ZOO SCHWERIN

The Zoo for the Next Generation

STRATEGIC PLAN 2024

ZOO SCHWERIN | ZIELE FÜR NACHHALTIGE ENTWICKLUNG

Der Zoologische Garten Schwerin unterstützt die Ziele für Nachhaltige Entwicklung

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The Zoo for the Next Generation

Dear friends and supporters of Zoo Schwerin

Zoos today are in charge of a unique and irreplaceable heritage in the form of their animal population. This comes with a responsibility to act with maximum agency for the preservation of biodiversity and to safeguard it for future generations.

The Zoo for the Next Generation: this strategic plan aims to make Zoo Schwerin nothing less. Since time immemorial zoos have furthered their development based on scientific findings and public expectations. The current double crises of species extinction and climate change now make a further step urgently necessary if zoos are to maintain their standing in the coming decades and develop their full potential as species conservation and educational institutions.

Curiously, **no zoo has yet made central the communication of its own values**, namely according to what principles the concept of today's zoo works, and the fundamental role that zoos play in global, interdisciplinary species conservation.

Instead, classic themes such as information on the animals' biology, the threats to their existence, and their role in ecosystems and habitats, are the dominant information that is presented during a zoo visit. In the digital age, however, this information is easily available at any time, accompanied by multimedia content that is perhaps even more memorable and impressive. One exception are tours by pedagogically trained zoo staff, whose interaction with guests has an unsurpassed educational value. However, only a small proportion of zoo visitors take advantage of these offerings.

Why do zoos exist? A surprising number of zoo visitors know little about the methods of operation and services provided by modern, scientifically-led zoological gardens. For visitors, the idea of recreation and leisure is foremost. A visit to the zoo must then, continue to be entertaining and leave them with a good feeling. Zoo visitors' satisfaction and the associated economic performance also play an important role in the further development of zoos. The ideas presented here include ways to extend the season, exciting experiences, and further improvements for the well-being of guests. For us, the highest standards of animal husbandry and their continuous further development are understood to be an intrinsic part of a modern and scientifically-led zoo. Nevertheless, the answer to the introductory question must be the end result of a visit to the zoo: it must be clear to the visitors that they have actively supported the protection of endangered species and habitats with their visit. This is the only way to prepare visitors for the often polarizing, highly emotional, but often false information, in the digital media.

In the strategic plan presented here, Schwerin Zoological Gardens dedicates itself to a new line of communication, conceptual direction, and structuring of the zoo. In general, zoos were historically organized according to taxonomic criteria, followed by so-called "geo-zoos", which sorted the animal population according to sometimes very broad geographical concepts. Today, there are a growing number of facilities that allow visitors to immerse themselves in naturalistic recreated habitats, giving them the feeling that they are together with the animals in their environments. This immersion-concept is very attractive for guests, but is extremely cost-intensive to implement and is not suitable for every zoo, depending on its respective space and location.

Zoo Schwerin is distancing itself from these categories, as it continues to refine and improve its chosen path with the goal of **becoming a species conservation zoo**. The concept described in the following pages divides a visit to the zoo into 8 consecutive chapters that build on each other towards one goal: **after a visit to the zoo, our guests will clearly understand why species conservation is important and what an irreplaceable role zoos play in it.**

Typical zoo subjects such as species' biology and bio-geography are important and will remain interwoven into the main topics of discussion, but they are no longer in the foreground. At the very beginning of their visit, guests are confronted with the key issue: **species extinction.** Here, initial awareness is raised and essential information important for the following chapters is conveyed. At the same time, interest is generated in solutions and answers.

With The **Red List Center** the foundation for this is already laid. As they continue through the zoo, the visitor is given clear insights into the methods of operation and the institutional role of Zoo Schwerin, approaches to solutions, opportunities for participation, and finally initial successes are presented. These are always linked with the introduction to, and the presentation of local and international partners and opportunities to get involved.

In the conceptual design presented here, Zoo Schwerin presents a model solution that clearly shows all facets of its specific work as a zoo, provides an introduction to partners at local and global levels, and serves the interests of the "next generation" in connections and feedback loops between climate change, species extinction, and human activity. Moreover, **Zoo Schwerin takes a leadership role** in encouraging zoos worldwide to apply this concept to their own work and use it as a common thread in the education of their guests.

This overarching theme doesn't dampen the appeal of a visit to the zoo or the thrill of unique, memorable animal encounters. However, the **"Why and how is that animal kept?"** is processed and presented in a more interesting and scientifically, factually informative way to an increasingly critical society.

Through this, Zoo Schwerin is promoting t**he transformation from a viewpoint of consumption to a more active and responsible role for zoo visitors**. The visitors understand that they are the foundation of the concept: **zoo as species conservation center**.

I'd like to say a big thank you to all our wonderful colleagues and partners, especially the many young dialogue partners and zoo guests, and my fantastic team for all the inspiration and constructive exchange!

We hope you enjoy reading this brochure and we look forward to your support.

Dr. Tim Schikora & Team
CEO & Director

„In fact, humans have long since become the decisive evolutionary factor on Earth. We dominate three quarters of the land surface. We overexploit and overtax habitats, both on land and at sea. Exploiting our environment and then moving on is deeply rooted in human nature, and for a long time this seemed to be a successful strategy. Now, however, we are squandering the earth's evolutionary heritage. But with the species, their diversity and the many free services they provide for humans, we are also destroying our own livelihood."

Leibniz Institute for the Analysis of Biodiversity Change (LIB)

MV tut gut.

Zoos have never been as diverse as they are today. Never before have they been such an effective and urgently needed instrument for the conservation of biological diversity. The zoos in the State of Mecklenburg-Vorpommern are also exemplary in the key areas of nature conservation, education for sustainability, research and public relations.

In particular, their importance for environmental education, as an extracurricular learning centre and for research, but also for tourism development and as an economic and locational factor cannot be overestimated. For example, many regional businesses benefit from contracts with zoological facilities. According to scientific studies, one job in a zoo secures two to three jobs in the regional economy. Our regional zoos are also attractive employers themselves: they employ 762 people, including 35 trainees.

Last but not least, zoos provide recreation. The zoos in the State of Mecklenburg-Vorpommern offer 743 hectares - an area roughly the size of the Hanseatic city of Hamburg - of natural recreational space in both rural and urban areas. They all make a valuable contribution to biodiversity conservation. Every year, around three million people visit our state's zoological institutions, including 60,000 pupils. That is why the state is happy to support these institutions. In the years 2021 to 2023 alone, grants totalling around 19 million Euros have been awarded for projects in the zoos. I am very proud and pleased that we have a partner at our side in the Mecklenburg-Vorpommern Zoo Association, with whom we are able to communicate the concerns of the zoos, raise awareness and also ensure support.

With decades of history behind them, they have a wealth of experience and expertise in animal husbandry, environmental education and management. This in turn benefits the Association as an umbrella organisation. This coordinated and shared approach is a real added value for all members, but the development is far from complete.

Zoos must strive to adopt new trends, developments and approaches and integrate them into their respective concepts. Schwerin Zoo's framework plan ‚Zoo for the Next Generation', presented here, addresses the key issues of species conservation and climate change and how they reinforce each other. As an institution with high visitor numbers, the zoo is also well placed to showcase exemplary solutions in areas such as technical climate protection. Local and global partners should also be given a platform. Pioneering, climate-friendly buildings and facilities will enable all visitors to experience the use of renewable energy: not in theory, but in practice.

I wish all those involved in this ambitious project every success, and, ladies and gentlemen, zoological facilities can only function thanks to a professional and committed team. I would therefore like to take this opportunity to thank everyone at Schwerin Zoo for their commitment.

Dr. Till Backhaus
Minister for Climate Protection, Agriculture, Rural Areas and the Environment of the State of Mecklenburg-Vorpommern

LANDESHAUPTSTADT SCHWERIN

Schwerin Zoo is undergoing a major transformation. The framework plan 2024 sets out a definitive path for the zoo to become a leading centre for species conservation. It will be a ‚Zoo for the Next Generation', moving beyond its traditional role as an animal park. This major transformation is both necessary and timely. It is a direct response to the global challenges of species extinction and climate change. Schwerin Zoo aims to be at the forefront of efforts to protect endangered species and to raise public awareness of the importance of zoos for international conservation.

In a world where biodiversity is declining dramatically and the habitats of many species are under threat, modern zoos must play their part - and play it well. Schwerin Zoo is setting the bar high with its ambitious goal of becoming a model for other institutions and taking responsibility as a player in global species conservation. It's about more than just keeping animals. We must ensure a sustainable future for the many species threatened with extinction and raise public awareness of the urgent need for nature conservation - transparency and participation are the cornerstones of this plan.

Schwerin Zoo becomes an open forum where visitors are actively involved. Instead of being passive observers, visitors will become participants in a dynamic process to protect and conserve biodiversity, with a clear focus on endangered species. Schwerin Zoo works closely with global partners in science, politics and conservation to make an effective contribution in this area. This cooperation is an essential element of the concept. We need to combine the expertise and commitment of different actors on a local and international level to combat species extinction.

The framework plan divides the zoo into eight thematic zones, which highlight different aspects of species conservation. The zoo offers a comprehensive and in-depth learning experience. It also reflects the relationship between humans and animals. Each of these zones is vital in raising public awareness and demonstrating how zoos can serve as vital sanctuaries. Focusing on species whose survival depends on the commitment of modern zoos. The Zoo for the Next Generation will reach young people and inspire them to conserve biodiversity. This generation will take responsibility for the conservation of our planet.

