programs zoos have to better manage gorillas in captivity. Secondly, to give a young guest an inspirational gorilla related moment that they will remember for a long time and that others can experience vicariously through watching them. This proved to be very popular and effective.
- **"Through the Congo" fundraiser:** This year's major fundraising event "Zoofari" had the theme, "Through the Congo" and focused on Year of the Gorilla activities. Jomo the gorilla has produced several paintings for sale. This is a huge event that connects with influential friends of CZBG.



© Cincinnati Zoo &amp; Botanical Garden

Ruth Dieckmann

## Cologne Zoo | Germany

In 2009 we accomplished various gorilla activities in Cologne Zoo. Overall focus was the collection of old mobile phones that we forwarded to a recycling company. For each mobile phone we obtained between 50 cent and 200 Euros, depending on the type of phone. The money was forwarded to a gorilla project in Northern Congo.

A collection box was installed at the gorilla enclosure together with information panels highlighting the situation of gorillas in the wild and the threats they are facing. On 26th April we celebrated a gorilla awareness day with several infopoints, guided tours and keeper talks. Visitors that handed over their old mobile phones during that day had the chance to win free zoo entrance tickets.

A monthly gorilla tour highlighted the animals in the exhibits and ended with a keeper talk at the enclosure.

Various seminars enabled the teachers to incorporate gorillas in their school curricula.

"Year of the gorilla" will end up with an illustrated lecture by Thomas Breuer about the "M'Beli Bai-Gorilla-Project" in Northern Congo (8 December).

© Cologne Zoo





Fran Miglore

## Disney's Animal Kingdom | USA

### Highlights of Activities/ Events/Achievements

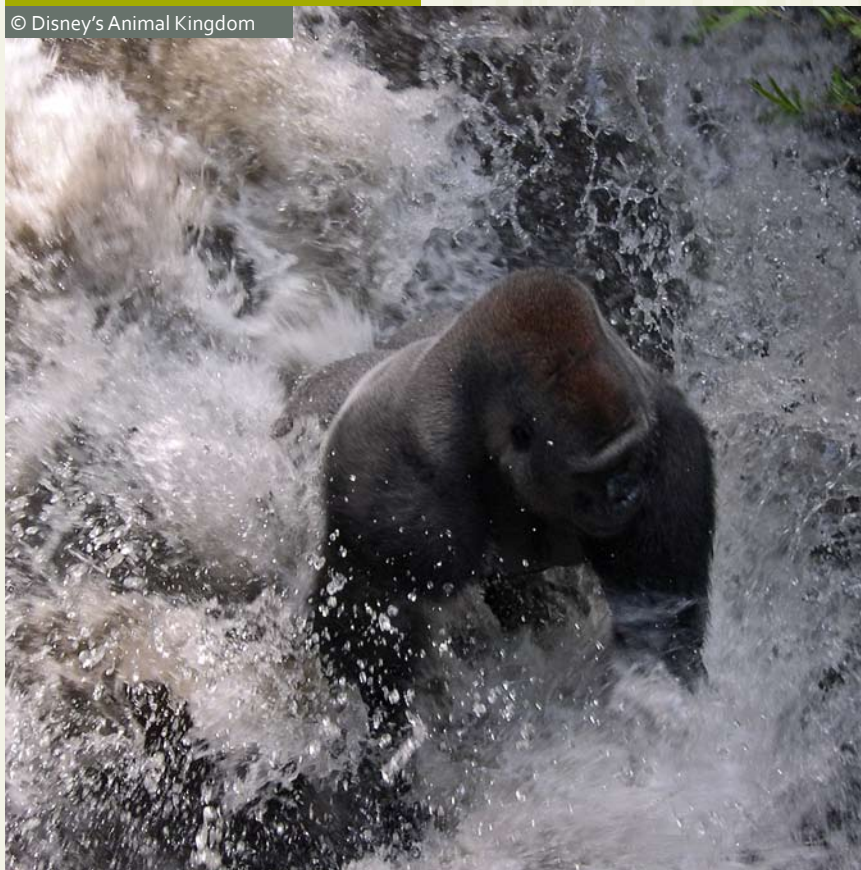
Hosted, on March 28, a "Passholder Speaker Series" event highlighting the gorilla for Disney passholders at Disney's Animal Kingdom.

