

## From Zero to Hero?

### Zoo Halle - Our steps towards an institutional conservation strategy

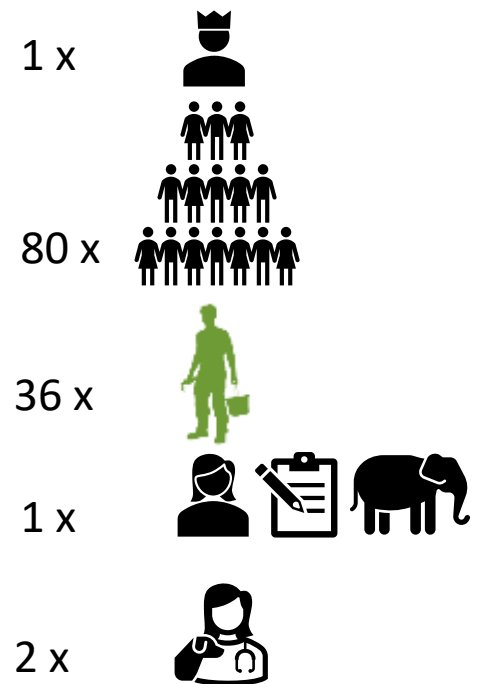


Karoline Albig  
Head of Zoology  
EEP Javan gibbon  
EEP Two-toed sloth

## Who are we?

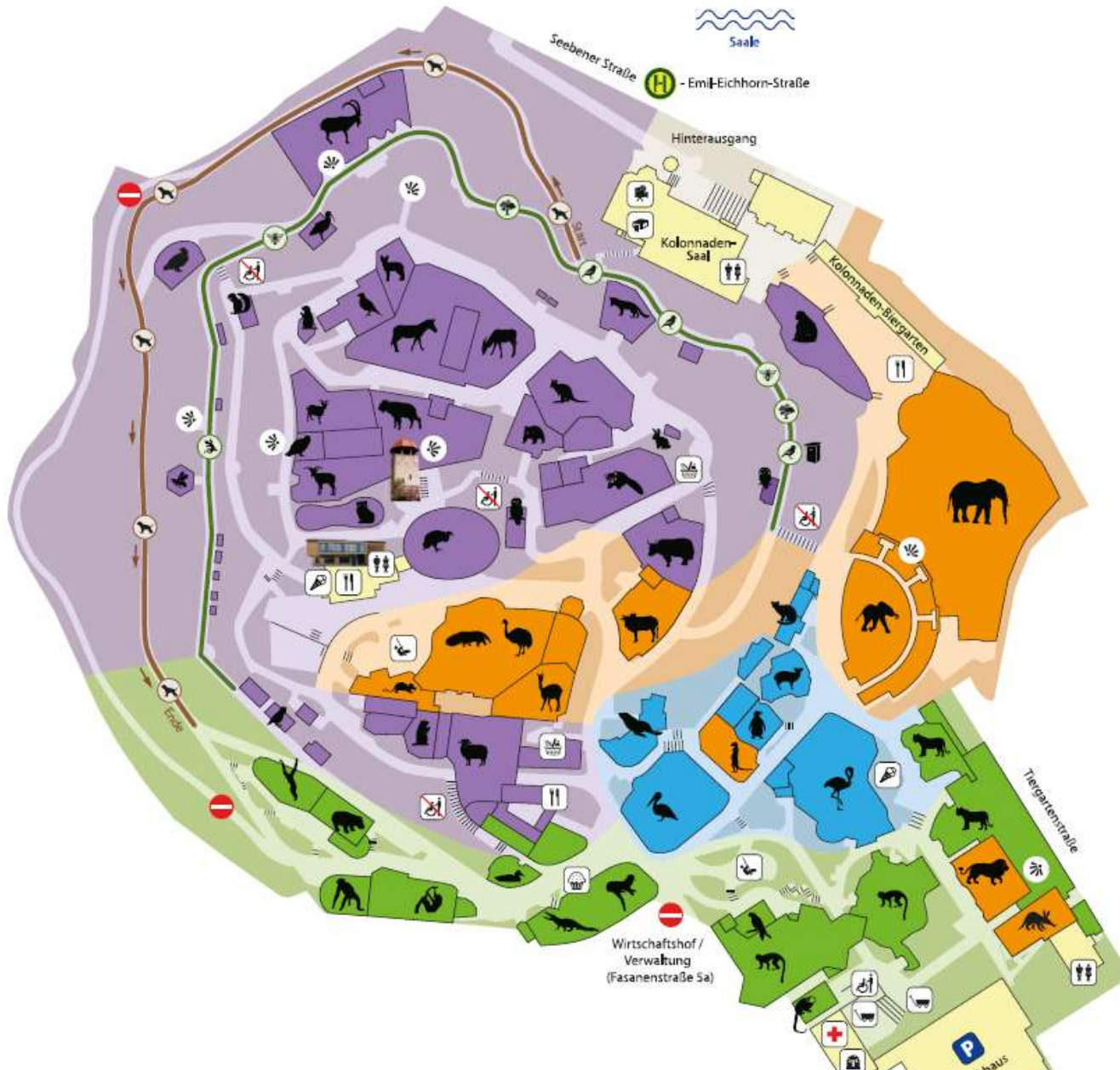


9 ha (22 acre)



- 180 species, 39 in EEPs/ESBs
- 1000 animals (incl. fish and insects)
- 4 EEPs/ESBs, 1 TAG chair

# Who are we?



GEBIRGE



GRASEBENEN



REGENWALD



HUMBOLDTS KÜSTE

## Our Conservation Team



**Dr. Dennis Müller**  
Zoodirector, CEO  
Veterinarian



**Karoline Albig**  
Curator, Head of zoology  
Biologist



**Anke Wehling**  
Educator  
Environmental scientist



Penguin Day 30/04/2017

Donation boxes

ZooEuro  
Acceptance:



