

EAZA Education Conference 2019

Stockholm – Skansen – Sweden

SKANSEN

EAZA EDUCATION CONFERENCE 2019

March 25–28 Stockholm Skansen Sweden



EAZA Education Conference 2019

25 – 28 March 2019

Hosted by Skansen, Stockholm, Sweden



This conference is supported by the European Union LIFE NGO funding programme. The European Union is not responsible for the views displayed in publications and/or in conjunction with the activities for which the grant is used.

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INTRODUCTION

The Skansen Foundation is very happy to welcome you to EEC 2019!

Skansen is the world's first open-air museum and was founded in 1891. On the 30-hectare compound you can find about 180 historical buildings from different parts of Sweden, mainly from the 18th, 19th and early 20th centuries. From the very beginning the animals have been an very important attraction for Skansen's guests and there has always been a mix of domestic and wild animals, Scandinavian and exotic.

In the past ten years we have worked intensively to modernize our animal facilities and develop our work with education and species conservation. As a zoo situated in a million-city, we want to contribute to increased knowledge of primarily Scandinavian animals and as an open-air museum, we emphasize human relations with the animals over time.

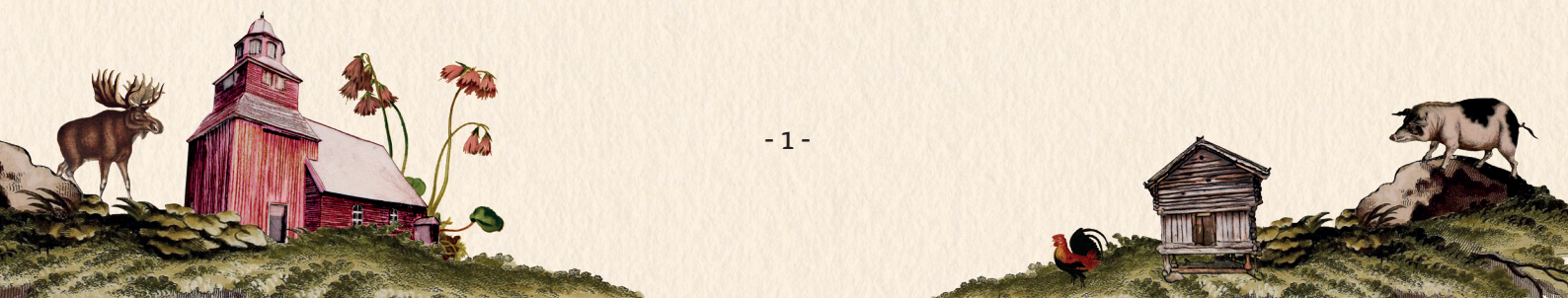
Since we built a new Children's zoo in 2012, we have seen a fivefold increase in the amount of booked school lessons. We hope that we will take another substantial development step and reach about 1500 school groups annually when we this year inaugurate our new Baltic Sea Science Center (BSSC).

The investment in BSSC is a collaboration with Stockholm University and the Swedish University of Agricultural Sciences. It has been extremely inspiring to work with two of Sweden's foremost universities to form a facility for education and experiences concerning the Baltic Sea, which is not only Stockholm's nearest sea, but also one of the world's most environmentally abused.

Next door to the BSSC is also the Skansen Aquarium which is a private enterprise well worth a visit. Entrance is included for you during the conference and the weekend.

International exchange has always been of great importance to Skansen and when we now focus even more on education, it is a great pleasure to welcome the EAZA Education Conference to Skansen.

Tomas Frisk / Head of the Zoological Department



EAZA Education Conference 2019

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ORGANIZATION COMMITTEE

Organising Committee:

The EAZA Education Committee

EAZA has a Specialist Committee dedicated to conservation education, active since 1995. The main role of the committee is to help deliver the EAZA objective: maximising the conservation impact of EAZA and our Members. The committee achieves this by helping to promote the conservation education work of EAZA Members externally, but primarily by supporting the EAZA Membership to deliver more effective conservation education and ultimately be more effective in nature conservation. The main tool for this work is the Conservation Education Standards, which are regularly reviewed and updated by the committee. The committee works according to an action plan based on the Conservation Education Standards and the EAZA strategy, and supports the EAZA Membership in ways ranging from formal resources to help you check you're on track for an EAZA Accreditation Screening to the EAZA Conservation Education Facebook group where you can share ideas or ask questions. The committee is made up of regional representatives from across the EAZA region, as well as specialist topic representatives.

Find out more at www.eaza.net or visit the Education Committee workspace in the EAZA Member Area.

Committee Chair (outgoing): Sarah Thomas

Vice-Chair: Antonieta Costa (Lisbon Zoo)

Region 1 (Central/East) Representatives:

Martin Becker (Opel Zoo)

Elena Migunova (Moscow Zoo)

Kathrin Röper (Hannover Zoo)

Marta Zając-Ossowska (Wrocław Zoo)

Region 2 (North/West) Representatives:

Nikki Burton Mallott (Knowsley Safari Park)

Marjo Priha (Helsinki Zoo)

Eva Andersson (Nordens Ark)

Region 3 (Southern) Representatives:

Louisianne Fauchille (Zoo de la Barben)

Tomislav Krizmanić (Zagreb Zoo)

Patricia Filipe (Oceanário de Lisboa)

Maria Noto (Barcelona Zoo)

João Neves (Zoomarine Portugal)

Observer: Daniele Rizzelli (Zoo delle Maitine)

Specialist Topic Representatives:

Andy Moss – Visitor studies (Chester Zoo)

