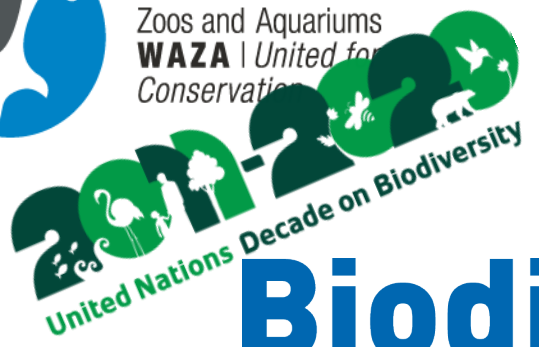




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# Decade on Biodiversity

## Biodiversity is

# US

Gerald Dick  
WAZA Executive Director  
CBD CoP 12, 2014, Pyeongchang, Korea



# UN Decade on Biodiversity

WAZA is official partner of United Nations Convention on Biological Diversity (CBD) for Decade on Biodiversity 2011–2020.



WAZA joined the Decade task force in  
September 2011, New York





# Aichi Biodiversity Target 1

## 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.”





## Why Zoos and Aquariums?

- 🌐 Zoos and aquariums are truly global in their popularity
- 🌐 Zoos and aquariums are conservation champions
- 🌐 Zoos and Aquariums invest 350 Mio \$ annually in conservation
- 🌐 700 million visits made to zoos and aquariums each year worldwide

**So, huge potential to influence large numbers of people.**



# Round table, how to implement the Decade?



Zoos can:

- ✓ show people the values of the species that they are meeting
- ✓ provide advice on what people can do in their daily lives to prevent the extinction of these beings.
- ✓ Assist in establishing indicators and baseline information on public attitudes and opinions
- ✓ Inform the public on other sustainability issues



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# CoP 11 : Concrete plans

## Side event with ICOM and BGCI



XI Conference of Parties  
CONVENTION ON BIOLOGICAL DIVERSITY  
HYDERABAD INDIA 2012





## WAZA Decade Project

Two main components:

- 🌐 Global zoo and aquarium visitor survey (in 2012/13 and again in 2014/15).
- 🌐 The implementation of specific Biodiversity educational tools in participating zoos and aquariums.



# Biodiversity Literacy Research

## Research Questions

1. How well do world zoo and aquarium visitors understand the term 'Biodiversity'?
2. Do world zoo and aquarium visitors understand the actions they can take to help protect Biodiversity?
3. Can zoos and aquariums make a difference with regard to Target 1?

34 zoos and aquariums across the globe







# Procedure outline

- Pre-/Post-visit survey (repeated-measures)
- Systematic random sampling employed. Goal was for n=300 matched pre-/post-visit surveys per zoo or aquarium
- Small incentives were offered to respondents by most zoos and aquariums to encourage post-visit survey completion





# Survey Design

Single-page design with three main components:

1. Basic demographic information.
2. Two main dependent variables, each measured by open-ended questions:
  - Understanding of Biodiversity
  - Knowledge of actions to protect Biodiversity
3. A number of potential independent variables also measured.



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# Preliminary research findings

