

# WAZA Executive Office

## Report 2012

Gerald Dick, Executive Director

### Marketing / Communication

#### 77<sup>th</sup> Anniversary Artists' support

To celebrate its 77th birthday WAZA partnered with the environmentally friendly wildlife illustrator, Jonathan Woodward of Nottingham, UK. He designed a stunning illustration and dedicated it to WAZA. Jonathan generously donates 50% of all proceeds to WAZA in support of conservation.

Being a finalist of the "BBC Wildlife Artist of the Year" competition in 2011 and 2012, Jonathan creates illustrations in a cut paper collage style, using recycled magazines for children's books, wildlife organisations and charities. The commemorative print is available in two designs (portrait and landscape) and at a number of sizes, framed, unframed or printed on canvas. This layout is available for sale on the web (<http://society6.com/jonathanwoodward>) and has been advertised on the artist's website, on WAZA website, in the WAZA News and on Facebook.

The famous painter Catherine Tomova of Sofia, Bulgaria, also kindly donated an oil painting of a chimp and this one has still to find a new owner.

#### Press Releases

October 2011: WAZA Annual Conference in Prague

November 2011: Thailand Flood

December 2011: Signature of an agreement with CITIES

February 2012: Launch of WAZA history book and opening of our Facebook page

August 2012: WAZA "fighting extinction" Report

August 2012: Press briefing during workshop in Leipzig, WAZA's work and directors as zoo animals

September 2012: IUCN World Conservation Congress – WAZA 77<sup>th</sup> birthday (English and Korean)

#### WAZA Website ([www.waza.org](http://www.waza.org))

Website figures:

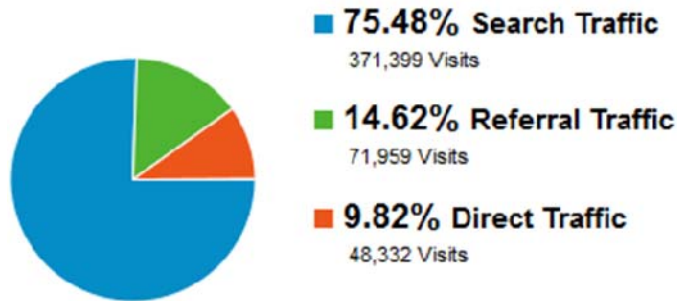
As of end August 2012 there were 452 members registered on the member's area, which is an increase of 21% since last year (358).

Average of 1348 visits/day (1 Sept 2011 to 31 August 2012): + 39% compared to 1 Sept 2010 to 31 August 2011 (970)

On average the visitors stay 1 minute and 32 sec on WAZA website; they are from 210 different countries, with the US in first position, followed by Mexico and Spain.

Country	Visits	%
United States	119,904	24,37 %
Mexico	48,415	9,84%
Spain	46,325	9,42%
United Kingdom	39,222	7,97%
Argentina	20,145	4,09%
Colombia	20,082	4,08%
Canada	12,712	2,58%
Australia	10,632	2,16%
Peru	10,578	2,15%
Chile	10,392	2,11%

Traffic sources: most of the visitors find the website through search engines, or through referring sites and also direct traffic (visitors who visited the site by typing the URL directly into their browser)- See graph below  
The favourite page on WAZA website is still the virtual zoo.



YEAR	VISITORS	VISITS	PAGES	HITS	Bandwidth
2003	14,006	20,725	94,224	720,213	2.97 GB
2004	36,205	50,001	191,590	1,727,621	8.80 GB
2005	61,495	84,119	333,374	3,072,273	20.47 GB
2006	114,484	154,328	651,678	5,933,091	46.94 GB
2007	291,762	384,969	1,343,013	12,772,234	161.04 GB
2008	345,115	506,758	1,732,967	14,659,627	252.79 GB
2009	358,043	519,522	1,740,556	14,755,427	397.95 GB
2010	428,736	546,965	1,969,816	14,084,040	413.75 GB
2011	487,104	651,364	2,201,591	16,262,559	510.65 GB
<b>until August 2011</b>	<b>402,528</b>	<b>542,948</b>	<b>1,511,411</b>	<b>13,652,290</b>	<b>440.45 GB</b>

