

The Zoo Sphere of Influence

Zoo Self-Assessment Pack



Credits

Title

The Zoo Sphere of Influence Self-Assessment Pack

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Figure 1. Zoo Sphere of Influence Model showing maximum potential impact for species and society

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Pilot Zoo/aquariums:

Argentina: Temaikken Foundation, **Australia:** Zoos South Australia, and Zoos Victoria, **Brazil:** Parque das Aves, and Zoológico de São Paulo (Sao Paulo Zoo), **Canada:** Edmonton Valley Zoo, and Toronto Zoo, **Germany:** Hannover Adventure Zoo, **Malaysia:** Zoo Negara, **USA:** Woodland Park Zoo, **United Kingdom:** Chester Zoo

We additionally thank all those individuals and zoo/aquariums who contributed feedback and comments during our consultation phase




Contents

Credits	2
Contents	3
Introduction	4
How to use this guide	5
Assessment Matrix Tables	6
Core Values Checklist	6
Species and Habitat Conservation	10
Education & Training	13
Scientific Research	16
Sustainability	19
Indigenous Peoples and Local Communities (IP & LCs)	22
Diversity, Equity, Access, and Inclusion (DEAI)	25
Public Health and Well-being	28
Conservation Finance	31
Economy	34
Policy	37
Scoring:	40
Generating your own model visual	41
Summary	42
Glossary	43
Core References	44

Introduction

The Zoo Sphere of Influence Model (Cover image) was developed in January 2023 as a method of highlighting the role of zoo/aquariums for species and society (Spooner et al. 2023). A zoo/aquarium individually (or zoo/aquariums collectively) can be placed in the middle of the model with their influence radiating out (from low to high).

Each ray represents a different level/ scale that zoo/aquariums influence:

-  Local – within the zoo/aquarium site and local area/region,
-  National – working at a national level/having a national impact,
-  International – working in different countries/ having a global impact.

The rays are grouped into key areas. These are:

-  Species & Habitat Conservation
-  Education & Training
-  Scientific Research
-  Sustainability
-  Indigenous Peoples and Local Communities (IP & LCs)
-  Diversity, Equity, Access, & Inclusion (DEAI)
-  Public Health & Well-being
-  Conservation Finance
-  Economy
-  Policy

In addition, the model is underpinned by **core values**, these reflect the fundamental principles and standards that zoo/aquariums should be fulfilling as part of their existence.

The shape of the model is unique to each zoo/aquarium and indicates its strengths and areas of focus. Suggestions for how the model can be used include informing conservation planning, acting as a baseline, continued impact monitoring, and demonstrating to trustees/managers and others the zoo/aquarium's overall impact.

It is unlikely that every zoo/aquarium will be strong in all areas of the model, but instead will have areas of specialism and focus. We suggest that zoo/aquariums collaborate with others in order to ensure that the whole model is represented through partnerships.

How to use this guide

The Zoo Sphere of Influence consists of two parts, an assessment MATRIX and a visual MODEL. The model is generated based on responses to the matrix (this consists of the assessment tables presented in this booklet).

This booklet is designed to guide you through the assessment process.

The assessment tables can either be worked through sequentially or split up and given to relevant teams/managers. In addition to a check box indicating the criterion has been met, there is a space to provide examples as evidence of meeting that objective. Examples should be WITHIN the LAST 5 YEARS.

Although the assessment tables can be completed in any order, we recommend looking at the Core Values Checklist first (Figure 2). Whilst this checklist doesn't influence the model, it highlights the requirements conservation zoo/aquariums should fulfill as standard and we encourage all zoo/aquariums to have completed the 'recommended' core criteria before trying to address the other areas in the model.

Once the matrix tables have been completed the results can be compiled on our online tool (available at www.zoosphere.org) which generates the model visual, alternatively a blank template is available at the end of this booklet which can be manually shaded.

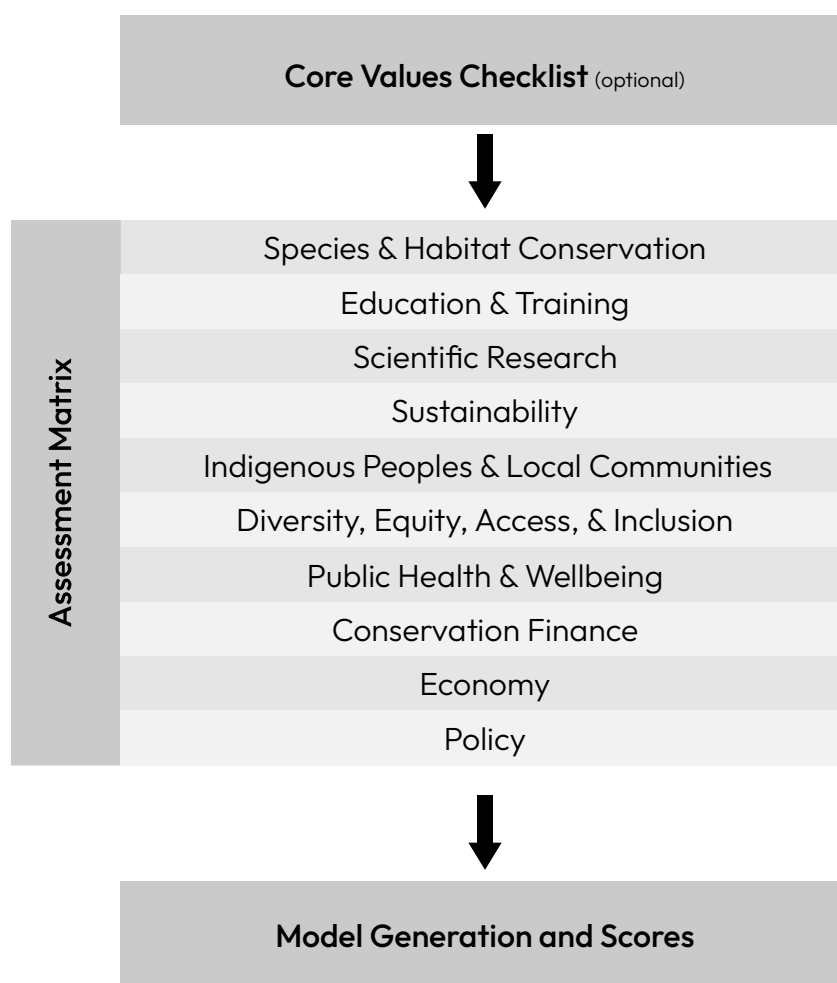


Figure 1. Assessment process

Assessment Matrix Tables

Core Values Checklist

The Core Values are based on key WAZA documents and guidelines. Next to each standard in the Checklist we have indicated whether the standard is required or recommended according to the WAZA Assessment Tool (accessed 2023).

PLEASE NOTE that some standards (which we have listed as recommended) are mandatory for some regulatory bodies and membership organisations. It is important that zoo/aquariums consult the documents provided by their relevant member body or licensing authority. This checklist is not a replacement for official documents.

Whilst completion of this check list is not mandatory for generating the Zoo Sphere of Influence Model, we strongly encourage zoo/aquariums to fulfil these core areas. The core values represent the fundamental standards of running a conservation zoo/aquarium. We encourage zoo/aquariums to meet ALL 'required' and 'recommended' core values before addressing the other areas of the model.

Zoo/Aquarium Site		
Required	Zoo/aquarium is compliant with the applicable legal requirements [W.S.1]	
Required	Zoo/aquarium is open to the public and is permanently sited [W.AT1/2]	
Required	The total financial support is adequate to meet the needs of the zoo/aquarium [W.AT. 28]	
Required	The staff are adequately directed/led [W.AT.20]	
Required	The buildings, paths and roads within the zoo/aquarium are maintained [W.AT.10/11]	
Required	The animals are in good health [W.AT.36]	
Required	Animal care is appropriately balanced between the animal welfare needs and responsible public viewing [W.AT.58]	
Required	Visitor facilities (including provision for disabled visitors) are adequate and operate under appropriate hygienic/sanitary standards [W.AT.3/4/8]	
Required	Zoo/aquarium provides accessible facilities and inclusive spaces for all visitors regardless of cognitive or physical ability, gender, social, cultural, ethnic or economic background e.g., provision of sensory bags, quiet days, adult changing facilities [W.AT.3, W.P. 4]	
Recommended	The zoo/aquarium has an organised management structure for making decisions within the zoo/aquarium (W.S.4/5)	
Recommended	The zoo/aquarium should present accurate and relevant information about the species, ecosystems, and issues exhibited, including the IUCN Red List Status of each species. This information should be based on scientific facts and theories [W.CE.4, E.CE.12/ 13, R+R]	
Recommended	Zoo/aquarium demonstrates a range of delivery approaches to cater to different audience needs and diversities [W.CE.3]	