box office: 94%    online: 20%



Information panel

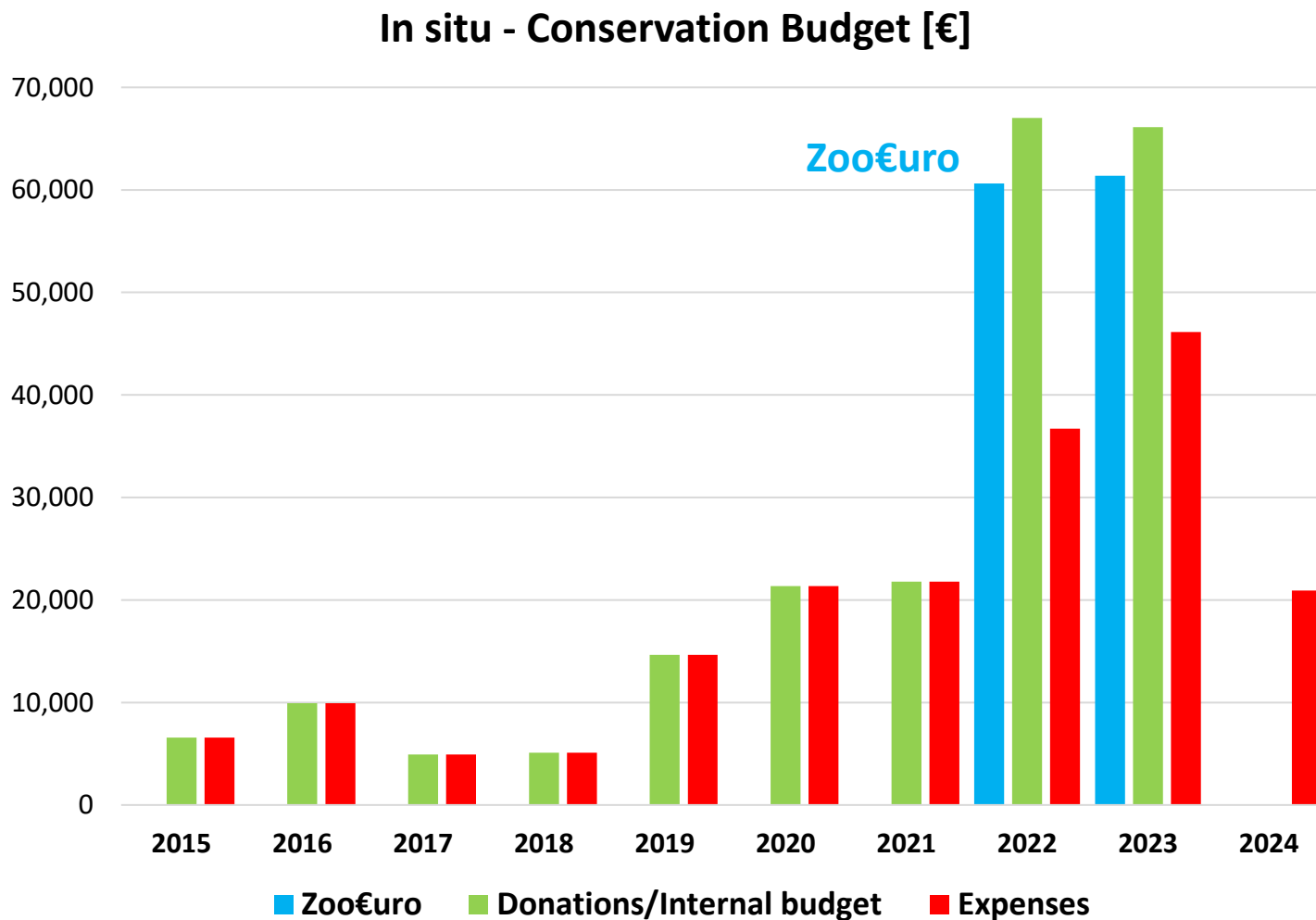


ZooEuro Information Cubes



Conservation Pavillion „Zootier des Jahres“

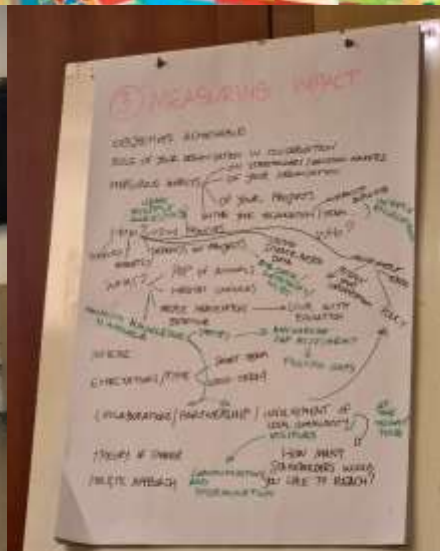
## Zoo Halle Conservation > 01/01/2022



## Where to start??



- Conservation Forum 2022 in Zagreb
- Pre-Forum Workshop „Introduction to Collaborative Conservation Planning“  
(Jamie Copsey, IUCN SSC Conservation Planning Specialist Group)
- EAZA-Workshop „Developing an Institutional Conservation Strategy – challenges and opportunities
- Examples of other members
- EAZA and IUCN guidelines



## Where to start??



How does the system work?

How does conservation work on a global scale?



What are we able to do and what is beyond our capabilities?

How to ensure that our money will be used effectively?

## Where to start??



Dr. Tobias Kohl  
CEO Stiftung Artenschutz



Dr. Arne Schulze  
CEO ZGAP

How does the foundation work?

How are projects screened, how is their credibility evaluated?

Who is applying for funds?

How do conservation projects work, what do they need?

What is the impact of the foundation?

## Where to start??



**Dr. Tobias Kohl**  
CEO Stiftung Artenschutz



**Michael Meyerhoff**  
Conservation & ECO-Management  
Officer



**Dr. Arne Schulze**  
CEO ZGAP

What does conservation work look like in one of the leading zoos?

How does Zoo Leipzig ensure the success of their projects?

What does it take to run your own conservation project?

How do you communicate your conservation efforts?

## Where to start??

What are we able to do and what is beyond our (current) capabilities?



acquire projects  
communicate with local authorities in home range countries  
ensure that our support meets the needs  
field science  
new position for conservation manager at Zoo Halle

support organisations that can  
establish personal contact with projects  
ask for annual reporting  
clear criteria for selection  
→ implementing the strategy  
communication internally and externally  
fundraising

## The Conservation Strategy

Who will read the strategy? (target group)

- Staff? ✓
- Colleagues? ✓
- Stakeholders? ✓
- Corporate Board? ✓
- Visitors? ✗
- The Public? ✓

What is the purpose?

- strategic in-house working document
- **in-situ** conservation work
- information about the sustainable use of funds
- Step 1: working document
- Step 2: annual conservation report for the public

What to include?

