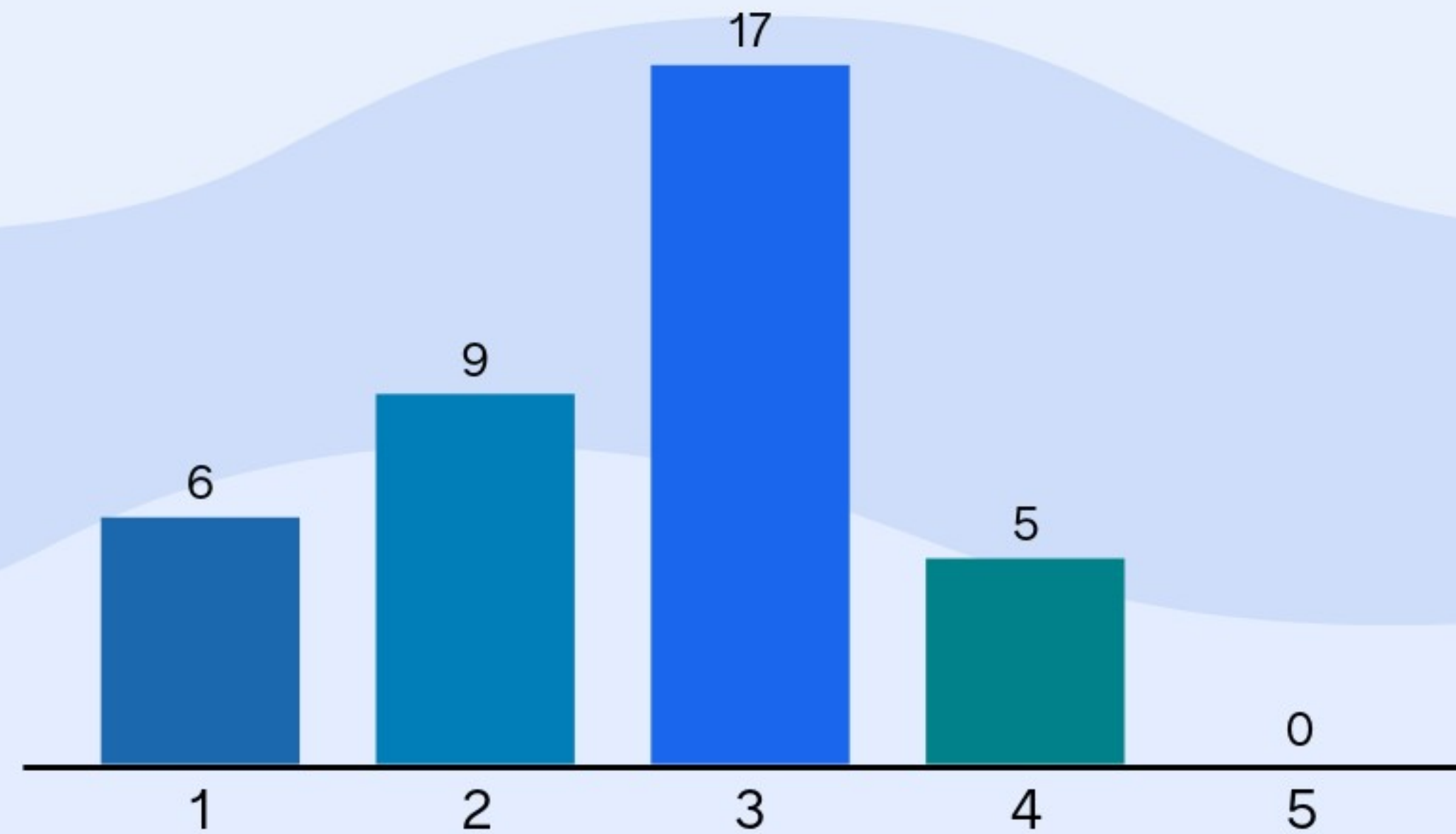


1. Are mission-driven cultural attractions doing enough for conservation? (Scale of 1-5, where 1 = "definitely not" and 5 = "absolutely yes").



If no, what *should* we be doing?

44 Answers

Ensuring conservation efforts are rooted in social and environmental justice. Conservation can only succeed when people are at the heart of it.

Deeper investments. more dedicated staff time (positions where conservation is a major part of their job description or FT conservation staff)

Creating stronger links between animals in our care and field conservation

Community based co-designed conservation work, putting more resources towards local projects and projects focused on the species housed at these facilities.

Engage more local communities & governments in developing their priority conservation programs

Create stronger connections between animals in our care and field conservation

Education

Advocacy

More



If no, what *should* we be doing?

44 Answers

Working with communities more to address their needs

being more strategic

Making strategic, impact, and data-driven decisions instead of scattershot approaches.

Connections

Speak clearly and unambiguously about the realities of climate change

Every building, program, initiative needs in-situ and ex-situ investment

Intentionally engage local social and environmental justice orgs to work on issues regarding environmental issues.

engaging community in conservation actions/projects

More of the same and constantly improving!



If no, what *should* we be doing?

44 Answers

Playing a more prominent role in leading conservation science and decision making and focusing on the unique intersection between people and wildlife

Infusing our mission institution wide first and beyond

Tell Better Stories

partner with like minded organizations

we should be doing more locally so that the average person understands it better.

Use social science to engage people and create impact

Creating more spaces for zoo community members (internal and external) to engage with conservation projects.

More wildlife reintroduction programs

Behavior-change based community engagement initiatives, collaborative advocacy for systemic change to policies/practices



If no, what *should* we be doing?

44 Answers

Focus on voting

consumer based social marketing

Engaging with our community members and creating unity in conservation identity

Connecting our operational outputs (resource use, greenhouse gas emissions) to the impacts on the wildlife and wildlands we aim to conserve.

Advocacy

Partnering with like minded organizations

Connect the environment to the economy

Focusing more on our mission and less on driving attendance

Storytelling



If no, what *should* we be doing?

44 Answers

Engage in meaningful ways that result in positive outcomes for community and the orgs mission.

Better connect our communities to the wild at home and abroad.

Creating more equitable pathways into conservation. More identities and experiences equals more innovation

Doing more to change the way people think about what is beautiful when we choose plants in our gardens

Be candid and authentic about how commercial activities support conservation.

Incorporate more storytelling into guest areas, Guest experience is key to getting people to connect with what theyre looking at

Cross-facility, cross-species fundraising efforts

Stronger ties between the zoo setting and what is happening in the wild - more partnering, more education, more action