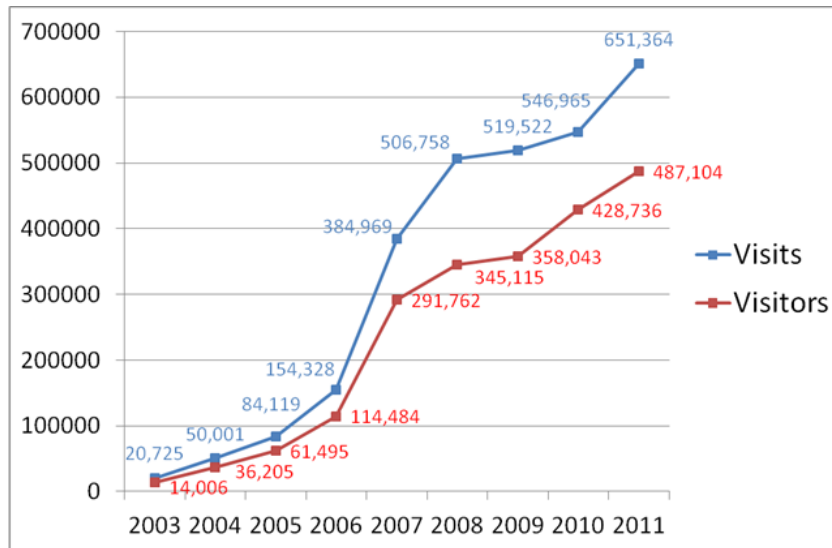
**Unique Visitor:** a unit of traffic to a website, counting each visitor only once in the time frame of the report (30min).

**Number of Visits:** a visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

**Pages:** a 'page' request results from a web surfer clicking on a link on another 'page' pointing to the 'page' in question. This should be contrasted with a hit, which refers to a request for any file from a web server.

**Hits:** The number of hits received by a website assert its popularity.

**Bandwidth:** A rate of data transfer



Website's translations:

The website has been translated in Spanish and in French. The main parts of waza.org are now available in those 2 additional languages. The virtual zoo is also being translated in the same languages.

### WAZA Facebook page

WAZA opened its Facebook page in February 2012.

The full history of WAZA is available through the so-called timeline on facebook: Milestones of WAZA history are highlighted and illustrated with historical photos.

WAZA press releases, news, events are shared on this page. WAZA also organises games to increase its visibility on this social media.

Additionally, the purpose of Facebook is to share our members' and partners' news and events, and to answer messages which are coming in.

Today WAZA has about 800 likes.

### Zoo Live Cameras

WAZA supported the development of the ZooVue website ([www.zoovue.com](http://www.zoovue.com)) where you can watch live animals, get information on conservation projects and interact with a global community thanks to live cameras, pictures and videos.

### The Decade on Biodiversity project

WAZA has started working on 2 parts of the project:

- The survey module on awareness
- The awareness concept and the different tools are ready to be developed

A revised application has been submitted to the MAVA foundation. Major tools are the survey about biodiversity awareness and the recognition of the project tools (as part of the monitoring and project evaluation), and secondly the development of visuals, three different films, an app on biodiversity and personal involvement, social media strategy and application. The final go for the project is expected just before the Melbourne conference. The survey part was developed by Chester zoo with support of external experts. The project team has been defined and consists of 32 members, zoos and aquariums out of all three WAZA regions. Those members have agreed to cooperate, test the tools, provide input and do the visitors' survey.

### 8<sup>th</sup> WAZA Marketing Conference

The conference will be hosted by Bristol Zoo, UK from May 12th to 14th 2014.  
The theme for this marketing conference will be “Communicating Biodiversity: Leadership by Zoos”.