Providing staff expertise (and funding through the Disney Worldwide Conservation Fund) for the creation of the first center in eastern Africa (near the Tanya Nature Reserve in the Democratic Republic of Congo) designed to rescue and rehabilitate young, orphaned gorillas and, ultimately, reintroduce them back into the wild.

Developed an innovative training procedure that enables team members to monitor the heart health of our gorillas at Disney's Animal Kingdom by administering cardiac ultrasound exams on fully alert, non-sedated gorillas in the gorillas' backstage living area.

Providing our gorillas with an environment that is full of enrichment is a top priority at Disney's Animal Kingdom

© Disney's Animal Kingdom



Manfred Niekisch

## Frankfurt Zoo | Germany

In June, Frankfurt Zoo hosted an international symposium to mark the UN "Year of the Gorilla". Over 160 government officials, gorilla experts, corporate representatives and conservationists from 20 countries produced the "Frankfurt Declaration". This document not only describes the major threats to both the gorillas and their habitats, it also is a fervent appeal to all stakeholders involved, including national governments and intergovernmental organisations, as well as industrial companies to reduce the threats to the remaining gorilla populations in the wild.

Frankfurt Zoo and Frankfurt Zoological Society jointly started a number of initiatives to promote the Frankfurt Declaration and to contribute directly to conservation. For instance a project entitled "Mobile Phones for the Gorillas" was initiated. This campaign is raising awareness of the relationship between our rather thoughtless use of electronic equipment and the most problematic effects of coltan mining on the gorilla habitat in Central Africa. Furthermore, a new mobile information stand has been launched in the zoo explaining the complex conservation situation the gorillas are facing and all zoo events included special gorilla activities.

© Frankfurt Zoo

International Gorilla Symposium at Frankfurt Zoo, 9/10 June 2009.



Takayo Takagi

## Hamamatsu

Municipal Zoo | Japan

We have put up Gorilla posters in a small exhibition in our zoo. The brochures of the Year of the Gorilla have been translated into Japanese and distributed to many visitors of our zoo. Keepers' talks were held to inform visitors about the need for conservation of gorillas in order to protect them from extinction, so this information is not only spread within Africa but also outside and worldwide. We also produced posters of our own gorillas and presented them to the visitors.



Brian Price

## Jacksonville

Zoo & Gardens | USA

During JZG's annual "Party for the Planet" event, keepers utilized WAZA materials for Ape Awareness educational displays. Ongoing sales of gorilla related merchandise, including gorilla-made "walking sticks" benefit the Zoo's Primate Conservation Fund. JZG has made financial contributions to gorilla conservation projects, including Partners in Conservation, Mbeli Bai Study, Cross River Gorilla Project, and Ape TAG Conservation Initiative. Keepers conducted regular keeper chats and gorilla training demonstrations for summer camps and behind-the-scenes tours. A public gorilla training demonstration area will be completed by the end of 2009. New educational graphics highlight gorilla conservation issues, including habitat destruction, the bushmeat crisis, disease, and apes in the pet and entertainment industries. Solitary silverback Quito is now exhibited with a group of colobus monkeys. JZG research on the effects of commercial biscuit feeding on gorilla behavior is ongoing.

Louise Gordon

## Johannesburg

Zoo | South Africa

The Johannesburg Zoo has celebrated the Year of the Gorilla using various opportunities. Promotional materials included stickers, banners and a beaded gorilla standing about one metre high at shoulder level. We printed gorilla t-shirts for all our staff. We have a skull of a gorilla, plus hand and foot prints made from Plaster of Paris and one set cast in fiber glass that was used quite successfully in demonstrating how large a gorilla hand or foot is. An article was placed on our website and we added a banner to our e-mail signature.

Posters were placed at the gorilla exhibit plus we unveiled a gorilla statue of Max, our very famous crime-fighting gorilla, who is now deceased. This statue has indeed turned into a very popular spot for visitors and presents the ideal opportunity for education on gorillas.

© Johannesburg Zoo

Statue of Famous Max at Johannesburg Zoo.



© Johannesburg Zoo Primate week at Johannesburg Zoo.





Laurel Colton

## Los Angeles

### Zoo | USA

In April we participated in a garden show, Gardenex, featuring a wild flower and grass garden with the main conservation message focused on gorillas. We displayed our beaded gorilla and the gorilla banners and posters. This exhibition was attended by more than 10 000 people. The beaded gorilla is currently on display in our conference venue with the Year of the Gorilla information leaflets received from WAZA.

