



# International Zoo Educators 21st Biennial Conference

changing hearts, minds and ultimately behaviors



by **Stephen McKeown** | Head of Discovery and Learning | Chester Zoo | United Kingdom

Come and be inspired and share your thoughts, ideas and experiences with educators from around the world at IZE's 21st Biennial Conference from August 28 through September 01, 2012.



**A**genda 21, the protocol that emerged from the Rio Earth Summit in 1992, identified zoos as education providers for "Think Globally, Act Locally", the mantra that urged every citizen to take responsibility for their lifestyle and the resultant environmental impact.

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Strategy clearly defines the outcome of zoo education as being to inspire visitors to change behavior and live more sustainably.

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Environmental education initiatives that aim to change human behavior provide the focus of many field projects where human activity impacts negatively on fragile habitats and threatened species. Facilitating change is one challenge zoo, aquarium and field educators face; another is devising monitoring and evaluation techniques that evidence success and increasingly we are asked to demonstrate that our education programs are effective.

How can we as a global zoo, aquarium and park community address this dual challenge in a meaningful way? Come and be inspired and share your thoughts, ideas and experiences with educators from around the world at IZE's 21st Biennial Conference in Chester, United Kingdom, from August 28 through September 01, 2012.

The conference will be held at the world-famous Chester Racecourse on the banks of the River Dee just outside the city walls. Although it first opened in 1539, the facilities have been considerably upgraded since then and we will have the full use of the excellently-equipped Leverhulme Stand for the duration of the conference. Literally next door is the Holiday Inn Express who are offering excellent rates to conference delegates. The hotel is a five minute walk from Chester's historic center with the most complete Roman amphitheatre in the UK, the famous city walls and its stunning 1000 year old Norman cathedral. Of course, we will be spending time in Chester Zoo, a ten minute drive away. We're busy finalizing the conference fee and some other details and will be launching a conference website very soon. Online booking will be available before the end of the year. We're looking forward to welcoming you to Chester!

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The beautiful Chester Racecourse eagerly awaits IZE participants this August 28 through September 01, 2012.

