



GREEN SUMMIT AGENDA

Tuesday, March 27-Thursday, March 29

Tuesday, March 27

Grand Ballroom 8

10:30 am - 12:30 pm

Green Practices Workshop

Have you started tracking your organizations utilities? Would you like some help designing and populating a spreadsheet to get started? Do you have questions on conversions, what the units mean, how to read your bills or how to track down the information you need? The GSAG is here to help! We will walk through the AZA Green Practices Survey and demonstrate how to use a template to track your utilities. Feel free to bring your utility bills and the work that you have created to dive deeper into your materials - or just come, listen and ask questions! To RSVP and or for more information contact: Liz Larsen, llarsen@hoglezoo.org.

4:00 pm

Zoo Day Compost Tour

Jacksonville Zoo and Gardens will host a compost tour for all that are interested. Meet at the Land of the Tigers restrooms.

Wednesday, March 28

Grand Ballroom 6

1:00 pm - 3:00 pm

Engaging Staff, Part 1: Connecting Operations, Animal Welfare, & Sustainability

Moderator: Jaime Wilson, Digital Media Manager, Sacramento Zoo

Engaging your staff in sustainability practices, programs, and implementation is key in achieving success. Having constant, open, honest, and transparent conversations with staff - especially front line, facilities, and animal staff -- will keep everyone on the same page and ensure everyone's voice is heard. Celebrate successes; provide opportunities for all staff to have a part in sustainability efforts. This session will highlight institutions that have engaged their staff in creative ways, allowing participation across the board with green initiatives while improving animal welfare and sustainable operations.

It Takes a Village Zoo: One Zoo's Journey Through Creating and Implementing a New Conservation Strategic Plan

In 2014, The Kansas City Zoo recognized it was time to become a leader in conservation rather than a participant. A conservation strategic plan involving the whole zoo was created and implemented in 2015. The rate of success generated from this plan was both unexpected and overwhelming. This is a story of that success and the key players involved along the way.

- Stacia Peroni, Conservation Manager, Kansas City Zoo

Engaging staff in saving animals in the wild through Sustainability

Sustainability is conservation. At the Houston Zoo, we work on empowering staff to fulfill the mission of inspiring action to save wildlife by keeping animals in the conversation when talking about sustainability. Through our six Take Action initiatives, we provide staff with easy actions they can take and can educate guests to take to save animals in the wild.

- Mary Kate Kunzinger, Conservation Sustainability Coordinator, Houston Zoo

Developing a Green Culture at the Toronto Zoo

To reach the environmental objectives of the Toronto Zoo's 2007 Green Plan, it was recognized early that creating a Green Culture amongst its staff was critical. It hasn't been easy and we have implemented several different tactics such as re-evaluating job descriptions and onboarding processes, training opportunities and fun innovative challenges to get us there. Recognizing the passion within our staff and volunteers, the Toronto Zoo has the opportunity to achieve its environmental targets by 2027.

- Kyla Greenham, Curator of Conservation and Environment, Toronto Zoo

Challenge Accepted: How 200 Staff Refused Single-Use Plastics at the Columbus Zoo and Aquarium

Refuse, reduce, reuse, then recycle. There's a reason that recycle is last on the list. Plastic is ubiquitous. We have become so accustomed to its presence that we often times don't even really notice it. It's built to last forever, and it comes at a cost. In 2017, Columbus Zoo and Aquarium staff and volunteers refused single-use plastics for one month with overwhelming success, and are building upon the momentum with an international challenge in 2018. In this workshop, discover how your institution can get involved and engage your staff in refusing single-use plastics.

- Krystina Jarvis, Administration Assistant Animal Care, Columbus Zoo

3:00 pm - 5:00 pm

Engaging Data: Measuring Metrics and Setting Goals

Moderator: Liz Larsen, Director of Conservation, Utah's Hogle Zoo

Utilizing data and metrics to set goals, measure continual improvement and program effectiveness, conduct longitudinal studies that can support future campaigns and projects, and allow you to understand your resources better are key components to establishing a sustainability program. Learn how to get intimate with your numbers - energy usage, water consumption, tons of waste, and understand how much it all costs. Gain tips and strategies for conducting your own internal audits and recognize why data and metrics are an integral part of a successful sustainability program. This session will highlight institutions that have explored different tracking systems, and utilized their metrics to set goals, implement programs, and support campaigns. Learn how to analyze data so it works for you.

