

Conservation meets Public

**Ever met a man who can fly with birds?
Then discover microscopic animals living in our home soil?
Right after track a Polar bear in the Arctic sea?
Turn around and visit Austria's only native turtle and learn how to help its conservation?
Just to discover fish that are extinct in the wild and with the next step enter a National Park?
Not possible? – Yes it is!**

A zoo's greatest advantage in promoting conservation is the direct contact to people that like animals. Otherwise they would not come to a zoo. Therefore the Zoo Vienna is opening its doors to nature conservation organisations and projects during annual conservation days to facilitate communication and public awareness, promote its own projects, strengthen the conservation network within the country and collect funds – an advantage to everybody involved and especially to our common goal of conservation.



Discovering the diversity of plants



Danube wetlands National Parks



Austrian Federal Forests' wilderness



Getting to know honey bees



Sharkproject



Ural owl conservation project



Vienna Zoo's Batagur baska project

Since 2009 conservation days have been adopted by the Austrian Zoo Association and are carried out by all members within the first week of August each year.



Public and media – why they like it

- ❖ **Adventure:** Conservationists tell their adventurous stories from the field.
- ❖ **Event:** a lot of fun activities offered.
- ❖ **Conservation:** learn what the zoo and other conservation organizations do.
- ❖ **Participation:** find ways to participate in projects.
- ❖ **Conservation education:** learn that conservation starts in everybody's backyard.



Austrian Soil Science Society helping in discovering microscopic animals.

Politicians – Why they come

- ❖ **Public and media exposure:** showcase their environmental projects and campaigns.



Demonstration of Austrian border control's conservation dogs that have been trained at the zoo to locate CITES protected animals in luggage pieces.



Conservation day alley at the Zoo



Zoo educators informing about locally threatened species

Conservation professionals – why they participate

- ❖ **Exposure:** Create public and media exposure for projects and organizations.
- ❖ **Network:** Get to know what other organizations do. Find People and Groups to work with.
- ❖ **Participation:** Recruit volunteers, members, and supporters.



Pilots of the waldrappteam at talk about human led migration of Northern Bald Ibis

Facts & figures

Year	2007	2008	2009	2010
# of event days	9	9	4	4
Participating Organizations	21	22	23	25
Average # of visitors / day	5737	7793	7299	7323
Visitors total	51629	70136	29197	29292



Conservation day alley at the Zoo

Zoos

– what we like about it

- ❖ **Public recognition:** Showcase what zoos do besides keeping animals.
- ❖ **Professional recognition:** Zoos and their value as conservation and research partners.
- ❖ **Political recognition:** create political support for the Zoo.
- ❖ **Funding:** collect donations for specific projects.
- ❖ **Sponsoring:** Corporations are specifically invited for conservation days. While the booths are free for partners corporate sponsors are charged a fee to support conservation projects.
- ❖ **Jobs:** Job fair for young conservationists.

Partners & Sponsors



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SCHÖNBRUNN**

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