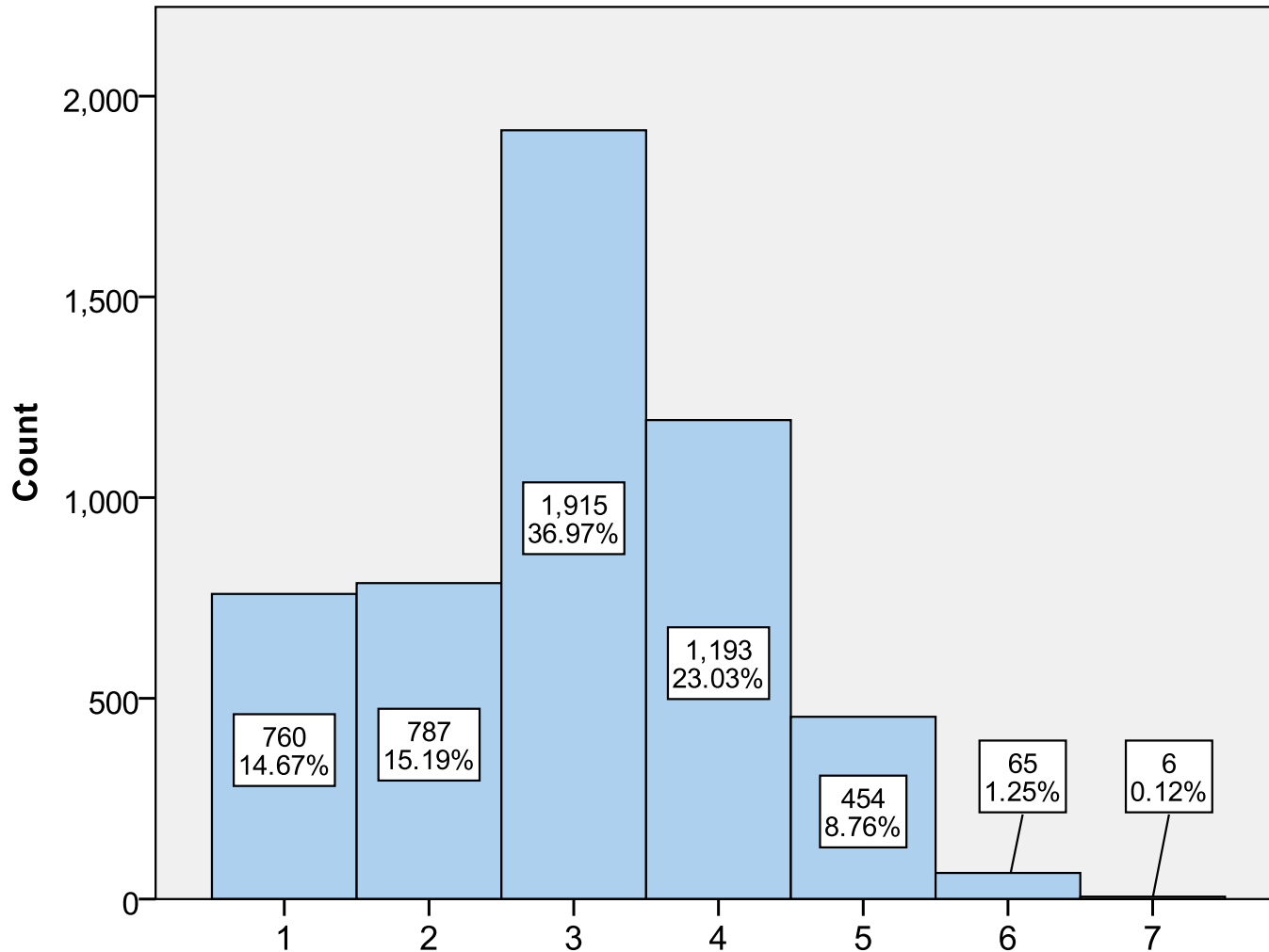


# Response

World region	Number of participants	Number of valid surveys
Africa	3	408
Asia	5	984
Central and South America	5	1,598
North America	8	1,563
Europe and the Middle East	7	1,260
Oceania	2	544
<b>Total</b>	<b>30</b>	<b>6,357</b>



# Biodiversity understanding



70% of visitors have at least a 'reasonable' understanding of biodiversity (3-7)

10% of visitors have an excellent understanding of biodiversity (5-7)