Lucia Schröder – Silent Forest representative (Cologne Zoo)

Committee Liaison:

Laura Myers (EAZA Executive Office)

Scientific Committee:

Sarah Thomas (EAZA Education Committee Chair)

Laura Myers (EAZA Education Committee Liaison)

Marjo Priha (Helsinki Zoo)

Kathrin Röper (Hannover Zoo)

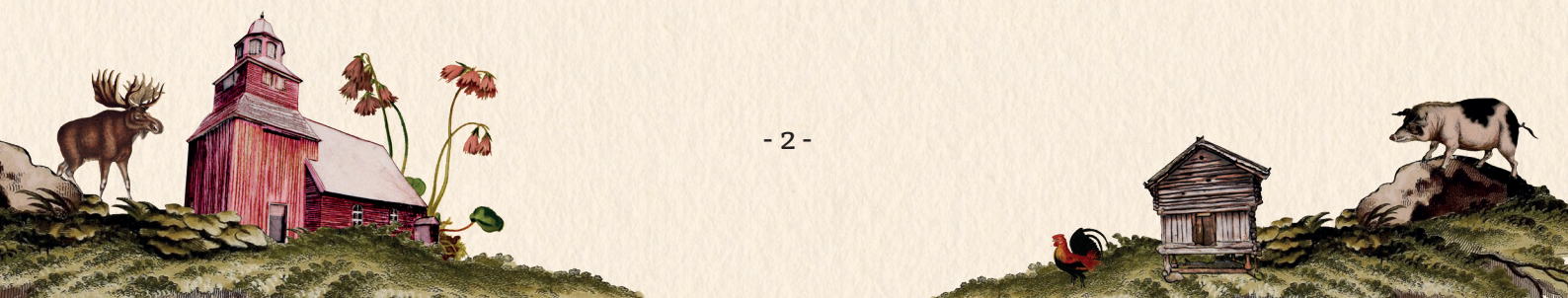
Eva Andersson (Nordens Ark)

Erik Johansson (Borås Zoo)

Local Organisers:

Mirko Marseille (EAZA Executive Office)

Jens Djupa (Skansen)





The Swedish Zoo Association's Research & Education Group

Linda Thelin – Slottsskogen & Rovdjurscentret De5 Stora, linda@de5stora.com

Jens Djupa – Stiftelsen Skansen, jens.djupa@skansen.se

Eva Andersson – Nordens Ark, eva.andersson@nordensark.se

Fredrik Köhler – Spånga gymnasium, fredrik.kohler@utbildning.stockholm.se

Erik Johansson – Borås Djurpark, erik.johansson@boraszoo.se

Maria Eng-Johnsson – Ystad Djurpark, zoolog@ystaddjurpark.se

Louise Nilsberth – Parken Zoo, louise.nilsberth@parkenzoo.se

Björn Kjellman – Kolmårdens Djurpark, bjorn.kjellman@kolmarden.com

INVITED SPEAKERS



Diogo Veríssimo – Interested in nature from a young age, Diogo started working as an educator at Lisbon Zoo. His academic studies led him to a career in social sciences, focusing on conservation marketing which applies social marketing theory to conservation science. His current research focuses on designing and evaluating behavior change interventions to better manage natural resources, particularly illegally traded wildlife resources.



Emma Nohrén – Emma is a trained marine biologist, and also a member of parliament for the Swedish Green party Miljöpartiet de gröna and a candidate in this year's European Parliament elections. She is passionate about promoting equality, issues affecting those living in rural areas and especially marine issues such as plastic pollution and overfishing. She is particularly focused on issues affecting the Baltic Sea and will talk about what politicians are doing but also how we can use it as an educational example.

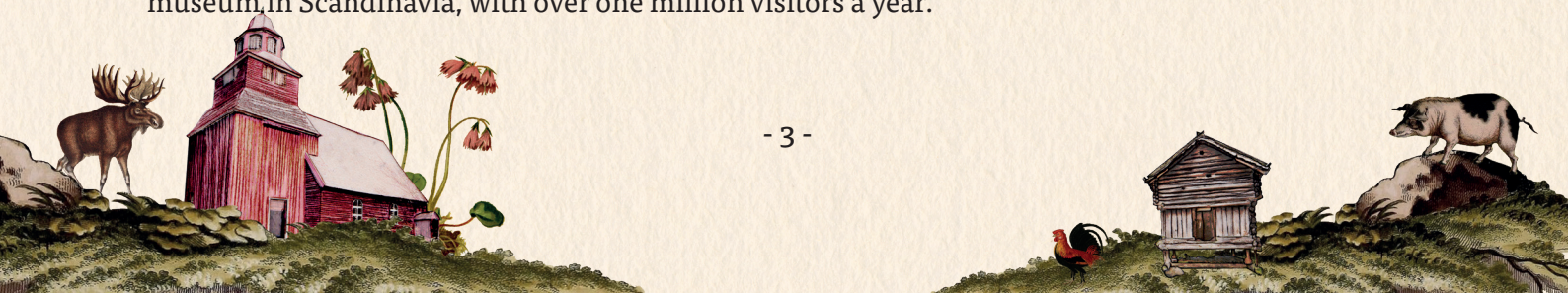
RECOMMENDED THINGS TO DO NEARBY

Old town – If you continue the ferry to Slussen then you reach after a short walk up to the old town with many nice restaurants. If you stay at Champman, it is easy to go straight from the hostel to the old town via the castle.