### Publications

The WAZA 77 Years Anniversary desk calendar was published, as well as the WAZA 77 Years Anniversary book, “77 Years: The history and evolution of the World Association of Zoos and Aquariums, 1935-2012” as well as special 77 years edition of WAZA News (4 times per year) and WAZA magazine Vol. 13 (published in August 2012), with the focus on species, classified as “extinct in the wild” entitled “Fighting extinction” – coinciding with the theme of the annual conference 2012, were published. Proceedings of the WAZA Annual Conference 2011 were published online (complete version, including technical congress in member area) and proceedings of the technical congress only as separate publication for download on the public domain (both published in March 2012), “Turning the Tide” published in Portuguese thanks to João Falcato of Lisbon Aquarium (Oceanario de Lisboa), Portugal. The WAZA biodiversity book “Zoos and Aquariums committed to conservation” was published in Italian, thanks to Cesare Avesani of Parco Natura Viva, Italy. The WAZA Membership Directory is available in a bi-weekly updated version on the website in the members’ area.

### Events

#### Magdeburg and Jane Goodall (12 May 2012)

At the invitation of Zoo Magdeburg, Gerald Dick and Jane Goodall signed the golden book of the city of Barleben in Germany, at this occasion Jane Goodall provided WAZA with the following testimonial: “Zoos have greatly improved during my lifetime. WAZA affiliated zoos and aquariums educate hundreds and thousands of people around the world and, increasingly, are playing an important role in the conservation of species.”

#### Amphibian Ark and HRH Prince Charles (5 July 2012)

A delegation, led by WAZA past president Gordon McGregor Reid presented a glass replica of the frog, *Hyloscirtus princecharlesi*, as well as a golden medal and the scientific description of the frog in Zootaxa to HRH Prince Charles. The brown-coloured frog with large orange blotches was discovered by Ecuadorian scientist Dr Luis Coloma four years ago among preserved museum specimens. Luis, working within the Amphibian Ark, later took part in expeditions to Cotacachi-Cayapas national park in his homeland and found three live adults and some tadpoles. This frog was named after Prince Charles in recognition of Charles’ support of rainforest conservation. Charles also mentioned during the talks that he appreciates the endeavours of the zoo and aquarium community to raise awareness about biodiversity, to address threats and provide ideas for people’s actions within the Decade on Biodiversity.

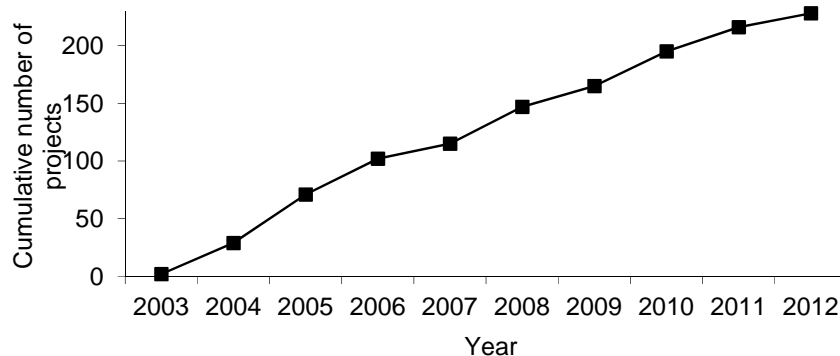
### WAZA Training Grant

In 2011 out of 10 applications, Council decided, based on the advice of 4 external assessors to award the €17,000 available as follows:

- (1) fully fund the Amphibian Ark proposal “Training for sustainability of amphibian rescue programs in Ecuador” with €8,704.
  - (2) Partly fund the Copenhagen Zoo proposal “Expanding *ex situ* population management capacity in Asia: Building upon past training activities in Indonesia, China and Japan” with €8,296.
- For 2012 nine applications were received, the decision is to be taken at the Melbourne conference.

### WAZA branded conservation projects

The number of WAZA-branded conservation projects has continued to increase to 228 in August 2012.