The framework plan sets out long term goals and what needs to be done next. A feasibility study will confirm the financial and logistical viability of the plan. At the same time, a comprehensive exhibition and communications concept will be developed to communicate the key message of conservation to the public. In addition, the Zoo is actively seeking cooperation with partners to further strengthen its role as an internationally networked centre for species conservation.

The Framework Plan 2024 is a visionary and forward-looking concept that will position Schwerin Zoo as a new model for zoos. The Zoo will become a meeting place for people and animals and a centre for biodiversity conservation through the close integration of scientific commitment, educational work and transparent dialogue with society. Schwerin Zoo will play a decisive role in the global fight against species extinction, because we know that our future is inextricably linked to the future of our planet.

Dr. Rico Badenschier
Lord Mayor of the State Capital of Schwerin

ZOO
SCHWERIN

I have been chairman of the supervisory board of Zoo Schwerin gGmbH since 2016 and, together with my colleagues on this board, have been closely involved in the development of our zoo. During this time, there have been many positive changes, both large and small, in terms of construction and infrastructure, which have further increased the popularity of our most popular leisure facility in Schwerin.

What makes Schwerin Zoo unique is not only its location on Lake Schwerin and the park-like grounds with different natural habitats, but above all our animal collection. Over the years, we have gradually introduced threatened and endangered species, such as special subspecies of zebra and giraffe. This is a gradual process, but more than half of the vertebrate species at Schwerin Zoo are already threatened or endangered. By focusing on this, we are using a living example to highlight the reasons why species are threatened or endangered due to industrialisation, climate change and the destruction of the environment by humans.

We have therefore taken a number of steps in the past to set the course for a modern zoo, both conceptually and operationally, and it is not surprising that despite a few setbacks - such as closures due to the pandemic or avian flu - the number of visitors to our zoo continues to grow.

The opening of the Red List Centre in 2021 was a milestone for Schwerin Zoo, setting new standards in animal husbandry and the presentation of endangered species throughout Europe. Our Red List Centre places a strong emphasis on knowledge transfer and demonstrates that a visit to the zoo is not just a leisure activity, but also and above all is incomparable educational experience.

In short, we need to rethink the zoo concept. The framework plan describes how the transformation from 'showcasing' animals, some of them exotic, to a centre for species conservation can succeed. Dr Schikora opens our eyes with this foundational concept. He shows how the zoo of the future can and must be designed not only to provide a leisure experience for visitors, but also to communicate the causes and consequences of climate change and species extinction in an understandable way. This is the only way to convey knowledge about biodiversity and raise awareness of how we can work together to preserve the diversity of our planet.

And this concept, this Strategic Plan, does not come across as moralising and pointing the finger, but explains in a structured and logical way, using milestones, from the entrance to the zoo to the exit, how zoos should be structured in the future and which network partners should be involved and with what contribution. The remarkable thing about this concept is that it is not only suitable for Schwerin, but can be a blueprint for other zoos in Germany and around the world.

I would like to thank Dr Schikora for this remarkable and pioneering work, which I am sure will be well received by experts.

Silvio Horn
Chairman of the Supervisory Board
Head of Department for Finance, Citizen Services, Order and Culture

VdZ – Verband der Zoologischen Gärten

Congratulations, dear Schwerin Zoo team! Congratulations Dr Tim Schikora!

With this strategic plan you have jointly created an impressive foundation on which the future of Schwerin Zoo and the future of modern, scientifically managed zoos in the 21st century will be built.

The reasons why we need zoos today more than ever before have been worked out precisely, and the question of their relevance and existence in the present and future is clearly not up for debate. On the contrary! The twin crises of climate change and species extinction, combined with humanity's alienation from nature, make it all the more urgent for zoos to remain active and to continue their often little-known commitment to species conservation. Zoos reflect societies and fulfil functions that have been called for in different historical eras. They evolve in parallel with environmental, technical, scientific and social changes. I would venture to say that they are a melting pot of the interests and tasks of the present, always looking to the future and working in an unparalleled interdisciplinary way.

From the beginnings of zoos as menageries in the 19th century, through adventure zoos as replicas of natural habitats, to the approach of the nature conservation centre Schwerin presented here, which is aware of its responsibility for animal species and habitats and takes active action, the constant development of modern zoos is evident.

Schwerin Zoo's new approach, which links current challenges with future goals and involves the general public and individual visitors as part of the solution in species and nature conservation, distributes the burden of action from a few actors to every individual in our society.

The strategic plan demonstrates expertise, commitment and the willingness to make a daily effort to protect nature and our living environment and to get countless people involved. It is an exciting approach - and one that makes us all, each and every one of us, responsible. But it also empowers us to take action.

Only by knowing how zoos work, what they achieve locally, regionally and globally, and who they work with to protect nature and species, can they fulfil their role and be part of the solution to our global environmental challenges, together with their guests. T

his strategy shows once again why the International Union for Conservation of Nature (IUCN) recognises zoos as reliable and important partners in species conservation and recently dedicated a ground breaking position paper to them. Schwerin Zoo stands side by side with the global players in international species and nature conservation and will ensure that its guests, young and old, become active players in nature and species conservation. This integrative approach will point the way to our future.

Many thanks for this, much energy for its implementation and good luck!

Prof. Dr. Jörg Junhold
President I Association of Zoological Gardens (VdZ)
Director of Leipzig Zoo - Germany

WAZA
World Association of Zoos and Aquariums

The world is stepping into a future of great change. With climate change, COVID-19 impacts and species decline, progressive zoos, like Schwerin Zoo, must be at the forefront of the change and lead by example. The Schwerin Zoo Strategic Plan/Master Plan 2024 shows that Schwerin Zoo is firmly willing to take on necessary site improvements, strategic thinking, care for appropriate species and for people to meet community aspirations as a progressive zoo.

This vision will transcend the evolution of Schwerin Zoo and positions it to be resilient and agile going into the future, while continuing to be a place of innovation and creativity with excellent animal welfare, outstanding conservation work and incredible and memorable experiences. The Master Plan will create spaces that provide informative, calming and peaceful experiences. Linked to the storytelling behind the Master Plan the physical foundation will support climate action outcomes, conservation of species, community inclusion, and a sense of belonging.

The work of zoo professionals continues to evolve and the Schwerin Zoo Master Plan, reflects the need to be flexible and informative to allow Schwerin Zoo to respond to changes in the operating environment, community expectations, zoo-based conservation and animal welfare science.

The end game of progressive zoos is to save wildlife and wild places, locally and globally. WAZA zoos have a global conservation remit. WAZA members, like Schwerin Zoo, strive to show thought leadership in global conservation and sustainability by involvement with global partners and by taking leadership roles in both the world and the regional zoo professional community. Schwerin Zoo, as a proud WAZA member, is respected in the zoo profession and this Master Plan ensures this reputation will continue into the future.

I highly commend Schwerin Zoo for its future focussed and innovative Master Plan to build a zoo for future generations and to amplify its commitment to saving wildlife and wild places as a species Conservation Center.

Karen Fifield MNZM
President | World Association of Zoos and Aquariums (WAZA)
Chief Executive | Te Nukuao Wellington Zoo - New Zealand

I have never visited Schwerin Zoo, but after reading the master plan, I know that I must.

Many elements caught my attention. The first was to find so many concepts and ideas that I could personally relate to and that are part of the language and principles of the IUCN Species Survival Commission. Our Position statement on the role of botanic gardens, aquariums, and zoos in species conservation percolates throughout the text, and the work of IUCN is evidently a source of inspiration.

To begin with, the Species Conservation Cycle implicitly structures the journey of a visitor to the zoo. The five stages – assess, plan, act, network and communicate – are visible throughout the proposed trajectory, albeit not necessarily in this order. Visitors start with assess at they encounter the Red List Center. Information on how extinction risk is the currency of the IUCN Red List of Threatened Species, on the meaning of the different categories, and all the knowledge in the Red List set the stage for what is to come.

The species conservation center introduces communicate, and expands the visitors' perspectives of the broader conservation context and the need to operate sustainably. Both network and communicate come next, by illustrating the power of collaboration and citizen science in combating the drivers of decline of threatened species such as frogs.

The One Plan Approach highlights plan, and showcases the power or partnerships for conservation planning and the value of engaging with the SSC Network through a Center for Species Survival. An emphasis on animals as a resource remind the visitor of our own dependence on biodiversity and our responsibility towards both wild and domesticated animals.

Ultimately, the purpose of all conservation efforts is to assure the survival of all animals, fungi and plants in the wild, and Schwerin Zoo makes sure to include this message in their journey, too, using meadows as an example. But the most threatened of species require special attention and the role of human care as a conservation tool is emphasized in the refugium.

Finally, visitors get to experience the importance of act, by learning about hopeful success stories, remarking on the importance of well managed protected areas and bringing to their attention Reverse the Red.

From the perspective of the SSC and the ideas that we have worked on with our partners in the botanic garden, aquarium and zoo community, this master plan could easily be considered a model plan. I look forward to other organizations feeling the same way and deciding to follow a similar path to meet the high standard set by Schwerin Zoo.

Many congratulations!

