

EAZA celebrates World Wildlife Day 2023

"Partnerships for Wildlife Conservation"



The theme for this year's World Wildlife Day on 3 March is "Partnerships for Wildlife Conservation". Since partnerships are central to the work of EAZA and our Members, and to our current EAZA21+ Campaign, we are showcasing their variety in this mini-series.

Episode #2: Two decades of EAZA Conservation Campaigns

8 February 2023

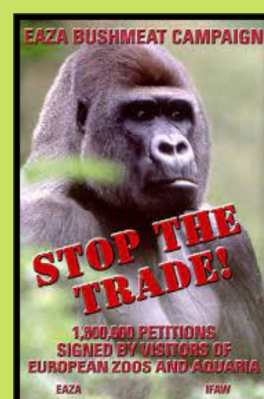
If you followed EAZA's news in November, you know that a lot of our lobbying at the CITES summit [focused on songbirds](#). Four years since EAZA Silent Forest Campaign, songbirds remain at the forefront of our advocacy. The Silent Forest Group is as active as ever, working together with TRAFFIC, BirdLife International and IUCN Asian Songbird Trade Specialist Group. This is a prime example of what we hope to achieve through the EAZA Conservation Campaigns: to set up activities and **long-term partnerships** that continue long after the campaign itself has ended.

Together with you

EAZA's vision, "**Progressive zoos and aquariums saving species together with you**", doesn't need much explanation. To be effective in our conservation efforts, we team up with a variety of organisations, authorities, and the public. Activities of individual Members are strengthened on the EAZA level to encourage partnerships and public participation.

One approach to this are the EAZA Conservation Campaigns. Fifteen of them have taken place since 2000, themed around groups of species, taxa or habitats. They have deepened awareness among **millions of visitors, raised more than €5.6 million** and supported more than **140 conservation projects**.

They also influence **change in legislation**. The first one, EAZA Bushmeat Campaign (2000-2001), was a partnership with IFAW which engaged 170 participating institutions and gathered **1.9 million signatures** under one of the biggest petitions ever submitted to the European Parliament. As a result, the EU recognised the importance of bushmeat in relation to wildlife conservation, food security and human health. The campaign had a key role in the granting by the EU of €3.4 million to the Great Ape Survival Project (UNEP-GRASP).



EAZA Bushmeat Campaign 2000-2001



EAZA Rainforest Campaign 2001-2002



EAZA Tiger Campaign 2002-2004



ShellShock EAZA Turtle and Tortoise Campaign 2004-2005



Save the Rhino EAZA Rhino Campaign 2005-2006



EAZA Madagascar Campaign 2006-2007



Amphibian Alarm EAZA Year of the Frog Campaign 2007-2008



EAZA European Carnivore Campaign 2008-2010

Closer to home

Some campaigns have had a more exotic focus, others reflect EAZA Members' responsibility for native wildlife in our region. The **European Carnivore Campaign** (2008-2010) promoted steps needed for living together with wildlife in Europe. It supported conservation projects for **iconic species** such as the Iberian lynx or European mink. It collected 30,000 signatures on a petition against the illegal use of poison to control predators, a practice that has a major negative impact on the conservation of threatened carnivores.

Let It Grow (2015-2017) was a partnership between EAZA, Botanical Gardens Conservation International and European science centres (Ecsite). It encouraged citizens to get involved in the protection of **local biodiversity**, resulting in the building of thousands of birdhouses, insect hotels and bat boxes. Its highlight, the "**Bio-Blitzes**", engaged visitors and gave participating institutions vital information about the current **state of biodiversity** in their own area.

We are in it for the long-haul

Each campaign helps position EAZA on the conservation map for the subject or habitat it focuses on, from fishes to rhinos - and from polar regions, via Europe, to Madagascar.

With every campaign, we have added a piece to the global puzzle of wildlife conservation. And **figuring out where we fit in the puzzle, and how we can make the biggest difference in the long term**, has become a campaign goal in its own right, for the current EAZA21+ Campaign.

EAZA21+ has been a more internal segment of this journey. In September 2023 we are coming back with public-facing campaigns, so **stay tuned for the topic of the next EAZA Conservation Campaign!**



EAZA Ape Campaign 2010-2011



EAZA IUCN SSC Southeast Asia Campaign 2011-2013



EAZA Pole to Pole Campaign 2013-2015



Let It Grow Campaign 2015-2017



EAZA Silent Forest Campaign 2017-2019



EAZA Which Fish? Campaign 2019-2021



EAZA21+ Campaign 2021-2023



Stay tuned for next campaign! 2023-2025

Read more about **EAZA Campaigns:**
www.eaza.net/conservation/campaigns