Vikingaliv Museum – A short walk from Skansen is the museum Vikingaliv, Stockholm's newest museum, lets you experience Sweden during the Iron Age through the eyes of the legendary Vikings. Discover their history, legacy and learn to separate fact from fiction. You'll meet a bona fide Viking, replicated with the help of DNA from archeological finds, and see the everyday life of a Viking family in the interactive exhibition Ragnfrids Saga.

ABBA The Museum in the hotel PoP-house – is more than just a museum. Sure, the permanent exhibition is chock full of ABBA memorabilia like stage outfits, instruments, gold records, awards and much more. But it's also an interactive experience that invites you to sing, dance, mix music and try out virtual stage outfits

The Vasa Museum – A short walk from Skansen is the Vasa museum. The Vasa is the only preserved seventeenth-century ship in the world and a unique art treasure. More than 95 percent of the ship is original, and it is decorated with hundreds of carved sculptures. The 69 meter-long warship Vasa sank on its maiden voyage in the middle of Stockholm in 1628 and was salvaged 333 years later in 1961. For nearly half a century the ship has been slowly, deliberately and painstakingly restored to a state approaching its original glory. The three masts on the roof outside the specially built museum show the height of the ship's original masts. Today the Vasa Museum is the most visited museum in Scandinavia, with over one million visitors a year.



CONSERVATION EDUCATION – ACTING FOR A SUSTAINABLE FUTURE

PROGRAMME

MONDAY 25 MARCH

08:30 EAZA Academy Seminar: Embedding social research and evaluation into conservation education programmes at zoos and aquariums **at Skansen Gruvan.**

17:30 Conference Registration opens at Skansen Baltic Sea Science Center (BSSC)

18:00 Icebreaker at Skansen BSSC with lighter food and drink.

Around 19:30 we go to the PoP-house bar for those who want, that becomes the conference official pub with 20% discount on food all week.

TUESDAY 26 MARCH

08:30 Registration and Welcome coffee at Högloftet inside Skansen (see map on page 10)

09:00 Opening Session and welcome

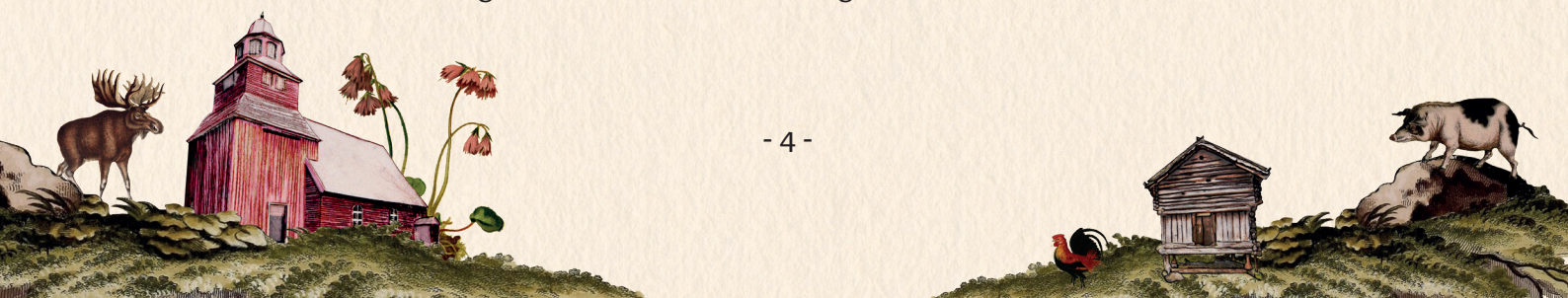
- Skansen
- EAZA Executive Director
- EAZA Education Committee Chair
- Keynote speaker: Diogo Verissimo, University of Oxford

10:30 Coffee and poster session

11:00 Whole Zoo Conservation Education

Conservation education has traditionally been a job as educators and the zoo's education department, but that is changing. Every person who works in a zoo and aquarium has the potential to connect with our audiences and be a conservation educator! We want to hear about conservation programmes that involve the wider zoo staff from keepers to cleaners. How have you built opportunities, skills and confidence in other zoo staff to support a whole zoo approach to conservation education.

- **When the conservation education staff inspires a new zoo** – Julie Jet, Pierre Bouthors; Amiens Zoo
- **The effectiveness of various methods of presenting information for schoolchildren aged 12-17** – Mariia Matlova, Elena Agafonova, Elizaveta Laevskaia; Leningrad Zoo
- **Action Indonesia: the role of educators in species management planning** – Charlotte Smith; Chester Zoo, Education Working Group of Action Indonesia partnership/GS MPs for Anoa, Banteng, Babirusa and Sumatran Tiger



PROGRAMME

- **The role of the educator in the zoo's functioning process** – Marta Zająć-Ossowska, Anna Mielnikiewicz; Wrocław Zoo
- **Innovative learning environments** – Tiago Carrilho; Lisbon Zoo
- **Practical careers events at ZSL** – Sarah Parbery; ZSL London Zoo

12:30 Lunch

14:00 Keynote speaker – Emma Nohrén, Miljöpartiet de gröna

14:50 Life under water – introducing the next EAZA Conservation campaign

This session focuses on highlighting some of the marine-focused conservation education taking place in EAZA zoos and aquariums, followed by an introduction to the next EAZA campaign, the first to focus exclusively on aquatic conservation issues and a discussion-based workshop about how educators can support the next campaign.