Prof. Dr. Jon Paul Rodriguez
Chair of the IUCN Species Survival Commission (SSC)
Center for Ecology of the Venezuelan Institute
for Scientific Investigations

Introduction
Main Concepts

Zoo Schwerin today

EUROPÄISCHE UNION
Europäischer Fonds für regionale Entwicklung

New construction Meerkats
Opening 2023

Conversion Restaurant „Vielfalter“ Opening 2021

Conversion catering „Hoftheke“
Opening 2024

Refurbishment and expansion Striped Hyena
2024

Ant-House
Opening 2023

Red List Center
Opening 2021

Expansion and Remodelling Rhino Enclosure
Opening 2017

Porcupine & Bush Dog
New Conception 2022

Flamingo-House
Opening 2019

Reconstruction Main Entrance
2022-2023

Site Location

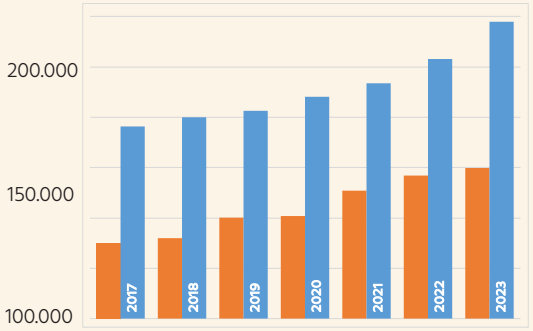
Schwerin Zoological Garden extends over an area of almost 25 hectares between the southern shore of Lake Schwerin, the Faulen See (Faulen Lake), and the Großer Dreesch residential neighbourhood. Around 18 hectares of the site are accessible to zoo visitors. The grounds to the east and the heavily wooded area to the west offer potential for expansion. Characteristic landscape features include an approximately 3-hectare waterfowl pond in the middle of the zoo, and mature beech and oak trees in a heterogeneous area. The existing network of paths does not correspond to a classic, circular route, and signposts are used to direct visitors to the most important animal enclosures. The parking lot near the main entrance offers 190 parking spaces, and is completely full on busy days. The animal population comprises about 2,000 individuals of over 150 species. There are 56 employees at Schwerin Zoo, with additional employees in the catering and cleaning departments, which are external service providers.

Where we started. Where we want to go!

The former Wildlife Park Schwerin was founded in 1956 and elevated to the status of a zoological garden in 1974 in recognition of its zoological and scientific achievements. Since then, the zoo has been allowed to call itself Zoo Schwerin. This zoo, located in the state capital, changed its legal status in 1994 to the *Zoologischer Garten Schwerin gemeinnützige GmbH*. Whether as a wildlife park or a zoological garden, the institution has always been one of the most important day trip destinations in the region.

Today, the zoo covers an area of around 25 hectares and has about 2,000 animals of more than 150 species, categorizing it as a medium-sized zoo in Europe. The holding of rhinos and giraffes, along with numerous other species, is a unique feature in the state of Mecklenburg-Vorpommern. The zoo is an institutional member of the World Association of Zoos and Aquariums (WAZA), the European Association of Zoos and Aquaria (EAZA), the Association of Zoological Gardens (VdZ), and the Mecklenburg-Vorpommern State Zoo Association.

The 2016 Development Plan provided for the transition to becoming a species conservation zoo, with a clear and strong focus on the conservation of endangered animal species. Since then, this municipal zoo has been modernized and transformed using third-party funding and subsidies (with a large proportion coming from the European Regional Development Fund (ERDF)). Among the biggest measures taken in recent years are the expansion of the enclosures for the southern white rhinoceros and the Red List Center, which has gained Zoo Schwerin international recognition and attention.



Development of ticket sales (orange) and zoo admissions (blue) **2017-2023.**

The consistent, progressive development of the zoo in line with the 2016 Development Plan is shown by the growing admission figures. Both the number of tickets sold and the number of visitations increased by over 25% between 2016 and 2023. Today, Zoo Schwerin is once again the most popular recreation destination and the largest cultural and educational institution in the region with increasing numbers of visitors coming from the greater areas extending to Rostock, Lübeck, and Hamburg.

While zoos used to educate urban residents about the animal world during a pleasant excursion, they have now developed into intermediaries and relevant players in species conservation. As the world's most comprehensive organizations for the keeping and reproduction of wild animals, zoos have become unique tools that cannot be replaced by any other organization.

Zoo Schwerin is striving for a paradigm shift in the concept of zoos. **Transitioning from an animal-centered and experience-oriented focus, the zoo will become a nature conservation center that allows its guests to participate in professional species conservation work, and thereby makes them agents in nature conservation.**

This 2024 Master Plan is intended as a continuation and refinement of the aforementioned development plan. The enthusiastic response from the public, politicians, and national and international experts validates the path we have taken and motivates us to further hone our intent. Besides this measurable success, the current ecological double crises of **biodiversity loss** and **climate change** show an urgent need for action. Modern zoos are recognized partners in the global protection of species and ecosystems, and promoters and catalysts for nature conservation and climate protection. This information needs to be brought more clearly into the public eye, to foster an appreciation of zoos, and thereby increase the services they can provide.

The indispensable role of scientifically-led zoos in the solution to the crises is hardly recognized by the public. This may be due to the traditional

The Zoo for the Next Generation

form zoos use in presenting content and the chosen topics in general. The usual subject matter of zoo education is information about the biology of individual species and their habitats. Species extinction, climate change, and their interconnection are given a subordinate role or are examined as isolated subjects. **The global network in which zoos work, their international partners, scientific achievements, and the complexity of the undertaking are only very briefly presented.** How a zoo works, how it is run, and why zoos take the actions they do are subjects that are rarely explained. Although, if the topic comes up, visitors show a great deal of interest in this discussion.

The fact that there is great social interest in the connection between species extinction, climate change, and the effects on our own existence is demonstrated not least by initiatives such as "Fridays for Future" and similar groups and alliances.

Younger age groups in particular are increasingly critical of established institutions and their leaders. They also show a critical or even negative attitude towards zoos and animals in captivity. This can be attributed to a lack of understanding about the actual achievements of the global zoo community, but above all to the fact that **the "next generation" is no longer being adequately accommodated** in terms of content and communication during a visit to the zoo.

We asked ourselves: **What must a zoo stand for so that the next generation also understands, accepts and recognizes such institutions?** Because without a doubt, these young people will have the task - probably even more urgently and extensively than today's players - of protecting and re-wilding a range of habitats and securing them for future generations. However, this will only be possible if future generations can witness today's biodiversity, experience it with all their senses, and get enthusiastic about it.

With this in mind, the idea arose not to create a "next-generation zoo" - i.e. a technically evolved form of animal husbandry and presentation of superlatives - but to establish a "zoo *for* the next generation". A zoo that clearly addresses its own importance in the fight against biodiversity loss, identifies problems, offers its partners and stakeholders a stage, shows possible ways forward, shows successes, and motivates guests to get actively involved. **A zoo that takes responsibility for the next generation, so that when it's their time, the next generation can take over the task with full conviction of its importance.**

This strategic plan thus aims to create a comprehensive line of communication that is new for zoos. Of course, the visitor experience is preserved, but instead of being immersed in the illusion of romanticized African landscapes, visitors experience how **science-oriented species conservation** works. By incorporating state-of-the-art, interactive communication methods, Zoo Schwerin comes close to the concept of a **science center.**

Guests are taken on a journey to ecosystems that are still preserved and worth protecting, to national parks where wilderness is being restored, to visit the last representatives of species that can't yet hope for a future in nature, and come into direct contact with multidisciplinary advocates of nature conservation at local and global levels.

Zoo Schwerin will become a **"model for zoos in species conservation"**. All of the sections in the zoo build on each other, are linked by a common thread, and show all facets of a zoo and its operation.

Under these clear, guiding principles, the following **planning premises** emerged:

- A focus on endangered species (preferably in breeding programs)
- A Representation of partners and external stakeholders
- Transparency in communication
- Involvement of the visitors in our actions
- Sustainable, function-oriented construction and facility management
- Preservation of the zoo's characteristic landscape
- Avoidance of artificial construction (e.g. artificial rock-work in natural sets)
- Continuation of our individual, distinctive design approach

After compiling and combining numerous sub-topics, **8 key themes emerged** that could be applied to the current zoo site, taking into account the established areas and those to be replaced. This resulted in the accompanying conceptual series and the zones shown on the following page.

Zoo Schwerin's Goals:

- Achieve sustainable and measurable relevance in local and global species conservation
- Become a key institution and network center for nature and species conservation in Mecklenburg-Vorpommern and beyond.

To achieve these objectives:

Strengthen the zoo's economic and commercial operations to fund the planned "special-purpose" operations through ...