- Conservation Masterplan: Institutional Conservation Strategy, Conservation Education Strategy, Sustainability Policy, Research Policy, Ex-Situ Conservation

1. Introduction
2. Our mission
3. Goals
4. Criteria
  - 4.1 Selection of species
  - 4.2 Selection of projects
5. In-house conservation
6. Standards
7. Monitoring and evaluation
8. Documentation
9. Communication
10. Our projects (exemplary)
11. Long-term goals
12. Resumee



Zoologischer Garten Halle GmbH

Fasanenstraße 5a  
D-06114 Halle (Saale)



## Bergzoo Halle – Institutional Conservation strategy

### Introduction

After many years of mainly low scale, but passionate education focussed conservation work, we experienced a significant raise in our conservation budget with the introduction of the ZooEuro in January 2022. 94% of our visitors paying at box office and 20% of visitors with online tickets are donating 1€ for species conservation. While 50% of the donations are used for in-situ conservation to support our conservation partners, 50% contribute to ex-situ conservation by improving the husbandry conditions of EEP animals in our zoo. Soon we realised the need for a more wholistic tool that would guide us through the challenges of finding the right partners and projects and would help species conservation become what it deserves: one of the main pillars of the work in our zoo. The institutional conservation strategy serves as strategic in-house working document for our **in-situ conservation** work and provides information about the sustainable use of funds for our staff, for colleagues, stakeholders and members of our corporate board. The strategy will become a key part of our conservation masterplan which will include the institutional species plan, the conservation education strategy, the research policy and the sustainability policy. We aim to raise our conservation output continuously and increase the success of our selected projects.

### Our Mission

Under the motto "Experience animals, create understanding, arouse enthusiasm", we aim to create empathy for animals and their needs, encourage our visitors to rethink their environmental footprints and hope to motivate them for a more sustainable lifestyle and engagement in nature conservation. To achieve this goal Zoo Halle commits to provide best practice of animal husbandry to secure highest level of animal welfare, to be a commendable employer to motivate our staff and secure their safety and health, and to convert the zoo into a 100% sustainable, carbon neutral modern institution within the next two decades. Zoo Halle is a scientifically managed institution

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keeping wild animal species, bringing them closer to visitors and advocating for the sustainability of their natural habitat.

### Goals

The aim of our conservation strategy is to identify species and conservation projects that Zoo Halle wants to commit in the mid and long term. Both national and international projects are to be supported. The strategy defines criteria for selection and funding of specific projects, describes how the use of funds and the specific support of selected projects are documented, how the responsible and appropriate use of donations is ensured and how the success of the projects shall be monitored. We aim to develop meaningful and worthwhile collaborations with in-situ conservation partners benefiting wild species and their natural habitats.

### Criteria

#### Selection of species

Animal species, which Zoo Halle aims to engage for, are identified in consideration of our masterplan "Bergzoo 2031" and the zoo's educational concept. Criteria for the selection of target species should include the IUCN red list status, the importance of the species for the ecosystem, acute threats, and the possibility of having a positive influence on the species' population through protective measures such as the tangible conservation project. **Ideally, the species should be kept in Zoo Halle so that they can act as ambassadors in our educational work.** Alternatively, closely related species that are shown in the zoo can also act as such. In accordance with the future masterplan "Bergzoo 2031", the zoo is divided into four habitat areas: **rainforest, mountain regions, grasslands and Patagonia's coasts.** The selected conservation projects preferably take place in one of these habitats and each area should be represented by a **long-term** conservation project. In addition, the mountain zoo supports **emergency call projects** for animal species that do not necessarily have an ambassador in the zoo and may not inhabit any of the habitats of our masterplan. Calls for help are usually made via the Taxon Advisory Groups (TAGs) of the European Association of Zoos and Aquaria (EAZA) or via the zoo's two long-term species protection partners: The „Zoologische Gesellschaft für Arten- und Populationsschutz e.V.“ (ZGAP) or the "Stiftung Artenschutz".

#### Selection of projects

Specific projects are assessed based on the following criteria:

- **Relevance for species conservation:** Projects must contribute directly to the protection and preservation of the target animal species and its habitat.
- **Feasibility:** The projects must be realistically implementable and sustainable. For now, the evaluation of feasibility is based on our own personal assessment. An extensive project description and further detailed information are required.
- **Partners:** Projects with established and reliable partners are preferred. The evaluation of partners is based on a high international credibility and positive reputation and/or long-term personal contact.
- **Cost-benefit ratio:** The costs must be in proportion to the expected benefits.

