

# EAZA21+ CAMPAIGN GUIDE FOR EAZA MEMBERS



6 May 2022

EAZA21+ is an internal campaign for EAZA Members, launched on 21 September 2021 for two years. It is helping us get ready for the [post-2020 Global Biodiversity Framework](#) (GBF) which will be a last-minute attempt to stop the decline of nature – after the previous global plans (and [Aichi Targets](#)) failed.

Zoos and aquariums will have an important role to play in the new framework. To be effective, we – the whole EAZA community – need the confidence, competence and knowledge to work with the GBF's topics. Some of the topics will be well-known to many of you, as you are already putting great efforts into them. What is brand new is the context – the incoming GBF with its targets – where each of us should maximise our impact.

EAZA21+ is different from previous EAZA Conservation Campaigns: it is more a joint discovery project than a campaign in the traditional sense. It's like a guide through the conservation journey. Come along!

## How can I engage with EAZA21+?

1. Join the 100+ EAZA Member organisations that have already registered! Get [the registration](#) signed by your Director and [e-mail](#) it to us.
2. Sign up [individually](#) to receive the newsletter, workshop invitations and all other materials.
3. Join the closed [EAZA21+ group on Facebook](#) and discuss the campaign topics with colleagues from all over the EAZA region. It's also where we post recordings of past workshops.
4. Participate in the workshops (online and in person) and share your ideas.
5. See more on [www.eaza.net/eaza21plus](http://www.eaza.net/eaza21plus)

## What can I do at my workplace?

- Become an active contributor! After introductory sessions in February-April, we are preparing workshops about specific topics.
- The first topic is zoos' **conservation strategies**, to be explored at [EAZA Conservation Forum](#) in Zagreb in May, and then in online workshops.

*Does your institution have a conservation strategy/plan/policy? Are you working on it – but you are facing too many challenges? What advice do you need from EAZA? Or: do you have good examples to share, from your institution or from others? Let us know: comment in [EAZA21+ group on Facebook](#), say it at CF in Zagreb, or [email us](#).*

- Discuss with colleagues the key points from EAZA21+ workshops. Meet for informal round tables over a cup of tea. **Suggestion:** Involve colleagues from various zoo jobs, also those who are responsible for staff training.
- Find out how your country is getting ready for the GBF. [Here](#) are the National Focal Points of the Convention of Biological Diversity (CBD). Are there meetings that your zoo and/or national association should be part of?
- Make your hard work known! Keep your info in the [EAZA Conservation Database](#) up to date.

## What is the calendar of EAZA21+?

**Nov-Dec 2021** Pre-campaign Member survey to refine the campaign actions. Completed by 411 colleagues in EAZA Membership.

**Jan 2022**

**-Sept 2023**

EAZA21+ actions:

- Online workshops (webinars)
- In-person workshops, at EAZA Directors' Days 2022 and 2023, EAZA Annual Conferences 2022 and 2023, EAZA Conservation Forum 2022 etc.
- Your own activities (guided by us): e.g. training sessions for your staff about your role in GBF and EAZA
- Development of EAZA21+ toolkits based on input from participants

**Dec 2023**

All Members receive EAZA21+ toolkits to help you increase your conservation input and engage with GBF.

## What is the Global Biodiversity Framework?

- What the [Paris Agreement](#) is for climate, the GBF is supposed to be for nature: it will aim to stop its loss by 2030 and enable recovery by 2050.
- Some 200 governments are negotiating it under the CBD, for adoption hopefully still in 2022.
- Regional strategies such as [EU Biodiversity Strategy for 2030](#) will be aligned with the GBF.
- We will guide you through the content as soon as the final version is on the table. For now, you can get a taste by reading the [draft](#).



*EAZA21+ is helping us define our place in the puzzle of biodiversity conservation, the post-2020 Global Biodiversity Framework and its European part.*

**Each professional community and sector needs to find out which parts of the puzzle – [which proposed targets](#) of the GBF – it can best support.**

**For EAZA and the Members, we have identified three main opportunities:**

### 1. Conservation of species and genetic diversity

Already by 2030, intensified actions are needed for the recovery of species that are threatened by extinction or already extinct in the wild. This includes *ex situ* conservation.

Our community can deliver a lot of expertise in this area. We carry out species- and site-based conservation, often as part of official action plans. EAZA implements the [One Plan Approach](#) which connect the *in situ* and *ex situ* needs of species and is reflected in [Regional Collection Planning](#), with special responsibility for species that are native to our region.

There will be opportunities to align this better with the GBF. In order to increase our confidence in this area, we will work on the following topics during EAZA21+:

- Designing a conservation strategy for your zoo or aquarium
- Supporting *in situ* and *ex situ* conservation in the most effective way
- Understanding official species action plans
- Moving along the 'Assess – Plan – Act' axis of species conservation
- Using LIFE funds and national grants
- Balancing collection plans: exhibition vs. conservation needs of species in EAZA
- Engaging with Reverse the Red initiative
- Partnering with Natura 2000 and other protected areas



### 2. Wildlife trade

Exploiting wild populations is one of the biggest drivers of biodiversity loss. The GBF should ensure that by 2030 wild species are only used and traded sustainably, legally and safely for human health.

Whilst EAZA and Members have been fighting wildlife trafficking for decades (through campaigns, by cooperating with CITES authorities, and by protecting the animals in our zoos from commercial use, as required by [EAZA Standards](#)), there is always room for more involvement.

One of the main wishes coming from the pre-campaign survey was to define together how we understand this part of the challenge and how we can make an even bigger contribution.

EAZA21+ topics in this area include:

- Defining what legal, sustainable and ethical trade means for us
- Developing animal transfers policy (acquisitions and dispositions) at your zoo/aquarium
- Understanding the importance of correct record-keeping
- Finding opportunities for scaling up our efforts

Trade-related discussion began at Directors' Days in April. More workshops will take place around the CITES Conference of the Parties (November 2022).

### 3. Helping people (re)connect with nature

To stop the loss of nature and make the GBF a success, all citizens need a better understanding and appreciation of the values of biodiversity.

Reconnecting our public with nature is a key role of EAZA Members who receive over 140 million visits every year. How can we follow the [EAZA Conservation Education Standards](#) and [World Zoo and Aquarium Conservation Education Strategy](#) in the most effective way?

EAZA21+ topics in this area:

- Our role in contributing to a real transformative change in how people treat nature
- Is 'increasing awareness' enough? Should progressive zoos empower action?
- Building a 'culture of conservation education' in EAZA zoos and aquariums
- Designing, delivering, tailoring education and evaluating its impact

Images: Gatis Šlika (biodiversity puzzle, courtesy of European Commission), Hansruedi Weyrich (bearded vulture)