

International Zoo Educators Association

Report to WAZA - October 2010

Membership

It became apparent during the WAZA/IZE move from Bern to Gland that our membership database needed urgent attention to bring it up to date. A number of 'sleeping' members were still recorded as active and so we embarked on a major clean-up exercise which resulted in a true reflection of our membership which, at time of writing consisted of 197 members from 33 countries, including 16 institutions who took out or continued institutional memberships. We are grateful for the continued support of our members particularly at a time when we have all been aware of the need to be extra careful with our budgets.

Green Election

2010 is an election year for IZE and we decided for the first time to conduct an electronic ballot to save time and money and reduce our carbon footprint. This worked very well with a 25% response rate and the added bonus of being able to use the software to conduct member surveys in the future. The composition of the new board can be viewed on the IZE website though some vacant positions will have to be filled by direct appointment during 2011. Stephen McKeown stepped down as President at the end of the IZE Conference on 03 October 2010 with Kathy Lehnhardt, Curator of Education at Disney's Animal Kingdom in Orlando, Florida becoming the new President. The elections confirmed Rachel Lowry of Melbourne Zoo as the new President Elect with four years to familiarize herself with the role until her accession in the autumn of 2014.

WAZA Partnership

Communications with WAZA continued with a meeting at the offices in Bern in December 2009 where board members unable to attend joined us by means of a teleconference link. This has been followed up by several teleconferencing calls involving Gerald Dick, Monica Gamp, Kathy Lehnhardt, her assistant Stephanie Arnett and myself. These have proved very useful in better understanding how we can work together and keep on top of membership and financial administration.

A Memorandum of Understanding between WAZA and IZE was written in 2010 in order to formalize our relationship further and help identify specific areas of collaboration going forwards.

IZE Journal

A new approach was taken in the production of our annual journal with both printing and mailing being done by the same company in the Czech Republic. The cost savings have been significant - 48% lower than in 2009. We agreed with WAZA that we would no longer send the journal to WAZA members as has happened previously but instead mail out a flyer detailing IZE's work. WAZA members who also belong to IZE will, of course still be able to access this excellent publication via their education departments! Much credit is due to Natasha Silva at Artis Zoo in Amsterdam who continues to, with her editorial team, produce an increasingly professional journal.

IZE Wikipedia Page

Recognizing that we are now in the 21st century, a library intern at Chester Zoo was tasked with producing an IZE Wikipedia page on. This she did to a very high standard and we are very pleased with the result. Our online presence does not yet extend to 'Facebooking' or 'tweeting' but who knows what the future holds!

IZE Newsletter

Stephanie Heinzelmann at Goldau Zoo in Switzerland worked to tight deadlines to produce three electronic newsletters, keeping members up to date with current affairs. Virtually all of our communications are now electronic, including membership 'paperwork' saving us large sums of money in postage costs, administration and stationery. We stopped printing conference proceedings in 2008, with abstracts from presenters being posted on our website so anyone wanting more details can contact them. These practices are not only important from a cost saving perspective but they also support our IZE commitment to be greener.

IZE Website - August 2009-August 2010

The IZE website continues to be the central location for all things IZE. We have responded to all e-mails from the Contact Us page including:

- Requests for use of logo
- Request for information on zoos/careers
- Request for membership info
- Request for Journal/article

We added a section on educational materials developed for special events and have had a great response from zoos to share their ideas. The homepage picture is on a monthly change out plan to keep the look fresh. The IZE website was linked to the Disney site for all information pertaining to the 2010 Conference.

Stats for Website

IZE Website Report to WAZA

September 17, 2009-September 17, 2010

Report for: izea.net

Traffic Summary		
Total Sessions	2009=222,639	2010=255,441
Total Pageviews	2009=410,394	2010=519,505
Total Hits	2009=2,308,339	2010=2,561,129
Total Bytes Transferred	2009=72.11GB	2010=319.07GB
Average Sessions Per Day	2009=767.72	2010=696.02
Average Pageviews Per Day	2009=1,415.15	2010=1415.54
Average Hits Per Day	2009=7,959.78	2010=6978.55
Average Bytes Transferred Per Day	2009=254.61MB	2010=890.28 MB
Average Pageviews Per Session	2009=1.84	2010=2.03
Average Hits Per Session	2009=10.36	2010=10.03
Average Bytes Per Session	2009=339.60KB	2010=1.28MB
Average Length of Session (H:M:S)	2009=00:06:07	2010=00:06:23

Top 10 pages:

1. /world/africa.htm (from Google images)	118,083	22.74%
2. www.izea.net (Home Page)	39,019	7.51%
3. /education/Education%20Materials/Habitat%20&%20Adaptations%20lesson%20plan.pdf	14,619	2.82%
4. /education/journal%2045%202009.pdf	9,623	1.85%
5. /education/journal%2044%202008_measuring%20emotion%20at%20the%20zoo.pdf	8,044	1.55%
6. /education/Trends%20in%20Zoo%20and%20Aquarium%20Exhibit%20Interpretation.pdf	7,106	1.37%
7. /education/yoq-Gorilla%20Resource%20Kit%202009.pdf	5,830	1.12%
8. /education/yob-WAZA.IZE%20Biodiversity%20Manual.pdf	5,639	1.09%
9. /resources/conferences_2010_20thBiennialIZE.htm	5,450	1.05%
10 /education/programs.htm	4,192	0.81%

Top 10 Downloads (such as lesson plans, PDFs, etc.)

1	/education/Education%20Materials/Habitat%20&%20Adaptations%20lesson%20plan.pdf	3,624	3.54%
2	/education/Marketers%20Can%20Help%20Kids%20Help%20Save%20Planet%20Earth.pdf	1,524	1.49%
3	/education/Trends%20in%20Zoo%20and%20Aquarium%20Exhibit%20Interpretation.pdf	1,373	1.34%
4	/education/Enhancing%20the%20Zoo%20Visitors%20Experience%20by%20Public%20Training%20and%20Interpretation.pdf	1,299	1.27%
5	/education/journal%2045%202009.pdf	1,209	1.18%
6	/resources/IZE%20Conf%202008-Open%20Space%20Session-Sustainability%20Development%20in%20Zoos-Zoos%20Go%20Green.pdf	1,128	1.10%
7	/education/yog-Gorilla%20Resource%20Kit%202009.pdf	1,111	1.08%
8	/education/yob-WAZA.IZE%20Biodiversity%20Manual.pdf	1,106	1.08%
9	/education/journal%2044%202008_measuring%20emotion%20at%20the%20zoo.pdf	955	0.93%

Updates and Additions to the website:

- Kabul Zoo Article by Sally Walker
- Fondazione Bioparco di Roma (Rome's Zoo) Elephant Day and activities
- Designing Effective Field Trips at Zoos and Aquariums.pdf
- Trends and perceptions in zoo and aquarium field trips-a survey-based study.pdf
- The Barometer of Life.pdf
- Omaha Zoos Madagascar Biodiversity Partnership.pdf-from Susie @ the Brevard Zoo Workshop
- Education materials-added special events, our Africa lesson plans and materials, WIDECast sea turtles activities, DisneyNature Oceans Activity Guide & Teacher Resource Manual, Snow Leopard Trust curriculum, Treasures in the Sea
- Year of Biodiversity Manual
- Sesame Street Goes Green
- 2009 Journal
- Monthly changes of the home page image and the IZE Journal article that is featured on the home page

IZE Grants Program

IZE's primary fund raising project is the support of conservation educators from around the world through the IZE Grants Program. This grant funds educators from developing countries to attend the IZE biennial conference. Sponsored delegates are selected as part of a competitive process. A limited number of professional development grants are available every other year to attend the IZE conference. Each grant includes support for conference registration, airfare, accommodation, some meals, and IZE membership for two and half years.

In 2010, IZE developed a stronger criteria format for the selection of candidates.

We looked for conservation educators who were making a significant contribution to conservation education in their region, who included evaluation as a critical element of their work and developed innovative approaches to connect people to wildlife. Our 2010 finalists are:

- | | |
|----------------------------------|---|
| 1. Aidan Jullian Asekenye | Jane Goodall Institute, Uganda, Africa |
| 2. Payal Molur Bhojwani | Go Wild Workshops, India |
| 3. Diana Casalins | Baranquilla Zoo, Colombia, South America |
| 4. Pierrot Kakule Mbonzo | Lola Ya Bonobo Sanctuary, DRC, Africa |
| 5. Joseph Karama | Dian Fossey Gorilla Foundation – Rwanda, Africa |
| 6. Xu Ping | Chengdu Research Base of Giant Panda Breeding,
Sichuan, China; |
| 7. Mamatha Sathyanarayana | De Paul Residential School and College, Mysore, India |
| 8. Norma Villarrubia | Puerto Rico Zoo, Puerto Rico; |
| 9. YiMei Wang | Chengdu Research Base of Giant Panda Breeding,
Sichuan, China |
| 10. Meena Nareshwar | Centre for Environment Education, Ahmedabad, India |