Husbandry		
Required	The zoo/aquarium maintains up to date records on all animals within the collection (past and present), with an individual staff member responsible for ensuring they are up to date [W.AT.37/63-65, W.CW.2.3]	
Required	Zoo/aquarium habitats are clean and well maintained AND are of appropriate size for the species housed to enable them to express natural behaviours [W.AT. 44/51, W.EW.3]	

Required	Zoo/aquarium habitats are of sufficient size and animals managed in a way that: undue dominance is avoided, persistent/unresolved conflict is avoided, the physical carrying capacity of the space is not exceeded, and an uncontrolled buildup of parasites or pests is avoided [W.AT.45, W.EW.3]	
Required	Adequate quantity and quality food and drink is provided for animals housed. Food and drink are accessible to every animal and is provided in a way that meets the animals' biological and behavioural needs [W.AT.54/55/56/57, W.P.6]	
Required	Separate accommodation where appropriate is provided for pregnant animals and those with young. Separation of individuals is possible for animal welfare management [W.AT.46, W.EW.3, W.CW.4.3]	
Required	There are sufficient and suitable (e.g. nontoxic, safe), design features, shelters and furniture to meet the needs of all the animals housed and allow animals the opportunity to retreat and hide [W.AT.49/50, W.EW.3]	
Required	Adequate facilities are available for crating and transporting animals and animal welfare is considered when moving/transporting animals [W.AT.69, W.EW.5/W.CW.2.5]	
Required	There are adequate veterinary facilities and procedures to meet the needs of all animals housed [W.AT.35]	
Required	Zoo/aquarium habitats provide for the animals' wellbeing throughout the year. Any temporary housing is regularly assessed [W.AT.47/48]	
Required	Animals are only handled by or under the supervision of authorised personnel. Handling is consistent with the animal's welfare [W.AT.61/62, W.AV]	

Core Welfare		
Required	The animal collection is under the supervision of a trained veterinarian who provides adequate (e.g. at least once per week) supervision and care [W.AT.34/35/41]	
Recommended	Zoo/aquarium has an animal welfare policy with a clear commitment to animal welfare principles and applicable to all animals housed [W. CW.1.1]	
Recommended	Zoo/aquarium has an animal welfare evaluation process (AWEP) based on science and best practice guidelines [W.AWG.1.1/ W.CW.1.4]	
Recommended	Welfare assessment is focused around the 5-domains model [W.AWG.1.3/ W.CW.1.5/W.AWG 2.2]	
Recommended	Zoo/aquarium monitors and records animal health and welfare daily	
Recommended	Animal health plans are developed to consider whole-life-care (considers specialist needs of very young, ill, injured and geriatric animals) [W.CW.2.7]	
Recommended	The zoo/aquarium can provide evidence of monitoring animal welfare [W.AWG.3.6]	
Recommended	Zoo/aquarium creates zoo/aquarium habitats which cater to the behavioural and physical needs of the animals housed including providing choices and rewarding challenges [W.CW.1.2/3.2]	
Recommended	Providing animal enrichment is embedded into the daily management of animals [W.CW.3.1]	
Recommended	The zoo/aquarium should comply with WAZA or regional guidelines on animal-visitor interactions [W.CE.2/ 5, WAWG, W.EW.2, W.AV, W.CW.1]	
Recommended	Visitors are informed about personal actions they can take to ensure the welfare of animals anywhere [C.CW.4.6]	

Recommended	Zoo/aquarium avoids using animals in any interactive experience where the welfare of the animal may be compromised [W.CW.9.1]	
Recommended	The zoo/aquarium demonstrates to visitors how they achieve high welfare standards for the species in their care [W.CE.2/ 5, WAWG, W.EW.2, W.AV, W.CW 1.6/9.6]	
Recommended	Positive reinforcement is used as a training tool [W.CP.3.3]	
Recommended	Enrichment success is regularly evaluated [W.CW.3.4]	
Recommended	Zoo/aquarium aims to continuously monitor and improve animal welfare and husbandry for all species kept [W.CW. 1.3]	
Recommended	Animal welfare is a primary criterion of all exhibit design and upgrades. [W.CW. 4.1]	
Recommended	Zoo/aquarium habitat design and zoo/aquarium habitat use is regularly monitored and evaluated [W.CW.4.5, W.CC]	
Recommended	There is a clear ethical review process for any research involving people or animals [W.CC, W.AT. 43, W.EW.9]	
Recommended	Conduct specific animal welfare evaluations and ongoing monitoring of all individuals used in interactive experiences [W.CW.9.2]	
Recommended	Zoo/aquarium does not undertake, participate or contribute to animal shows, displays or interactions where animals perform unnatural behaviours. [W.CW.9.4/W.EW.2]	
Recommended	The zoo/aquarium performs necropsies to establish the cause of death and reports zoonotic diseases to national authorities [W.AT.42, W.EW. 7/11]	
Recommended	Animal welfare, welfare monitoring, and animal sentience are priority areas for research (both in-house and through external partnerships) [W.CW.7.1/8.3]	
Recommended	Staff are trained to observe behaviour and monitor the welfare of animals in their care [W.CC]	
Recommended	Zoo/aquarium facilitates positive welfare management during breeding events (oestrus monitoring, skilled observation, separations) [W.CW.5.2]	
Recommended	Professional external advice is sought to oversee breeding related issues [W.CW 5.3]	
Recommended	Zoo/aquarium partners with other organisations to share expertise and ensure the best welfare outcomes for their animals (e.g. through staff exchanges) [W.CW.8.5]	
Recommended	Good welfare practices are shared with other zoo/aquarium practitioners through national and international conferences, discussion boards, and committees	
Recommended	Enrichment stories and successful practices are shared with visitors and the wider audience (e.g. through social media) [W.CW.3.6]	
Recommended	Published scientific literature and expert advice (including in the fields of effective environmental education), are consulted when developing animal management strategies and interactive experiences [W.CW.7.2/9.7]	
Exceeding expectations	Zoo/aquarium has its own veterinary hospital or pathology labs which support other zoo/aquariums nationally and internationally	
Exceeding expectations	Zoo/aquarium conducts animal behaviour welfare research and publishes in international peer reviewed journals	
Exceeding expectations	Zoo/aquarium is a recognised centre for animal welfare expertise and assists other organisations with improving their animal welfare [W.CW.8.1]	
Exceeding expectations	When animals are bred for release, specific attention is given to balance animal welfare with survival in the wild and replenishment of wild populations [W.CW.5.4]	

Exceeding expectations	Ensure that the promotion of positive animal welfare is always considered throughout the conservation work of the zoo/aquarium and of all its conservation partners [W.CW.6.5]	
Exceeding expectations	The skills and experience of the zoo/aquarium's veterinary and pathology teams are used for aiding the wild population	

Health & Safety		
Required	Zoo/aquarium habitats are designed, constructed and maintained to ensure the animal is contained within [W.AT.75/76]	
Required	First aid is readily available to staff and the public, with clear emergency procedures and equipment in the event of major injury/death from a large or venomous animal [W.AT 92/93]	
Required	Personnel who handle animals are aware of common zoonoses and zoo/aquarium provides suitable facilities and PPE to reduce the chance of zoonosis amongst staff and visitors [W.AT.98/W. AV]	
Required	Zoo/aquarium has implemented a protocol to prevent the establishment and spread of diseases within the One Health approach on site (e.g. ensuring quarantine protocols are in place, control of pests/vermin, measures to prevent disease transfer) [W.AT:38, W.CW.2.8]	
Required	Personnel can safely service all exhibits [W.AT.99]	
Required	Toxic or hazardous waste (including sewage and animal waste) is stored and disposed of appropriately [W.AT. 5/6/7]	
Required	Deceased animals are stored away from food and are disposed of appropriately [W.AT.39/40]	
Required	Gates and doors are equally as strong as the surrounding barriers and are locked where zoo/aquarium habitats contain hazardous animals [W.AT.79/80]	
Required	Standoff barriers prevent direct contact between visitors and hazardous animals. These barriers should discourage individuals from climbing or sitting on them and should not be a hazard to visitors [WAT.77/78/81]	

Staff		
Recommended	Zoo/aquarium provides a programme of wellbeing activities for staff and regularly undertakes staff surveys or staff meetings to discuss problems, develop solutions and assess staff wellbeing [W.AT.23]	
Recommended	Zoo/aquarium has a written policy for addressing justice, equity, diversity, access and inclusion (DEAI). A paid staff member is responsible for ensuring this policy is implemented.	
Recommended	Zoo/aquarium conducts an audit of staffing, and onsite practices to assess inclusivity, diversity, equity, access, and justice. [W.P.5/ 10]	
Recommended	A significant focus is also placed on developing an inclusive staff culture, including providing regular opportunities for training or discussion of DEAI and social justice issues. [W.P.5/10]	
Recommended	Zoo/aquarium targets career and training opportunities towards locally under-represented groups. E.g., individuals from deprived areas, LGBTQ2+, ethnic minorities. [W.P.8/ 10]	
Recommended	Zoo/aquarium applies best practices for healthy management of staff's compassion fatigue.	
Recommended	Zoo/aquarium pays staff a sustainable wage in line with national averages [W.P.8]	
Recommended	Zoo/aquarium supports staff to develop as conservation leaders [W.AT. 25]	