Eyes Glazed Over - Starting to Collect All the Data

So where do you start? Getting your benchmarks and data to begin measurements for your green initiatives at your facility can be daunting. Staff from Jacksonville Zoo and Gardens attended last year's Green Summit. Inspired by other institutions, learn how they have started to gather facility data to measure green initiatives. Find out you're not alone! Learn more about resources available including suppliers and utility representatives.

- Rick Holzworth, Operations Support Manager, Jacksonville Zoo and Gardens

Smart Facilities

Learn how the Oregon Zoo's Facilities Department is saving energy and Water without compromising the health of their animals. Their SMART goals help implement big reductions, and they are constantly developing a strategy on how they will continue to achieve those goals.

- Lydia Neill, Preventative Maintenance Manager, Oregon Zoo

It's O-Fish-All! Visitors Will Pledge to Help Save Ocean Wildlife

As part of the Innovative Solution Grants+ program from The Ocean Project, Zoo ALIVE teen volunteers at the Saint Louis Zoo developed a single-use plastic bag reduction campaign, #byetobags. Teens engaged Zoo visitors with messages (onsite and online) regarding the impact of plastic waste on wildlife and asked them to take action by taking a pledge to avoid plastic bags. The campaign now continues via donor funding, and the Audience Research department has evaluated the program throughout, including analytics of pledge-takers, social media engagement, and internal plastic bag usage and reusable bag purchases. Awareness and attitudinal measures have been tracked using visitor exit surveys, and behavior change has been documented through online post-surveys with pledge-takers. Methods and results of the various aspects of the impact of this campaign will be shared with the audience.

- Louise Bradshaw, Director of Education, Saint Louis Zoo

Waste metrics driving a 'Zero Waste' movement at Woodland Park Zoo

Learn how Woodland Park Zoo takes a data driven approach to waste management, factoring in many different waste streams across departments and utility providers. Setting clear goals supported by metrics is key to securing funding, implementing programs and supporting campaigns on the journey to 'Zero Waste'.

- Zosia Brown, Resource Conservation and Sustainability, Woodland Park Zoo

Thursday, March 29

Grand Ballroom 6

10:00 am - 12:00 pm

Engaging Public: Inspiring Action within our Visitors

Moderator: Mary Kate Kunzinger, Conservation Sustainability Coordinator, Houston Zoo

It is important for us to share our story, and interpret how operational sustainability supports conservation while inspiring action within our visitors. Through our websites, social media outlets, videos, education programs, signage across the Zoo, and any other way you can think of to engage the public, these stories can be shared. More importantly, we are a perfect platform to inspire our visitors to make changes in their daily lives as well – at home, at school, at work. How can we share tools and resources so that they take these next steps? How do our stories and our own green programs inspire them? This session will share strategies for sustainability storytelling.

Green Signs, Games and Tweets

The Oregon Zoo uses a wide variety of methods to let our visitors know what sustainable actions we are taking from signs to staffed exhibits/activities to social media. Our goal with these efforts is to “walk the talk” and hopefully inspire our guests to take action themselves. This presentation will expose you to what we know (and don't know) about what impact these various efforts are having on our visitors and community.

- Grant Spickelmeir, Education Curator, Oregon Zoo

PlanetVision: Building a Better Future

PlanetVision, a multi-faceted campaign - blending museums exhibits and hands-on activities with a resource-rich website and social media communities - to inspire people to take everyday actions to ensure a more sustainable future. By seizing simple opportunities in our food, water, and energy systems, we can all make a real difference to issues like ecosystem decline & biodiversity loss, the degradation of our natural resources, and the mounting challenges of climate change. PlanetVision shows us how, and gives us hope.

- Dr. Elizabeth Bagley, Manager of Environmental Sustainability Education and Engagement, California Academy of Sciences

Lighting Up Avondale: A Community LED Project

One of the Greenest Zoos in America has teamed up with its community to turn its neighborhood into one of the most energy efficient neighborhoods in Cincinnati. Gaining trust, building relationships, and connecting to our neighbors on a close level has helped bring one aspect of sustainability to the table, inspiring our residents and community members to go green with us.

- Fia Turczynewycz, Green Queen, Cincinnati Zoo & Botanical Garden

Sustainability Messaging at the Seattle Aquarium

At the Seattle Aquarium, messaging our sustainability practice is how we ‘walk the talk’ with our visitors and demonstrate our Ocean Ethic. This presentation will share examples of messaging for their community solar project, their single-use plastic reduction, the groundbreaking seawall restoration project, and more.