In June 2009 we arranged a primate education week, focusing on gorillas but also including other primates such as chimpanzees, baboons, lemurs and many others as these species are also faced with challenges to survive. We used the various hand and foot prints, skulls and photos to educate 760 learners. During the same week, we arranged a conservation walk in the Zoo – a 5 or 10 km route inside the Zoo and the money raised were allocated to the conservation funds. The same walk will be repeated in December 2009. Some staff members wearing their gorilla shirts participated in a walk organized by a local radio station – 50 000 people participated.

We used education workshops and exhibits to create awareness for the Year of the Gorilla. The resource manual distributed by WAZA was extremely useful and we shared it with the educators and learners. This material was distributed to all the Zoos on the PAAZAB member list. Each educational event – we term these “Biodiversity events” such as national water week, Sasol Birdfair, Arbor day and World Environment Day focused on the Year of the Gorilla. For instance during arbor day our message was – birds need trees. But so do gorillas – save our trees and plant more where you can.

It was an exciting week here in California during “Year of the Gorilla” (YoG) Ambassador Ian Redmond’s lecture tour October 3–12. Ian spoke about gorilla conservation at a number of venues including the San Francisco Zoo, DreamWorks Animation, the San Diego Zoo, two southern California universities, the Los Angeles Zoo and Botanical Gardens, a private party in Beverly Hills, and an educational and philanthropic women’s organization. The San Francisco Zoo docents raised \$740 for YoG through donations and a raffle at Ian’s lecture. While in L.A., Ian was interviewed for a local radio show and a newspaper article. So far this year, about \$20,000 has been raised in the L.A. area through various YoG events including this lecture tour.

Ian Redmond, gorilla & cake at L.A. Zoo.

© Tad Motoyama



Sofie Meilvang

## Limbe

### Wildlife Centre | Cameroon

Every year we have workshops during the summer holiday. This year the theme was “gorillas, research and conservation”.

During the workshop the participants had several lectures about gorillas, their biology and behavior and on conservation and gorilla research. They had to do behavior observations on our gorillas, they went to a forest to investigate if it was a suitable gorilla habitat and they prepared posters about gorillas. All of it was a great success!

We have also had a “week of the gorilla” in June, where the children from our nature club produced a very nice “YOG” banner and made gorilla masks. We had presentations about LWCs gorillas and all over the centre we had information about gorillas.

© Limbe Wildlife Centre

Limbe Nature Club, June 2009.



David Waugh

## The Loro

Parque Fundación | Tenerife,  
Canary Islands, Spain

### Gorilla videoconferences

Starting in March, and running on a weekly basis, the daily activities of the Western lowland gorillas in Loro Parque, Tenerife, Spain have been brought in real time into classrooms of schools throughout Spain. This educational programme for the "Year of the Gorilla" is organised by the educators and biologists, and made possible through videoconferences using the internet. Although the programme has been focused especially on schools in Spain, by connecting to the digital system Nautilus, developed by the Loro Parque Fundación especially for these educational activities, any school in the world using Spanish can participate. At the same time as being able to see the gorillas, in Europe's longest established bachelor group, the children receive information, can ask questions and can play video games distinguishing the gorillas by their noses or fingerprints. The programme is supported by CEPESA and Caja Mediterránea.



Advertisement for gorilla videoconferences.

© Loro Parque Fundación

Elena Migunova

## Moscow Zoo | Russia

The most important contribution to the YOG 2009 campaign was made by lowland gorillas in Moscow zoo: a baby gorilla was born in April.

Posters, leaflets and interactive signs were prepared, guided tours and public talks arranged about gorillas and the YOG campaign introduced.

In September an art exhibition was arranged in the zoo within the 3rd Moscow Biennale of Contemporary Art. The opening ceremony was focused on the YOG 2009, so the art community was also able to take part in fund raising activities.

The main event – Gorilla Day – took place in October 4. There was a "Gorilla trail", where everyone could try to answer questions about gorillas, recognize voices of different African animals, smell tropical plants, play with the zoo gorilla toys (and learn about behaviour enrichment). The event was covered by all main TV broadcasters in Moscow.



Gorilla quiz at the Moscow Zoo.