- **School project as a way to change students perception on marine litter pollution in the Canary Islands** – Inés Álvarez; Loro Parque and Loro Parque Fundación
- **Putting the Oceans into formal school education, collaborating to promote awareness and actions for the sustainability development goals 14 and 12 through teacher professional development workshops** – Nóirín Burke¹, P Creedon¹, A Quinn¹, D King²; 1. Galway Atlantaquaria, 2. Junior Cycle for Teachers (JCT) Support Service, Monaghan Education Centre
- **Green Network of Biodiversity** – Tomislav Krizmanic, Ana Milković Opašić, Marija Starcević; Zagreb Zoo

15:20 Coffee

15:50 Campaign Introduction and workshop – Daniele Rizzelli; Zoo delle Maitine

17:00 Day 1 Close

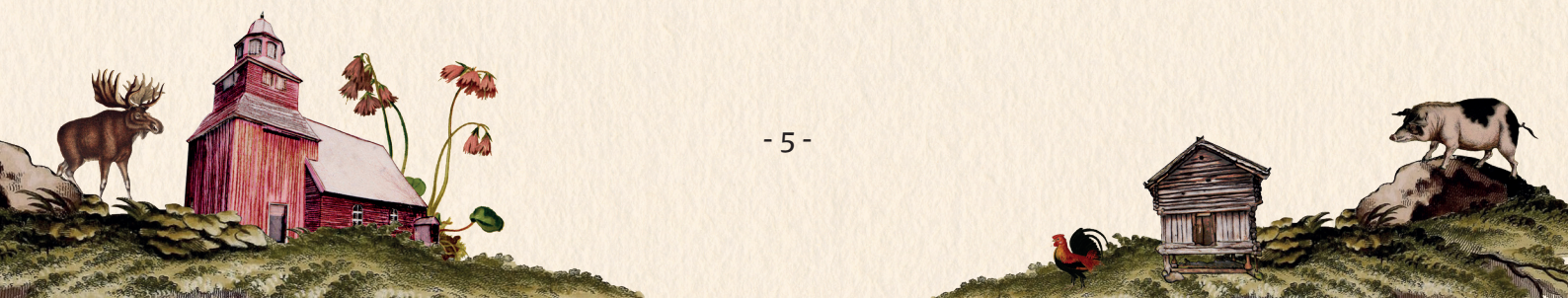
WEDNESDAY 27 MARCH

08:30 Welcome coffee

09:00 Celebrating the successes of the EAZA Silent Forest Campaign

This theme is a chance for you to show case what activities, events and evaluations your zoo or aquarium has undertaken as part of the current EAZA Conservation campaign. What lessons have you learnt, what didn't go quite how you expected, did you work with an unusual audience and what tips would you give other zoos on how to make the most of this campaign for the rest of 2019.

- **Escape Room for Silent Forest Campaign in Parco Natura Viva** – Katia Dell'Aira, Marta Tezza, Irene Arduini, Cristina Belloni, Ilaria Marchi, Francesca Pinali; Parco Natura Viva
- **Silent forest burst into song (Campaign events at Moscow zoo)** – Tatiana Voronina, Elena Migunova; Moscow Zoo
- **Hall of Silence** – Marija Starcevic¹, Tomislav Krizmanic¹, Sanja Škreblin²; 1. Zagreb Zoo
2. Primary school "Dobriša Cesaric", Zagreb



PROGRAMME

- **Silent forest** – targets for the second half of the campaign – Barbara Tesarova¹, Lucia Schröder²; 1. Liberec Zoo, 2. Kölner Zoo

09:45 Thinking forward for a sustainable future

In this theme we want to showcase how conservation education is an important aspect in sustainable development, and how EAZA zoos and aquariums should work in the future to collectively contribute to meeting the UN sustainable development goals. Some examples of the presentations we would like to see include; Is your zoo or aquarium using the UN Sustainable Development Goals as a key framework to how it operates, have you run a programme that links specifically to one or more of the goals or have you got a great idea of how to bring the goals to life and make them relevant to zoo audiences.

- **Local school partnership – a new approach to evaluation** – Suzanne Hermiston; Royal Zoological Society of Scotland
- **Committing People to Action – the Commitment Wall in the new Israel Aquarium in Jerusalem** – Shai Ben Ami, Nicole Wexler; The Tisch Family Zoological Gardens in Jerusalem/Israel Aquarium
- **Creating coherence between UN's Sustainable Development Goals** – Louise Bach; Copenhagen Zoo
- **Putting conservation action at the heart of the school curriculum** – Charlotte Smith, Andrew Moss, Sean Dick, Anya Moon, Sarah Bazley; Chester Zoo
- **Sustainable living through Captain REKO** – Jens Djupa, Elin Skagervik; Skansen

11:00 Coffee

11:30 Open Space Discussion

This unstructured discussion time will give delegates a chance to raise and discuss any issues or questions relating to their own practice, their experiences at the conference, or their plans for the future.

