



**ZACC Conference – Jacksonville
January 2018**



PARTNERSHIPS

Traditional Partnerships

- Multiple Teams
- Business Agreements (time limited)
- Contracts and MOU's
- Common Goals (usually monetary)

Conservation Partnerships

- One Team
- Long-Term Commitments
- Trust and Mutual Respect
- Mission Driven – *Saving Wildlife*



Seven Steps to Conservation Leadership



Step 1: Inform

Educate your governing authorities and staff about the status of wild populations of animals on a regular and ongoing basis, and demonstrate how everyone can play a noteworthy role in reversing the declines.



Step 2: Mission

Update the mission statement and strategic plan of your zoo or aquarium to include: a *declaration* that your institution exists for a higher purpose—wildlife conservation; a *pledge* that your institution will commit resources to this effort; a *plan* for creating a culture of conservation in your staff, communities, governing authorities and donors that gives everyone the opportunity to make a measurable difference.



Step 3: Budget

Assess how much your institution currently spends on field conservation according to the WAZA definition of conservation, and benchmark that with similar regional institutions.



Step 4: Revenue

Work with staff to identify dedicated streams of revenue that can be used for field-conservation programmes. Ideally, these are streams generated both internally (from operating budgets and events) and externally (visitor, donor or government funded).



Step 5: Partnerships

Leverage resources by collaborating and partnering with other zoological institutions, conservation organisations, centres of learning, government agencies and high-net-worth individuals that share our passion for animals and conservation.



Step 6: Priorities

Identify and prioritise species which allow you to deliver conservation victories that clearly demonstrate the impact the animals in zoos and aquariums have on our ability to save their wild counterparts. Connect your animals to field conservation with personal stories of organisational commitment, both financially and with staff expertise.

