

# Biodiversity is Us and WAZA Nature Connect Programme



# What is WAZA?

- Unifying organisation for the world zoo and aquarium community.
- Nearly 400 members in more than 50 countries around the world.
- Global audience of 700 million people a year





- Zoos and aquariums unique position to communicate about biodiversity
- Primary responsibility to provide education



# Biodiversity is US

**AICHI TARGET 1:** *By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.*



- Mobile app
- Posters in six designs and five formats (multiple languages)
- Educational films
- Social media campaign



## Estamos todos unidos

Todos formamos parte de la vida, esa fascinante red vital que abarca millones de especies vegetales y animales.

Es lo que conocemos como 'biodiversidad'.

Pero la biodiversidad está disminuyendo rápidamente, poniendo en peligro a nuestro planeta y a las personas y animales que habitan en él.

Tú puedes formar parte de la solución. Puedes convertir el mundo en un lugar mejor con pequeñas acciones diarias.

¿Qué vas a hacer tú hoy?

Todos somos Biodiversidad.

Descarga la aplicación móvil "Biodiversity is Us" y descubre qué puedes hacer tú hoy mismo.

Download the app



facebook.com/BioDiversityIsUs  
twitter.com/BioDivUs



# Biodiversity is Us



## We are all connected

You are part of the exciting web of life that includes millions of species of plants and animals.

We call this 'biodiversity'.

But it is shrinking fast, putting our planet—its people and animals—at risk.

You can help stop this. Through your daily actions, you can make the world a better place.

What will you do today?

Biodiversity is Us.

Download the 'Biodiversity is Us' app and discover what you can do today.



Download the app  
or visit [www.biodiversityisus.org](http://www.biodiversityisus.org)  
or [www.biodiversityisus.org](http://www.biodiversityisus.org)

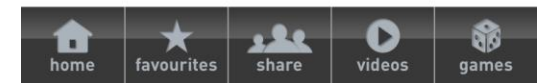
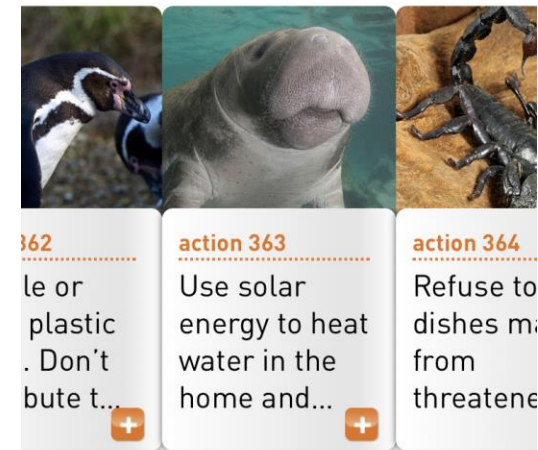




# Biodiversity is Us



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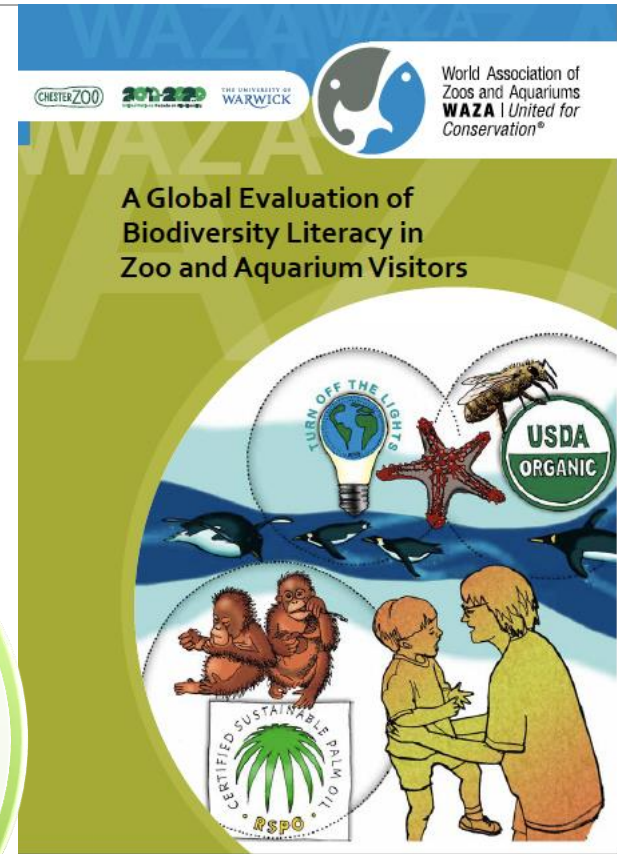