13:00 Lunch

14:00 Group Photo and Zoo Visit

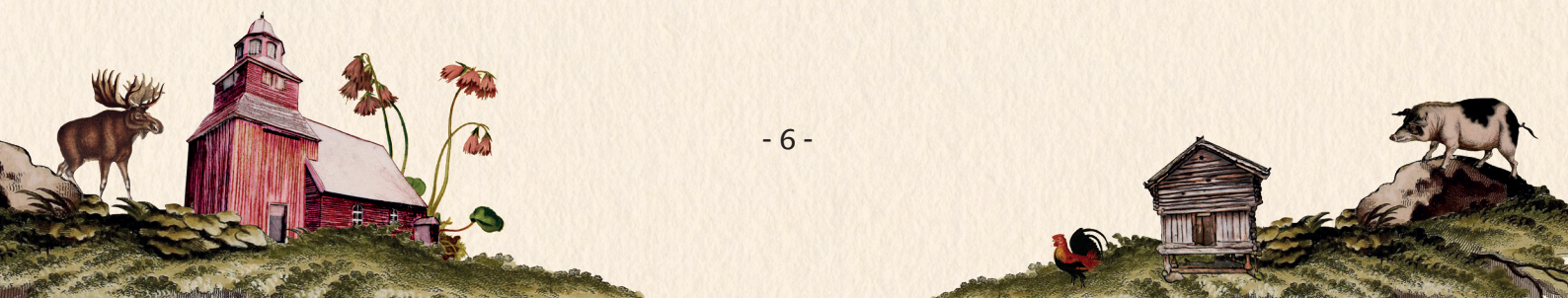
16:00 Coffee

16:30 Open Space Feedback

17:00 EAZA Conservation Education Standards discussion panel

The revised EAZA Conservation Education Standards were introduced at the end of 2016, in this session we will discuss the impact they have had so far, the challenges and successes of implementing the standards, and how they are used as part of the EAZA Accreditation Programme.

- **Meeting the Educators' Anxiety on Zoo Accreditation because of Conservation Education Standards (EAZA CES): the road to success is littered with caffeine and adrenaline** – Daniele Rizzelli, Lorella Pina Pagliarulo, Newton Fusco; Zoo delle Maitine





PROGRAMME

- **An Englishman Abroad – Taking EAZA Education Standards to China –** Stephen Woollard; www.ZooStephen.com
- **EAZA screening and the Conservation Education Standards at Tallinn Zoo –** Darja Zubareva; Tallinn Zoo

18:00 Day 2 close

THURSDAY 28 MARCH

08:30 Welcome coffee

09:00 The role of animals in conservation education

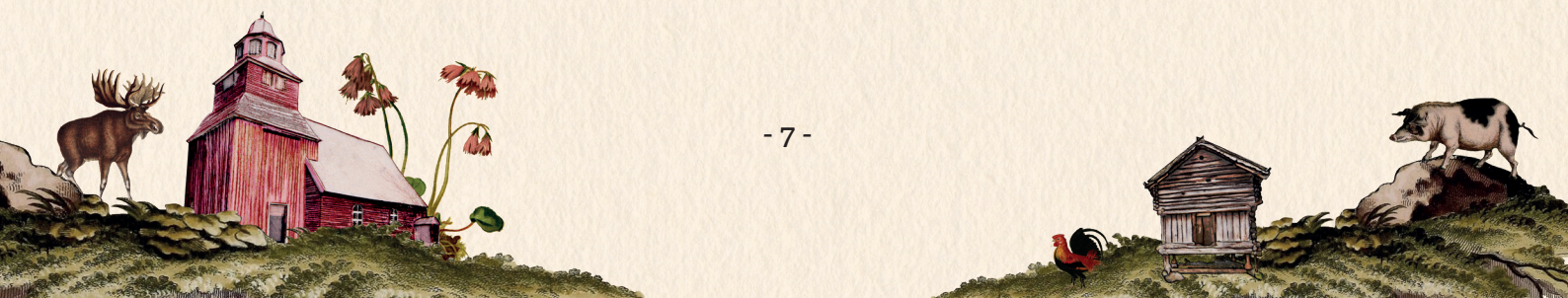
In this session we will talk about how conservation education impacts on collection planning, both at an institutional and a regional level. Can we justify exhibiting certain species only on the basis of their educational value? How can we assign an educational value to an animal species?

- **Educational values of animal species –** Marjo Priha, Tero Kirjosalo; Helsinki Zoo
- **Every species has a story, but they don't all have a storyteller... –** Steve Nash; Whitley Wildlife Conservation Trust
- **The role of conservation and education with respect to your animal collection –** Thomas Bionda; Apenheul

09:35 Measuring the effects of conservation education in EAZA zoos and aquariums

In this theme we are looking for examples of how you have designed social research and evaluation tools, collected data and evidence or measured the changes and effects in your audiences because of your conservation education programmes.

- **Humor me (or not)... can funny ads promote shark conservation? –** João Neves¹, Jean-Christophe Giger², José Pestana²; 1. Zoomarine Algarve, 2. Centre for Research in Psychology – CIP-UAL, Lisbon Portugal
- **What's not being said: a comparative study of interpretation styles through analysis of zoo visitor conversations –** Greg Counsell; Chester Zoo
- **Measuring the cognitive, social, emotional and conservation learning outcomes of a practical learning course at London Zoo –** Sarah Duffy; London South Bank University, Zoological Society of London
- **Self-led walking tours at Knowsley Safari: What do school groups experience? –** Ellie Sowerby; Knowsley Safari
- **The Zoos' Ethical Reputation Survey (ZERS): how to investigate zoos' reputation among visitors. Preliminary results –** Linda Ferrante¹, Paul Dierkes², Francesco Melchiori³, Barbara de Mori¹; 1. Department of Comparative Medicine and Food Science – University of Padua, 2. Department of Bioscience Education & Zoo Biology – Goethe University Frankfurt, 3. Faculty of Psychology – University Niccolò Cusano
- **Using digital media to teach about Illegal Wildlife Trade –** Jana Schilbert¹, Sean Dick², Greg Counsell², Annette Scheersoi¹; 1. Bonn University (Biology Education) 2. Chester Zoo



PROGRAMME

- **The importance of zoos for informal learning** – Julia Kögler; Verband der Zoologischen Gärten (VdZ)
- **Measuring effects of environmental education programs in extracurricular learning situations – the INS (Inclusion of Nature in Self) scale as an applicable tool** – Matthias Kleespies¹, Jennifer Güberrt^{1, 2}, Tanja Spengler², Nicola Hartmann¹, Paul Dierkes¹;
1. Department of Bioscience Education & Zoo Biology– Goethe University Frankfurt
2. Opel Zoo

11:00 Coffee

11:30 Workshop session

This session will offer a variety of parallel workshops on themes related to the conference, giving delegates the option to develop practical skills in certain areas, or participate in in-depth discussion and strategic thinking about future directions for conservation education.