The following projects have been branded since the 2011 Annual Conference, starting with the project number (first two digits indicate year of branding), followed by the name and a short description of the project. Organisation(s) implementing the project are indicated in parentheses.

- 11017 – Sungazer Conservation Project: to promote the survival of sungazers in South Africa (Endangered Wildlife Trust)
- 11018 – Tarsius Project: to research and conserve Philippine tarsiers in the Philippines (Decin Zoo)
- 11019 – Sabah Rhino Research and Breeding: to establish a research and breeding centre for Sabah rhinos in Malaysia (Sabah Wildlife Department, Leipzig Zoo and Leibniz Institute for Zoo and Wildlife Research Berlin)
- 11020 – Falémé Chimpanzee Conservation Project: to protect chimpanzees in Senegal through research, education and collaboration (Iowa State University)
- 11021 – UNITE for the Environment: to increase environmental awareness in Uganda (North Carolina Zoo)
- 12001 – Proyecto Mono Tocón: to conserve San Martin titi monkeys and other primates in Peru (Proyecto Mono Tocón and La Vallée des Singes)
- 12002 – Western Derby Eland Conservation Programme: to increase the number of western derby elands in Senegal (Derbianus – Czech Society for African Wildlife)
- 12003 – Projeto Tamanduá: to work towards the conservation of anteaters in Brazil (Projeto Tamanduá)
- 12004 – Dugong Emergency Protection Project: to secure core dugong herds and habitat by mitigating threats in Mozambique (Endangered Wildlife Trust)
- 12005 – Pantanal Giant Armadillo Project: to establish a long-term ecological study of giant armadillos in Brazil (Royal Zoological Society of Scotland)
- 12006 – Community-based Red Panda Conservation: Project Punde Kundo: to conserve red pandas and their habitat in the Eastern Himalayas (Red Panda Network)
- 12007 – Niassa Lion Project: to seek sustainable resolutions to lion conservation challenges in Mozambique (The Ratel Trust)
- 12008 – Little Fireface Project: to study the ecology and raise awareness of slow lorises in Indonesia (Oxford Brookes University)
- 12009 – Return of the Wild Horse Project: to help create stable populations of Przewalski's horses in Mongolia (Prague Zoo)
- 12010 – Progetto Grifone: to ensure a future for the population of griffon vultures present in Italy (Association of the Municipalities of Forgaria nel Friuli and Trasaghis)
- 12011 – Barbary Macaque Conservation in the Rif: to halt the decline of Barbary macaques in Morocco (Barbary Macaque Conservation in the Rif)
- 12012 – Assam Haathi Project: to mitigate human–elephant conflict in India (Chester Zoo and EcoSystems-India)

For the 20th Anniversary of Przewalski Horse Introduction and the associated event at the International Equid Conference in Vienna, 18-22 September, WAZA helped to raise 10,000 €. For the environmental education project in Djibouti, the production of a video clip was supported and is shown on the WAZA website as well as at the IUCN World Conservation Congress as a project example at the species pavilion.

## **Measuring Conservation Impact**

In recent years there has been growing international recognition for the need to measure the success of biodiversity conservation projects and show evidence of conservation impact. With threats to biodiversity growing and limited fund availability, zoos and aquariums supporting field conservation need to ensure that their investments in conservation are making a significant impact, and be able to show tangible and quantifiable results. In response to this, Chester Zoo and WAZA have developed a conservation impact form based on the methodology outlined by the Zoo Measures Group. The form is designed to provide an easy format for project coordinators to summarise project achievements and for these achievements to be evaluated for their conservation impact in a standardised manner. The form relies on a review system and is assessed not only by the project coordinator but also by one or more independent reviewers. Conservation impact scores are then generated from the combined reviews and given an overall score. This overall score can be used by the funding body to benchmark projects against others, stimulate strategic review of conservation support and guide adaptive management. The Project Conservation Impact Summary Form can be downloaded by clicking on Conservation Impact in the Conservation section of the WAZA website (<http://www.waza.org/en/site/conservation/conservation-impact>).