Species and Habitat Conservation

Level of Influence	Impact	Impact points	Species & Habitat Conservation	Criteria met?	Example
Local	Low	1	Ensure the well-being and welfare of wildlife under human care through advocating continuous development and committed implementation of ethical and sound ex-situ animal management practices [W.S.2/3/13, WPMG.4, WAWG, W.EW.1, W.CW 1/2, W.CC/RtR]		
		1	There is a clear in-house strategy for zoo/aquarium population planning based on scientific evidence. An appropriate record-keeping system and analytic tools are used (e.g., PMX, Species 360). There are defined roles for each animal within the collection (e.g., education, conservation breeding etc.) [WPMG1/3]		
		1	All animal interactions or animal presentations are linked to conservation messages and information about natural behaviours [W.CC]		
	Medium	2	Site houses threatened and cooperatively managed species for which they can make a difference [W.CC]		
		2	Site encourages native biodiversity by leaving areas wild/unmanaged and through wildlife friendly practices [W.S. 6]		
		2	Species housed onsite are sourced ethically or harvested sustainably using techniques with the least impact on the environment/ stability of the wild population. All new animals in a collection should have a traceable lineage [W.P. 14/16, WPMG.2, W.EW.4/W.CW.5.7]		
	High	3	Native species are included as part of the zoo/aquarium collection and are exhibited to visitors onsite in accordance with the best welfare practices		
		3	Zoo/aquarium works with other conservation NGOs to remove invasive species onsite and within the local area		
		3	Zoo/aquarium actively builds areas onsite to encourage native biodiversity e.g. through the planting of native plants, building wetland scrapes [W.S. 6, W.P.15]		
	Total points:	/18			



Species and Habitat Conservation

Level of Influence	Impact	Impact points	Species & Habitat Conservation	Criteria met?	Example
National	Low	1	House/exhibit species that are part of (and in accordance with) a national plan (National Action Plan, National Population Management Plan). [WPMG1]		
		1	Contribute to local and national records of native species sightings and promote others to do the same [W.AT.105, W.P.15]		
		1	Contribute to national zoo/aquarium records/databases of wild animals housed/exhibited		
	Medium	2	Breed/propagate species that are part of (and in accordance with) a Species National Action Plan/ Species National Population Management Plan or One Plan strategies [W.CW.5.1]		
		2	Share and exchange endangered species or genetic material as part of national conservation initiatives and species survival plans		
	High	3	Work with national governments and wildlife departments to coordinate national species survival initiatives, including habitat management, applying a One Plan approach [W.AT.105, RtR]		
		3	Work in partnership with other zoo/aquarium/aquariums to ensure that the national captive populations of each species are sustainable and genetically viable [WPMG]		
		3	Aid in the development of national protected areas [W.P.15]		
	Total points:	/16			

Comments:



Species and Habitat Conservation

Level of Influence	Impact	Impact points	Species & Habitat Conservation	Criteria met?	Example
International	Low	1	House species that are part of an international breeding plan (ESB/EEP/TAG). The goals for each species kept must be defined [WPMG.1]		
		1	Contribute regularly to a centralised seedbank/ biobank [W.CC]		
	Medium	2	Breed/ propagate species in accordance with an international plan (EEP/ESB/TAG) with the objective of down-listing species on the IUCN red list [RtR]		
		2	Participate/contribute to habitat management and/or species reintroduction/protection projects (including wildlife rescue/rehabilitation) and/or conservation planning processes which are led by other zoos/aquariums or organisations (e.g. Marine protected areas/landscapes) [W.S. 6, W.P. 14, RtR]		
		2	Co-ordinate at least one international species management plan (EEP/TAG)		
	High	3	Have own seedbank or biobank with standardised protocols, data tracking and based on a specific purpose/ strategy [W.CC]		
		3	Coordinate/lead at least one habitat management and/or species reintroduction/protection projects (NB. This can include projects which work with endemic species) (Species releases must be in accordance with the IUCN/ SSC reintroduction guidelines, and include monitoring and assessment) [W.S. 6, W.CW.10, RtR]		
		3	Zoo/aquarium leads global 'one plan' efforts to recover species from the brink of global extinction, through collaborative efforts to rescue and head start very small populations.		
	Total points:	/17			
Targets met: Sustainable Development Goal: 14, 15 Global Biodiversity Framework Target: 1, 2, 3, 4, 5, 20					



Education & Training

Level of Influence	Impact	Impact points	Education and Training	Criteria met?	Example
Local	Low	1	Zoo/aquarium has a written conservation education plan with clear strategies as to how it will be applied to different audiences and the strategic thinking behind the plan's design. The plan must include measurable learning outcomes [W.CE.1/4, W.AT 109/ 114, W.CC]		
		1	Zoo/aquarium provides continuous professional training to enhance the capacity of internal staff in various fields of working with wildlife [W.CE.2/7, W.S.7, W.AT.25, WPMG.6, W.CW.2.2]		
		1	Zoo/aquarium has specific qualified staff to deliver conservation education and training AND appropriate facilities for delivering this education and training [W.CE.1/7, W.AT.110/111, W.CC]		
	Medium	2	The conservation education role of the zoo/aquarium is written into the zoo/aquarium's long term core strategy and governance documents [W.CE.1, W.AT 107]		
		2	All zoo/aquarium staff and volunteers have knowledge of the zoo/aquarium's conservation educational provisions and understand that the purpose of zoo/aquarium conservation education is to raise awareness of biodiversity loss, connect people to nature and encourage sustainable behaviours [W.AT.115, W.CC]		
		2	Conservation education is an integral part of zoo/aquarium exhibit design [W.CE.1, W.AT.113/117]		
	High	3	Zoo/aquarium provides take home educational resources or links to online activities to be completed offsite [W.CE.3]		
		3	Zoo/aquarium engages in conservation education and capacity building with the local community [W. CE.3, WP.4, W.S.9]		
		3	Zoo/aquarium continuously evaluates and improves its education and training provision using appropriate methods. These should demonstrate the impact of conservation education on knowledge, attitudes, skills, and behavioural outcomes [W.CE.8]		
	Total points:	/18			



Education & Training

Level of Influence	Impact	Impact points	Education and Training	Criteria met?	Example
National	Low	1	Zoo/aquarium engages with other education and training organisations (universities/ colleges) and facilitates/ hosts their training on site (e.g. hosting student projects, providing facilities for external educators to use) [W.S.7/8]		
		1	Zoo/aquarium conservation education is linked to national curricula/ national education objectives [W.CE.1]		
		1	Zoo/aquarium provides online / digital learning provision for zoo/aquarium visitors and non zoo/aquarium-goers targeted at a national level [W.CE.3, W.AT 16]		
	Medium	2	Zoo/aquarium engages with national conservation education and awareness campaigns at a national level [W.AT 16/ 105]		
		2	Zoo/aquarium engages with other zoo/ aquarium/aquariums across the country to develop conservation education (E.g., through conferences, workshops and committees) [W.CE.7]		
		2	Zoo/aquarium staff provide education or training to students as part of external courses run by universities/ colleges (E.g. Animal Management/ Husbandry lectures)		
	High	3	Zoo/aquarium leads its own nationally recognised professional training in various fields of working with wildlife, conservation education and capacity building		
		3	Zoo/aquarium informs National Curriculums and training strategies		
		3	Zoo/aquarium demonstrably influences public pro-environmental behaviours such as consumption and purchasing at a national level [W.CE.8]		
	Total points:	/18			
Comments:					



Education & Training

Level of Influence	Impact	Impact points	Education and Training	Criteria met?	Example
International	Low	1	Zoo/aquarium provides online conservation education resources for an international audience including presenting information in a variety of languages [W.CE.3]		
		1	Zoo/aquarium provides conservation education/ professional training and/or capacity building as part of international in-situ projects		
		1	Zoo/aquarium publishes conservation education evaluations and examples of best practice in peer-reviewed international journals, with the aim of improving the evidence base for zoo/aquarium conservation education.		
	Medium	2	Zoo/aquarium engages with international education campaigns and professional training (EAZA/ WAZA campaigns) [W.CE.7]		
		2	Zoo/aquarium works in partnership with other zoo/aquariums or conservation NGOs to create international conservation education campaigns or resources (e.g., producing practical tools/toolkits)		
		2	Zoo/aquarium assesses the impact of its educational work against the Sustainable Development Goals, Global Biodiversity Framework and other international targets [W.P.4]		
	High	3	Zoo/aquarium leads international conservation education campaigns that have a demonstrable positive impact (e.g., influencing conservation behaviour) [W.CE.8]		
		3	Zoo/aquarium provides regular high-level investment in supporting training in other countries (virtually or in person)		
		3	Zoo/aquarium involved in organising at least one international education or training initiative, e.g., organisational role in the International Zoo Educators Association		
	Total points:	/18			
Targets met: Sustainable Development Goal: 4 Global Biodiversity Framework Target: 4,6,16					



