



ADVANCING CONSERVATION THROUGH
EMPATHY FOR WILDLIFE™

aceforwildlife.org

All-Network October Meeting

October 2024





Announcements



Photo by Ryan Hawk – Woodland Park Zoo

Three more years of funding!



Saint Louis Zoo
Animals Always®

Welcome Saint Louis Zoo!



Who are we?

The Advancing Conservation through Empathy for Wildlife (ACE for Wildlife™) Network facilitates the sharing of knowledge, experiences, and data to drive conservation change through fostering empathy for animals and the environment that sustains them.



27 AZA accredited zoos & aquariums (Partner Organizations) & >250 Network Members



>200 Affiliates at 70+ organizations

Empathy: a stimulated emotional state that relies on the ability to perceive, understand, and care about the perspectives of another person or animal*



Empathy Photo Contest

- Presenting our first-ever **ACE for Wildlife Network Photo Contest**. Everyone can participate!
- Showcase your unique perspective on empathy between animals and people
- October 1st- November 30th
- Prizes!



Photo by Ryan Hawk – Woodland Park Zoo



Today's Agenda

- Icebreaker
- Learning Agenda
- Network Showcase from Zoological Society of Milwaukee
- Team Soapbox Communications Tools Presentation
- Network News





Icebreaker

- We'll be in breakout rooms for ~15 minutes
- You'll be able to pick a breakout room to go to based on the title of the room
- Try to keep each room to under 10 individuals





Icebreaker

Rooms	Prompt
1	Share a moment of awe you felt in nature.
2	Do you believe in ghosts? Explain why/why not.
3	What animal adaptation would you most like to have and why?
4	What is your favorite story? Why?
5	Share your ideal vacation.
6	What is your favorite idiom? (e.g., Don't count your chickens before they hatch.)
7	What is one thing you've done recently you're proud of?
8	What is your favorite (or current) hobby and what are you enjoying about it?



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ACE for Wildlife™ Network Learning Agenda



Learning Agenda Goals

1. Build understanding around use of empathy practices in zoo and aquarium programs to determine when, how and under which conditions each practice is most impactful
2. Fill gaps in understanding around what we know about fostering empathy for wildlife
3. Facilitate Network efforts to seek to answer these questions



Overarching Key Questions: Top Ten

Rooms	Prompt
1	Empathy & conservation action
2	Measuring empathy in zoo and aquarium audiences
3	Fostering empathy for non-mammals
4	Empathy for animals at zoos and aquariums & empathy for animals in the wild
5	Empathy for wildlife & empathy for people
6	Empathy & controversial topics
7	Empathy & anthropomorphism
8	Fostering empathy through up close animal experiences
9	Fostering empathy through exhibit design
10	Longevity of empathy activated in zoos and aquariums



Instructions for Breakouts

Select the breakout with the Q that interests you (18 minutes)

Start with introductions, and your interest in the key question.

Then discuss the learning question:

- What do you think about the draft question(s)?
- Any suggestions for improvement / is anything unclear?
- Any examples of projects that address this or a related Q?
- Do you know of any good contacts who have worked on this topic?



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Evaluation: From the Grind to the Grid

Isabelle Bieser & Shanna Hillard,
Zoological Society of Milwaukee



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Communications Toolkit & Primer Presentation

Team Soapbox



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Empathy Evaluation Updates



What's New with Empathy Evaluation?



Observing Expressions of Empathy by Visitors and Program Audiences: Protocol Creation Guide

- Updated version of the MECAP Observation Protocol
- Incorporates new behaviors like Minnesota Zoo's nonverbal empathy indicators
- Includes guidance for building an observation tool that best meets your specific needs



Empathy Evaluation Coffee Chat

Thursday, November 21st @ 11am PT

Informal discussion of empathy evaluation methods, come with something to share or to learn from others across the Network!



Empathy Measurement in Zoo and Aquarium Audiences Project (EMZAAP)

EMZAAP is a new effort to collaboratively develop tools to measure empathy stimulated by zoo and aquarium experiences. We're looking for:

- Collaborating organizations (up to 5 total)
- Advisors
- Individual contributors

For more information, see the EMZAAP Statement of Purpose & Scope of Work (linked in chat and on the Discussion Board). Interest forms are due **November 8th**.

If you have questions, contact me at theo.bamberger@zoo.org or schedule time to chat using the QR code here





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Network News



Be on the lookout



October 16: Annual Member & Affiliate Survey





Be on the lookout



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By October 18: Bylaws sent to Network Partner points of contact for voting





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By October 18: Bylaws sent to Network Partner points of contact for voting.



By October 18: Form to submit resources for inclusion in ACE for Wildlife Network toolkits on discussion board.