© Moscow Zoo

Martina Raffel

## Allwetter Münster Zoo | Germany

### German TV's weather lady supports the YoG

On August 2nd, gorilla "Gana" at Münster Zoo gave birth to her third baby. Her first daughter and the son born last year had gained notoriety: Two years ago, "Mary Zwo" had been neglected by her mother and thus has to be raised in the gorilla nursery of Wilhelma Stuttgart. Son "Claudio" grew only three months old; the photos of the mourning "Gana" guarding her dead baby for a week went around the world.

Having seen the photos of Claudio after birth, German TV's weather lady Claudia Kleinert fell in love with the gorilla baby at Münster Zoo, gorillas being her favourite animals! In the "weather show" she announced her interest in adopting the gorilla, in case it should be a girl. However,

© Münster Zoo

German TV's weather lady Claudia Kleinert with an emblematic plush gorilla is supporting the YOG since adopting the gorilla baby born at Münster Zoo.





Richard A. Bergl

Florence Perroux

## North Carolina Zoo | USA

## Zoo de la Palmyre | France

the baby turned out to be a boy, and was named "Claudio" in her honour. When "Gana" now had a female baby again, Münster Zoo's director Jörg Adler spontaneously offered the adoption of the gorilla to the weather lady – and Claudia Kleinert agreed promptly! On August 17th she visited her goddaughter – also in favour of the Year of the Gorilla which she supports with the following statement:

Three of the four gorilla subspecies are listed as "Critically Endangered" on the IUCN Red List of Threatened Species, due to poaching, the bush-meat trade and habitat destruction. Therefore, the United Nations have declared 2009 the "Year of the Gorilla". Everybody can contribute to the preservation of the gentle giants of the forest – not only by donations to relevant *in situ* conservation projects. Simple behavioural changes may help as well, e. g. buying garden furniture not made from tropical wood, using recycled paper, collecting old mobile phones in recycling stations (like the one in Münster Zoo) and much more. By this means, everybody can help to preserve the gorillas' habitats. With the adoption of Claudia I also support the „Year of the Gorilla“.

### Working together to save Africa's most endangered ape

Since 2007 the North Carolina Zoo has been collaborating with the Wildlife Conservation Society to conserve the critically endangered Cross River gorilla. Most recently, the Zoo has developed a mobile computer/GPS-based data collection system for research and law enforcement to use to monitor the Cross River population. These ruggedized handheld devices allow field workers to quickly and consistently record standardized information about the gorillas and other wildlife that is used to make conservation action more effective. The system, which was funded by the US Fish and Wildlife Service and the AZA Conservation Endowment Fund, was deployed to multiple sites in Nigeria and Cameroon in early 2008. We are currently refining data collection and analysis using the system with a view to have it fully operational by the end of 2009.

© NCZ

North Carolina Zoo's Rich Bergl and WCS field staff testing different mobile computers in the Mbe Mountains, Nigeria.



### Year 2009 is definitely that of the gorilla at La Palmyre zoo.

After the opening of its new apes exhibit last spring, followed by the birth of a delightful baby gorilla at the end of June, the zoo started its "Year of the Gorilla event" in early summer.

Visitors were invited to take part in a gorilla photo contest. They've been asked a contribution of 5 euros for each photo sent, so we could help raising funds for the campaign. The photo contest is still running till the end of August. Results and winning pictures will be published on the zoo website some time in September.

Participants have the opportunity to compete in 2 different categories (gorilla pictures taken in zoos or in the wild). For the moment we didn't receive any photos from wild gorillas, meaning probably that gorilla viewing tourism isn't so widespread.

An informal stand located just in front of the new gorilla/apes enclosure and opened 5 days a week from 2 p.m. to 7 p.m. during the whole summer, offered different gorilla products for sale such as tee-shirts, cuddly toys, wooden gorillas from Rwanda, posters, postcards, newspapers for kids...

A giant gorilla moneybox collected more than 2,000 € for now and had great success with kids! >>>

Wooden gorillas from Rwanda. © S. Meys





Ivan Rehák

Udo Nagel

## Prague Zoo | Czech Republic

>>> Several large panels installed near the stand allowed people to get informed about the Year of the Gorilla campaign, as well as learn more about the 4 gorilla subspecies, the threats they face in the wild and the different ways of acting for protecting them. Many people stopped and read the panels, which is really positive as we all know how difficult it is to encourage people reading signs in zoos!