Scientific Research

Level of Influence	Impact	Impact points	Scientific Research	Criteria met?	Example
Local	Low	1	Zoo/aquarium establishes and documents research policies and priorities, and creates a zoo/aquarium research plan [W.EW.9, W.CC]		
		1	Zoo/aquarium conducts regular internal evaluations where the results are only used internally (e.g., welfare assessments when there are known negative behaviours (e.g., stereotypes) or activities which could cause disturbance (e.g., building work) [W.CE.8, W.AT.119, WAWG, W.EW.9, W.AV]		
		1	Conduct internal evaluations where the results are shared with the wider zoo/aquarium community, through conferences, TAG meetings etc. [W.CE.8]		
	Medium	2	New zoo/aquarium habitats and visitor programmes are designed with conservation research in mind (e.g., viewing platforms, camera placements) [W.CC]		
		2	Zoo/aquarium staff are trained in research skills and data analysis [W.CE.2]		
		2	Zoo/aquarium provides paid time for staff to conduct research projects in a range of areas (including social science and animal welfare) and keep up-to-date on recent scientific developments [W.CE.8, W.CW.2.2]		
	High	3	Zoo/aquarium staff publish peer-reviewed studies based on data collected onsite or as part of zoo/aquarium projects (e.g. a single site study) [W.CE.8, W.CC]		
		3	Zoo/aquarium site has its own designated research staff responsible for implementing the zoo/aquarium's research plan. [W.AT.118, W.CW.6]		
		3	Zoo/aquarium site has its own designated research facilities and has a budget for research activities.		
	Total points:	/18			





Scientific Research

Level of Influence	Impact	Impact points	Scientific Research	Criteria met?	Example
National	Low	1	Zoo/aquarium participates by providing data or samples to national studies conducted by other organisations/ external researchers and the results are published as peer-reviewed scientific publications (e.g., helping to establish baseline welfare data) [W.AT. 120, W.CW.2.4, W.P.4]		
		1	Zoo/aquarium makes resources and data available to external researchers. For example, through contributing to national databases/ national zoo/ aquarium association data bases [RtR, W.CC]		
		1	Zoo/aquarium works in collaboration with other zoo/aquariums or conservation NGOs to conduct research at a national level (multi-site research). [W.CE.8, W.P.4/ 17]		
	Medium	2	Zoo/aquarium participates in/ contributes to disease surveillance monitoring and research, particularly in relation to zoonotic disease at the national level [W.AT.41]		
		2	Zoo/aquarium hosts industry specialist, scientific conferences, and specialist working groups		
		2	Zoo/aquarium staff develop and disseminate technical documents, industry standards, best practice guidelines and husbandry/breeding/ propagation guidelines for use at a national level [W.AT.19/RtR]		
	High	3	Zoo/aquarium designs and leads its own nationwide research projects		
		3	Zoo/aquarium leads disease surveillance monitoring and research, particularly in relation to zoonotic disease at the national level [W.AT.41]		
		3	Guidelines or technical documents developed by the zoo/aquarium (or in collaboration) are recognised by the competent authority at a national level [W.AT.19, RtR]		
	Total points:	/18			
Comments:					



Scientific Research

Level of Influence	Impact	Impact points	Scientific Research	Criteria met?	Example
International	Low	1	Zoo/aquarium participates by providing data or samples to international studies		
		1	Zoo/aquarium contributes to international databases e.g., EAZA database, Species 360		
		1	Zoo/aquarium collaborates with international zoo/aquariums to conduct and publish research [W.CE.8, W.P.17]		
	Medium	2	Zoo/aquarium develops and disseminates technical documents, industry standards, best practice guidelines and husbandry/breeding/propagation guidelines for use at an international level [W.AT.19, RtR]		
		2	Zoo/aquarium leads/conducts and publishes large scale/globally relevant research as peer-reviewed open access resources		
		2	Zoo/aquarium works with other zoo/aquariums and NGOs to develop disease monitoring and welfare assessment tools		
	High	3	Zoo/aquarium carries out research with insitu communities to address in-situ conservation issues such as human-wildlife conflict and publishes this research in international peer reviewed journals		
		3	Guidelines or technical documents developed by the zoo/aquarium (or in collaboration) are recognised by the competent authority at an international level [W.AT.19, RtR]		
		3	Zoo/aquarium conducts internationally relevant research across a wide range of fields e.g., veterinary sciences, plant sciences, visitor studies, behaviour, welfare and husbandry research, field work, conservation		
	Total points:	/18			
Targets met: Sustainable Development Goal: 9 Global Biodiversity Framework Target: 13, 21					



Level of Influence	Impact	Impact points	Sustainability	Criteria met?	Example
Local	Low	1	Zoo/aquarium informs all visitors (targeting adults as well as children) about the need for sustainable activities and makes suggestions as to how visitors can make sustainable changes/actions relevant to them (e.g., promoting the good life goals) [W. CE. 2/ 6, W.P.3/ 5/ 7/ 13, R+R]		
		1	Zoo/aquarium supports local supply chain partners to deliver more sustainable products and services or favours suppliers who provide sustainable products and services, e.g, helping to build local skills on heat pump installation and maintenance.		
		1	Zoo/aquarium implements some behind the scenes sustainability interventions on-site (energy efficiency, waste management, water management) [W.P.6]		
	Medium	2	Zoo/aquarium has a sustainability policy and strategy with specific sustainability goals and targets [W.S.11, W.AT.17]		
		2	Zoo/aquarium reports on their environmental, social and economic impacts as part of transparent sustainability reporting.		
		2	Zoo/aquarium provides sustainable transport options for staff and visitors getting to/from its site (e.g., working with bus and rail providers, electric car charging points on site, subsidised costs for e-cars, e-bikes and public transport) [W.P.9/ 11]		
	High	3	Zoo/aquarium visibly models some sustainable practices on site (e.g., no plastics/ sustainable palm oil, energy conservation) [W.CE.6, W.AT. 108, W.P.11/13]		
		3	Zoo/aquarium engages visitors and empowers them to adopt the sustainable practices seen at the zoo.		
		3	Zoo/aquarium acts as a trusted voice for sustainability in the local area, influencing the local society, economy and policy.		
	Total points:	/18			



Sustainability

Level of Influence	Impact	Impact points	Sustainability	Criteria met?	Example
National	Low	1	Zoo/aquarium participates in national campaigns for the promotion of sustainability		
		1	Zoo/aquarium shares best practice experience of sustainability within the national zoo/aquarium / environmental community.		
		1	Zoo/aquarium embeds sustainability within zoo/aquarium practices, e.g., by ensuring that sustainability is prioritised over profit, investing in sustainability interventions and infrastructure and by ensuring that staff accross the zoo/ aquarium are given enough time and resources to conduct sustainability audits of practices and supply chains. [W.P.12]		
	Medium	2	Zoo/aquarium ensures that all suppliers of products sold in shops, food outlets, and used in the zoo/aquarium (e.g., animal food, cleaning products, veterinary products) are sustainable (e.g., MSC fish, RSPO sustainable palmoil, recycled materials, no single use plastics etc., free from exploitation, slave labour or child labour) and influencing national suppliers of goods and services. [W.P.2/ 3/ 12]		
		2	Zoo/aquarium is a core / key partner with other environmental groups in providing comment on issues affecting national sustainability (e.g., public consultation over biodiversity or climate policy)		
	High	3	Zoo/aquarium engages and/or collaborates with nationwide business to develop agreed sustainable behaviours and practices, with a clear message to consumers on sustainability.		
		3	Zoo/aquarium engages and/or empowers people to adopt sustainable behaviours and practices, e.g. the zoo/ aquarium sharing it's own actions / action we're asking others to take.		
		3	Zoo/aquarium is a leading voice in influencing national direction on sustainability, e.g, legislation, policy, best practice		
	Total points:	/16			
Comments:					