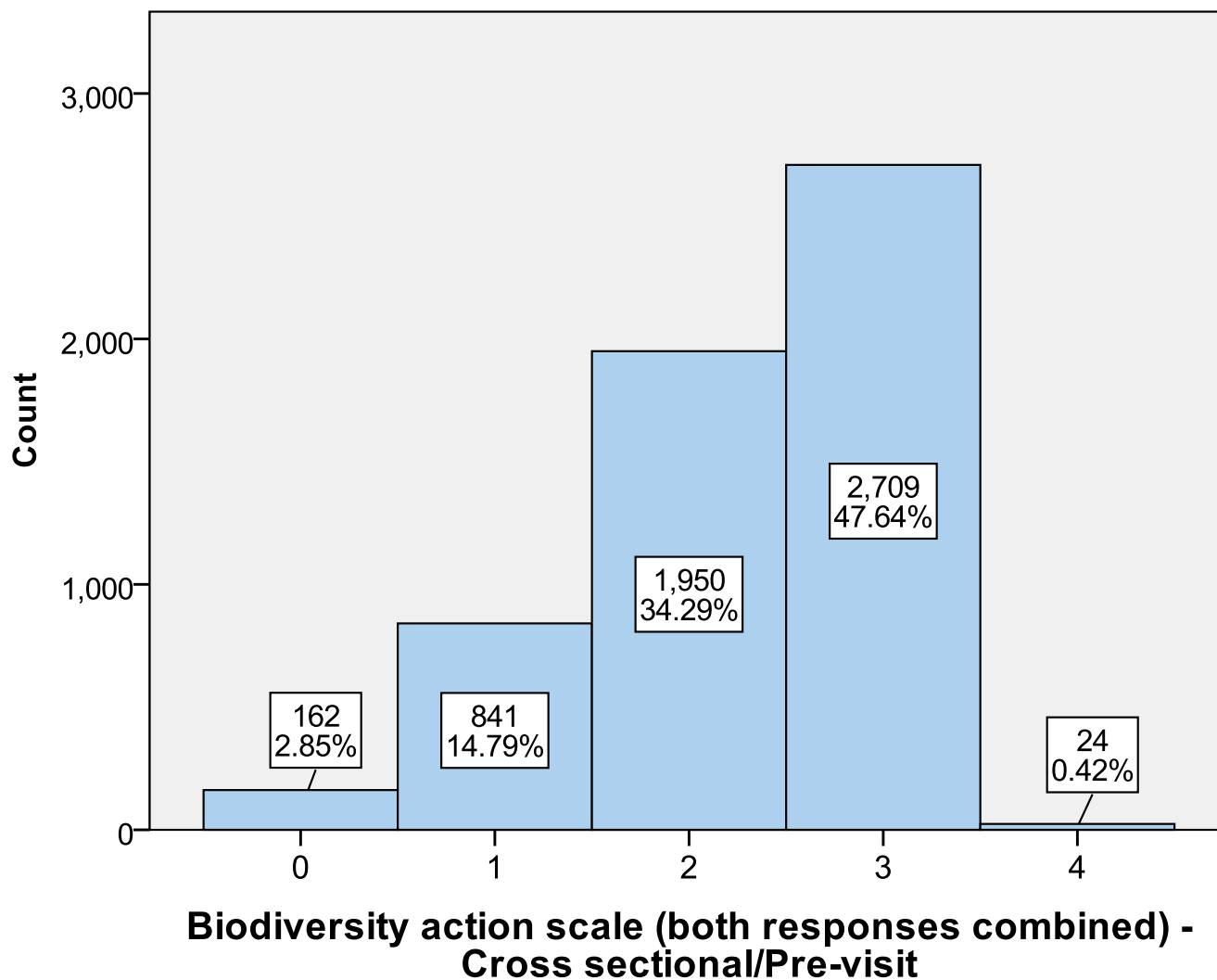
30% of visitors have poor to no understanding of biodiversity (1-2)