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- **Monitoring and evaluation:** Projects must provide regular reports on progress and results.

We strive to develop meaningful and rewarding collaborations with established in-situ conservation partners that benefit wild species and their habitats. With our conservation work, we want to **prioritize long-term projects** to ensure sustainability and success. The projects should focus **on strengthening local communities and protecting and preserving habitats**. These priorities are crucial to ensure the long-term success and acceptance of the projects. Empowerment of local communities increases personal responsibility and sustainability of protective measures. It can ensure the success of conservation projects in poorer regions of the world, as the local communities often depend on the use of local resources but can be supported in the awareness of the importance of conservation of animal species in their environment. Ideally, the funded projects create opportunities for sustainable subsistence in communities. **Furthermore, projects that aim to reintroduce or support the population of endangered animal species are also supported.** These animals often come from zoological gardens or specialized conservation breeding centres and are therefore part of ex-situ species conservation efforts in accordance with the IUCN's "One Plan Approach". This work represents a core competence of zoological gardens and has a long tradition in their conservation work. Finally, **temporary emergency calls of projects** can also be funded. The nature of emergency can be varying and must be evaluated individually. In the past, examples for emergency calls covered preserving the survival of single individuals of a species, strategic funds to ensure the survival of a project or enabling a group of specialists to organise an important meeting. Emergency calls are usually made via the "Taxon Advisory Groups - TAGS" of the "European Association of Zoos and Aquaria - EAZA" or via the zoo's two long-term conservation partners: The "ZGAP" or the "Stiftung Artenschutz".

In addition, conservation projects can also be funded that have the following objectives:

- **Conservation research**
- **Sustainable use of resources**
- **Promoting habitats** by supporting a species' reproductive success or food sources of an endangered species or by renaturalisation of biotopes
- **Preventing illegal wildlife trade**

We not only support projects, but also structures such as the IUCN Specialist Groups, the "Stiftung Artenschutz", the ZGAP and Sphenisco e.V. offices for the implementation of forums and for their maintenance.

#### In-house Conservation

We specifically promote the conservation of local biodiversity on the premises of Zoo Halle through habitat enrichment, the promotion of food sources and the creation and preservation of habitats.

Examples are:

- **Dead wood:** promoting biodiversity by preserving dead wood as a habitat for many animal species.
- **Nesting sites:** Nest boxes for native species such as bats, owls and songbirds along a signposted pathway were installed.