Sustainability

Level of Influence	Impact	Impact points	Sustainability	Criteria met?	Example
International	Low	1	Zoo/aquarium participates in international sustainability campaigns (e.g. plastic free July, Earth Hour)		
		1	Zoo/aquarium shares best practice experience of sustainability within the international zoo/aquarium / environmental community (e.g. WAZA, IUCN, UNFCCC).		
		1	Zoo/aquarium delivers best practice sustainability in its own operations, e.g., sets its own carbon budgets, minimises its environmental impact or encourages uptake of virtual attendance to conferences and meetings where possible [W.P.13]		
	Medium	2	Zoo/aquarium works at an international level to produce resources and key documents relating to sustainability. E.g., the development of the RSPO sustainable palm oil app with regional coordinators based at specific zoo/aquariums globally.		
		2	Zoo/aquarium aims to have a net positive impact from a sustainability perspective and shares this approach with others. E.g., Net Zero Greenhouse Gas emissions, circular economy approach, non-exploitative supply chains, biodiversity net gain.		
		2	Zoo/aquarium is a core / key partner with other environmental groups providing comment on issues affecting international sustainability issues (e.g. comments on international treaties)		
	High	3	Zoo/aquarium engages with businesses and supply chains internationally to influence / collaborate on sustainable practices (e.g., responsible consumption and sustainable sourcing of materials and production of products)		
		3	Zoo/aquarium works on campaigns that influence global societal / behavioural change and empower people to live sustainably (e.g., Palm Oil Scan App)		
		3	Zoo/aquarium is a leading voice (including partnering with other international NGOs) in international discussions on sustainable issues and influencing international direction on sustainability (e.g. Conference of the Parties (Climate and Nature), CITES, legislation / policy and best practice such as RSPO)		
	Total points:	/18			
Targets met: Sustainable Development Goal: 7, 12, 13, 14, 15 Global Biodiversity Framework Target: 5, 7, 8, 9, 10, 15, 16					



Indigenous Peoples & Local Communities

Level of Influence	Impact	Impact points	Indigenous Peoples and Local Communities (IP & LCs)	Criteria met?	Example
Local	Low	1	Zoo/aquarium conducts an audit of signage, publicly available resources, language use, staffing, and onsite practices to assess how Indigenous relations are addressed and represented (this should also consider groups which self-identify as Indigenous Peoples and Local Communities (IP & LCs)). Consideration should be given to how historic practices (such as the impact of colonisation on conservation) are conveyed [W.P.5/ 10]		
		1	Zoo/aquarium conducts an audit of the species held and establishes whether the species originates from areas of Indigenous Peoples. (Note that for many IP & LCs, animals and their descendants, sourced from Indigenous territories are considered ancestors). Particular note should be made for animals of key significance such as eagles, bears, and large carnivores.		
		1	Zoo/aquarium has a written policy for how Indigenous (IP & LCs) relations (including the impact of historic practices) are addressed. This should consider the storage of animal body parts that are of cultural significance to Indigenous Peoples (IP & LCs) and consider how conservation has historically promoted western 'saviour' perspectives. Policy focus may differ between countries where IP & LCs are present and those where they are not.		
	Medium	2	Zoo/aquarium ensures that practices are in line with their Indigenous (IP & LCs) relations policy. For example, not discriminating against traditional dress, facial tattoos etc. and ensuring that translations of resources are checked by native speakers.		
		2	Zoo/aquarium presents different global perspectives e.g., using non-euro-centric maps, informing visitors about how species housed are culturally significant for some Indigenous Peoples and Local Communities (IP & LCs)		
		2	Zoo/aquarium ensures that all conservation project partners are fairly credited and that zoo/aquarium avoids only presenting western/northern project partners in their signage, exhibits, and publicity materials, especially when presenting work in areas where IP & LCs are present. This should include a fair representation of Indigenous People and field partners in photographs.		
	High	3	A paid staff member is responsible for ensuring the Indigenous relations policy is implemented. In countries where IP & LCs are present this should ideally be someone with an IP & LC heritage		
		3	Zoo/aquarium provides space (through signage, Indigenous Peoples days etc.) for Local Communities and Indigenous Peoples to tell their stories regarding connection to nature. This could include information about Traditional practices, language, beliefs, cultures and knowledge. (Where cultural, religious or alternative ideas are presented they must be clearly identified as such) [W.CE.4]		
	Total points:	/15			

Level of Influence	Impact	Impact points	Indigenous Peoples and Local Communities (IP & LCs)	Criteria met?	Example
National	Low	1	Zoo/aquarium features IP & LC voices in social media platforms to share and promote the work being done by a variety of individuals within the zoo/aquarium and conservation communities.		
		1	Zoo/aquarium websites and publicity materials feature Indigenous People, Local Communities, and local language where appropriate. Especially when talking about conservation work in places where IP & LCs are present.		
	Medium	2	Zoo/aquarium develops working relationships with First Nation/ Indigenous communities where present in their own country, and in places where the zoo/aquarium works, has conservation programmes, or uses as exhibition themes. This includes developing relations with hard to reach and Traditional communities (e.g., Roma/Irish Traveller communities)		
		2	Zoo/aquarium connects with other zoo/aquarium/aquariums in their country and in other nations to develop networks of links to IP & LC communities and increase the diversity of voices represented		
	High	3	Zoo/aquarium targets career and training opportunities towards individuals from local Indigenous or Traditional communities. [W.P.8/ 10]		
		3	Zoo/aquarium staff is representative of the national demographic including having fair representation of different cultures, religions and ethnic groups, including, when present, those from Traditional or Indigenous communities.		
	Total points:	/12			
Comments:					



Indigenous Peoples & Local Communities

Level of Influence	Impact	Impact points	Indigenous Peoples and Local Communities (IP & LCs)	Criteria met?	Example
International	Low	1	Zoo/aquarium develops working relationships with First Nation/ Indigenous communities where species from those communities are housed onsite or where IP & LCs are represented through exhibits. For example, where IP & LCs are not present in the zoo/aquariums own country, IP & LCs from other countries could be consulted about how IP & LCs are represented.		
		1	IP & LCs are consulted when designing visitor programmes or exhibits based on their community or culture to ensure that exhibits are culturally appropriate, unoffensive and fairly represent their particular area or culture.		
		1	Zoo/aquarium works with Indigenous and Traditional leaders to develop strategies for long-term use/disposal of animal parts that meets cultural/ scientific/ legal and Health & Safety needs		
	Medium	2	Indigenous Peoples (IP & LCs) have a key voice in field programmes and activities		
		2	Zoo/aquarium works with in-situ IP & LC communities to share conservation skills and knowledge in both directions.		
		2	Zoo/aquarium employs IP & LC experts with a background in social sciences to assist in designing exhibits about 'other' groups		
	High	3	Zoo/aquarium works in partnership with Indigenous leaders to coordinate and lead conservation campaigns and projects.		
		3	Zoo/aquarium works with Indigenous Peoples and regional governments to ensure ownership of species is moved from individual zoo/aquariums to being owned by the origin nation.		
		3	Zoo/aquarium works with the international scientific community to address how IP & LCs are represented in the scientific community, e.g., recognising Traditional names in scientific nomenclature, and to change the 'western saviour' narrative to acknowledge the negative impacts of colonialism on conservation, e.g., culling of American Bison by the USA government		
	Total points:	/18			
Targets met: Sustainable Development Goal: 10, 16, 17 Global Biodiversity Framework Target: 13, 22					



Diversity, Equity, Access, & Inclusion

Level of Influence	Impact	Impact points	Diversity, Equity, Access, & Inclusion (DEAI)	Criteria met?	Example
Local	Low	1	Zoo/aquariums' written policy on DEAI is implemented onsite.		
		1	Zoo/aquarium has an active, engaged staff member committee, or working group which regularly meets and evaluates DEAI program progress and adapts accordingly.		
		1	Staff and volunteers regularly engage in DEAI-focused content either through focused, facilitated conversations and/or trainings facilitated by internal or external providers.		
	Medium	2	Zoo/aquarium provides opportunities for young people to comment on the direction of conservation efforts within the zoo/aquarium (e.g., Youth forums/ social media content) and ensures that feedback is visibly acted upon.		
		2	Zoo/aquarium ensures that individuals represented in signage/ photographs/ portraits/ building names/ statues around the zoo/aquarium grounds and in wider zoo/aquarium marketing (e.g., social media, leaflets, billboards, advertising etc.) are representative of a variety of backgrounds, including highlighting the efforts of young conservationists and those from diverse groups.		
		2	Ensure that all areas of the zoo/aquarium, including talks, experiences, and activities are accessible by all visitors, or that reasonable adjustments can be made. This should be regularly assessed and continuous improvements made.		
	High	3	Visitor experiences, signage, and/or programs are co-created with input from a diverse range of individuals, (including young people and members of the local community), with an emphasis on accessibility, relevance and sensitivity. These collaborations should be clearly visible within the zoo/aquarium.		
		3	Zoo/aquarium has formed key partnerships with community groups and local leaders with a diverse range of backgrounds and abilities (including representing those with disabilities and diverse needs). These partnerships should be highlighted in publicity materials and communications.		
		3	DEAI is an integral part of the organisation's strategic planning process and is evidenced through annual reports and other public updates.		
	Total points:	/18			