**Biodiversity understanding - cross sectional (pre-visit)**





# Actions to help biodiversity

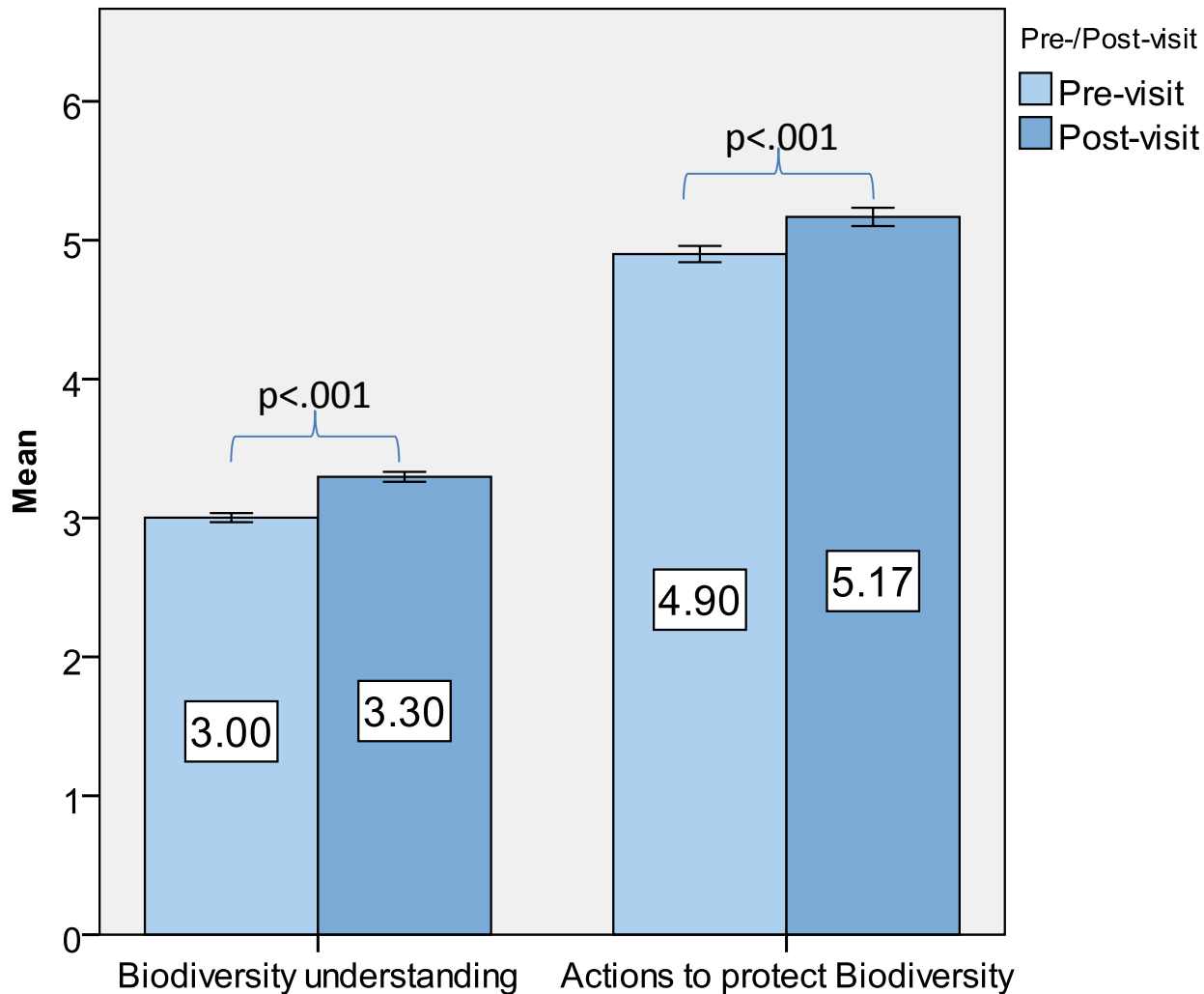


Only around 50% of reported actions could be achieved at the individual level (3 and 4 on scale are specific and individual)



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# Pre-/Post-visit comparison



Error Bars: 95% CI



## Project time-frame

	Global zoo and aquarium survey	Educational and awareness tools
2012	First global survey conducted	Educational tools developed
2013	First survey analysis and report	
2014	Second global survey conducted	Educational tools implemented in participating zoos
2015	Second survey analysis and report	



## Research Summary

- Biodiversity understanding/literacy was better than expected in zoo and aquarium visitors.
- Knowledge of personal actions/behaviours to help protect biodiversity not as strong.
- Visitors did not appear to relate visiting zoos and aquariums as an action to help protect biodiversity.
- Significant increases in both biodiversity understanding and knowledge of actions between pre- and post-visit, in zoo and aquarium visitors.