# Which species have we chosen?

Auswahlkriterien für Tierart										
Projektname	Unterprojekt	Träger	Vermittlung	Typ	Tierart	Zoobotschafter	Zookonzept	Emergency	Score	Scientif
Sphenisco	Mitgliedschaft	Sphenisco – Schutz des Humboldt-Pinguins e.V., Landau, G	personal contact	Membership	Humboldt penguin	ja	ja	nein	2	Spheniscu
Sphenisco	Projektförderung	Sphenisco – Schutz des Humboldt-Pinguins e.V., Landau, G	personal contact	Project longterm	Humboldt penguin	ja	ja	nein	2	Spheniscu
Sphenisco	Symposium at La Serena	Sphenisco – Schutz des Humboldt-Pinguins e.V., Landau, G	personal contact	Project shortterm	Humboldt penguin	ja	ja	nein	2	Spheniscu
Stiftung Artenschutz	Unterhalt der Stiftung und Projekt	Stiftung Artenschutz, Berlin, Germany	personal contact	Sponsorship	Several highly endangered species	n.a.	n.a.	nein	n.a.	Several
The Austrian Sri Lankan Elephant Research &	–	Tiergarten Schönbrunn, Wien, Österreich	personal contact	Project longterm	Asian elephant	ja	ja	nein	2	Elephas m
Wildtierhilfe in Französisch Guayana	–	SOS Faune Sauvage, Macouria, Französisch Guayana	personal contact	Project shortterm	div. E.g. Giant otter, Ocelot, Sloths, Spid	ja	ja	nein	2	diverse, e.
Yellow-cheeked Crested Gibbon	–	Fauna & Flora International, Cambridge, UK; Green Viet, D	Stiftung Artenschutz	Project longterm	Yellow-cheeked Crested Gibbon	ja	ja	nein	2	Nomacoso
ZGAP	Unterhalt des Vereins und Projekt	ZGAP - Zoologische Gesellschaft für Arten- und Population	personal contact	Membership	Several highly endangered species	n.a.	n.a.	nein	n.a.	Several
ZGAP: Nothilfe	Askanija-NOWA-Nothilfe	Askanija-Nowa-Reservat	ZGAP - Zoologische G	Emergency	Przewalski's horse; Saiga antelope; Kula	nein	ja	ja	2	Equus pr2
Zootier des Jahres	2016: Leopard	–	ZGAP - Zoologische G	Project longterm	Leopard	nein	ja	nein	1	Panthera
Zootier des Jahres	2017: Kakadu	Katala Foundation, Palawan, Philippines; BirdLife (Bunung	ZGAP - Zoologische G	Project longterm	Red-vented cockatoo; Lesser sulphur-cr	nein	ja	ja	2	Cacatu a f
Zootier des Jahres	2018: Schamierschildkröte	Angkor Centre for Conservation of Biodiversity (ACCB), Ca	ZGAP - Zoologische G	Project longterm	Southeast Asian box turtle; Zhou's box t	nein	ja	ja	2	Cuora am
Zootier des Jahres	2019: Gibbon	Fauna & Flora International, Cambridge, UK; Green Viet, D	ZGAP - Zoologische G	Project longterm	Yellow-cheeked Crested Gibbon	ja	ja	nein	2	Nomacoso
Zootier des Jahres	2020: Beo	Prigen Conservation Breeding Ark, Indonesia; Save Maglao	ZGAP - Zoologische G	Project longterm	Tenggara mynah; Nias mynah	nein	ja	nein	1	Gracula vi
Zootier des Jahres	2021: Krokodil	Crocodylus porosus Inc., Philippines; Zapata Crocodile Far	ZGAP - Zoologische G	Project longterm	Philippine crocodile; Cuban crocodile; S	ja	ja	ja	3	Crocodylu
Zootier des Jahres	2022: Pustelschwein	Prigen Conservation Breeding Ark, Indonesia; Akteur auf de	ZGAP - Zoologische G	Project longterm	Barwean warty pig; Javan warty pig; Visa	nein	ja	ja	2	Sus blauci