# Biodiversity is Us

- Global evaluation of biodiversity literacy in zoo and aquarium visitors
- Knowledge about biodiversity increased after a zoo visit
- Increase from pre-visit (69.8%) to post-visit (75.1%)
- Poor association with action

2012-2015  
Understand



# WAZA Nature Connect Programme

- Evolved into WAZA Nature Connect Programme
- Breaking down barriers to spending time in nature

## Aims:

- Connecting families to nature: appreciating and valuing the nature around them
- Helping families take conservation action and integrate it into their daily lives
- Encouraging the Nature Stewards of the future





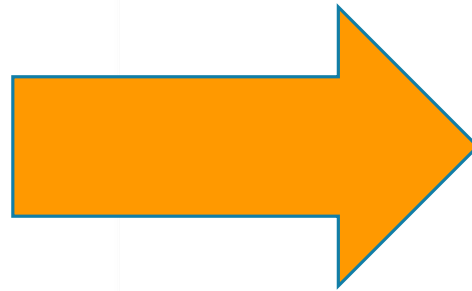
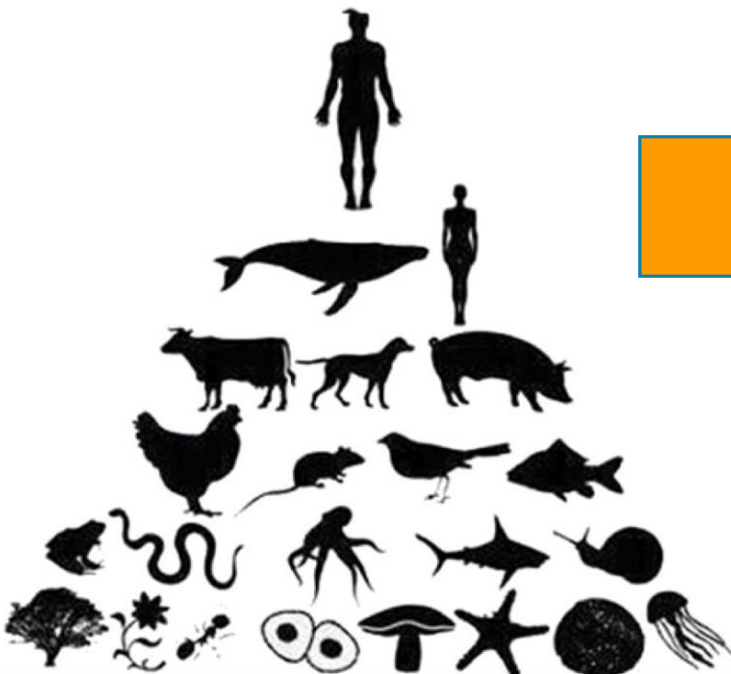


**WAZA**

*World Association  
of Zoos and Aquariums*

# What is the WAZA Nature Connect Program?

## EGO



## ECO





REACH: > 3,600 Families  
>15,000 individuals  
24 Countries



# Audience + Channels

- Grants targeted at directors, educators and communicators at WAZA member institutions worldwide and partner conservation organisations
- Social media – Facebook and Twitter
- Weekly e-newsletter to members
- Quarterly member's magazine
- Press releases
- Conservation partners - IUCN, CBD, IZE, CPSG and global zoo and aquarium association network

[View this email in your browser](#)



**WAZA Nature Connect Grants Application Open**



## Audience + Channels

- Academic partnership with Chester Zoo and University of Warwick to reach a wider scientific audience
- Facilitate connections between grants partners and appropriate international/regional Disney teams to help communicate their Nature Connect Projects
- Members also responsible for sharing their nature connect stories with their audiences and through their own channels