- Increasing the appeal of the low season
- Extending the length of the zoo visit
- Expansion of overnight opportunities
- Exclusive event areas
- Connection to the touristically frequented Franzosenweg on Lake Schwerin

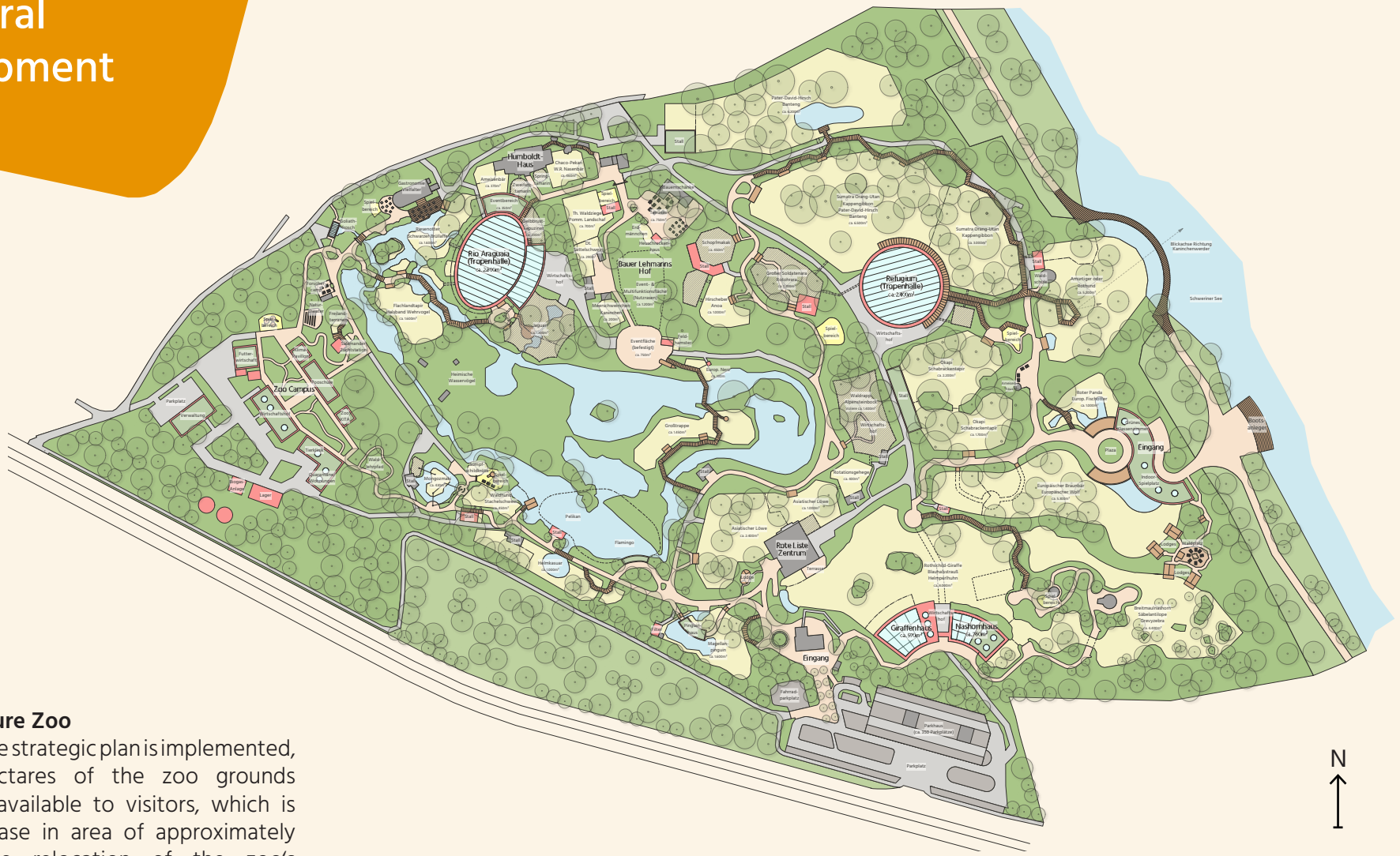
Key Topic Sub Topic Mile Stone

Zoning

The Transition to a Center for Species Conservation

In the future, the zoo will be divided into eight themed zones. These are not - as is often the case in zoos - geographically or taxonomically organized, but are designated according to the core tasks of a modern, scientifically-led zoo, in line with a comprehensive approach to species conservation. Sorted according to their key areas of emphasis, the zones introduce visitors to the topic of species conservation and show how the zoo of tomorrow is fulfilling its obligation as a species conservation organization. Such an approach, on the scale that Zoo Schwerin is aiming for, is so far unique. The Zone "Species Conservation Center" and the new "lake entrance" will increase the size of the zoo area accessible to zoo visitors. The other themed zones will be created in existing zoo areas and include new buildings, repurposed areas (through building conversions and reusing existing enclosures), and existing facilities such as the Red List Center. Collaboration with the nature reserve on the neighboring island of Kaninchenwerder is proposed, as is a cooperation with the Muess Open-air Museum.

Structural development



The Future Zoo

When the strategic plan is implemented, 20.8 hectares of the zoo grounds will be available to visitors, which is an increase in area of approximately 15%. The relocation of the zoo's administration and the maintenance yard to the ZooCampus on the western side of the site means that the wooded areas in the east can be used for large-scale animal enclosures. The strategic plan of the Zoo for the Next Generation pursues the goal of exemplary and pioneering animal husbandry. This includes large-scale outdoor facilities, such as the one-hectare orang-utan forest, state-of-the-art stables and animal facilities, such as the giraffe house and the tropical hall, and flexible animal management. Where possible, different species can be kept together in mixed species exhibits or rotated between different enclosures, making the animals' daily lives more varied and interesting. In the future, Zoo Schwerin will continue to expand its offerings for visitors and add new walk-through buildings, an indoor play area, and additional overnight experiences. The variety of new activities is expected to increase the length of stay from 3.5 hours to 5 hours.

Visitor paths

Intuitive way-finding

Visitors to the Zoo for the Next Generation will follow a clear circulation route that connects the eight themed zones. To this end, the current pathways will be reversed and extended through the new facilities and renovations. Eventually they will reach a length of 3.5 km, which will significantly increase the time spent at the zoo. In addition to the main route, guests will be able to follow numerous side paths and discovery trails and enter accessible animal enclosures such as the macaw aviary and the penguin lagoon. The straight path along the enclosure for the southern cassowary and porcupines will be broken up by bridges and footbridges, and a new section of path to the ZooCampus will be added. The new second entrance, the lake entrance, will be connected to the main circulation path. This path is barrier-free and suitable for wheelchair use and prams. Short-cuts will allow regular visitors to reach their favourite spots quickly. Next to the visitor paths, a system of service roads will provide zoo personnel with efficient access to the grounds. In keeping with the philosophy of transparent zoo operations, some areas will have points of contact with visitors, while in others the access routes will be located behind the public areas.

Visitor Experience & Service

Playgrounds

- Climbing playground Bush Dogs and Porcupine
- Inclusive playground at Bistro Vielfalter
- Themed playground on the farm: „Zoo jobs“
- Climbing playgrounds *Refuge Zoo*
- Indoor-Inclusive playground *Lake Entrance*
- Climbing playground *First Successes*
- Themed playground ZooCampus: „A day as a conservationist“
- Climbing tunnel Red Panda

Smaller play zones, adventure trails and play stations are added according to the local conditions.

Event locations

- Event & Conference venue *Rio Araguaia*
- Red List Center
- Nature theatre at the ZooCampus
- Central fairground

Overnight stays

- Lions-Lodge, Breakfast among lions
- Tree House, Sleeping in Humboldt‘s research cabin
- Rhino-Camping, Glamping with a view of rhinos and bears

Service areas

Education & Learning

- Meeting point for guided tours at the entrance
- Zoo Campus
- Zoo Kindergarden
- Zoo School
- Species conservation office on the ZooCampus
- Amphietheater Social Engagement
- School Room „Forests“
- Green classroom at the Lake Entrance

Catering

- Vielfalter Bistro
- Vielfalter Hoftheke
- Kiosk

Sanitary facilities

Shop & Sales

The 8 Chapters

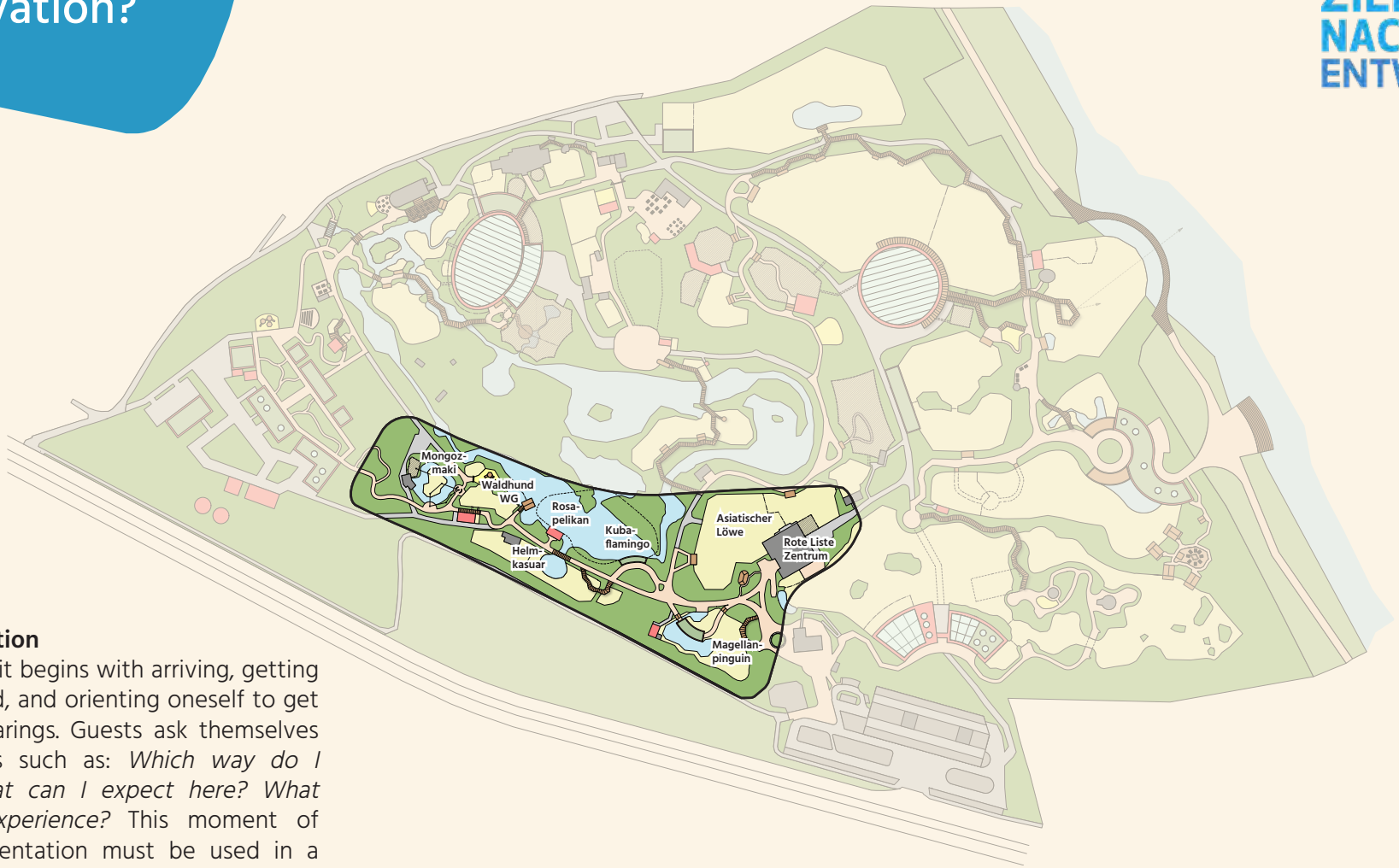
Chapter 1
Why Species Conservation?