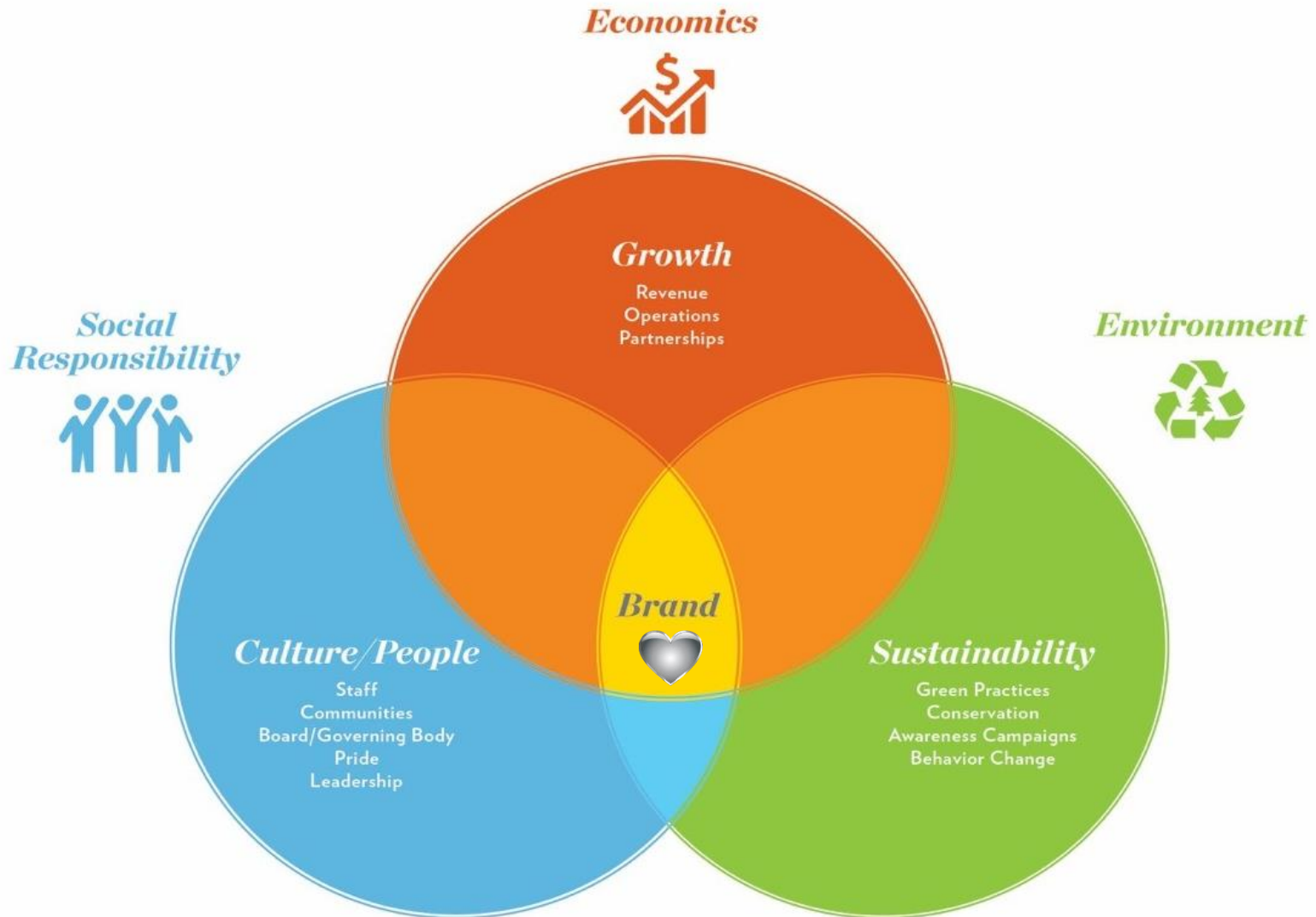


Step 7: Communication

Develop a communications plan that is positive and proactive about your commitments and actions. Cultivate respected, independent spokespersons to deliver conservation stories to visitors, the greater community and society.



TRIPLE BOTTOM LINE



❖ **Pati Medici**

- **Generating Support and Funds for Conservation**

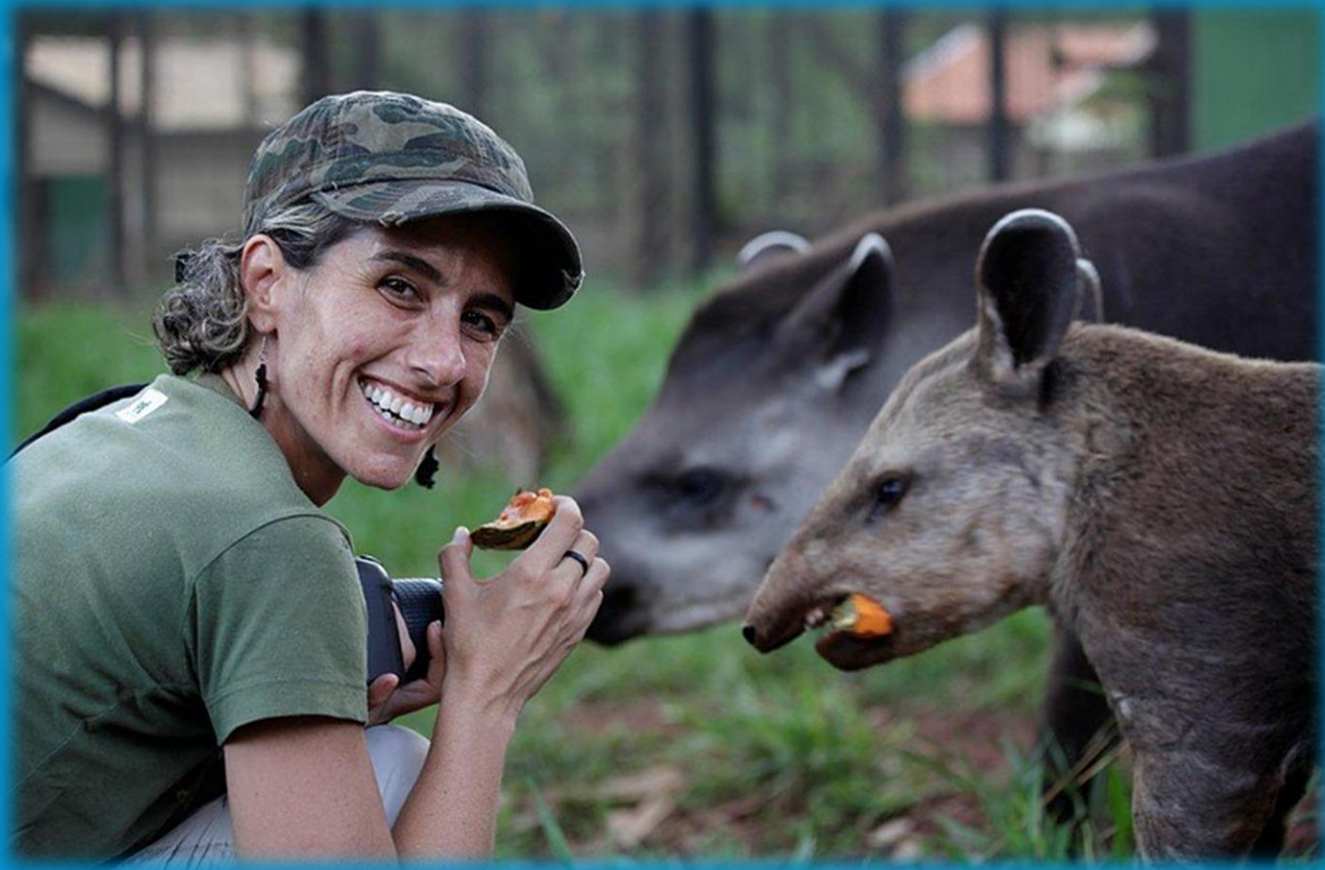
❖ **Arnaud Desbiez**

- **Maximizing your Conservation Partnerships**



❖ **Pati Medici**

- **Generating Support and Funds for Conservation**



SMOOZING DIRECTORS

