



THE ROYAL

ZOOLOGICAL SOCIETY

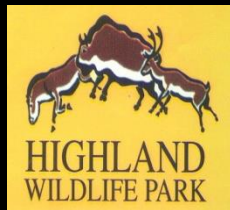
OF SCOTLAND

Moscow Zoo International Jubilee Conference September 2014

Education for Conservation Knowledge & Behaviour Change with Emotional Engagement

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UK Government 'Zoos Expert Committee' Member



Registered charity SC004064

Perception of 'zoos'



Conservation for future generations depends on education

If you think a year ahead, plant a seed.

If you think ten years ahead, plant trees.

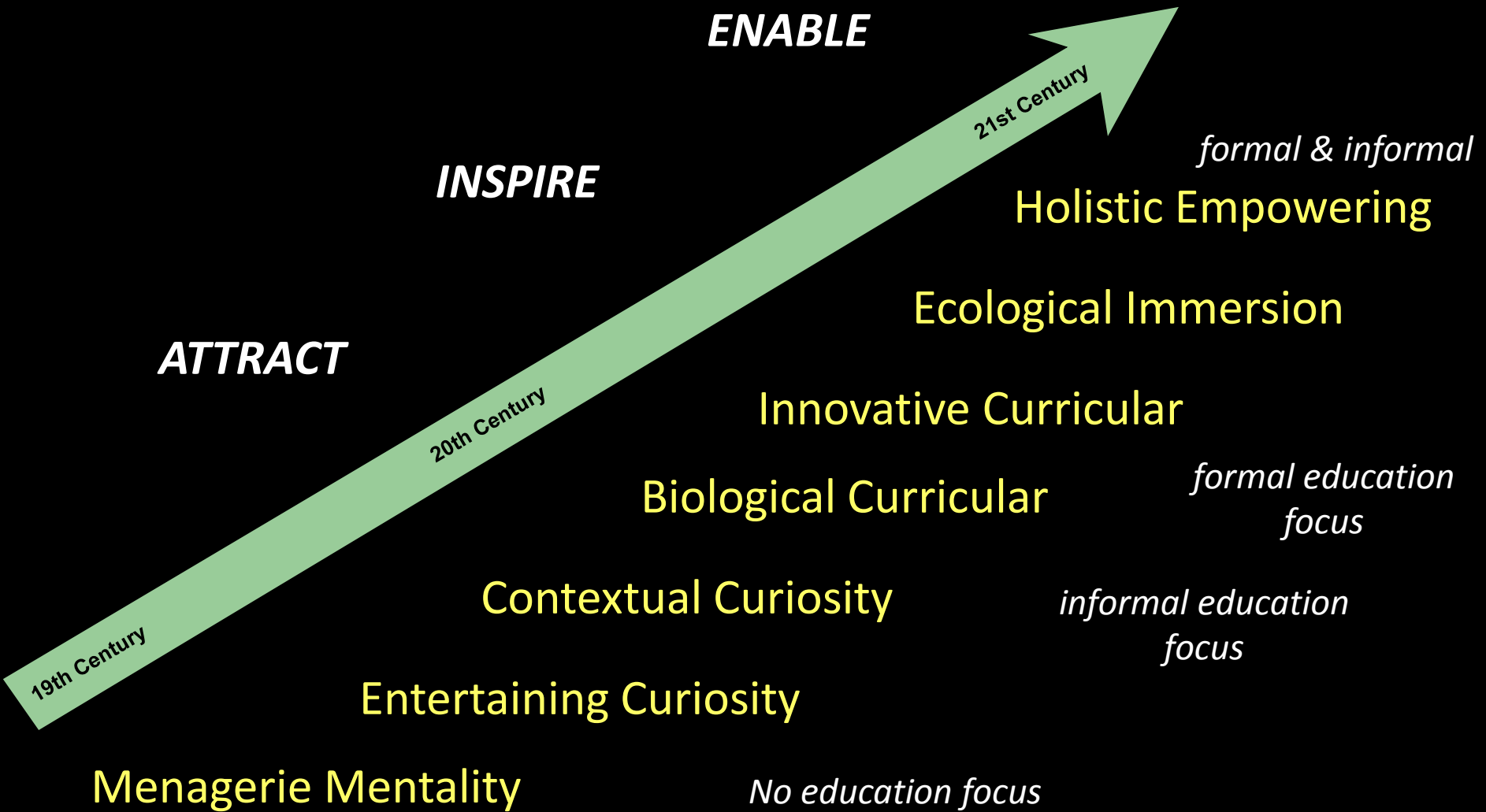
If you think 100 years ahead, teach the people.