„The conservation of biodiversity is of paramount importance, not only because of its intrinsic value, but also because it provides us with clean air, fresh water, high-quality soils and pollination of plants, for example. It helps us to combat and adapt to climate change and helps to reduce the impact of natural disasters. Its decline therefore has fundamental consequences for society, the economy and human health.“

The European Environment Agency
of the European Union

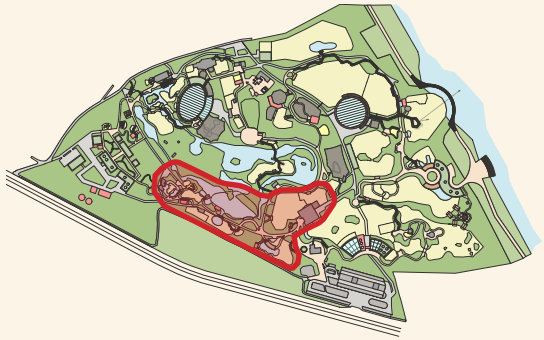
Why Species Conservation?

ZIELE FÜR NACHHALTIGE ENTWICKLUNG



Introduction
A zoo visit begins with arriving, getting organized, and orienting oneself to get one's bearings. Guests ask themselves questions such as: *Which way do I go? What can I expect here? What can I experience?* This moment of initial orientation must be used in a targeted way. Guests must receive a clear introduction to the key topics in preparation for the subject matter in the rest of their visit. The chapter, "Why species protection?", serves to raise awareness and convey the basic ideas that will be helpful for the visitor's deeper understanding and interpretation later.

The message: We have a problem!
The Red List Center starts things off with a clear explanation of what the IUCN Red List is, how it works, and how to evaluate the information on enclosure signage. With this understanding, we move on to the next section, in which the four main causes of massive biodiversity loss are illustrated using key animal species as examples. Linking the causes of biodiversity loss to popular animals creates a special association that can be referred back to throughout the zoo visit.



Key Species already present

American Flamingo & Southern Cassowary

Red List Centre among others: Asiatic Lion, Turquoise Dwarf Gecko, Moorean viviparous tree snail, Yellow-backed Duiker

Project modules

Practised cooperation between IUCN and the Zoo, presentation of the Red List

Milestone: Red List Center (established)

Background
Biodiversity is the foundation of the living environment as we perceive it; it is nothing less than the foundation of human existence. The Red List serves as an indicator of the state of biodiversity. It is updated at regular intervals by the International Union for Conservation of Nature (IUCN), and each species is classified and categorized by the level of their risk of extinction.

Visitor experience
The Red List Center (RLC) uses animal species to explain the nine categories of extinction threat levels in an easily accessible way. Additionally, the RLC presents the IUCN as an essential partner in global species conservation.

Currently, the RLC is internationally unique. At the start of the zoo visit, it captivates the visitors with a clear presentation of the IUCN through concise communication, and by imparting related concepts. As a result, Zoo Schwerin has attracted international attention and is cited by the World Association of Zoos and Aquariums (WAZA) and the IUCN for exemplary communication (WAZA x RTR: Short Guide - How your zoo or aquarium can join Reverse the Red and halt biodiversity decline, 2024). Already in 2021 the RLC had laid the foundation for the concepts presented in this strategic plan, and this new direction in visitor communication was successfully tested.

1. Extinct (EX)
Thematic bridge from EW

2. Extinct in the wild (EW)
Species: Moorean viviparous tree snail

3. Critically endangered (CR)
Species: Turquoise Dwarf Gecko

4. Endangered (EN)
Spieces: Asiatic Lion

5. Vulnarable (VU)
Species: Rothschild's Giraffe

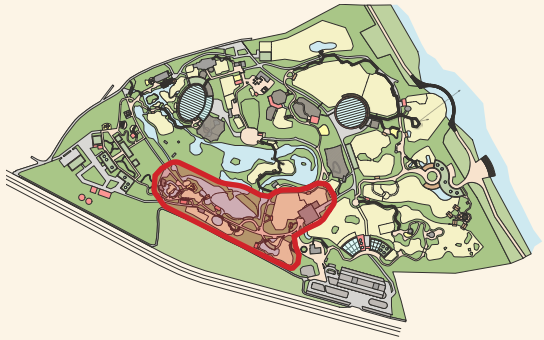
6. Near Threatened (NT)
Species: Yellow-backed Duicker

7. Least Concern (LC)
Species: Red-crested Turaco

8. Data Deficient (DD)
Species: Zimmermann's Poison Frog

9. Not Evaluated (NE)
Species: *Eudicella aethiopica*


Rote Liste Zentrum
Willkommen im
Rote Liste Zentrum
des Zoo Schwerin



New Enclosures	Area
Magellanic Penguin	1670 m²
Outdoor	80 m²
Indoor	
Bush Dog / Porcupine	700 m²
Outdoor / Indoor	
Great White Pelican	50 m²
Winter stable	
Mongoose lemur (currently Gibbon Island)	

Milestone: Four Problems

Background
The vast majority of species' existence is threatened by one or more of the four problems presented here. Communication is focused on this, and visitors are made aware of these issues. In all instances the cause is humanity. This means that every visitor to the zoo is responsible, but also has the opportunity to exert their influence for change. Of course, visitors are not left alone with this tough message. They will receive advice and suggestions for solutions in the course of their visit.

Visitor experience
Walk-through animal enclosures, low barriers, and charismatic animals to the left and right of the visitor path convey proximity. Sometimes in the dense stand of trees, sometimes in the extensive pond area.

Colorful species that are obviously not native to the habitat they find themselves in, (e.g. Magellanic penguins in a sparse oak and beech stand, and bright pink flamingos in a northern German moor landscape) give visitors an exciting animal experience, but also the impression: "Somehow they don't fit in here?". This is correct; environmental pollution, climate change, habitat loss, and overexploitation are making things tight for species in the supposedly "free" natural world and they need alternative habitats.

1. Environmental Pollution
Key species: Magellanic penguin
Topic: Pollution of the oceans with a focus on plastic waste

2. Climate Change
Key species: American flamingo
Topic: Drying up of the salt lakes

3. Habitat Loss:
Key species: Lemur & Bush dog
Topic: Deforestation of the rainforests

4. Overexploitation
Key species: Southern cassowary
Topic: Trophy trade, medicine, game & bush meat

These four animal species are representative of countless species and ecosystems that are under increasing threat due to the aforementioned problems. Visitors realize that all of nature, the environment, and thus also the foundation of human life will be affected if we do not act.

Network & Partners Why Species Conservation?

International Union for Conservation of Nature - IUCN
The IUCN, also known as the World Conservation Union, is a membership organization made up of both governmental and community organizations. Through its experience, resources, and the reach of its more than 1,400 member organizations and contributions from some 16,000 experts, the IUCN is the global authority on the state of nature and the measures needed to protect it. A sound scientific foundation is essential for effective conservation. This includes compiling and assessing data on the basis of scientific standards, providing access to information, publishing research findings, and interacting with scientific networks.

Species Survival Commission - SSC
The IUCN SSC develops scientific information on the status of species and the threats they face in order to provide advice, develop policies and guidelines, and facilitate conservation planning. Through their work, the SSC is a catalyst for conservation action, enabling the IUCN to influence policy and support society in conserving biodiversity. The network consists of thousands of volunteer experts that work in over 180 specialized groups in conservation committees and task forces, and act as Red List authorities. Some groups deal with conservation issues related to specific groups of plants, fungi, or animals, while others focus on broader issues such as the reintroduction of species into their former habitats, climate change, wildlife health, and sustainable species use and trade. This information feeds into the IUCN Red List of Threatened Species.

The IUCN Red List
Compiled by the IUCN since 1964, The Red List of Threatened Species has become the world's most comprehensive source of information on the global extinction risk of animal, fungi, and plant species. The Red List is an important indicator of the state of biodiversity in the world. It is a powerful tool for biodiversity conservation measures and provides information on distribution ranges, population sizes, habitat and ecology, use and/or trade, threats and conservation measures. This serves zoos in the selection of species, and aids policymakers with a basis for the necessary prioritization of conservation measures.