Regional Reports

South Asia

- Getting along with Elephants-Human Elephant Coexistence (HECx) workshop series in Indonesia and Bhutan
- Consult with Nilgiri Biosphere Conservation Park on interpretive plans.
- Kabul Zoo staff training visit to India and training.
- Conservation Education and Zoos workshop by Central Zoo Authority
- Supply of education kits to SANIZE members
- World Environment Day 2010-New Education Materials

North and Southeast Asia

- Chinese aquatic animal conservation month - “Love Aquatic Wildlife Begins with Me!” To promote aquatic wildlife conservation, China’s Ministry of Agriculture carried out a national education event from 18 July to 17 August 2010
- Animal Behaviour, Emotions and Welfare Workshop (China) The aim of this workshop is to raise the awareness of animal welfare via proper display in zoos and its education programmes.
- Second Asian Zoo Educators Conference - The idea behind AZEC was to provide a platform where zoo educators in Asia could meet every two-year to share ideas and discuss topics of common interest.
- 50th Japanese Zoos & Aquariums Educators’ Conference - The Japanese Association of Zoos and Aquariums (JAZA), established in 1939, is one of the oldest zoo associations in the world.

Europe

EZE (European Zoo Educators) Conference

The 20th EZE Conference took place in Cologne, Germany. Nearly 150 Participants were a part of the largest Conference so far. The aim of the conference was to work together on a new EAZA (European Association of Zoos and Aquaria) Conservation Education Strategy, following the approval of the 2008 new EAZA Education Standards.

The Committee is now organized into different Working and Advisory groups. With this structure, the Committee aims to improve the implementation of actions – as more Zoo Educators will be integrated into the different groups. One example out of the work from the different groups is The Visitor Studies Working Group. It aims to establish a Visitor Study training course for zoo educators – the first step will be a seminar at the end of the next EZE-Conference. Secondly they hope to establish a database with visitor studies which will be published on the EAZA, possibly in 2010 as work is underway.

EAZA Conservation Campaigns

In 2000 EAZA started with an important activity: organising annual conservation campaigns. These campaigns aim to increase the cooperation between EAZA and

important conservation organizations, to raise awareness in the broad public and to raise money for conservation projects. The current Campaign started in 2008/2009 and was extended to 2009/2010. The European Carnivore Campaign (www.carnivorecampaign.eu) has so far raised at least 200'000 Euro and also raised awareness in many forms. For special efforts, EAZA awards grants to their participating

members' zoos. In the field of education, Zoo Zagreb has been awarded in September 2009 with the Special Campaign Awareness Award for its wide range of creative activities for children.

Australia

- Thanks to the support of the Zoo and Aquarian Association (Australasia) and the federal government, funding was secured and utilised to develop and deliver behavioural-based education training for education and interpretation representatives across 22 zoological institutions. The training was led by Zoos Victoria and hosted by Taronga Conservation Society. The Connect-Understand-Act model provided educators with tools to facilitate emotional connections, promote ecological understandings and influence behaviours.
- 14 zoological institutions continue to collaborate on the Zoos Victoria led community conservation campaign *They're Calling on You*. Collectively, zoos and aquaria have diverted more than 35,000 phones from landfill and have raised more than \$60,000 through the refurbishment of old mobile phones to support primate conservation.
- Several zoos including Zoos Victoria, Perth Zoo, Auckland Zoo, Adelaide Zoo, National Zoo and Taronga Zoo campaigned for legislation change to support orang-utan conservation. The Don't Palm us Off campaign communicated the following message to Australia and New Zealand:
- Taronga Conservation Society delivered an award-winning program to engage communities with penguin conservation efforts within the field.
- Zoos Victoria received a high commendation from the United Nations Environmental Awards for *They're Calling on You*.
- Adelaide Zoo celebrated the arrival of Chinese panda's and the development of a state of the art sustainability education centre.
- Monarto Zoo inspires schools to rap for rhino conservation, creating engaging videos that raise awareness of the plight of black and white rhinoceros in Africa.
- Perth Zoo raises the profile of Orang-utan conservation by connecting the community to Tamara, a Perth Zoo Orang-utan released into the wild.
- Auckland Zoo led a campaign that influenced Cadbury chocolates to apologise to the community and remove palm oil from chocolate products within Australia and New Zealand.
- Melbourne Zoo innovates online learning through the creation of conservation mash-ups, which allow students to create their own viral online videos.
- Werribee Open Range Zoo launched a community trade program titled *Beads for Wildlife* in December 2010 that now provides financial support for more than 120 families within Melako, Kenya, assisting *insitu* wildlife conservation efforts.