Zootier des Jahres	2023: Ara	Armonia, Bolivia; Fundacion Jocotoco, Ecuador	ZGAP - Zoologische G	Project longterm	Red-fronted macaw; Great green macaw	nein	ja	nein	1	Ara rubro
Zootier des Jahres	2024: Gecko	–	ZGAP - Zoologische G	Project longterm	–	nein	ja	nein	1	–
Summe										
Spendeneinnahmen										
Übertrag Vorjahr (bis 2021 Haushalt)										
ZooEuro										
Spendenbox										

# Which species have we chosen?

Kriterien für Projektart												2015	2016
Hauptkriterien						Nebenkriterien							
Auswanderung & Wiederansiedlung						Conservation Research							
Erhaltung & Schutz von Habitaten						Habitatverbesserungen							
Unterstützung lokaler Bevölkerung						Illegaler Handel							
Emergency						Nachhaltige Nutzung							
Projektname	Unterprojekt	Kontinent	Land	Kurzbeschreibung	Projektinfo	Start	Kontinuität	Budget (€)	Zeit (h)	Budg			
Sphenisco	Mitgliedschaft	South America	Chile	Several local projects in Northern	Website	vor 2015	ongoing	200,00					
Sphenisco	Projektförderung	South America	Chile	Several local projects in Northern	Website	vor 2015	ongoing	500,00	20,00				
Sphenisco	Symposium at La Serena	South America	Chile	On December 8, 2023, a symposium	Website, pers. Co	2023	einmalig						
Stiftung Artenschutz	Unterhalt der Stiftung und Projekt	Worldwide		Stiftung Artenschutz is a joint initi	Website for exam	2019	2019 - ongoing						
The Austrian Sri Lankan Elephant Research &		Asia	Sri Lanka	ASERC was founded in 2005. This is	Website	vor 2015	bis 2019	1.000,00	1,00				
Wildtierhilfe in Französisch Guayana		South America	French Guiana	The SOS Faune Sauvage associatio	vorhanden; Webs	2023	einmalig						
Yellow-cheeked Crested Gibbon		Asia	Vietnam		vorhanden	2019	2019-2020						
ZGAP	Unterhalt des Vereins und Projekt	Worldwide			Website for exam	vor 2015	ongoing	170,00	0,50				
ZGAP: Nothilfe	Askaniya-NOWA-Nothilfe	Europe	Ukraine		vorhanden	2022	einmalig						
Zootier des Jahres	2016: Leopard	Asia	Iran, Sri Lanka, Indi	The campaign „Zootier des Jahres“	Website	2016	einmalig						
Zootier des Jahres	2017: Kokadu	Asia	Indonesia, Philippin	The „Zootier des Jahres“ campaign	Website	2017	einmalig						
Zootier des Jahres	2018: Scharnierschildkröte	Asia	Cambodia	The Zootier des Jahres campaign s	Website	2018	einmalig						
Zootier des Jahres	2019: Gibbon	Asia	Vietnam	The "Zootier des Jahres" campaign	Website	2019	einmalig						
Zootier des Jahres	2020: Beo	Asia	Indonesia	Among connecting with potential	Website	2020	einmalig						
Zootier des Jahres	2021: Krokodil	Asia, South Am	Philippines, Cuba	The campaign funds 4 projects to s	Website	2021	einmalig						
Zootier des Jahres	2022: Pustelschwein	Asia	Indonesia, Philippin	Sus blouchi: Construction of breed	Website	2022	einmalig						
Zootier des Jahres	2023: Ara	South America	Bolivia; Ecuador	To mitigate the threatened status	Website	2023	einmalig						
Zootier des Jahres	2024: Gecko				Website	2024	einmalig						
Summe												6.573,09	37,50
Spendeneinnahmen													
Übertrag Vorjahr (bis 2021 Haushalt)												6.573,09	
ZooEuro													
Spendenbox													