Subtopic: Pollution, Habitat Loss & Climate Change

The Intergovernmental Panel on Climate Change - IPCC
The IPCC, the Intergovernmental Panel on Climate Change, is an institution of the United Nations. On its behalf, experts worldwide regularly compile the current information on climate change and evaluate it from a scientific perspective. The IPCC provides a foundation for science-based decisions by identifying different options for action and their implications.

Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services - IPBES
The World Biodiversity Council, IPBES, is an intergovernmental body. Its task is to advise policymakers on biodiversity and ecosystem services on the basis of scientific data, and to identify opportunities for action to protect biodiversity.

Subtopic: Poaching & Exploitation

Convention on International Trade in Endangered Species of Wild Fauna and Flora - CITES
The Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) is a treaty on international trade in protected species of wild fauna and flora to protect them from overexploitation. In principle, the more endangered the protected species is, the stricter the trade regulations are. The list of protected species is reviewed by the contracting parties at regular conferences and amended as necessary.

Trade Records Analysis of Flora and Fauna in Commerce - TRAFFIC

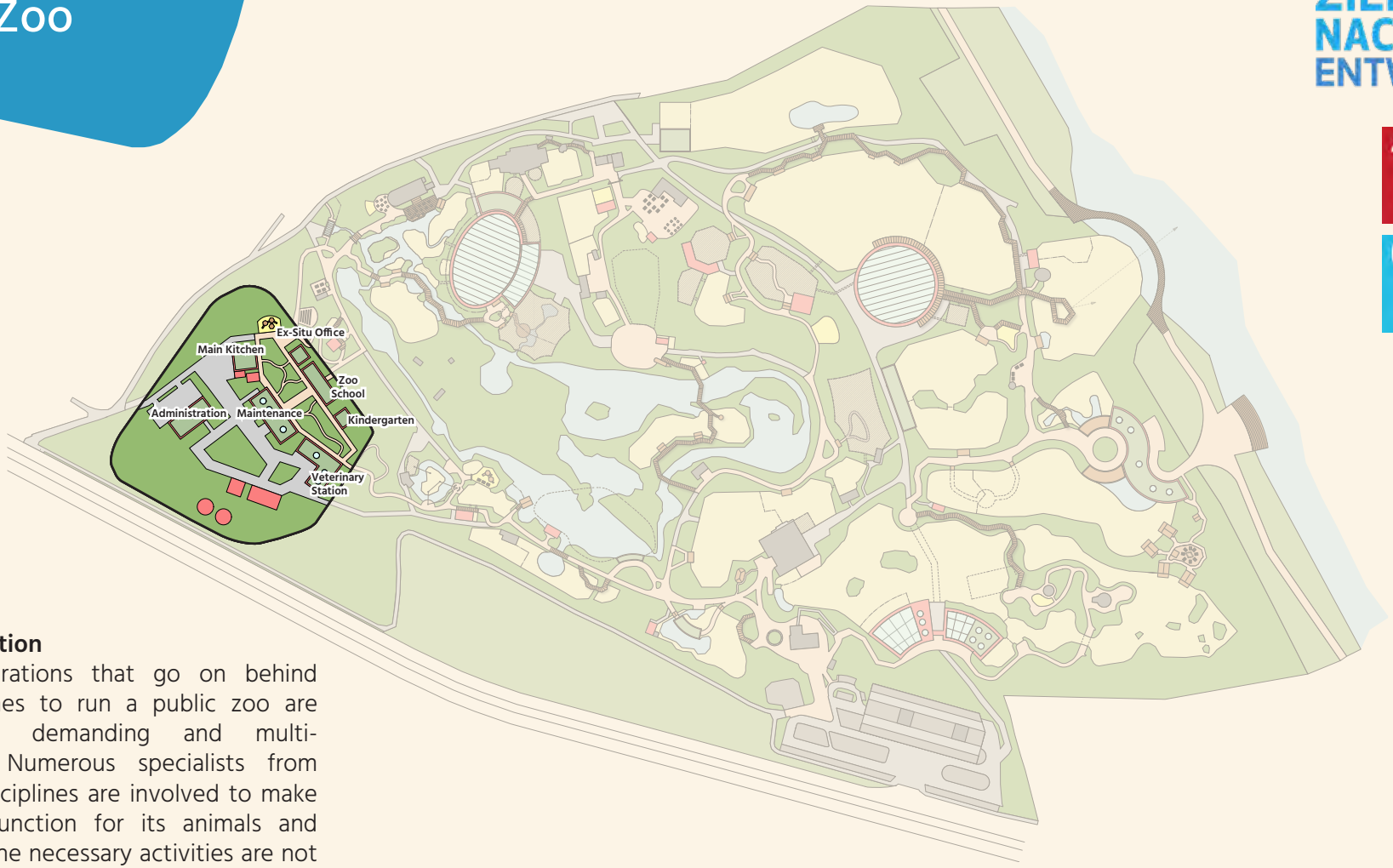
The aim of TRAFFIC is to ensure that trade in wild animal and plant species and their products is sustainable, complies with national and international agreements and laws, and does not lead to the extinction of species. TRAFFIC is a global network that develops solutions for the protection and sustainable use of wild species. It cooperates with partners including IUCN specialists, government agencies, and selected non-governmental organizations. Today it is the largest independent organization investigating the trade in endangered animal and plant species.

Chapter 2
Species Conservation Center Zoo

„Everyone has a say in sustainability. Sustainable development means shaping the future with vision, imagination and creativity, daring to try new things and exploring unknown paths. It's about how we want to live in the future, how we want to respond to the questions of a globalised world in business and society."

The German Sustainability Strategy, 2024

Conservation Center Zoo



ZIELE FÜR NACHHALTIGE ENTWICKLUNG

Introduction

The operations that go on behind the scenes to run a public zoo are complex, demanding and multi-layered. Numerous specialists from many disciplines are involved to make a zoo function for its animals and guests. The necessary activities are not only for internal operations; external projects are constantly increasing in modern zoos. There is cooperation with stakeholders at a local level, including in politics, business, and nature conservation organizations. And involvement is constantly increasing at a global level, supporting conservation projects abroad, participating in international committees and in research and scientific networks. All of this serves to protect species and entitles us to confidently use the title: Species Conservation Center.

It is precisely this diversity, which has so far been rather hidden, that interests and inspires visitors once the complexity of zoo operations is explained. At the same time, an understanding of the scientific nature, significance, and value of the work is conveyed. These connections are brought to life for visitors at the Zoo Campus, which stands for transparency, participation, and lifelong learning.

Project Modules

Education:
- Zoo Kindergarten
- Zoo School

Areas with public insights
- Veterinary station
- Main kitchen & game enclosure
- Workshops (carpentry, metalworking)
- Zoo horticulture with greenhouse

Public meeting places:
- Network partner offices and co-working
- Ex-Situ-Conservation-Office

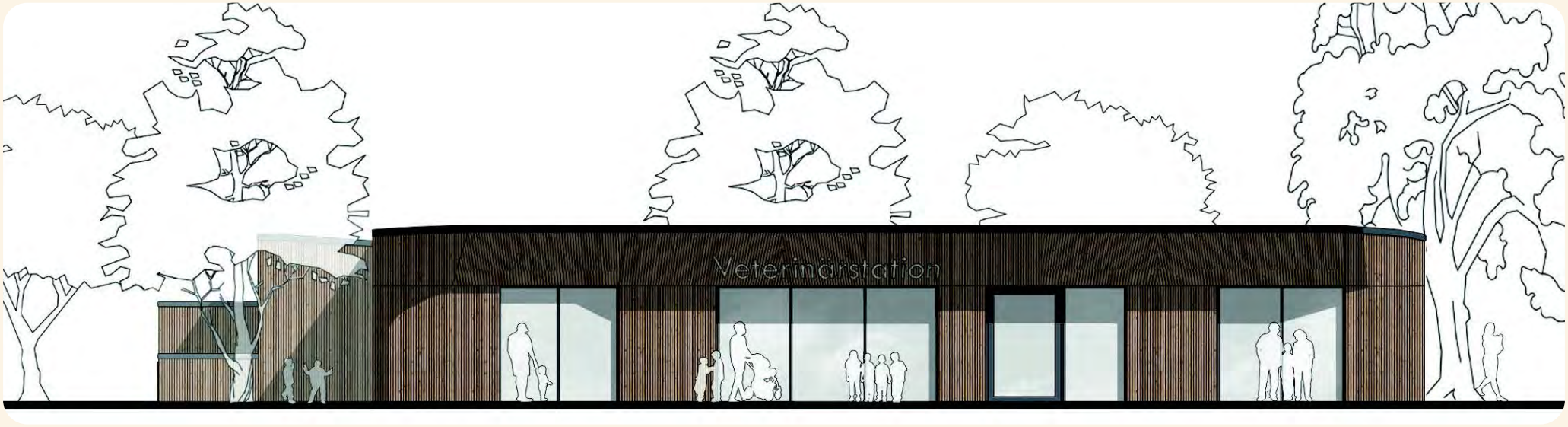
Maintenance and Administration:
- Offices and staff rooms
- Recycling centre & biogas plant
- Water management

Milestone: ZooCampus

Background & Visitor Experience
Schwerin Zoo is planning to build a unique, integrative information and experience campus with sustainable construction methods, powered by sustainable technologies. It is the fusion of a modern and transparent maintenance and operations yard with centrally located educational and species conservation facilities for all age and interest groups.