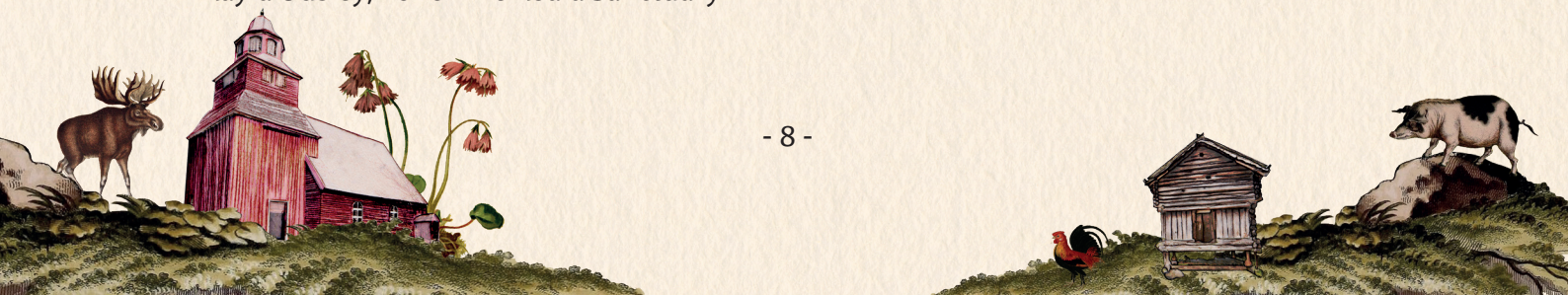
- **Let's Play! Gamification of Conservation** – Jess Lilley, Blair Cockburn; Royal Zoological Society of Scotland
- **What will you learn by the end of this workshop?** – Laura Myers; EAZA Executive Office
- **Green care at the zoo – how can we do it?** – Pelle Karlsson; Nordens Ark
- **Climate change – You change** – Zoos change – Marjo Priha; Helsinki Zoo
- **Arts education strategy into conservation education** – Antonietta Costa; Lisbon Zoo
- **Social Research Focus Group** – Sarah Thomas¹, Andy Moss²; 1. Conservation Consultant
2. Chester Zoo
- **Integrating Conservation Education into Exhibit Design** – Marija Starcevic, Tomislav Krizmanić; Zagreb Zoo

13:30 Lunch

14:45 Telling better stories

One of the ongoing challenges for zoos and aquariums is how to engage our audiences with often difficult and complex topics. In this theme, we want to hear about your methods of conservation storytelling about:

- complex topics such as climate change, palm oil, managed euthanasia or illegal wildlife trade
 - making conservation issues relevant to visitors' own lives and experiences
 - inspiring people to take action locally that can make a difference globally
 - how to highlight the 'less charismatic' species in our collections
 - the work that EAZA zoos and aquariums do such as managed breeding programmes, record keeping, organisational culture, sustainable procurement
 - how to bring hope and optimism into our conservation stories ... and make a sustainable future for all a 'Mission Possible'.
- **Tiger Trail: building an exhibit education first** – Nikki Burton Mallott; Knowsley Safari
 - **Storytelling & Conservation: The Ria Formosa seahorses case study** – Teresa Pina¹, Vanda Lobo²; 1. Oceanário de Lisboa 2. Oceano Azul Foundation
 - **Playing the part: Engaging young minds through the power of storytelling** – Cass Gibbs, Kayla Ousley; Lone Pine Koala Sanctuary





PROGRAMME

- **Implementing a new interpretation system into our old nocturnal house – Following the new EAZA education standards** – Martina Weiser; Zoo Frankfurt
- **Conservation Education as an experience** – Klaas Jan Leinenga; Beekse Bergen

15:30 Coffee break

16:00 The benefits of nature to human wellbeing

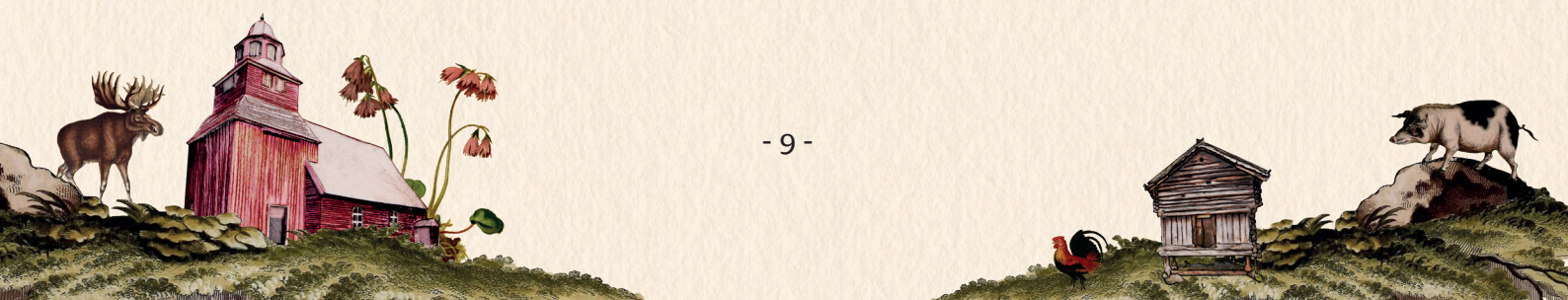
This draws on the Swedish Grön omsorg (Green care) approach and in this theme, we are looking for programmes and partnerships that use our zoos and aquariums, nature and natural environments to provide physical, mental, social and/or educational benefits for different, and often under-represented audiences to zoos and aquariums.