Latin America

- Organization of the workshop: How developing Education Master Plan. Puebla, Mexico. November 2009.
- Participation in the Mexican Zoo's and Aquarium Association annual congress, with a presentation about: "Animal Contact Policy". Puebla, Mexico. November 2009.
- Organization the 1st. Symposium about Security in Zoos. Puebla, Puebla, November 2009 and 2nd Symposium in April 2010.
- Definition and develop the educational criterion needed for the accreditation process for Mexican Zoo's and Aquarium Association (AZCARM). November 2009.
- Coordination with Chicago Zoological Society to identify the Latin-American institution to participate in the "Play in Nature Program". February 2010.
- Participation in Zoo Educator's Workshop: Partnering with In Situ Conservation – Fulfilling Your Mission. Florida, U.S.A. February 2010.
- Promotion and organization of the IZE Grant Program, March 2010.
- Organization of the Latin-American Course. Security in Zoos. Puebla, Mexico. April 2010.
- Definition and develop the educational criterion needed for the accreditation process for Latin-American Zoo's and Aquarium Association (ALPZA). August 2009.
- Presentation in ZCOG Board of Directors about the results of the last 10 year to develop the Latin-American Course. Houston, U.S.A. September 2010.
- Developed the Latin-America campaign about Wildlife Traffic. September 2010.

Africa

2010 is the International Year of Biodiversity and at the beginning of the year the representative of the PAAZAB Education group was invited to a National Research Foundation meeting to discuss the roll out of a national programme.

A document resulted from this showing the major Environmental Days for each month together with an associated biodiversity theme e.g. National Water Week – Biodiversity is fresh water. A number of institutions across the country are using these themes to spread the celebration of biodiversity across the entire year. uShaka Sea World and the Montecasino Bird Gardens developed posters for each month. The national theme for National Environment Week was also Biodiversity.

uShaka Sea World celebrated the International Biodiversity and World Environment Days with special time slots for activities at different exhibits in the Aquarium and at the seal and dolphin shows to educate families more about our marine species in a fun way.

The National Zoological Gardens of South Africa joined forces with the South African National Biodiversity Institute (SANBI) to provide a fun-filled 'Biodiversity' programme for 12 - 14 year old disadvantaged learners. These learners first went to the National Botanical Gardens where they followed a programme on plant biodiversity, and then came to the NZG where they participated in a programme on animal diversity. Learners formed an understanding that living organisms are linked to each other and depend on each other in complex food chains and food webs which have to be conserved because they not only provide human beings with the resources that we require, they also maintain life on Earth.

Johannesburg Zoo has celebrated a number of Biodiversity events this year. All their environmental days focused on ecosystems in their entirety, instead of just focusing on the message of each environment celebration day. This was done to address the low levels of understanding of ecosystems found in most visiting schools. For example during Arbor Day, the focus broadened from just trees to include the connection between water conservation, animal conservation and trees.

Lory Park Zoo and Owl Sanctuary celebrated International Vulture Day in September. As part of Lory Park's commitment to conservation their public got involved in activities which included a guided tour and discussion of ex-situ conservation projects, two presentations by researchers from the University of Pretoria and well as colouring in of illustrations for the younger ones.

In February 2010 the National Zoo hosted the joint Animal Keepers of Africa and PAAZAB Education Symposium. This proved to be very beneficial to both parties in terms of improving understanding of the roles of each and constraints faced whilst always trying to provide an excellent guest experience.

National Science Week took place in the first week of August and both the National Zoo and uShaka Sea World hosted programmes to showcase conservation and marine careers that rely on the sciences.

The National Zoo set up a joint project with the Ugandan Wildlife Education Centre on a PhD study to evaluate conservation education programmes and this will hopefully expand to other facilities in South Africa as well.

The South African Sustainable Seafood Initiative (SASSI) managed by WWF-SA has been underway since 2006 and includes ten partners across the country. These include the two large zoos and three aquariums. During 2010 much work was done behind the scenes to redo the assessments for each identified fishery according to the UN FAO methodology with the input of 20 of the country's top fisheries scientists. The process measured the vulnerability of each fishery according to species biology, ecosystem damage and management effectiveness. The revised SASSI consumers pocket card was consequently relaunched in September just before the screening of "The End of the Line" at cinemas across the country in October.