Sustainability, transparency, community engagement, and lifelong learning are the guiding principles for this project. In this central location, visitors are given an insight into the diverse areas of employment, professional fields, and operational facilities of a zoological garden. They are given the opportunity to interact with employees and actively engage in species conservation themselves. Offices for network partners offer an attractive and easy-access public meeting place. Zoo Kindergarten and ZooSchool provide the foundation for lifelong learning with a focus on environmental education and sustainability.

The zoo's new maintenance yard is adjacent to the campus. It is the infrastructural heart of the zoo and is intended to eliminate the zoo's CO2 footprint through new construction, recycling management, and innovative technologies. It will act as a model for sustainable management and education.


Veterinärstation

Network & Partners ZooCampus Schwerin

Mecklenburg-Vorpommern Nature and Species Conservation Network Center
The regional offices of stakeholders such as the Mecklenburg-Vorpommern (MV) Foundation for the Environment and Nature Conservation, the MV Nature Conservation Association, and the MV Association for the Environment and Nature Conservation Germany are located in Schwerin. The State Zoo Association does not currently have an office. The Zoo Campus offers these partners office space and a point of contact to the public. The office proximity will promote exchange, lead to an alliance of expertise, and to the creation of a unique network to strengthen nature conservation in Mecklenburg-Vorpommern. See also Chapter 6: *Protection of Native Species*.

Global networking - IUCN Center for Species Survival - CSS
Like the network mentioned above for Mecklenburg-Vorpommern, the CSS provides similar connections. Under the umbrella of the IUCN, they connect stakeholders to promote primary efforts in assessment, planning, and implementation at different geographic levels, or with taxonomic or thematic focuses. Due to its strong commitment to giant otter conservation, Zoo Schwerin was asked to take on the global coordination for otters. See also Chapter 4: *The One Plan Approach*

Schwerin as a location for research and science
Research and science are central tasks of zoos. Facilities and part-time staff positions, initially together with the zoo biology group at Goethe University Frankfurt, can give Schwerin University further momentum. This is supported by the Verein Förderer von Hochschulen in Schwerin e.V. (Association of Support for Universities in Schwerin e.V.) Numerous thematic connections exist for projects and cooperation.

Sustainable Construction, Energy, and Recycling
Planned according to the cradle-to-cradle principle, the zoo's utilities will be self-sufficient. The zoo will be equipped with state-of-the-art, interdependent technologies, incorporating photovoltaics, wind energy, and the raw materials produced in a zoo environment (e.g. manure, food waste). Modern water management will utilize gray water and rainwater. The handling of waste will be presented transparently and communicated as an important raw material for sustainable recycling. Local partners Stadtwerke Schwerin GmbH (SWS – utility company), Schweriner Abfallentsorgungsgesellschaft mbH (SAS – waste management), Klima-Allianz Schwerin and the globally active Greenlife GmbH which is based in Schwerin, along with other companies, are available for support and development.

Chapter 3
Community Engagement

„The extinction of species is one of the most visible symptoms of the threatening development on earth. The positive news is that everyone can make a significant contribution to stopping this catastrophe.

Citizen Conservation brings together people who want to do something: as a coordinated conservation breeding programme, Citizen Conservation turns citizens into species conservationists, provides guidance, inspires, creates knowledge and saves species from extinction.“

Cititzen Conservation

Community Engagement

ZIELE FÜR NACHHALTIGE ENTWICKLUNG

Introduction

The keeping of animals by private individuals has a long tradition in Germany and, in the most positive of cases, leads to a great deal of empathy for animals. This applies not only to traditional farm animals and pets like sheep, dogs and cats. The number of non-domesticated animals kept is large and, in addition to birds and fish, includes numerous reptiles, amphibians and invertebrates. Occasional ambitions to restrict the private keeping of wild animals (including the introduction of white lists), result from the erroneous assumption that wild animals cannot be kept in a species-appropriate manner in private households. Especially in the conservation and breeding of very challenging species, the number of individuals with a great deal of specific expertise is very high. There is great potential here for species conservation. Together with the German Society for Herpetology and Terrarium Science (DGHT) and the Citizen Conservation Foundation, community commitment to species conservation through private animal husbandry should be promoted. Private individuals can be certified to keep a variety of animal species through professional training courses and an introduction to animal husbandry.

New enclosures	Size
Goliath Frog / Wild living room Greenhouse	50 m²
Fire Salamander Reconstruction frog house	50 m²
Nature- / Amphitheatre	

Project modules

Salamander breeding station with transparent laboratory and rearing rooms as well as spacious outdoor terrariums for various species.

Research camp for zoo educational purposes with interactive learning stations and adjoining nature theatre & panoramic views over the zoo's lake landscape

House for Goliath frogs (wild living room) and other species from the CC portfolio with training areas, visible to pedestrians in the outdoor area.

Milestone: Community Engagement

Background

In view of the ongoing and enormous species extinction, any ex-situ conservation breeding, i.e. the coordinated breeding of species in human care, is important. For this reason, the Association of Zoological Gardens (VdZ), Frogs & Friends, and the German Society for Herpetology and Terrarium Science (DGHT) have launched the joint Citizen Conservation (CC) project. Their aim is to increase the number of breeding programs by involving private keepers. At the same time, this increases the expertise in proper animal husbandry. This shows that the fight against species extinction is a task for society as a whole.

Visitor experience

In the example of global amphibian extinction is shown how private individuals as well as zoological institutions can become actively involved in species conservation. The current frog house will be converted into a breeding center for fire salamanders. This will provide a fascinating, natural animal encounter as well as an insight into the scientific propagation and conservation of the species. The existing building will be enhanced through a connection to the main visitor path and with outdoor terrariums for native species.

The highly charismatic Fire Salamander serves as a reminder that our native amphibians are also affected by the crises, and that everyone has the opportunity to get involved in protecting these species by keeping and breeding them. In addition to the fire salamander, other endangered amphibians and reptile species are on display, all of which are coordinated by CC and are also available to private keepers depending on their technical qualifications.

The endangered Goliath frog is kept in a separate building. Using interactive learning stations in a room furnished like a living room, zoo visitors can learn about the efforts of private individuals to breed the frogs. This building is located on the outer boundary of the zoo and serves as a showcase to people walking by the zoo. Core content is communicated to curious onlookers and carries the zoo's clear message to the outside world: species conservation can only succeed if we work together. Species extinction is a problem that affects us all and we can only solve it together.

citizen conservation

Network & Partners Community Engagement

Citizen Conservation Non-profit Organization - CC
This globally-unique company turns citizens into conservationists, guides, inspires and motivates them to get involved, and brings everyone's expertise together to make a tangible contribution to the preservation of biodiversity. The capacity of zoos alone are not enough to solve such a societal responsibility. The involvement of committed, private keepers can help to preserve a substantial number of species at a minimum required population. Citizen Conservation provides the framework for this, and scientifically managed breeding programs encounter people's willingness to actively participate in the conservation of biodiversity.

German Society for Herpetology and Terrarium husbandry - DGHT
The DGHT is committed to nature and species conservation, the study of amphibians and reptiles (the science of herpetology) and their species-appropriate and professional keeping and breeding. It is the world's largest association of its kind. Its strength lies in bringing together professional disciplines (e.g. herpetology, zoo animal husbandry, international species conservation, veterinary medicine) and the expertise of committed amateurs. Together with government agencies, the DGHT develops guidelines for the keeping of amphibians and reptiles, and offers an officially recognized certificate of competence to those who demonstrate the knowledge required for appropriate animal care.

Association of German Aquarium and Terrarium Clubs - VDA
The VDA is the oldest and largest association for aquarium and terrarium enthusiasts worldwide. Around 250 clubs with about 9,000 members are affiliated with the VDA in Germany. Its mission is the proper care of aquarium and terrarium animals in compliance with species and animal protection laws. It promotes animal breeding under human care with the aim of minimizing the removal of animals from the wild. It does not pursue any commercial interests and is committed to ensuring that the well-being and health of aquarium and terrarium animals take precedence over economic interests. The VDA draws up guidelines for the proper husbandry of aquarium animals and offers training to acquire the necessary expertise.