## **Support for Committee on Population Management (CPM)**

In the period from 1 September 2011 to 31 August 2012, four international studbooks (ISBs) were archived, three new ISBs were established, 17 ISBs were transferred to new keepers and two ISBs were transferred to new institutions. At the end of the reporting period, six issues were pending. There are currently 127 active ISBs, including 161 species or sub-species (10 ISBs cover more than one taxon).

**ISBs archived:**

On 26 September 2011, CPM decided to archive the ISB for the grizzled grey tree kangaroo (*Dendrolagus inustus*).

On 12 January 2012, CPM decided to archive the ISB for the Puerto Rican crested toad (*Peltophryne lemur*).

On 2 April 2012, CPM decided to archive the ISB for the diademed sifaka (*Propithecus diadema*).

On 4 April 2012, CPM decided to archive the ISB for the Japanese macaque (*Macaca fuscata*).

**ISBs established:**

On 3 October 2011, CPM approved the establishment of an ISB for the Buffon's macaw (*Ara ambiguus*) kept by Sandrine Silhol (Zoo des Sables d'Olonne, France).

On 7 December 2011, CPM approved the establishment of an ISB for the ploughshare tortoise (*Astrochelys yniphora*) kept by Gerardo García (Durrell Wildlife Conservation Trust, UK).

On 13 February 2012, CPM approved the establishment of an ISB for the blue-crowned laughingthrush (*Dryonastes courtoisi*) kept by Laura Gardner (Leeds Castle Foundation, supported by Chester Zoo, UK).

**Transfer of ISBs to new keepers:**

On 26 September 2011, CPM approved the transfer of the Goodfellow's tree kangaroo (*Dendrolagus goodfellowi*) ISB to Megan Richardson (Melbourne Zoo, Australia).

On 5 October 2011, CPM approved the transfer of the sand cat (*Felis margarita*) ISB to Ute Magiera (Osnabrück Zoo, Germany).

On 7 November 2011, CPM approved the transfer of the Matschie's tree kangaroo (*Dendrolagus matschiei*) ISB to Christine McKnight (Minnesota Zoo, USA).

On 17 November 2011, CPM approved the transfer of the Japanese serow (*Capricornis crispus*) ISB to Hitoshi Murai (Toyama Municipal Familiypark Zoo, Japan).

On 14 December 2011, CPM approved the transfer of the black howler monkey (*Alouatta caraya*) ISB to John Partridge (Bristol Zoo, UK).

On 15 December 2011, CPM approved the transfer of the caracal (*Caracal caracal*) ISB to Kristen Clark (Smithsonian's National Zoological Park, USA).

On 20 December 2011, CPM approved the transfer of the Sri Lankan leopard (*Panthera pardus kotiya*) ISB to Frédéric Houssaye (CERZA Zoo, France).

On 16 February 2012, CPM approved the transfer of the ploughshare tortoise (*Astrochelys yniphora*) ISB to Matt Goetz (Durrell Wildlife Conservation Trust, UK).

On 22 February 2012, CPM approved the transfer of the Arabian oryx (*Oryx leucoryx*) ISB to Ian Goodwin (Marwell Wildlife, UK).

On 19 March 2012, CPM approved the transfer of the blue-throated macaw (*Ara glaucogularis*) ISB to Simon Bruslund (Loro Parque, Spain).

On 2 April 2012, CPM approved the transfer of the maroon-fronted parrot (*Rhynchopsitta terrisi*) ISB to Carolina Hartmann (Africam Safari, Mexico).

On 4 June 2012, CPM approved the transfer of the sand cat (*Felis margarita*) ISB to Grégory Breton (Parc des Félines, France).

On 11 June 2012, CPM approved the transfer of the black lion tamarin (*Leontopithecus chrysopygus*) ISB to Dominic Wormell (Durrell Wildlife Conservation Trust, UK).

