

done to make a difference ... to provide solutions. Tell people what they can do to bring about change for the better. How effective is education? What is the measure of "effective" ? What and how do we teach ? These are rhetorical questions and despite many studies of visitors and their reaction to learning facilities, still not much is known.

Can just knowing biological facts about plants and animals help conserve nature? Hardly! The ultimate achievement of conservation education is to make people appreciate the natural world in all its glory and utility, realize their responsibility, and change their values and stop their destructive behaviour. Have we done it ?

Human behaviour is responsible for the current environmental crisis, after all : exploitation of natural

resources, population explosion, conspicuous consumption, greed, ignorance, environmental pollution. We are dependent for our survival on these fragile and disappearing ecosystems. How do we convey this?

Emotion enhances memory. When we feel something, we consider it more seriously. Education can be more effective by teaching about emotionally charged issues. We want to reach visitors, and the most effective path to the mind is often through the heart.

When we enjoy, we remember. Consider this when planning signage, or a lecture, or any sort of programme. Zoo education should not be too dignified ... people come for fun. A good zoo educator can make learning full of fun and meaning at the same time.

Wildlife Conservation Advocacy — Zoo Partnerships in Conservation Education with SAN-IZE and Email

As announced in September issue, ZOO, WILD, SAZARC & CBSG South Asia is partnering with the International Zoo Educator Association and WAZA for conservation education as recommended by the WAZCS.

Zoos as well as other conservation organisations want to achieve "the securing of long-term populations of species in natural ecosystems and habitats wherever possible." For some zoos, the most immediate and meaningful way to support protection of wildlife and its habitat is through education. And, as stated in the preceding page, we want education to communicate not just facts but incentivebased knowledge, which will make people want to change their behaviour for the survival of species and also for their own survival and quality of life.

ZOO and WILD use material from our CBSG process workshops — CAMPs and PHVAs — to make educational material for young people as well as adults. Using this material guarantees two things — that it is both current and accurate. It is current because we would have only recently conducted the workshop. It is accurate because we got the information - not from an encyclopaedia or website - but from working indigenous field biologists, sharing their field notes and observations with the workshop. Moreover, those who used our educational materials know that even for small children, we make a point of trying to convey the importance of each species to life systems and thus to our own survival as well as the survival of species and populations.

Our last issue carried an invitation for individuals and institutions to join us in conducting education which is meant to lead to the security of long-term populations of wild animals in the wild. Through our SAN-IZE we hope to attract more zoos and wildlife enthusiasts of all kinds to dynamic and meaningful conservation education. We also plan to utilise our members talents to help design educational material.

Those of you who want to join this new initiative and help with the designing of material that you will later be able to use in your programmes, do one thing if you have not



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MEMBERSHIP FORM

you have received this by post, mail or write our office and ask for either a soft copy of this form or check our website. If you fill this form out electronically it is much easier and you can tell as much as you want about yourself and your ideas.

Name	First	Middle	Last	What you want to be called
Institution name				
Designation/post				
Address : Street				
City & District				Pin Code:
State & Country				
Phone, fax, area code	Phone			Fax
Email				
Please answer the following questions				
1. What is your interest in conservation education? Is it job related, a hobby, etc.				
2. What experience have you had in conservation education? Give a brief description.				
3. What kind of facility are you most interested in having for a venue? Zoo, forest, classroom, seaside, etc.				
4. What do you most want to teach people?				
5. Any other things that you would like to share with us ?				
6. How can we best assist you and your institution or organisation ?				
Date:				Signature:

already **GET EMAIL**. This is the modern world we live in. Nobody should be without email. We will be designing our educational products together, using our website and email to communicate. If you do not have an email address, get one. Yahoo, Hotmail, Gmail, Rediffmail are all free. An hour at a browsing centre costs Rs. 10 or 20. Many of you know that this magazine in your hand is loaded onto its own website <www.zoosprint.org> the day it is posted. One day there will not be any paper copy — and this is good for conservation also. Join us ... Get engaged in conservation education and get Email !!!