- Jim Wharton, Director of Conservation Engagement and Learning, Seattle Aquarium

1:00 pm - 3:00 pm

Engaging Vendors & Partners: Sourcing Sustainably

Moderator: Wanda Evans, Sustainability Coordinator, Saint Louis Zoo

Working closely with our supply chain and community partners to ensure sustainable purchasing is key to covering all our bases within our operations. This session will use the case studies of institutions that have transitioned out of providing bottled water for purchase on grounds, as well as institutions that have been able to green up their events by being creative and resourceful while engaging their vendors and community partners.

Got 99 Problems But Plastic Ain't One

Brevard Zoo will describe how they transformed their largest annual fundraiser to a sustainable event that fits its mission of Wildlife Conservation through Education and Participation. With an attendance of more than 2,000 people and over 50 vendors, Brevard Zoo hosted one of the largest zero-waste events in Florida. This presentation will provide a step-by-step guide on how to transform your events beginning with zoo staff, suppliers and distributors, as well as outside vendors

- Amy Reaume, Conservation Manager, Brevard Zoo

Culinary & Retail Collaboration for a More Sustainable Future

Through constructive examples, learn how to work with your culinary and retail operators as well as vendors to collaborate on initiatives to change business practices and influence consumer behavior to be more sustainable. A review of the opportunities and challenges in partnering with the employees who represent two thirds of your guest interaction when visiting your institution will also be covered.

- Andrew Fischer, General Manager Retail Operations, Monterey Bay Aquarium and SSA Director of Conservation

Vancouver Aquarium: A Journey to Zero Single Use Plastic

The Vancouver Aquarium, an Ocean Wise initiative, is on a journey to eliminate plastic from its operation. Join Alexis Scoon, Sustainability Manager, as she shares the story of the Aquarium Café going single-use plastic free and the Gift Shop driving plastic reduction by working with global suppliers.

- Alexis Esseltine-Scoon, Sustainability Manager, Vancouver Aquarium

Getting Outside the Boardroom to Better Understand your Business Opportunities: Toronto Zoo's ECOexecutives Program

Zoos and Aquariums have a unique opportunity to make a difference in their local business community. Toronto Zoo's ECOexecutives Program gets CEOs, VPs and Senior Managers out of the boardroom and inspires and motivates them to take their organization's sustainability goals to the next level with facilitated workshops and special behind-the-scenes connects with endangered species, connecting the impact of their business decisions on the wildlife we are working to conserve.

- Kyla Greenham, Curator of Conservation and Environment, Toronto Zoo

3:00 pm - 5:00 pm

Engaging Staff, Part 2: Connecting Operations, Animal Welfare, & Sustainability

Moderator: Chris Norman, Director of Capital Projects and Sustainability, Akron Zoo

Engaging your staff in sustainability practices, programs, and implementation is key in achieving success. Having constant, open, honest, and transparent conversations with staff -- especially front line, facilities, and animal staff - will keep everyone on the same page and ensure everyone's voice is heard. Celebrate successes, provide opportunities for all staff to have a part in sustainability efforts. This session will highlight institutions that have engaged their staff in creative ways, allowing participation across the board with green initiatives while improving animal welfare and sustainable operations.

Connecting It All Together and Start Making Moves

After collecting all that data, now what? Learn how Jacksonville Zoo and Gardens is utilizing their benchmark data to start 'going green'. Join them on their journey on engaging staff in green initiatives and becoming better stewards of their environment.

- Lucas Meers, Conservation Program Officer, Jacksonville Zoo and Gardens

Our Story on Engaging Staff: Case Studies, Lessons Learned and Our Future

Utah's Hogle Zoo has made tremendous strides to engage their staff in sustainability efforts. Learn more about their transportation challenge, EV program, Kermit Awards, Polar Ice Challenge, and their film series that they offer staff to keep them engaged, fired up, and armed to walk the walk.

- Liz Larsen, Director of Conservation, Utah's Hogle Zoo

Sustaining Blue by Going Green

Monterey Bay Aquarium's Sustainability Committee exists to help the Aquarium maximize its sustainability by encouraging environmental best practices and providing educational opportunities for staff, volunteers and visitors. Learn how the committee identifies and promotes steps to improve the sustainability of the Aquarium's business practices, supports and rewards staff for environmental leadership in their personal and professional lives, and shares information and progress with staff.

- Karin Stratton, Seafood Watch Partnership Program Manager, Monterey Bay Aquarium