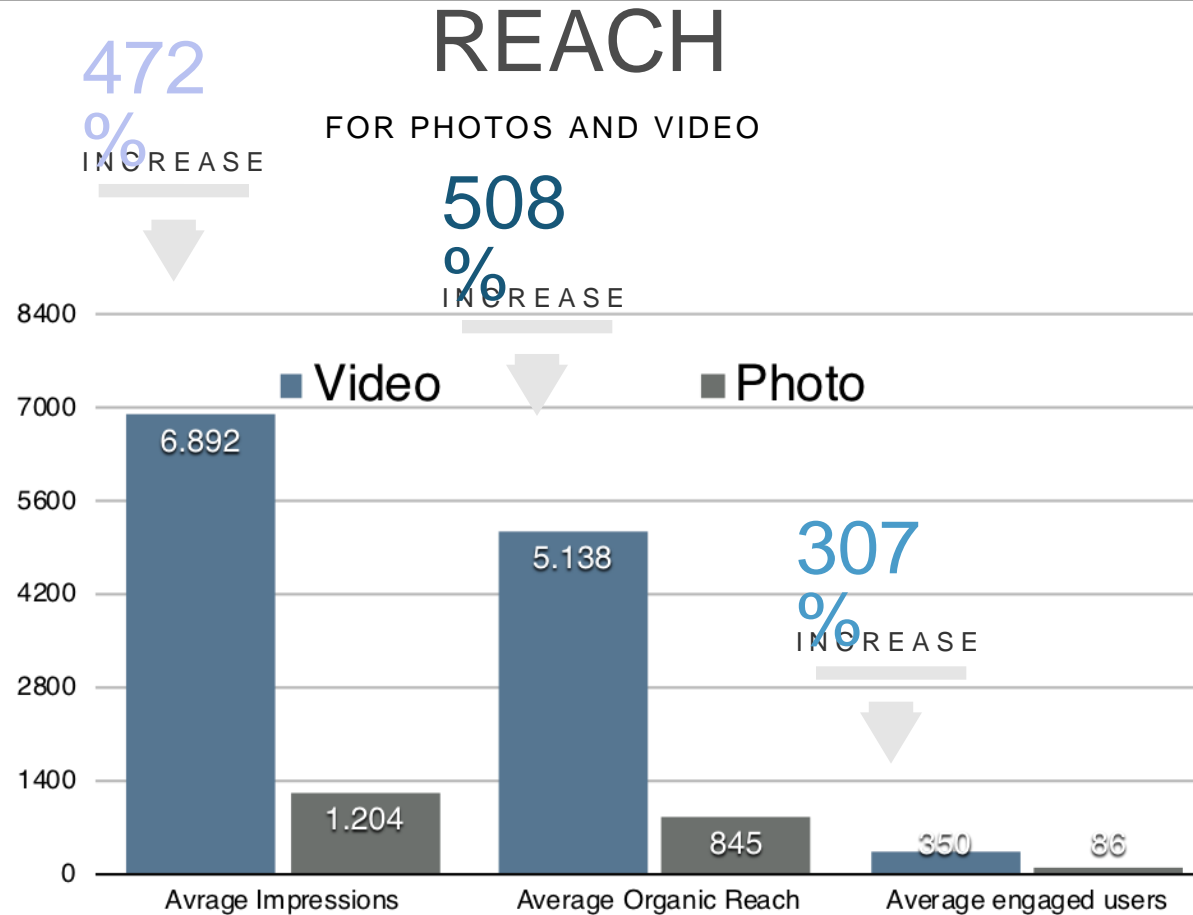




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# Evaluation



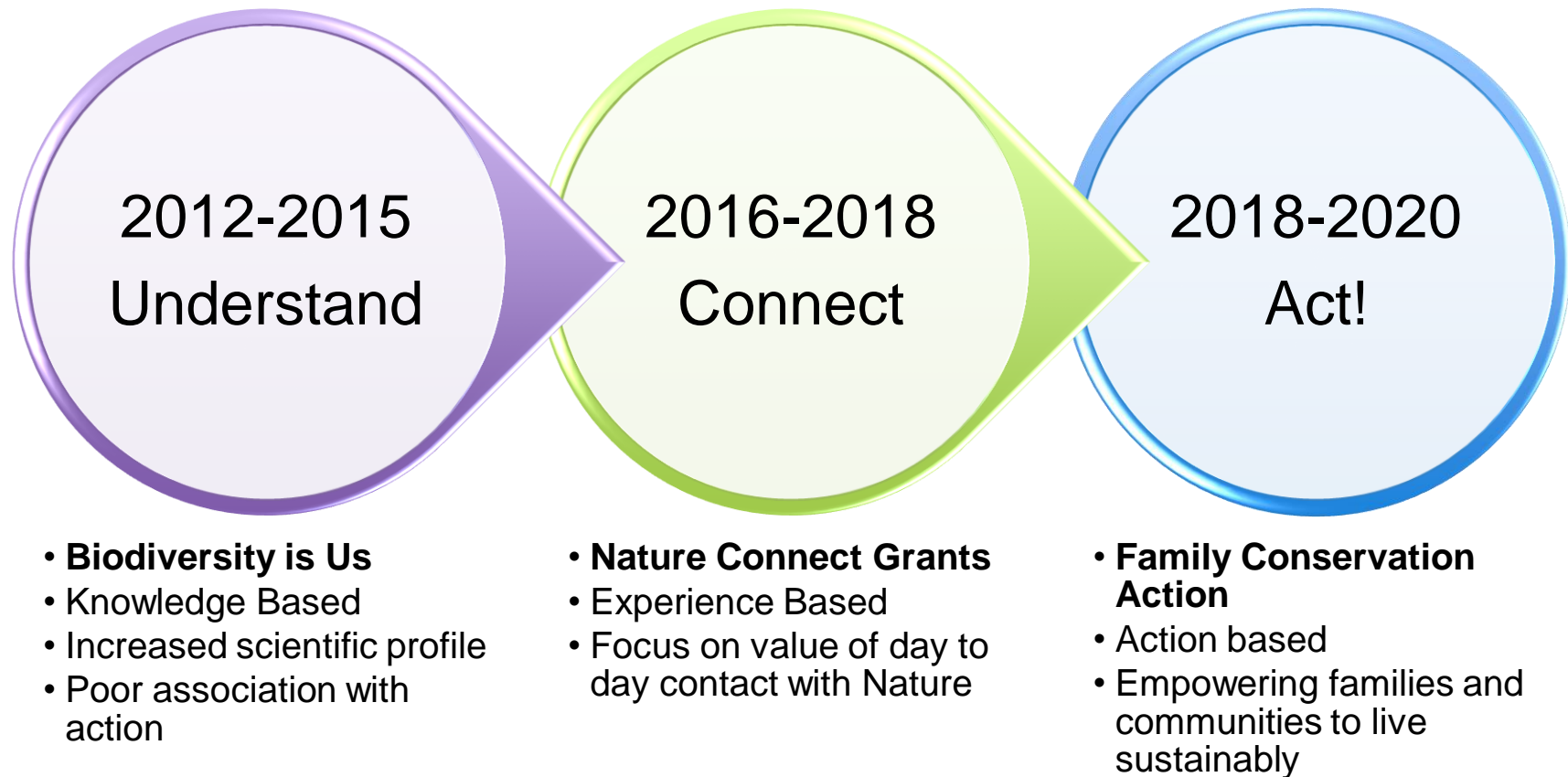


# Evaluation

- Metrics from members and their projects:
  - Families and individuals involved
  - Types of media and communication
  - Social media and press stats



# Next stage



# Research project



- WAZA Joined World Conservation Monitoring Centre Biodiversity Indicators Partnership Jan 2018.
- Developing tool to monitor global trends in:
  - time spent in nature
  - nature connectedness,
  - knowledge of conservation action they can take
  - and actions taken
- Also member of #NatureForAll (IUCN initiative) research synthesis team.





# Challenges

- Biggest challenges:
- reaching the right people
- encouraging members to apply for grants
- Still learning and improving



# Key contributors



# Thank you!

[bit.ly/WAZA\\_NatureConnect](https://bit.ly/WAZA_NatureConnect)