Diversity, Equity, Access, & Inclusion

Level of Influence	Impact	Impact points	Diversity, Equity, Access, & Inclusion (DEAI)	Criteria met?	Example
National	Low	1	Zoo/aquarium highlights diverse voices by increasing the diversity of writers and featured voices in social media platforms to share and promote the work being done by a variety of individuals within the zoo/aquarium and conservation communities		
		1	Zoo/aquarium engages with the national community on social media or other communication platforms in discussion of DEAI issues		
		1	Zoo/aquarium engages with National DEAI campaigns (e.g., Pride month, Autism Acceptance and integrates them into zoo/aquarium events)		
	Medium	2	Zoo/aquarium supports and enables opportunities for young people from the local area to discuss conservation issues at a national level (e.g. youth conservation conferences)		
		2	Zoo/aquarium internship programmes are subsidised in line with other national internships/apprenticeships and advertised to diverse communities enable access for a broader range of individuals		
		2	Zoo/aquarium includes diverse and youth voices as part of publications and communications relating to national conservation issues.		
	High	3	Zoo/aquarium staff is representative of the local/ regional demographic including having fair representation of different socio-economic backgrounds, disabilities, and LGBTQ+.		
		3	Zoo/aquarium evaluates whether visitors are representative of local/ regional, and national demographics and, if not, attempts to address this disparity		
		3	Zoo/aquarium actively engages with the diverse demographic communities that make up their audience (e.g., establishing community advisory boards or opportunities for regular community feedback)		
	Total points:	/18			
Comments:					



Diversity, Equity, Access, & Inclusion

Level of Influence	Impact	Impact points	Diversity, Equity, Access, & Inclusion (DEAI)	Criteria met?	Example
International	Low	1	Zoo/aquarium engages with the international community on social media or other communication platforms in discussion of DEAI issues in relation to conservation		
	Medium	2	Zoo/aquarium supports and enables opportunities for local young people to discuss conservation issues at an international level (e.g., international virtual forums/ support for young people to engage in conservation exchange programmes or to attend international youth conservation conferences to meet young people from the areas/ communities represented by the zoo/ aquarium's exhibits)		
		2	Zoo/aquarium includes diverse voices as part of publications and communications relating to international conservation issues (for example by ensuring that individuals local to the area of conservation activity are represented e.g., including Kenyan authors in reports about Kenyan species)		
	High	3	Zoo/aquarium works with the international scientific community to address broader issues of equity, diversity and inclusion. E.g., representation in scientific nomenclature, recognition and celebration of scientists from diverse backgrounds.		
	Total points:	/8			
Targets met: Sustainable Development Goal: 5, 10, 16 Global Biodiversity Framework Target: 23					





Public Health and Well-being

Level of Influence	Impact	Impact points	Public health and Wellbeing	Criteria met?	Example
Local	Low	1	Zoo/aquarium provides opportunities for families and friends to connect with each other.		
		1	Zoo/aquarium provides a variety of blue and green spaces (nature areas) on site [W.P.15]		
		1	Zoo/aquarium encourages positive connections, emotions, attitudes, values and empathy towards species, the natural world and zoo/aquariums [W.CE.2, W.S.10]		
	Medium	2	Zoo/aquarium provides a programme of activities with explicit wellbeing outcomes		
		2	Zoo/aquarium develops programmes to teach visitors about the importance of a healthy diet and sustainable agriculture (e.g., teaching gardening skills) [W.P.2]		
		2	Zoo/aquarium inspires conservation actions and behaviours associated with connecting communities with nature		
	High	3	Zoo/aquarium works with local doctors and charities as part of local social prescribing initiatives		
		3	Zoo/aquarium has an accessible, subsidised or free entry policy for low-income individuals, targeted schools or other disadvantaged groups (with the aim of improving health outcomes across socio-economic levels) [W.P.1/ 10, W.S.9]		
		3	Zoo/aquarium communicates to visitors the connection between biodiversity and health (the One Health approach) [W.S.10, W.AT.106]		
	Total points:	/18			





Public Health and Well-being

Level of Influence	Impact	Impact points	Public health and Wellbeing	Criteria met?	Example
National	Low	1	Zoo/aquarium works with charities as part of national social prescribing initiatives		
		1	Zoo/aquarium engages with nationwide community initiatives/ projects to encourage connection with blue green spaces [W.P.1/ 15]		
	Medium	2	Zoo/aquarium shares real, positive experiences from visitors and staff to national audiences, such as through social media, in order to encourage others to engage with nature and have the same experience		
		2	Zoo/aquarium actively targets harder to reach communities to engage them with the work of the zoo/aquarium.		
		2	Zoo/aquarium works with local health authorities and other institutions to provide expertise on wildlife health, zoonotic diseases, and public health within the One Health framework		
	High	3	Zoo/aquarium creates free, publicly accessible, blue and green spaces within the wider community as part of national targets to increase the quantity and access to blue and green spaces nationally [W.P.15]		
		3	Zoo/aquarium evaluates its impact on wellbeing and other public health related outcomes and shares with relevant national health organisations/ national health policy makers/national health charities.		
	Total points:	/14			

Comments:



Public Health and Well-being

Level of Influence	Impact	Impact points	Public health and Wellbeing	Criteria met?	Example
International	Low	1	Zoo/aquarium engages with international community initiatives/ projects to encourage connection with blue / green spaces [W.P.10]		
		1	Zoo/aquarium shares conservation positivity stories and publicises where threat status of species has been improved to endorse the mission and status of zoo/aquariums [W.CC, R+R]		
	Medium	2	Zoo/aquarium helps address human-wildlife conflict and issues affecting safe access to blue/green space as part of international projects		
		2	Zoo/aquarium uses Social Sciences and Community Advocacy to engage, and assist interested parties and the community to address threats to species survival and encourage connection to nature [R+R]		
	High	3	Zoo/aquarium works with in-situ projects in other countries to promote public health and well-being		
		3	Zoo/aquarium works with health authorities and other institutions to provide expertise on wildlife health, zoonotic diseases, and public health at the global level		
		3	Zoo/aquarium actively engages with ecosystem restoration projects which have direct links to improving air, water, and soil quality for the benefit of ecosystem health [W.P.4]		
	Total points:	/15			

Targets met:

Sustainable Development Goal: 3, 5, 10, 16

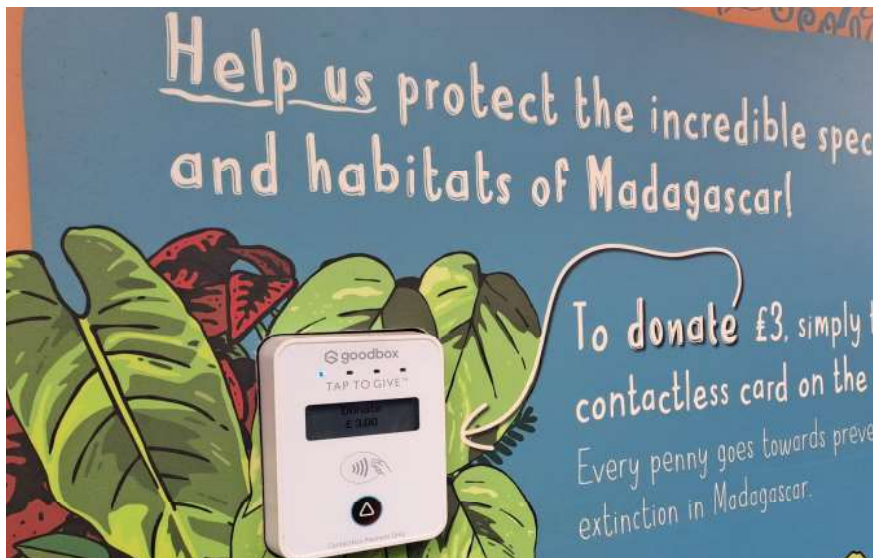
Global Biodiversity Framework Target: 11, 12, 22, 23





Conservation Finance

Level of Influence	Impact	Impact points	Conservation Finance	Criteria met?	Example
Local	Low	1	Fund husbandry, veterinary care, housing, and conservation breeding/propagation of threatened species on site. [W.AT.28]		
		1	Zoo/aquarium stimulates donations to conservation work from the public specifically designed to recover habitats and species [W.CC]		
		1	Zoo/aquarium directs extra revenue towards conservation initiatives [W.CC]		
	Medium	2	Fund specialised conservation staff [W.CC, R+R]		
		2	Fund conservation facilities onsite or in collaboration with other sites e.g. breeding centres, veterinary suites, labs, biobanks [R+R]		
	High	3	Fund and lead/coordinate local conservation projects including through in-kind support such as provision of facilities / expertise		
		3	Zoo/aquarium ensures that its financial investments are ethical and sustainable and comply with WAZA code of ethics [W.AT. 70]		
		3	Use a rigorous selection procedure to ensure that the best conservation effort is achieved with the money available and with a clear reporting on how the money is used [W.CC, R+R]		
	Total points:	/16			