Globally, visitors showed a clear interest for gorilla conservation issues and we hope they'll keep doing well after such a good start, committing themselves in associations, supporting *in situ* programs and changing their consumption patterns.

The Zoo collected finally 13.000 € and could support community-based anti-poaching activities in the Mbe Mountains, in Nigeria and Cameroon in favour of Cross River gorilla conservation.

By generating income for conservation from entrance fees, we focused on Eastern Lowland gorilla conservation in the Kahuzi-Biega National Park in the Democratic Republic of Congo (rebuilding surveillance and monitoring).

The donation of 6,000 € was handed over to the director of the National Park, Mr. Radar Nishuli during the international gorilla symposium, which was held on 9/10 June 2009 at Frankfurt zoo.

© Ivan Rehák

Prague Zoo donation handed over at International Gorilla Symposium, Frankfurt, left to right: Manfred Niekisch, Radar Nishuli, Sandra-Maria Meier, Petr Fejk, Lutz Laemmerhold.

## Exhibition in the YOG & fund-raising campaign for new ape construction

In the Year of the Gorilla Zoo Rostock arranged an open-air exhibition with the title "Welcome in the year of the gorilla". The exhibition shows the current situation of the gorillas and their threatened environment. All visitors showed a high interest in the exhibition which still can be visited until the end of the year.

At the same time Zoo Rostock used the YOG for its own fund-raising campaign for a new ape construction. 1,000,000 € will be collected in 2009 for the Darwineum with a new ape construction. The laying of the foundation stone will be at the end of 2010 and the opening of the Darwineum is planned for 2012. Zoo Rostock is counting on the slogan "2012 Together we reach the goal – let's work for the apes".



La Palmyre gorilla moneybox. © S. Meyers



Exhibition boards at Rostock zoo. © Zoo Rostock



Christan Baumer

## Sedgwick County Zoo | USA

Sedgwick County Zoo held an ape awareness event during August 2009. Keepers, docents and volunteers educated our guests through chats and activities. Topics included apes in entertainment, bushmeat, orangutan conservation, palm oil, the Year of the Gorilla, the Jane Goodall Institute, and the Dian Fossey Gorilla Fund International. The event generated more than \$1000 selling bookmarks, buttons, magnets, small ape paintings and t-shirts. Each bookmark had a conservation message with an image and information about our gorilla, chimpanzee or orangutan group. Favorite activities included the docent made gorilla, chimpanzee and orangutan pajamas for visitors to try on for size comparison, two foraging activities where visitors foraged for a prize, and the opportunity to identify the zoo's gorillas by matching their "nose print". Before guests left the area, they were asked, "Are they Endangered?" for each ape species.



Ape Awareness Day in Sedgwick County Zoo.  
© Sedgwick County Zoo

Rachael Woodward

## Taronga Zoo | Australia

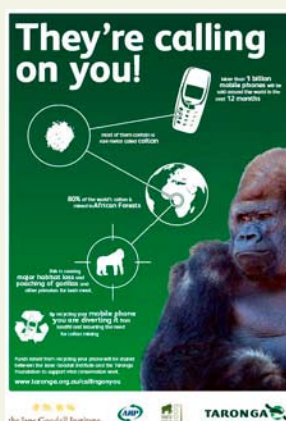
Taronga Conservation Society Australia (TCSA) has joined the "Year of the Gorilla" initiative, by launching the program **They're Calling on You**, a mobile phone recycling campaign. This program is designed to make it easy for people to contribute to primate conservation simply by donating their old mobile phones.

Zoo visitors are encouraged to collect postage paid recycling satchels; during keeper talks from the Gorilla and Chimpanzee enclosures, the Zoo's entrance, or visit the Taronga Zoo website at [www.taronga.org](http://www.taronga.org) to download postage-paid labels. With the satchels or labels, visitors can send their old mobile phones away for recycling. Corporate and school donations are encouraged and a free courier service has been arranged to collect large donations of phones.

This recycling program supports the Year of the Gorilla initiative by

- Diverting phones from landfill
- Raising money to support the Jane Goodall Institute's primate conservation work in Africa through the sale of refurbished phones and
- Lessening the demand for coltan mining by providing the coltan coated capacitor in old mobile phone a second life.

