



Course Title:	Embedding social research and evaluation into conservation education programmes at zoos and aquariums
Tutors:	Dr. Sarah Thomas and Cassandra Murray, Zoological Society of London; Dr. Andy Moss and Greg Counsel, Chester Zoo; João Neves, Zoomarine Portugal
Aimed at:	Zoo and aquarium educators of all levels
Language taught in:	English
Taught hours:	6.5
Extra hours for study etc:	
Cost:	EAZA members: € 125 Non-members: €160
Minimum group size:	30
Dates:	25 March 2019
Location(s):	Skansen, Stockholm, Sweden

Links to other courses:

Course Aim(s):

A continuing challenge for EAZA zoos and aquariums is how to effectively evaluate and measure the effects of their conservation education programmes. This topic is widely acknowledged by the EAZA community as an important aspect of any zoo or aquarium's remit, and there are now four EAZA Conservation Education Standards (CES) which specifically focus on this research and evaluation topic. However, feedback from EAZA members shows that they feel there are several challenges that prevent them from maximising the potential of social research and evaluation as part of their zoo or aquarium's conservation education.

This course aims to take on these challenges from a new perspective, and provide educators with new ideas and skills to help them meet the standards.

Learning Outcomes:

By the end of the course participants will:

- Be able to describe how to include research and evaluation as part of their conservation education plan
- Be able to use planning cycle tools to help write clear aims and outcomes that link to their evaluations
- Be able to select appropriate methods to fulfil the EAZA CES in their own institutions

Content:

Using an integrated and participatory approach, the course will mix presentations, group activities, and discussions to help participants understand not just the EAZA CES related to evaluation, but also how to fully embed plans for research and evaluation into their daily work.

Assessment:

There is no formal assessment during the course, but participants will be strongly encouraged to assess and reflect on their own work practices.

Additional information:

None