- **Animals of the World: Piloting an animal themed respite programme for young carers aged 6-11 years old** – Hayley Peart; Knowsley Safari
- **Nature and animals have a positive effect on personal assistants for disabled and their clients** – Björn Johansson; Nordens Ark
- **WAZA Nature Connect Project in Moscow Zoo** – Elena Migunova, Tatiana Voronina; Moscow Zoo
- **I see, hear, touch, feel, recognize and sympathize** – Remigiusz Kozinski; Zoo Poznań
- **Reaching Out – the zoo as part of the wider community** – Amy Cox; Royal Zoological Society of Scotland

17:00 Final remarks

17:30 Conference close

19.00 – Midnight Gala dinner at Solliden restaurant, Skansen





POSTERS

- 1. Correlation between environmental enrichment and zoo's recreational, educational and conservational role** - Giacomo Riggio¹, Chiara Boncompagni¹, Simone Corosaniti², Massimiliano Di Giovanni³, Asahi Ogi⁴, Chiara Mariti⁴, Angelo Gazzano⁴, Robert Thomas⁵; 1. Veterinary Behaviorist, Rome, 2. University of Parma, 3. Fondazione Bioparco di Roma, 4. ETOVET, University of Pisa, 5. University of Edinburgh.
- 2. Rewild our World** – Tahnee Blakemore; Durrell Wildlife Conservation Trust
- 3. Local biodiversity in Ostrava Zoo** – Šárka Novakova, Katerina Holubova; Ostrava Zoo
- 4. Mediterranean reptiles: my monsters friends. An educational campaign to raise awareness on Mediterranean reptiles** – Daniele Rizzelli, Michele Capasso, Lorella Pina Pagliarulo, Newton Fusco; Zoo delle Maitine
- 5. Reshaping the school outreach provision at Knowsley Safari – Implementing themed 'Roadshows' to further achieve our conservation education aims** – Hayley Peart; Knowsley Safari
- 6. Performing Animals or Educational Presentation?** – Stephen Woollard; www.ZooStephen.com
- 7. The role of volunteers in educational activity of the Leningrad Zoo** – Elena Sitnikova, Lubov Pripisnova, Svetlana Antonova; Leningrad Zoo
- 8. MOSAICAP - Education through Art in Sofia Zoo** – Katerina Zareva-Simeonova¹, Luben Kuleliev², Rosica Marinova²; 1. Sofia Zoo, 2. ALOS Center for Informal Education and Cultural Activities
- 9. Whole Sofia Zoo in conservation educational programs** – Katerina Zareva-Simeonova; Sofia Zoo
- 10. Safe Flight Project** – Ana Milković Opašić; Zagreb Zoo
- 11. Summer expeditions of Young Zoologists' Club of the Leningrad Zoo** – Elizaveta Laevskaia, Elena Agafonova, Mariia Matlova; Leningrad Zoo
- 12. The ecological education in the Leningrad Zoo** – Svetlana Aleksandrova, Aleksandra Lupanova, Olga Golubeva; Leningrad Zoo
- 13. How values can drive the ultimate in-situ programme** – Steve Nash; Whitley Wildlife Conservation Trust
- 14. Evaluating Virtual Reality as a possible educational tool in zoos** – Zsuzsa Lugosi; University of Stirling
- 15. Local biodiversity in Ostrava Zoo** – Šárka Nováková, Kateřina Holubová; Ostrava Zoo
- 16. My City My Forest** – Núria Badiella Giménez; Heidelberg Zoo/West African Primate Conservation Action
- 17. Bird Day at Riga Zoo: Tradition, Education and Conservation** – Laura Lidaka, Alessandro Di Marzio, Dace Graubica; Riga Zoo
- 18. 4NATURE – Helping to understand nature conservation** – Tomas Divilek, Romana Markova; Zlin Zoo
- 19. Prague Zoo's Family Ecoclub** - Hana Kacerikova, Klara Pokorna, Petra Veverkova, Martin Smrcek; Prague Zoo
- 20. Large carnivore health and disease surveillance (at the National Veterinary Institute) and zoos** – How we could collaborate and the mutual benefit - Jasmine Stavenow, Erik Ågren; National Veterinary Institute (SVA) / Statens Veterinärmedicinska Anstalt
- 21. Eduzoo National Campaign against Invasive Alien Species in UIZA parks** – Katia Dell'Aira¹, Marta Tezza¹, Eleonora Angelini²; 1. Parco Natura Viva, 2. Giardino Zoologico di Pistoia, Eduzoo, UIZA