The TCSA hopes to run this campaign throughout 2009, and if successful, into the future.



A poster of TCSA cvampaign.

© TCSA

Teruyuki Komiya

## Ueno Zoological Gardens | Japan

The banner with the YOG logo was printed and has been posted at the front gate of the zoo since February 2009.

### Quiz rally of gorilla

Visitors had to answer quizzes while observing gorillas. It took place at the gorilla's exhibition space on 16 May, when about 200 people participated. Lectures were given by a wild gorilla's specialist, the theme being "What gorilla taught in the forest in Africa", the lecture was held in the big zoo hall on 29 April when about 150 people participated.

For elementary school children, classes were organised: During gorilla observation opportunity, keepers explained about biology etc. The classes were held from 22 to 25 July, and about 80 children in total participated in groups of 20 each.

### Special gorilla exhibition

All gorillas of Ueno zoo were introduced by photos individually, the exhibition was shown on the show floor in the zoo from 16 June to 4 October, the total number of visitors were about 15,000 people.

The elementary school children and adults drew a picture letter while observing gorillas. It was done on 12 September and 40 people participated.

### Fundraising Campaign to protect wild gorillas

The fund-raising box was set up in the special exhibition hall and volunteers assisted by asking guests for donations while explaining about gorilla conservation. Funds amounting to 195,787 yen were collected by 26 September.

© Ueno Zoo



Jean-Pascal Guery

## La Vallée des Singes | France

We organized "Gorilla weekends" at which time we installed booths at various points throughout the zoo in order to inform our visitors about the gorillas as well as our everyday life habits which contribute to deforestation and its consequences.

Visitors had the opportunity to learn something about gorillas within each primate territory (in addition to the species presented there). All visitors were invited to place their hand print on a big gorilla silhouette, to symbolize visitors' commitment in their daily lives to decrease their individual impact on gorilla environmental destruction.

We collected more than 1,000 coloured handprints made during the course of the weekend. We were also very proud to see one of our three female gorillas, on a stamp issued by the French Postal service.

We informed and educated 180,000 people and 5,000 people have made a commitment to change something in their daily lives for the conservation of gorillas.



John Linehan

## Zoo New England (mostly Franklin Park Zoo) | USA

### List of YOG activities

- Biofact table for Ape Awareness week (February School Vacation).
- Advertising in both kiosks (YoG poster).
- Increased primate and gorilla member programming – Primate Behavior for 8–10 year olds (once in February and twice in July), Gorillas Up Close for 3–4 year olds (twice in July), and Gorillas in Our Midst for 5–7 year olds (twice in August).
- Breakfasts with the Gorillas (twice in April, 1 scheduled for October).
- Lecture by Dr. Marc Hauser on "Ape Economics" in conjunction with Harvard Museum of Natural History (HMNH) in October.
- Gorilla family program with HMNH in October.
- Gorilla biofact table for Kiki and Kira's birthday celebration (August).
- YoG information posting in TF in September and being made available to teachers through website for field trips.



Museka on official French postal stamp.

© La Vallée des Singes

Fingerprints on gorilla silhouette.

© La Vallée des Singes

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## Zoos Victoria | Australia

They're Calling on You, a mobile phone recycling program created by Melbourne Zoo in partnership with Aussie Recycling Program and Jane Goodall Institute Australia has now been embraced by more than 13 ARAZPA institutions across the Australasian region.

The program is designed to help lessen the demand for coltan, a mineral mined within gorilla habitat, whilst raising funds for primate conservation. More than 13,500 phones have been refurbished to date, and proceeds generated from the sale of refurbished phones have been utilised by the Jane Goodall Institute Australia in partnership with the Dian Fossey Gorilla Fund International (DF-GFI) to increase anti-poaching efforts within Maiko National Park (DRC).

The campaign has prompted the Australian Mobile Telecommunications Association (AMTA) to engage in this debate and was recently awarded Best Corporation Contribution to the Environment at the 2009 Melbourne Awards.

With more than 100 media articles generated across the region, the coltan mining crisis has now reached a mainstream audience. They're Calling on You is fast confirming that Zoos, Parks and Aquaria can work in collaboration to empower community conservation action. See for details [www.zoo.org.au/Calling\\_on\\_You](http://www.zoo.org.au/Calling_on_You)



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