## Which species have we chosen?



+



- Long term project
- In the zoo
- Preservation of habitat
- Support of projects and Symposium



???



## Which species have we chosen?



EN

Fördern & Helfen

Presse

Unternehmen Zoo

Kontakt

TICKETS

Zoobesuch planen

Aktuelles

Tiere & Erlebniswelten

Feiern & Tagen

Artenschutz & Bildung



*Engagement in der Region*

### Rettung der Feldhamster



Einst weit verbreitet, als Schädling bekämpft und wegen seines Fells industriell bejagt, ist der Feldhamster heute vor allem durch die Intensivierung der Landwirtschaft und durch den Klimawandel akut vom Aussterben bedroht.



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- **Structural diversity:** Creation of diverse microhabitats within the zoo such as flowering meadows and perennial plantings with native plant species.
- **Promotion of native species:** Creation of biotopes for native amphibians, reptiles and insects such as common toads (*Bufo bufo*), pond newts (*Lissotriton vulgaris*), sand lizards (*Lacerta agilis*) and many species of wild bees.
- **Sustainable grassland farming:** Use of zoo areas and other communal areas as ecologically managed grassland for soilage production.

#### Standards

It is the policy of Zoo Halle to adhere to the following standards and guidelines:

- EAZA Conservation Standards
- IUCN guidelines
- One Plan Approach
- EAZA Guidelines on the Definition of a Direct Contribution to Conservation 2015
- EAZA Population Management Standards
- WAZA Conservation Strategy 2015

#### Monitoring and Evaluation

Our conservation programs are evaluated on a regular basis throughout the year and reviewed to ensure that our funds and resources are being used effectively. We rely on frequent communication, participation in programming, and face to face visits with our partners when applicable to ensure they continue to meet our criteria. The monitoring of the use of funds and the achievement of the project goals is carried out by regular reports from cooperation partners in collaboration with established conservation organizations such as the WWF, the "Stiftung Artenschutz" and the "ZGAP". In many cases these partner organizations provide expertise, substantial experience and visit the projects on site regularly. Due to personnel reasons and high costs, own reviews and visits are currently only possible to a very limited extent. However, in the future we aim to evaluate long-term funded projects by our own efforts. Specific indicators will be defined to measure the progress and impact of the projects. These indicators should preferably be measurable by hard facts and numbers such as include, but are not limited to, population size, reproduction rate, improvement in habitat quality and the decrease of threats.

#### Documentation

The projects, the scope of their funding and progress are continuously documented in our in-house conservation database (Excel table), where the donations to the zoo and the expenses are also shown. In addition, the funded projects will be reported annually to EAZA's Conservation Database.