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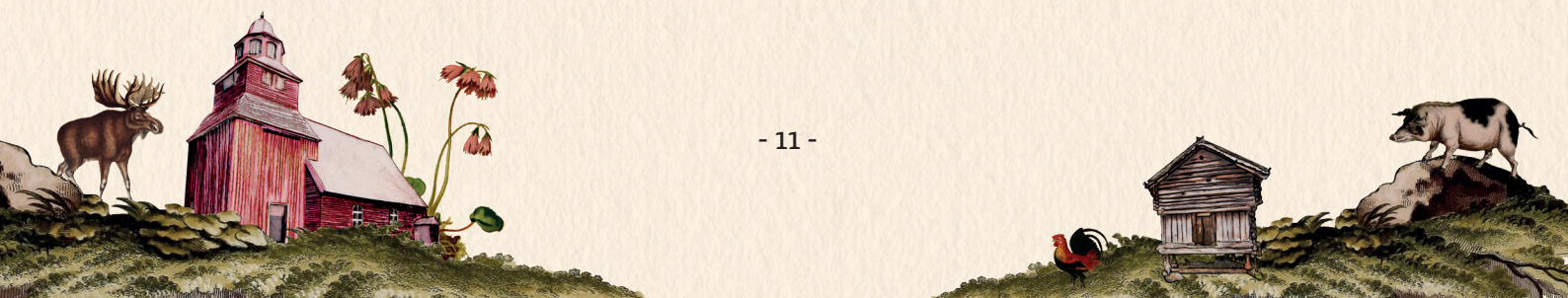
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EAZA CONSERVATION EDUCATION STANDARDS (2016)

There is no single way to fulfil either EAZA's or an individual zoo's conservation education mission. Conservation education includes a broad range of purposes, methods of delivery, unique resources and messages. EAZA also acknowledges the diversity of zoos within its membership, and recognises that the scale of conservation education in each EAZA zoo should be proportional to the size of its operations and in line with individual country's cultural expectations around conservation education in zoos.

1. The conservation education role of the zoo must be reflected in its written mission statement.
2. The zoo must have a written conservation education plan. This plan must outline the zoo's conservation education activities, how they apply to different types of audiences and the strategic thinking behind the plan's design.
3. The zoo's conservation education plan must make specific reference to how the zoo has integrated their mission and vision, as well as applicable national, regional and international policies into its conservation education programmes.
4. The zoo must have at least one member of staff with the necessary experience and qualifications that are responsible for leading and implementing the zoo's conservation education plan.
5. The zoo must provide opportunities to learn about conservation within and outside the zoo site and online.
6. Conservation education in zoos should aim to raise awareness of biodiversity loss, connect people to nature and encourage sustainable behaviours
7. Conservation education in zoos should aspire to make conservation issues relevant to visitors' own lives and experiences in order to inspire people to take action locally that can make a difference globally.
8. The zoo must have appropriate facilities to deliver its conservation educational programmes.
9. Conservation education must be an integral part of exhibit design.
10. In the conservation education plan, there must be specific reference to applying measurable learning outcomes to all aspects of a zoo's conservation education programmes.
11. The zoo should be able to demonstrate a range of delivery approaches in their conservation education programmes to cater for different zoo audiences and needs.
12. The zoo's conservation education messages must be based on scientific facts. Where cultural, religious or alternative ideas are represented they must be clearly indicated as such.
13. The zoo must present accurate and relevant information about the species exhibited.

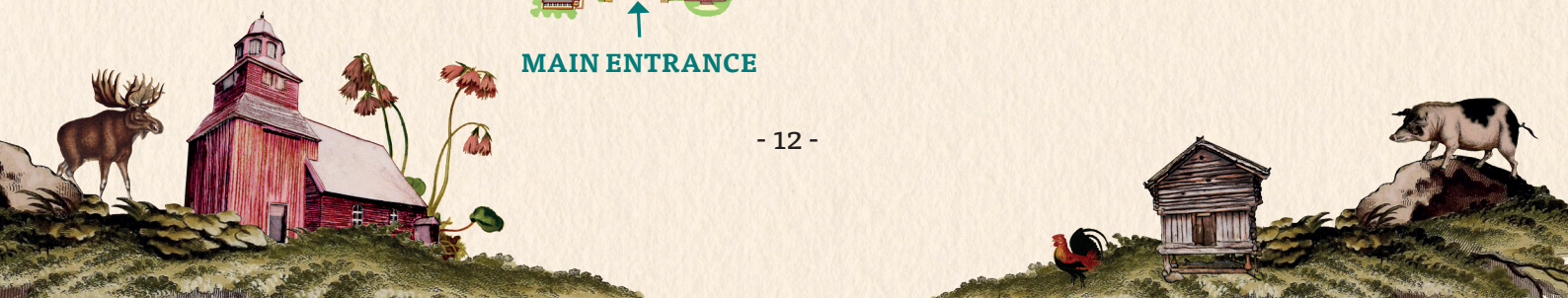




14. The zoo should educate their audiences about their own conservation work by demonstrating how their zoo makes direct and indirect contributions to conservation.
15. Zoos should support staff involved in conservation education in zoos to be actively involved in local, national, regional and international conservation education networks and meetings.
16. Zoos should support staff involved in conservation education in zoos with the appropriate continuous professional development and training to be able to meet the aims of the zoo's conservation education plan.
17. The zoo must have a range of evidence to demonstrate how it is carrying out its conservation education plan.
18. The zoo must evaluate its conservation education programmes using appropriate methods.
19. The zoo should aspire to conduct a range of evidence-based research to demonstrate the effects of conservation education in zoos has on people's knowledge, attitude and behaviour towards the natural world.
20. The zoo should aspire to engage in partnerships with external organisations and academic institutions to conduct social research and evaluation projects.

The full text of the Conservation Education Standards document is available online from EAZA at eaza.net.

MAP





SKANSEN

- Living History -