Conservation Action Toolkit

Pollinator Action Toolkit

Empathy Training Toolkit

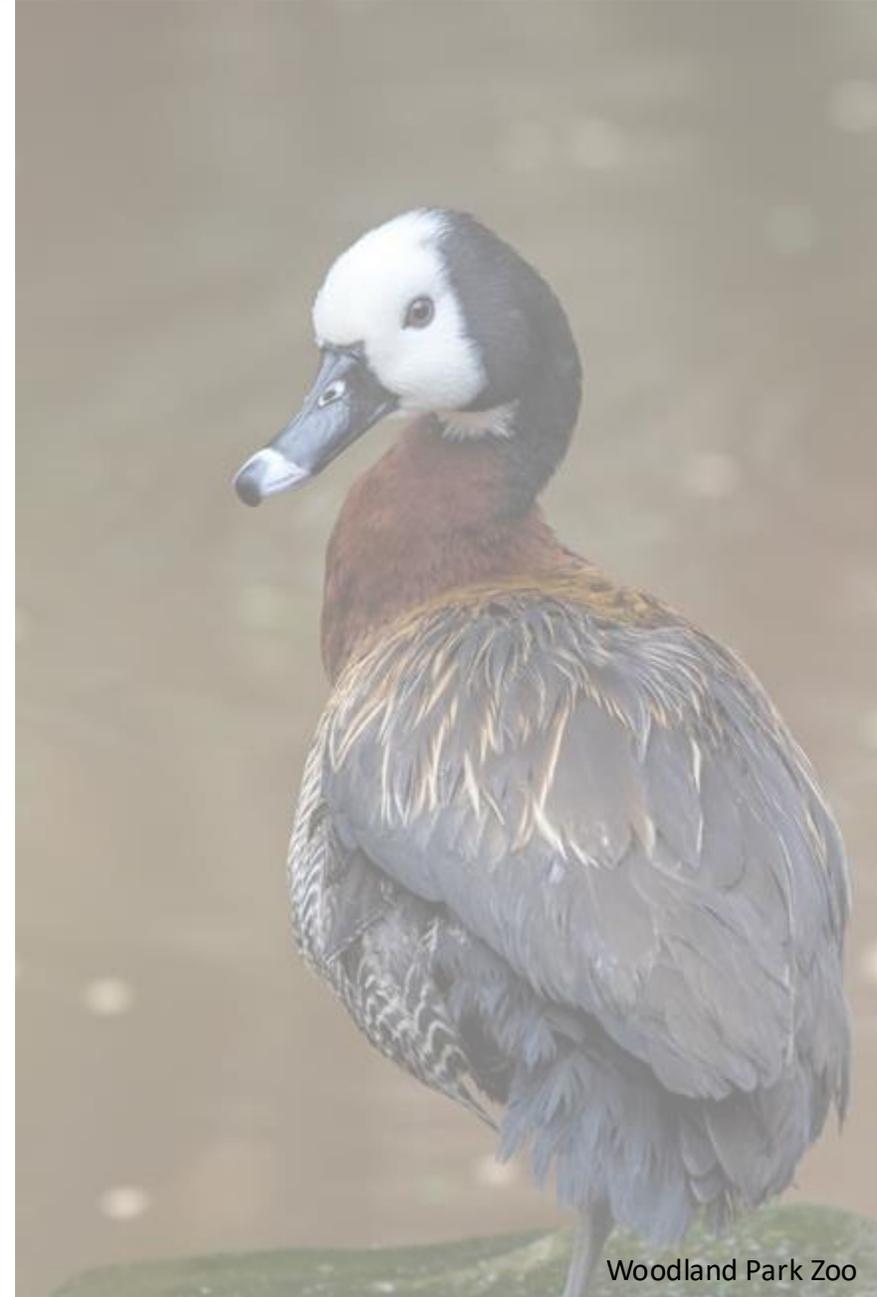
NEW: Empathy Evaluation Toolkit





2025 Empathy Summit

- **On October 17**
 - Email will go out to all Network Members & Affiliates
 - 2025 Empathy Summit Landing Page goes live
- Any additional questions should be directed to empathy@zoo.org.





Network Leadership: Committees

Communications Committee

- 2 available seats (Member or Affiliate)

DEAI Committee

- 3 available seats (2 Member, 1 Affiliate)

Membership Committee

- 3 available seats (2 Member, 1 Affiliate)

Steering Committee

- 4 available seats (2 Member, 2 Affiliate)

Strategic Learning Committee

- 3 available seats (Members)

- ~1-2 hours per month
- 2-year commitment
- Great opportunity to collaborate with others in the Network

- Representatives on the **Steering & Membership committees** in 2025 should be prioritized for attending the Summit and will be invited to extend their stay in Seattle for a 3rd day to engage in longer-term strategic planning for the Network.

Email empathy@zoo.org to get involved!



Network Leadership: Channel Hosts

Animal Ambassadors
Channel

Conservation Channel

Marketing &
Communications Channel

- ~1 hour of time per month
- 1 year obligation
- Opportunity to connect and facilitate conversations with others in the Network
- Responsibilities through December
 - Facilitate 1 coffee chat with your channel by end of year OR
 - Drum up conversation on your channel

Email empathy@zoo.org to get involved!



Events through 2024

- **Ongoing series with Native Governance Center**
 - Respectful engagement
 - Beyond Land Acknowledgement
 - Appreciation not Appropriation
- **November: Minnesota Zoo webinar series**
 - Implementing DEIA principles and empathy best practices
 - Nonspeaking Cues for Empathy for Animals
- **November: Empathy Evaluation Coffee Chat**
- **December: Learning Group: The intersection of empathy and biofacts (Part II)**



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Thank you!