



Conservation & Education Activities Programs Booklet July 2014 - July 2015

Executive Summary

The Conservation & Education Activities Booklet, produced by the Conservation, Education & Wildlife Division of the Toronto Zoo, summarizes the conservation efforts within the past year (July 2014-July 2015). It allows for the exchange of information between guests of the Toronto Zoo, as well as affiliated organizations. Conservation efforts are made possible by the continued support of local and international grants and collaborations from various institutions and organizations. This support is managed through the Toronto Zoo Development Division, who coordinates all donations to the Toronto Zoo.

The booklet will be used as a communicative, promotional and informative tool and replaces the larger comprehensive report that was available in past years. The booklet summarizes all conservation activities and provides links to the Toronto Zoo's website. The smaller version booklet is easier to read and has decreased printing costs in an effort to showcase our "green" culture while steering individuals to the Zoo's website for more information and to expose them to potential other interests.

The Conservation & Education Activities Programs Booklet was expanded again this year to feature some of the Zoo's most passionate keepers and the actions they are taking to save the animals that they care about. This new section, "From Passion to Action" highlights their drive and fundraising initiatives: Rhino Awareness, Palm Oil Awareness, Cheetah Awareness, Vulture Awareness, Acres for the Atmosphere, and Red Panda Awareness. As well, the booklet gives thanks to our many supporters and highlights corporate volunteers and their "Giving Actions for the Planet" initiative, such as PriceWaterHouseCoopers and the TELUS Day of Giving.

As 2014-2015 was an exciting year for the Zoo with its many happenings, the publication has dedicated four full pages to showcase the year's key highlights such as the new Eurasia Wilds, construction of the new Wildlife Health Centre, plus many more!

Other initiatives included in the booklet are Formal and Informal Education Initiatives, Research Initiatives, Horticulture Initiatives, Custodial Initiatives, and Green/Environmental Initiatives.

The Education Branch offers a wide variety of both formal and informal educational activities that give participants a unique learning experience. Formal education programs based in the Education Auditorium and Conservation Connection Centre provide the general public with an opportunity to connect with the natural world. Informal education programs such as the Serengeti Bush Camp and touch-tables throughout the zoo, serve to share information about species at risk, their habitats and related conservation projects. The Toronto Zoo volunteers dedicate over 26,000 hours annually, and are an invaluable component to the Education Branch.

The Toronto Zoo prides itself on its programs that inspire efforts and facilitate public involvement in conservation. The Conservation, Education and Wildlife Division carries out education programs and research dedicated to the conservation of wildlife and its habitat. Research into nutrition, medicine and pathology, reproduction, conservation biology, and species-specific studies contribute to the well-being and lifestyle of animals.

The Horticulture Branch oversees several initiatives in accordance with the Zoo's greening efforts, many of which extend beyond the boundaries of the Zoo. Two examples of this include the International Seed Exchange and Dog-Strangling Vine invasive species project. In addition, a plan record system is being developed in hopes of encouraging home gardeners to visit the Zoo.

The Toronto Zoo is a leader in the local and international conservation movement, and has a strong record of environmental protection and of energy efficient operation management. With the help of the 2007 Green Plan, and subsequent Wildlife Conservation and Sustainable Living 2011 booklet, the Zoo has stimulated staff, volunteers and the public to live sustainably in balance with Nature. The Zoo is actively involved in conservation awareness programs for both staff and public, such as our Phone Apes Cell Phone Recycling program, Staff Carpooling Program, and construction of green energy projects on site to help in the Zoo's journey of becoming a carbon neutral establishment.

The appendix contains information on the Toronto Zoo's Development Division, the Zoo's involvement in the Species Survival Plan (Green SSP®, Yellow SSP®, and Red) Programs, our activities with various international conservation programs, and projects supported by the Endangered Species Reserve Fund for 2015.