Conservation Finance

Level of Influence	Impact	Impact points	Conservation Finance	Criteria met?	Example
National	Low	1	Fund national movements of animals/plants for conservation breeding/propagation		
		1	Applying for and receiving grant funding for conservation activities undertaken at a national level		
		1	Zoo/aquarium contributes funds towards national conservation campaigns and initiatives		
	Medium	2	Work with other leading conservation organisations to fund and participate in national IUCN SSC 'assess-plan-act' initiatives [R+R]		
	High	3	Directly funding national in-situ conservation projects (e.g., money given to protect habitats, cost of rescue operations, rehabilitation, training and monitoring)		
		3	Funding for and active participation in national species recovery projects (e.g., through assistance with reintroduction and head starting) [W.AT.106]		
		3	Conduct evaluations/impact reports on the effectiveness of national projects funded by the zoo/aquarium		
	Total points:	/14			

Comments:

Level of Influence	Impact	Impact points	Conservation Finance	Criteria met?	Example
International	Low	1	Applying for and receiving grant funding for conservation activities undertaken at an international level		
		1	Indirect funding of in-situ projects (e.g., funding another NGO)		
		1	Fund conservation breeding/propagation and animal/plant movements at an international level [RtR]		
	Medium	2	Work with other leading conservation organisations to fund and participate in international IUCN SSC 'assess-plan-act' initiatives [RtR]		
		2	Direct funding of international in-situ projects (e.g., money given to protect habitats, cost of rescue operations, training, and maintenance) [W.AT.106]		
	High	3	Funding and Active participation in international in situ projects across whole landscapes, including as part of carbon offset schemes and biodiversity credits.		
	Total points:	/10			
Targets met: Sustainable Development Goal: 8, 9 Global Biodiversity Framework Target: 18, 19					



Level of Influence	Impact	Impact points	Economy	Criteria met?	Example
Local	Low	1	Provide a tourism and leisure facility in the area. Measured by being in the top 50 attractions/things to do in the local area.		
		1	Employ staff from the local community		
		1	Have a volunteer programme which includes skills development and training (to upskill members of the community) [W.CE.7, W.P. 8]		
	Medium	2	Use local suppliers for providing goods and services used on site (e.g., local contractors)		
		2	Contribute to the local economy by selling locally sourced/produced products, such as food, beverages, and merchandise which supports local producers and artisans		
		2	Host meetings/conferences/events onsite that contribute to the local economy		
	High	3	Zoo/aquarium leaders collaborate closely with the local business community and participate in local business associations		
		3	Zoo/aquarium provides financial income to local government (including through taxes)		
		3	Have a measurable impact on the local economy outside the zoo/aquarium (e.g., visitors use other local services, shops, hotels, transport). Zoo/aquarium has conducted an Economic Impact Assessment within the last 10 years that provides evidence for this		
	Total points:	/18			





Economy

Level of Influence	Impact	Impact points	Economy	Criteria met?	Example
National	Low	1	Contribute to the national economy (e.g., tourism, employment, public health, education, and upskilling) and is in the top 100 national tourist destinations to visit		
		1	Zoo/aquarium provides a tourism destination to a national audience, evidenced through survey data and data collected from bookings		
		1	Zoo/aquarium employs a robust supplier diversity program with clear definitions of how the organisation defines supplier diversity and a commitment to this.		
	Medium	2	Zoo/aquarium evaluates supplier diversity considering minority owned businesses (MBE) and Women owned businesses (WBE) certification schemes and employs clear metrics for how they intend to increase supplier diversity in the future		
		2	Zoo/aquarium employs staff beyond the local area (e.g, conservation staff who work remotely in other locations)		
		2	Zoo/aquarium leaders collaborate closely with the national business community and participate in national business associations e.g., chamber of commerce		
	High	3	Visitor numbers put the zoo/aquarium in the top 50 national visitor attractions		
		3	Zoo/aquarium is an active partner in initiatives designed to revive regional economies and improve national capital		
		3	Zoo/aquarium biodiversity and conservation actions have a measurable impact on the national ecosystem services (e.g., measurable increase in local biodiversity/water quality)		
	Total points:	/18			
Comments:					

Level of Influence	Impact	Impact points	Economy	Criteria met?	Example
International	Low	1	Zoo/aquarium provides a tourism destination for an international audience. At least 5% of visitors are from overseas. Measured through surveys and booking data.		
		1	Contribute to the global regions' economy (e.g., tourism, employment)		
		1	Employ conservation/ field staff from the area local to in-situ field projects		
	Medium	2	Support the in-situ economy by selling products from livelihood focused interventions (e.g., selling handmade jewellery/ advertising eco-tourism) within the zoo/aquarium. [WP.1]		
		2	Provide tools, finance, and/or resources to support existing livelihood focused interventions and/or to create economic development/income opportunities for developing countries and communities. [WP.1/8/ 10, W.AT.106]		
		2	Develop field conservation programmes that provide opportunities for women and girls to participate, including offering employment, upskilling and access to economic resources and information [W.P.5/ 8/ 10]		
	High	3	Support the global economy through the protection of ecosystem services (biodiversity, clean water etc.) which have a direct benefit to the in-situ economy		
	Total points:	/12			
Targets met: Sustainable Development Goal: 1, 2, 8, 12 Global Biodiversity Framework Target: 5, 20					





Policy

Level of Influence	Impact	Impact points	Policy	Criteria met?	Example
Local	Low	1	Have a culture of conservation amongst staff, communities, governing bodies and donors, with the aim of making a measurable difference [W.CC]		
		1	Have in house committees or dedicated staff for core conservation policy areas, e.g., sustainability, Indigenous relations, conservation policy [W.CC]		
	Medium	2	Have staff on a committee of local conservation organisations (e.g. public health committees, task forces, veterinary health boards, nature corridor network) [W.CE.7, W.P.11]		
		2	Ensure local communities are consulted regarding zoo/aquarium decisions and are considered interested parties		
		2	Engage with local government on local environmental and sustainability issues [W.P.16, RtR]		
	High	3	Co-ordinate/lead a committee/network of local organisations (e.g. public health committees, task forces, veterinary health boards, nature corridor network)		
		3	Zoo/aquarium has an updated conservation masterplan/strategy that focuses on the integration of conservation across all aspects of operation (IUCN Red List assessments should be considered when identifying targets) [W.CC, RtR]		
		3	Zoo/aquarium publicises and shares their conservation master plan/strategy with relevant authorities and with other zoo/aquariums.		
	Total points:	/17			





Policy

Level of Influence	Impact	Impact points	Policy	Criteria met?	Example
National	Low	1	Zoo/aquarium is an active member of a national zoo/ aquarium/ botanical organisation (e.g., BIAZA, MAZPA) and attend regular meetings/ conferences of the national organisation [W.CE.7, W.AT 15/19]		
		1	Zoo/aquarium conservation staff contribute to national conservation policy		
		1	Zoo/aquarium partners with national wildlife NGOs and local authorities to address conservation issues		
	Medium	2	Have staff on a committee/network of national organisations/conservation NGOs		
		2	Have staff on a committee of a national zoo/aquarium organisations		
		2	Support national in-situ projects (including supporting individuals or organisations) in achieving policy change and developing conservation strategies		
	High	3	Engage directly with government (government officials, elected representatives, ministers and officers of state, public/civil servants) on conservation issues and the value of zoo/ aquariums [W.CC]		
		3	Staff take a leading role in national zoo/ aquarium organisations, conservation committees and/or species recovery programmes		
		3	Zoo/aquarium takes a leading role/ is a key advisor for issues relating to wildlife and conservation at a policy level [W.P.17]		
	Total points:	/18			
Comments:					



Policy

Level of Influence	Impact	Impact points	Policy	Criteria met?	Example
International	Low	1	Active member of an international zoo/aquarium/botanical organisation (e.g. EAZA, SEAZA, WAZA/BCGI) regularly engage with meetings, conferences, and events [W.CE.7, W.AT 15/19, W.P.17, WPMG.5]		
		1	Contribute to the National Reporting of the Global Biodiversity Framework Targets		
		1	Have staff on a committee of an international zoo/aquarium/botanical organisation (e.g., council of Veterinary Medicine, advisory council, IUCN, EAZA, SEAZA, IZE)		
	Medium	2	Engage with international conservation decision makers (e.g., EU, IUCN) [W.P.16]		
		2	Staff take a leading role in international zoo/aquarium/botanical committees (e.g., council of Veterinary Medicine, advisory council, IUCN, EAZA, SEAZA, WAZA, IZE)		
		2	Co-ordinate/lead a committee/network of global organisations (e.g. public health committees, task forces, veterinary health boards, nature corridor network). This could include becoming an IUCN Centre for Species Survival [RtR]		
	High	3	Support in-situ projects (including supporting individuals or organisations) in other countries in achieving policy change and developing conservation strategies		
		3	Be seen as a global authority on conservation issues and conservation policy and regularly provide commentary on public consultations regarding international conservation policy		
		3	Have an active role in informing global policy decisions on climate and conservation (e.g., IUCN, UN, Climate and Biodiversity CoPs)		
	Total points:	/18			
Targets met: Sustainable Development Goal: 11, 12, 13, 17 Global Biodiversity Framework Target: 14, 15, 16					

Scoring

Whilst the assessment tables can be used to calculate a score in each section, scores are only recommended for individual zoo/aquarium use and not for comparison between zoo/aquariums. Scores in themselves provide limited information as to overall zoo/aquarium impact but may be useful for individual sites to use as baselines or indicators.

