

# EAZA Education and Exhibit Design Committee Aims 2013-2016



## **Aim 1 (Affective) *Emotion***

**EAZA and its members will be champions of inspiring the public and other stakeholders on *how to care*; for individual animals, for species and for the planet.**

### **Sub-aim 1**

People will emotionally connect with individual animals, species (wildlife) and the planet.

### **Sub-aim 2**

By fostering emotional connections EAZA and its members will encourage individuals and communities to take positive conservation action.

### **Sub-aim 3**

By motivating individuals and communities to emotionally connect to the planet as our home EAZA and its members will lead by example and encourage more sustainable consumer behaviours.

## **Aim 2 (Psychomotive) *Action***

**EAZA and its members will evoke positive behavioural change for the conservation of species and habitats**

### **Sub-aim 1**

EAZA and its members will engage with social scientists, social marketers, psychologists (and other experts) to conduct research in *behaviour change models* for conservation.

### **Sub-aim 2**

EAZA and its members will promote the existing conservation projects they undertake and enable public engagement in these projects.

## **Aim 3 (Cognitive) *Thinking***

**EAZA and its members will ensure a greater level of biological literacy (inclusive of the historical, cultural, economic etc values of nature) in their visitors and stakeholders.**

### **Sub-aim 1**

EAZA and its members will understand the different values assigned to nature and utilize them in their work/communications/messaging.

### **Sub-aim 2**

EAZA and its members can articulate the importance of the value of nature (countering the 'so what').

## **Aim 4 (Evaluation)**

**EAZA and its members will establish a *quality framework* for all aspects of education in zoos and aquariums**