Confucius

Education – what do we mean?



Evolution of Zoo Education



Zoo Education: This is what we do....



Learn at the Zoo

Education Programmes / Lessons

Fur, feather, scales
Lifecycles
Senses
Colour & Pattern
Variety of Life
Meet the animals

Conservation (& Zoos)
Evolution
Adaptation
Rain Forests
Wetlands
Survival

Zoo Genetics and Breeding Programmes
Animal Behaviour Study
Climate Change
Animal Welfare

“Serious education” –
learning outcomes,
curricular links...

Science Summer School

Engaging 15-18 year olds in the application of science at the zoo



Zoos & Conservation: **SAVED....**



Wild population now approx 1,000 (with 6,000+ in captivity)

Safe in
captivity
(is it?)

Reintroduction
problematic...

Good for
challenging
students to
understand
complex
situations.



Ahhhh... the baby animal factor

Zoo PR / media 'gold'



Confusion....

Baby zoo animals = conservation

Successful breeding will lead to reintroduction



Provoking and SHOCKING?



Challenges of animal
management – how
to deal with ‘surplus’
animals.

Marius the giraffe



Ahhhh... Baby tigers 😊

White tigers – cull them?



**The unacceptable face of
zoo population
management.**

Are zoos honest about this?



Same story... Different emphasis
What message works?



How can our 'education role' be more effective and succeed in changing perception and understanding?

Natural animal behaviour
& good health

Exhibit design

Well informed staff

Diversity of approach

Honest
explanation

Carefully thought out interpretation / messages

**But... these things alone won't change
embedded perceptions and attitudes**

It's a big challenge, and changing people's behaviour is VERY HARD...



FRONT



Smoking WILL kill you

Smoking hurts your family

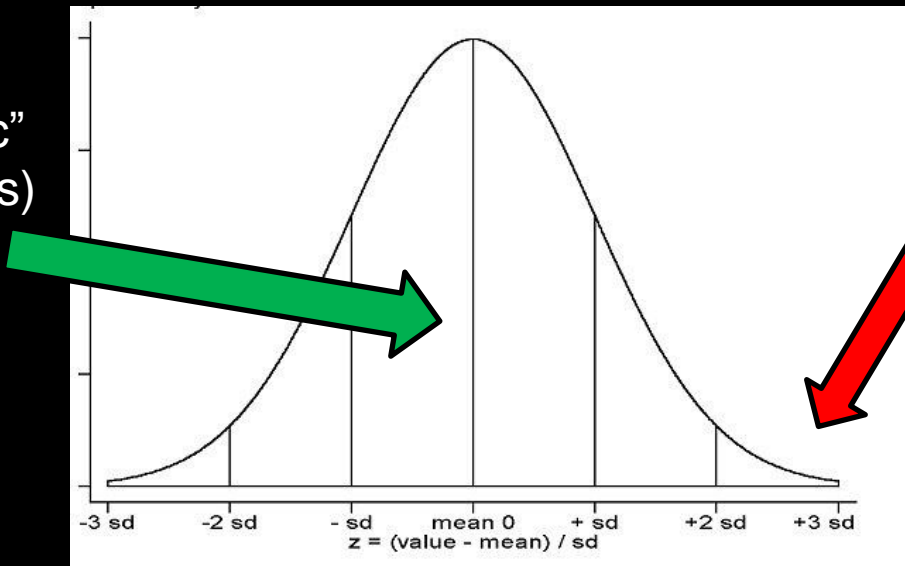
What do we want?

- changed perception
- changed understanding
- changed behaviour and attitude

HOW do we do it?....

And more importantly... does it work?

“The public”
(our visitors)



“Zoo staff” (us)

We are not normal people... So what works for us isn't necessarily going to work for the public.

People, in general, remember about
10% of what they hear
30% of what they read
50% of what they see
90% of what they do

So our education activity should therefore be:

Highly Visual

& Encourage Interaction

(and if text is used, kept short and have
relevance)

