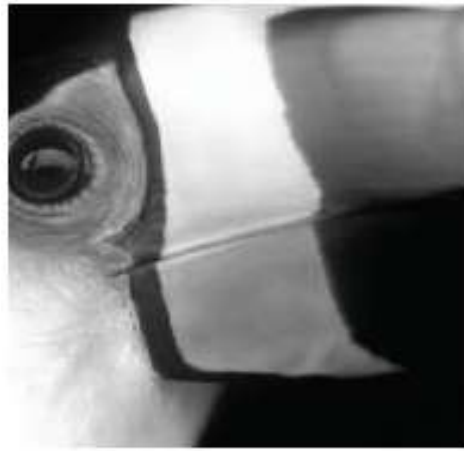
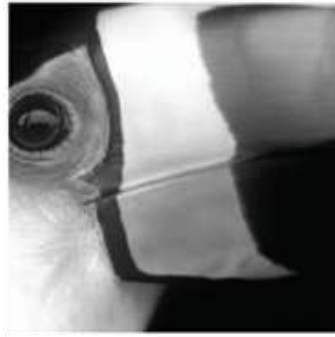
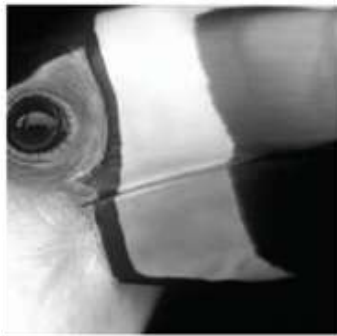


**ASSOCIATION
OF ZOOS &
AQUARIUMS**



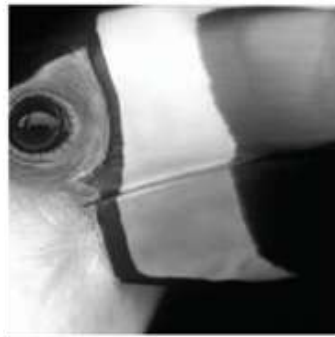


Identifying Conservation Actions

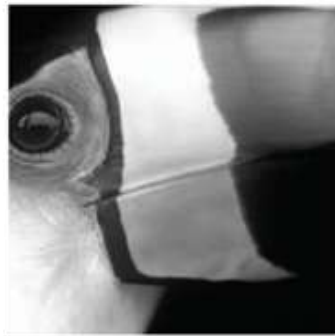


“ Perhaps the most significant implication of the survey findings for aquariums, zoos, and museums is that the public expects and trusts our institutions to educate regarding environmental and conservation issues and to provide guidance about how to address them personally and societally. Collectively, however, we are not meeting these expectations, and the vacuum is being filled by corporate messaging that does not always promote the best interests of conservation. “

The Ocean Project, June 2009



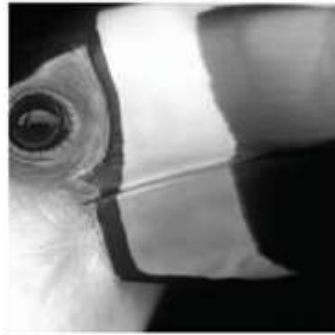
We **must** empower our guests with specific ways they can help protect wildlife.



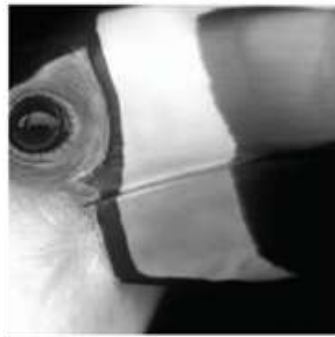
Key Points

- Our audiences are looking to us for guidance of what to do.
- Always have an “Ask” in mind & don’t forget about it.
- Be innovative – look for new ways to present “The Ask”
- Be familiar with a variety of actions/”asks” so you can offer an action more specific for your audience
- If we are effective, have the opportunity to positively impact millions of visitors each year

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Think / Pair / Share

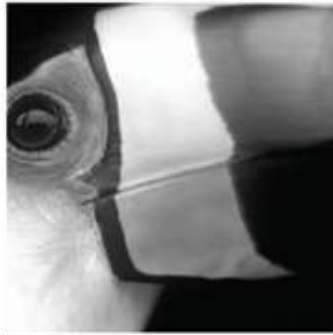


But...which actions do we want
to encourage visitors to take?