On 20 June 2012, CPM approved the transfer of the cotton-top tamarin (*Saguinus oedipus*) ISB to Andrea Echeverry (Barranquilla Zoo, Colombia).

On 21 June 2012, CPM approved the transfer of the white rhinoceros (*Ceratotherium simum*) ISB to Thijs van den Houten (Flamingo Land, UK).

On 2 August 2012, CPM approved the transfer of the golden lion tamarin (*Leontopithecus rosalia*) ISB to Jennifer Mickelberg (Zoo Atlanta, USA).

On 30 August 2012, CPM approved the transfer of the Amur leopard (*Panthera pardus orientalis*) ISB to Jo Cook (Zoological Society of London, UK).

**Transfer of ISBs to new institutions:**

On 26 September 2011, CPM approved the transfer of the cotton-top tamarin (*Saguinus oedipus*) ISB, kept by Hollie Colahan, to Denver Zoo (USA).

On 16 April 2012, CPM approved the transfer of the horned guan (*Oreophasis derbianus*) ISB, kept by Juan Cornejo, to Bronx Zoo (USA).

**Pending issues:**

As of 31 August 2012, ISBs for the lion-tailed macaque (*Macaca silenus*), fishing cat (*Prionailurus viverrinus*), North China leopard (*Panthera pardus japonensis*), Sumatran rhinoceros (*Dicerorhinus sumatrensis*), Edwards' pheasant (*Lophura edwardsi*) and Vietnamese pheasant (*Lophura hatinhensis*) are vacant.

**Climate Change**

In support of the Climate Change task force, several painful meetings were held in order to get tax exempt status for WAZA, a requirement by the Framework Convention on Climate Change in order to prove NGO

and non-profit status of WAZA in Switzerland. Finally WAZA was accepted as an observer by UNFCCC. As an outcome of the Swiss based "Rigi symposium" of German speaking zoo directors, with the active support of Caspar Bijleveld of Papiliorama, a proposal to compensate CO<sub>2</sub> emissions as an international zoo/aquarium initiative, named "Zoo/Aquarium CARE fund" was developed. The idea being that after a relatively quick survey of emissions which have to be compensated, the fund under the guidance of WAZA shall select tropical rainforest reforestation projects for funding. A detailed concept is being finalised. After a first survey amongst members 25 members are interested to participate.

## **WAZA Corporate Strategy Update**

Since the Annual Conference in Prague, 2011, the focus of work was on developing an externally funded project, based on the resolution RES 66.1. Progress was made on defining the details in support of the decade on biodiversity as well as submitting the proposal to the Swiss based MAVA foundation. Concerning membership acquisition, since end of 2011 and until September 2012, WAZA membership increased from 315 to 324, which is an increase of 2,9% despite the fact that we lost some members as well.

## **Attended Meetings**

CMS CoP 10, Bergen, Norway, (20-25 November 2011)  
Sabah Wildlife Conservation Colloquium, (9/10 Jan 2012), (MG)  
Rigi Symposium on Sustainability: organised by Swiss Zoo federation (2.-4. Feb)  
2nd meeting of IUCN's Specialist group's chairs, Abu Dhabi (23.-27. Feb)  
125 Years of VDZ (German Zoo Director's Association), Berlin (16 March)  
AMMPA (Alliance of Marine Mammal Parks and Aquariums) Annual Meeting, Alexandria, (15-17 April)  
Red panda global ex situ master planning session, Rotterdam, (23-27 April), (MG)  
UNESCO Biodiversity Learning workshop, Paris, (2 May)  
2nd Ivy Symposium on old zoos, Budapest, (17-19 May)  
EAZA Conservation Forum, Vienna, (22-25 May), (MG)  
Ramsar COP 11, Bucharest, (6-13 July)  
IZE Conference, Chester, (28-30 August) (MG)  
IUCN World Conservation Congress, Korea, (6-15 September)  
EAZA Annual Conference, Innsbruck, (25-29 September)