So let's tap into the emotions... positively



First Memory – aged 3



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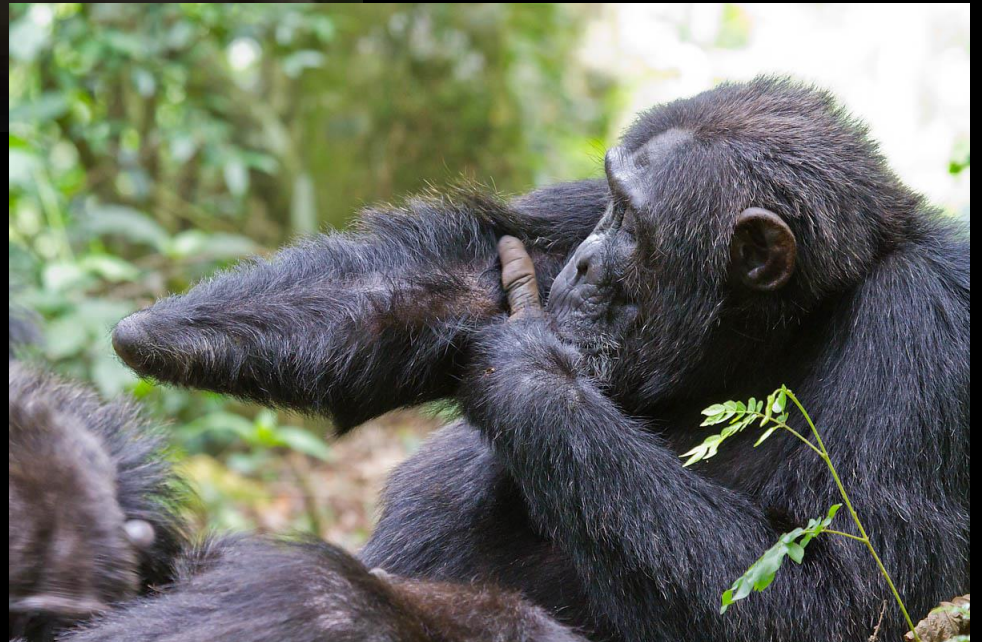


This is what I call FUN
Fundamental Understanding of Nature = FUN



Education for
conservation, linking in
situ and ex situ

Make it real (and
emotional) – but
give the full story





Budongo, Uganda



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Monteverde, Costa Rica

S.P.Woollard 2005

Conservation Concern....

Focusing on individual species or habitats isn't enough...

**YOU CONTROL
CLIMATE CHANGE.**



TURN DOWN. SWITCH OFF. RECYCLE. WALK. CHANGE



Are zoos prepared to campaign / be political on big issues such as:
palm oil;
climate change;
population and poverty?

Can we inspire action and solutions?



“There is enough in this world for everyone’s need, but not for everyone’s greed.”

“Education is the most powerful weapon which you can use to change the world”



Conservation action (behaviour change) – it's about psychology and social marketing!

Make a pledge/promise to do something
Make your pledge/promise public
(increased commitment)

Awareness and knowledge
are important but don't
mean change will happen

Change social norms – get
people to follow the lead of
others

Tap into personal motivation for change
– may be health or enjoyment focused

Make it easy for people to
take appropriate action

Lead by example and show
that each person is part of a
bigger community



ZOOS VICTORIA
(Australia)





What price conservation?



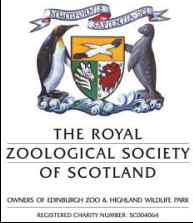


Feelings and emotions make a difference

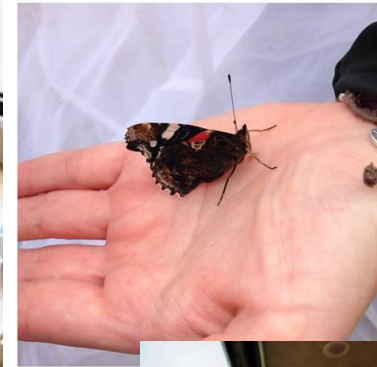
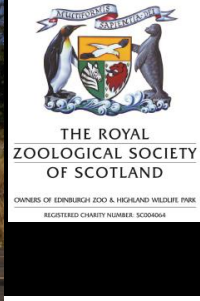


Royal Zoological Society of Scotland WILD ABOUT SCOTLAND bus

Supported by Clydesdale Bank



Aiming to engage and inspire young people across Scotland with the wildlife that is on their doorstep.
(Launched August 29th 2014)

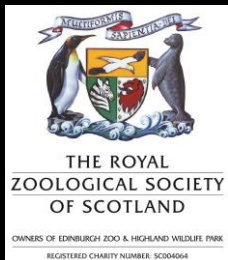


The bus is a mobile classroom able to reach children that cannot visit the Zoo, and helps them explore the wildlife around them.

Be inspired.... Go MAD... Make A Difference
... And it's ok to get emotional



Stephen Woollard & Charlie the macaw



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I hear and I forget,
I see and I remember,
I do and I understand.

Confucius c.500 BCE



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