#### Communication

An effective communication strategy is crucial to inform visitors and donors about the zoo's conservation commitment. An institutional conservation logo was developed to make Zoo Halle's conservation work more visible. It accompanies the zoo's range of information on signs on site and in the media. The signs of ambassador species for

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- **Structural diversity:** Creation of diverse microhabitats within the zoo such as flowering meadows and perennial plantings with native plant species.
- **Promotion of native species:** Creation of biotopes for native amphibians, reptiles and insects such as common toads (*Bufo bufo*), pond newts (*Lissotriton vulgaris*), sand lizards (*Lacerta agilis*) and many species of wild bees.
- **Sustainable grassland farming:** Use of zoo areas and other communal areas as ecologically managed grassland for soilage production.

#### Standards

It is the policy of Zoo Halle to adhere to the following standards and guidelines:

- EAZA Conservation Standards
- IUCN guidelines
- One Plan Approach
- EAZA Guidelines on the Definition of a Direct Contribution to Conservation 2015
- EAZA Population Management Standards
- WAZA Conservation Strategy 2015

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which Zoo Halle supports in-situ conservation projects are marked with the logo. The following concepts build the base for our communication strategy:

- **Information points in the zoo:** One conservation pavilion in the vicinity of the Javan gibbon enclosure/rainforest house provides information about the cause for their habitat decline and ongoing conservation projects. Furthermore, the pavilion presents EAZA's Vietnamazing Campaign. Another pavilion near the Giant otter and crocodile enclosure presents the ongoing "Zoo Animal of the Year" campaign, which Zoo Halle supports annually as a high-level sponsor. The information material is redesigned for the current "Zoo Animal of the Year" campaign every year. Additionally, information boards and interactive displays are installed throughout the zoo such as the ZooEuro cube at the main entrance and 3 screens with short films about the campaigns and projects in the pavilions and inside the rainforest house.
- **Media presentation:** Regular updates and short success stories will be shared via the zoo's website, social media channels and press releases. If available more extensive documentary videos about the supported projects are shown via the screens. If not already provided Zoo Halle also creates short slide shows or videos to inform visitors.
- **Conservation education:** Lectures, workshops and tours in the zoo provide visitors with knowledge about the supported species, background information on the projects and the importance of conservation. Examples are action days such as penguin day and world gibbon day.

#### Our Projects (exemplary)

##### Giant Otter Conservation in South America

Giant otters (*Pteronura brasiliensis*) are critically endangered in their natural habitats. By supporting a project to reintroduce the giant otter to a former range in Argentina, Zoo Halle is contributing to the preservation of this impressive species. A pair of young giant otters were transferred from Zoo Halle to Fundación Rewilding Argentina, an Argentine NGO that works to reverse the species crisis by recovering complete and functional ecosystems through rewilding. In Iberá National Park a semi-natural pre-release enclosure was built to train our young otters over several years to survive in the wild.

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#### Nepal – Red Panda Network

The "Red Panda Network" is funded by the "Stiftung Artenschutz" and is dedicated to research the role red pandas play as seed dispersers in the Nepalese mountain forests and thus contribute to the preservation of their habitats with a broad species diversity. The NGO is investigating how this species contributes to the distribution of its food plants by seed containing faeces that are spread through the excretion. The red pandas' tree-dwelling lifestyle makes them highly sensitive to deforestation. With their habitat declining further, the charismatic species has become an endangered species.



#### Long-term Goals

The institutional conservation strategy of Zoo Halle builds the fundament for having a long-term positive impact on the wild populations of the selected species. Continuous support and further development of the projects is essential to provide a sustainable contribution to global species conservation. In the future we aim to take a pioneering role in in-situ species conservation and to promote the conservation of biodiversity through sustainable projects by strengthening the collaboration with our partners and implementing our own local conservation projects.

#### Resumee

The introduction of the ZooEuro and the resulting donations offer Zoo Halle a unique opportunity to significantly expand its commitment to in-situ species protection. By developing and implementing a clear and detailed institutional conservation strategy, the zoo can make a significant contribution to the preservation of endangered species and their habitats. Zoo Halle's in-situ conservation strategy will guide us in selecting the right projects, ensuring long-term success, be transparent and providing our

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## What's next?

Internal communication

Implementation of the strategy

Conservation masterplan

Conservation report

Publishing on our website

Thank you!



[karoline.albig@zoo-halle.de](mailto:karoline.albig@zoo-halle.de)