Sections are scored separately at local, national, and international levels and there is not an overall score for each section. This is in recognition that some zoo/aquariums may prioritise actions at a particular level e.g., focusing on engaging local communities, or protecting endemic species. These (local or national) actions may have as much (and potentially greater) impact on species conservation as some international actions and therefore should be acknowledged independently from each other.

The scores for each level can be calculated by completing the assessment tables. These can be reported in the table below.

Species & Habitat			Education & Training			Scientific Research		
Local	National	International	Local	National	International	Local	National	International
/18	/16	/17	/18	/18	/18	/18	/18	/18

Sustainability			IP & LCs			DEAI		
Local	National	International	Local	National	International	Local	National	International
/18	/16	/18	/15	/12	/18	/18	/18	/8

Public Health & Well-being			Conservation Finance			Economy		
Local	National	International	Local	National	International	Local	National	International
/18	/14	/15	/16	/14	/10	/18	/18	/12

Policy		
Local	National	International
/17	/18	/18

Generating your own model visual

The model is generated based on responses to the matrix tables. Each criterion of the matrix table is represented by a section of the model visual. For each completed criterion a section on the model can be filled. This can either be done manually using the template below (Figure X) or using the online interactive tool available at www.zoosphere.org.

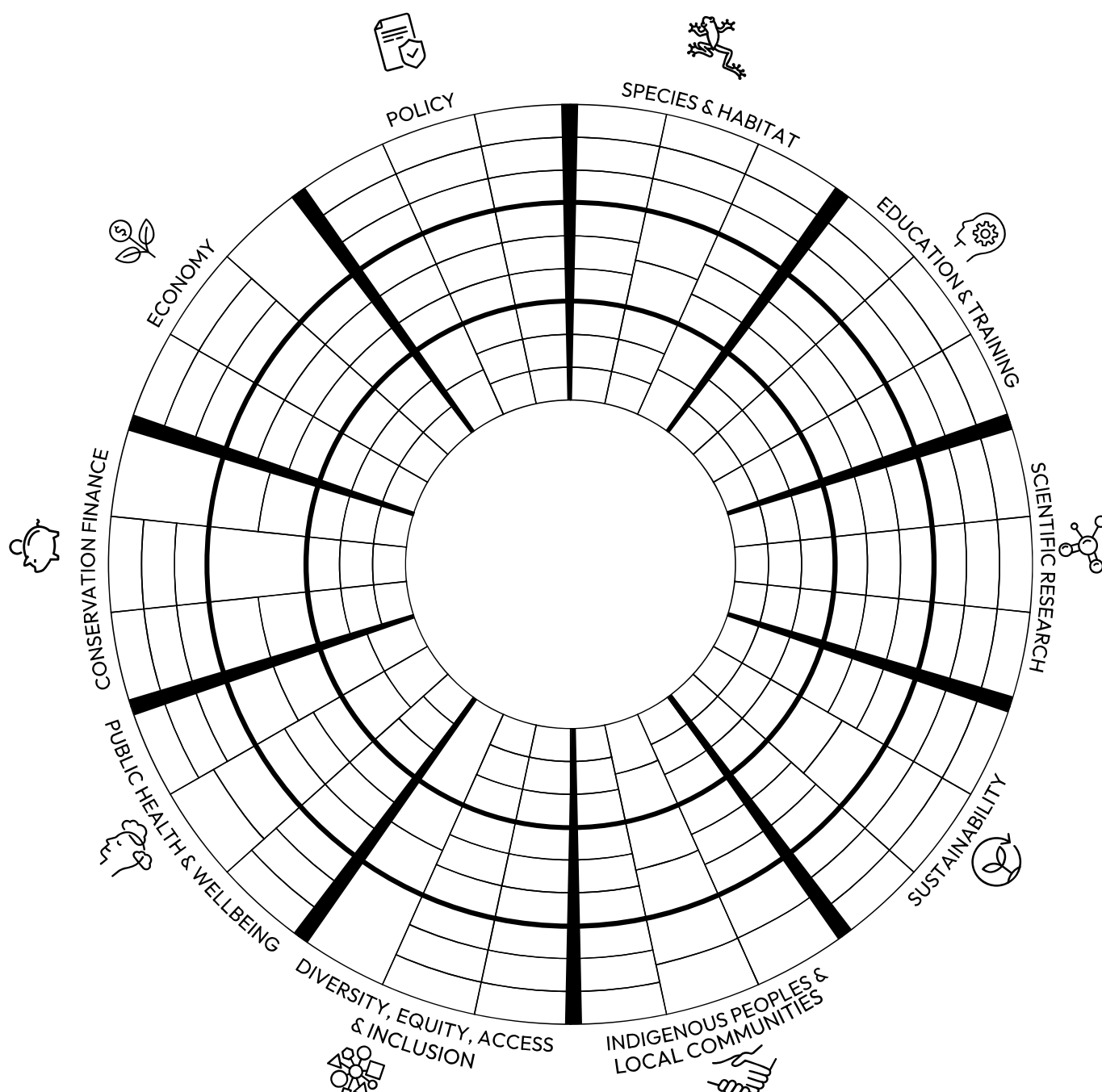


Figure X: Blank Template of the Zoo Sphere of Influence. A link to the digital version can be found at www.zoosphere.org

Summary

We hope the model is beneficial to your zoo/aquarium and that you found the assessment process easy to use.

If you have not already done so, we encourage you to use the online tool (available at www.zoosphere.org) to enter your assessment matrix responses and generate a digital version of the model. Please contact Dr Sarah Spooner (sarah@spoonerconsult.com) to get a log in for your organisation.

Assessments that are completed using the online tool can be downloaded and saved. Data entered will be anonymised and aggregated to make benchmark models for global zoo/aquariums.

We welcome feedback on the following areas:

- How did you find the process?
- What did the model reveal about your zoo/aquarium?
- How will you use the results/model?

Please contact Dr Sarah Spooner (sarah@spoonerconsult.com) with your feedback.



Glossary

BIAZA: British and Irish Association of Zoos and Aquariums

CoP: Conference of Parties

DEAI: Diversity, Equity, Access & Inclusion

EAZA: European Association of Zoos and Aquaria

EEP: European Endangered Species Programme

ESB: European Stud Book

EU: European Union

GBF: UNEP Global Biodiversity Framework

House/ housed (species/ animals) (formerly 'keep'): To 'keep/ exhibit' a particular species or animal

Interested parties (formerly stakeholders): refer to all individuals who should have a voice in decisions and projects.

IP & LCs: Indigenous Peoples and Local Communities

IUCN: International Union for Conservation of Nature

IZE: International Zoo Educators Association

LGBTQ+/LGBTQ2+: Lesbian, Gay, Bisexual, Transgender, Queer, and Others

MAZPA: Malaysian Association of Zoological Parks and Aquaria

MSC: Marine Stewardship Council

NGO: Non-Government Organisation

PMX/PMx: pedigree management software

RSPO: Roundtable on Sustainable Palm Oil

RtR: Reverse the Red

SDG: Sustainable Development Goals

SEAZA: South-east Asian Zoos and Aquariums Association

SSC: Species Survival Commission

TAG: Taxon Advisory Group

UNEP: United Nations Environment Programme

UNFCCC: UN Framework Convention on Climate Change

W.AT.: WAZA Assessment Tool

W. AV.: WAZA Animal Visitor Interactions (2020)

WAWG: WAZA Animal Welfare Goal (2023)

WAZA: World Association of Zoos and Aquariums

W. CC.: WAZA Committing to Conservation (2015)

W. CE: WAZA Social Change for Conservation (2020)

W. CW.: WAZA Caring for Wildlife (2015)

W.E: WAZA Code of Ethics (2023)

W. EW: WAZA Code of Ethics and Animal Welfare (2003)

W.P.: WAZA Protecting Our Planet (2020)

WPMG: WAZA Population Management Goal (2023)

W.S.: WAZA Guidelines for Improving Standards in Zoos

Zoo: we use the term zoo in this document to refer to both zoos and aquariums

Zoo habitat (formerly 'zoo enclosure'): refers to the animals' 'enclosure' within the zoo site

Core References

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