



ICAP update

*Creating an Integrated Conservation Action Plan
September 2017*





Zoo director's agenda

The Why: We believe we have a responsibility to create a better future for wildlife

The What: Oregon Zoo is a conservation organization that is:

- Cutting-edge and world class
- Meets high animal welfare standards
- Committed to conservation efforts
- Known for highly engaging experiences that increase awareness about wildlife

What is an ICAP?

The How: An Integrated Conservation Action Plan establishes the Oregon Zoo's conservation priorities and engages every zoo division in supporting them.

- Animal populations
- Research
- Education
- Volunteers
- Communications
- Operations





Defining conservation action

Inspiring and engaging the community, our staff and volunteers to make a positive difference for wildlife and the natural environment.



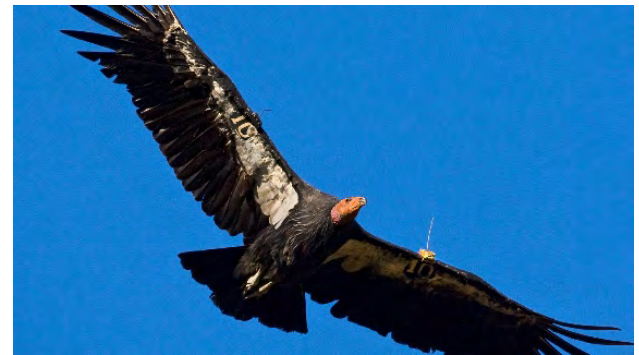
These principles apply to all ICAP goals

- Animal welfare
- Sustainability
- Collaboration
- Diversity, Equity and Inclusion
- Integration



The ICAP prioritizes:

- Wildlife affected by climate change
- Wildlife affected by deforestation
- Local wildlife



High-level statements to be achieved through SMART goals

1. Wildlife populations are self-sustaining
2. Our community takes action for wildlife
3. Operations have net-neutral/positive impact on wildlife

(In short: Animals, People and Operations)