Criteria to evaluate supported conservation actions

Woodland Park Zoo

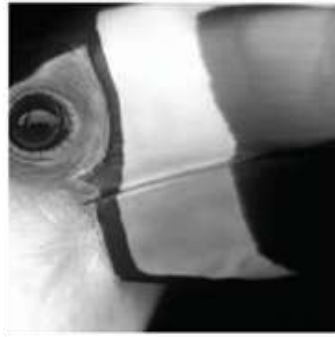
Seattle, Washington



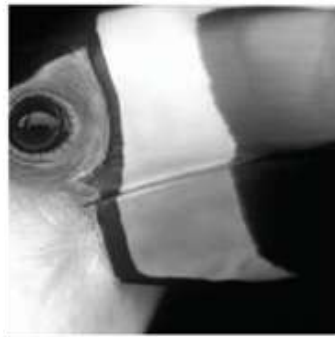
The Action Must Be

Significant
Measurable
Effective
Demonstrable

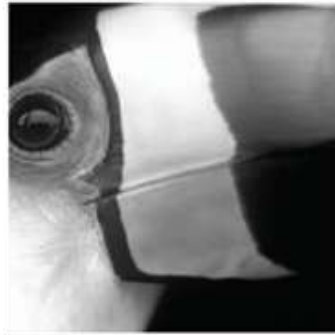
Integrated
Relevant
Doable
Clear
Rewarding



What are some example
Conservation Actions?



“AZA accredited zoos and aquariums can help create and inspire champions for wildlife by delivering messages that promote environmentally responsible behaviors.”

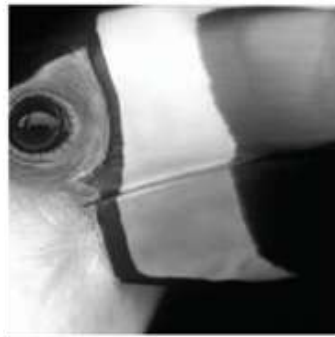


Connect with Wildlife and Nature

- Go Outside Enjoy nature and animals!
- Visit your local AZA facility.
- Read, write and learn about wildlife and nature.
- Celebrate wildlife and nature!

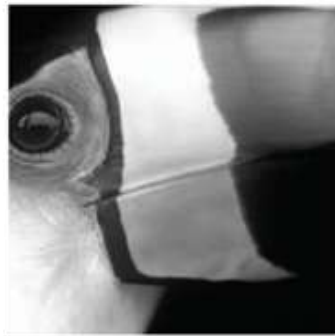
Become a Champion for Wildlife

- Keep habitats healthy.
- Be a responsible pet owner.
- Make wise purchases of goods & food.
- Share your time, talent and treasure in support of wildlife and nature conservation programs.
- Vote for wildlife and nature.
- Recognize and celebrate Wildlife Champions!



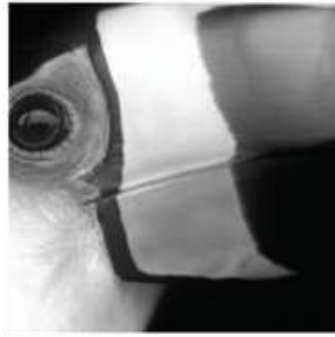
Climate Change Related Actions

- Energy Reduction Actions: reducing energy vampires, turning off lights, using cold water for laundry
- Water Use Reduction Actions: Low flow shower heads and toilets, fixing leaky faucets
- Alternative transportation: Public transit, carpooling, fuel economy cars
- Green purchasing: Energy star products, locally grown foods



Moving from individual to community level & civic actions

- Individual recycling..... Supporting legislation to fund community level recycling programs & recycling education
- Taking public transit to work..... Working with the HR department to offer commuter benefits to those that take public transit to work.
- Raising your voice about your concerns regarding climate change to your local representative.



What examples do you have to share from your zoo/aquarium?