Chapter 4
The One Plan Approach

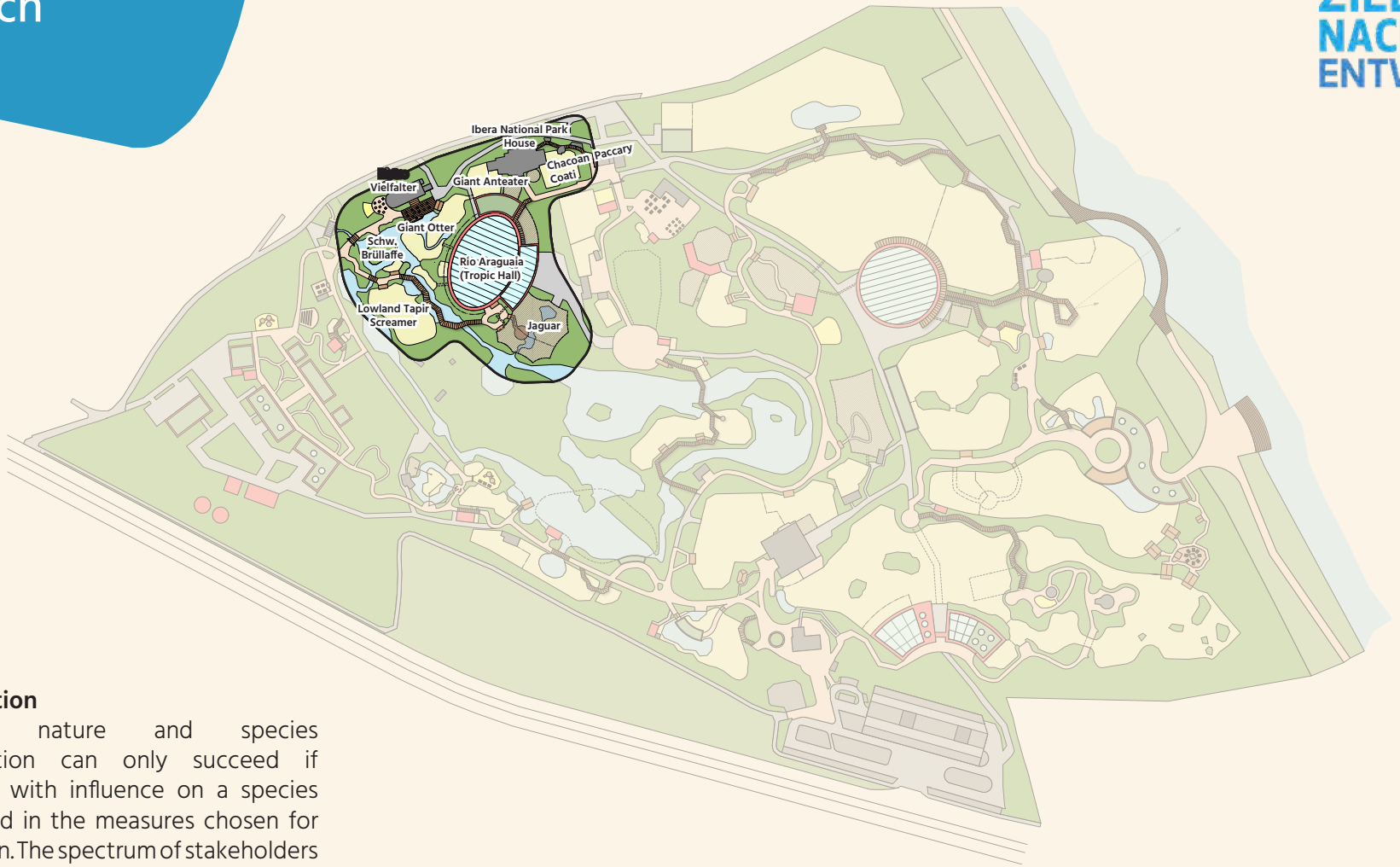
„The IUCN Species Survival Commission urges all botanic gardens, aquariums and zoos to meet their conservation potential and to work as valued members of a well-integrated conservation community to ensure the survival and health of wild populations of animals, fungi and plants.

Finally, SSC encourages all its partners including government agencies to collaborate with botanic gardens, aquariums and zoos in the collective work of saving species through the One Plan Approach.“

IUCN Species Survival Commission
Position Statement: On the role of Botanic Gardens, Aquariums and Zoos in Species Conservation (2023)

The One Plan Approach

ZIELE FÜR NACHHALTIGE ENTWICKLUNG



Introduction

Effective nature and species conservation can only succeed if everyone with influence on a species is involved in the measures chosen for protection. The spectrum of stakeholders ranges from the local population, to those in business, politics, science, and research in in-situ and ex-situ species conservation. This is the definition of the One Plan Approach (OPA). This approach is explained at Zoo Schwerin using the example of the giant otter in the land area shown here. Zoo Schwerin manages the population of this species in zoos worldwide (EEP, ISB), and they are in charge of the The International Giant Otter Alliance under the umbrella of the IUCN Otter Specialist Group. The giant otter is one of the first species for which a network in the sense of the OPA has been established. Over the past decades, this has changed the role of the species in zoos from a zoological rarity to display, to a back-up population, to its current status as a source population for reintroduction in regions where the species is considered extinct. In a counteraction, the network rescues wild otters in need, which can be transferred to ex-situ breeding programs.

Key aspects of the OPA are explained in two sections: 1. Conservation of intact habitats (Rio Araguaia Tropical Hall) and 2. Reintroduction after restoration (Rewilding Iberá National Park)

New enclosures	Size
Giant Otter (Flagship species)	
Outdoor	1,600 m²
Indoor	260 m²
Jaguar	
Outdoor	1,300 m²
Indoor	330 m²

Key species	Size
Lowland Tapir	
Outdoor	1,600 m²
Indoor	240 m²
Tropical hall	
Floor space (without event area)	2,800 m²

Project modules

Authentic habitat sections inside & outside, event area with a view into the tropical hall

Milestone: Rio Araguaia

Background & Visitor Experience
In the "Rio Araguaia" Tropical Hall, a section of the eponymous Brazilian Araguaia River and its banks are recreated. This ecosystem in Brazil consists of a unique combination of plants and animals from the Amazon floodplain-forest and is one of the most important freshwater ecosystems in the world. This unique landscape makes Cantão State Park one of the most important protected areas in the Brazilian Amazon. In addition to Giant Otters, River Dolphins, Black Caimans, Jaguars, Lowland Tapirs and many other fascinating animal species live there.

In the future, visitors to the zoo will be able to immerse themselves in the atmosphere of the tropical rainforest all year round and watch jaguars and otters hunting. In the treetops of the lush rainforest, Sloths and smaller primates, such as the Black Marmoset and the impressive Black Howler Monkey can be observed. With a bit of luck, the Southern Tamandua can also be seen before it disappears into the thicket of the forest.

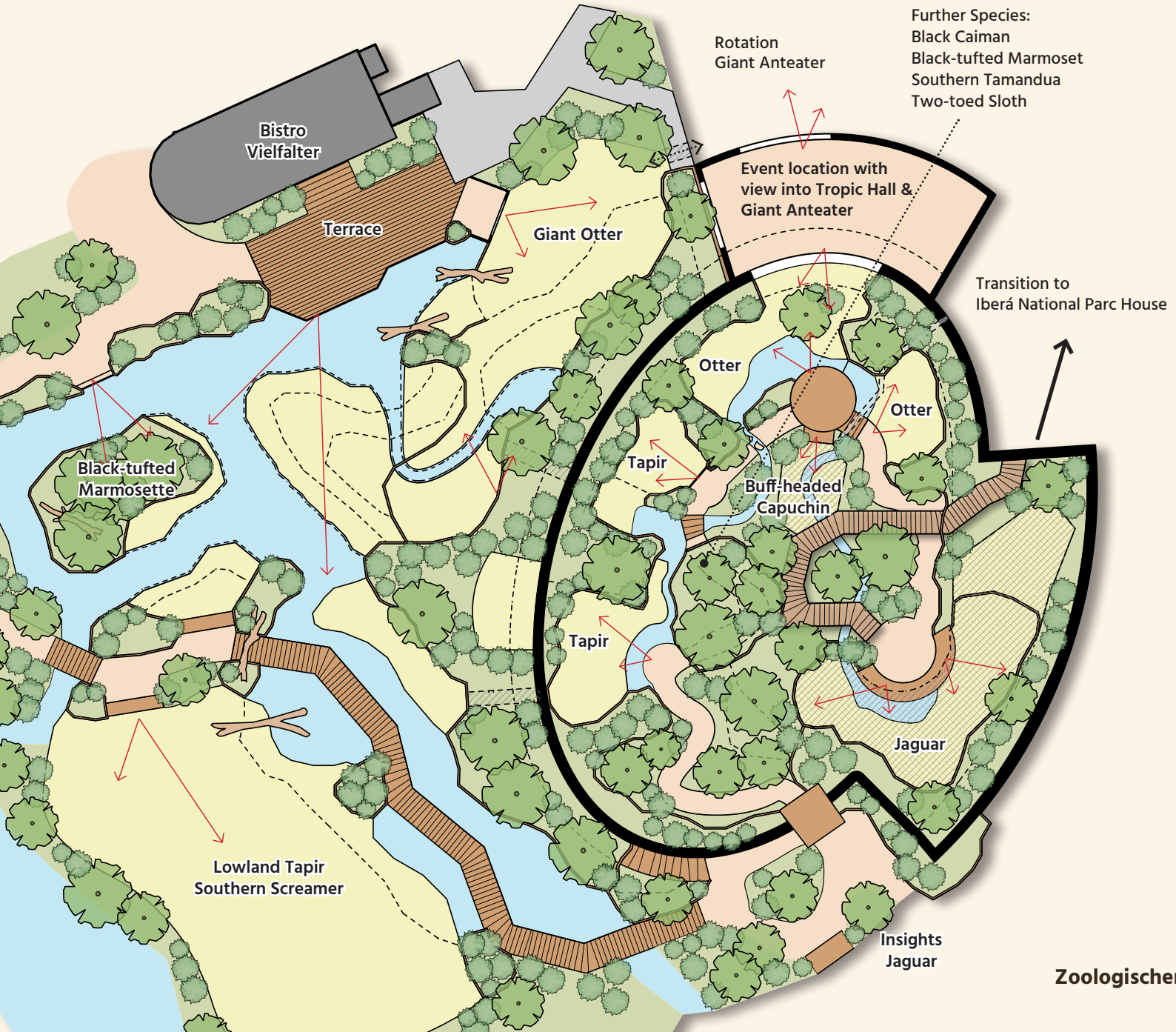
The message: support and protection of a population (Case Study: the Parque Estadual do Cantão, in Brazil, in cooperation with the local in-situ partner Instituto Araguaia)

OPA
One Plan Approach to Conservation Planning

After leaving the Tropical Hall, zoo visitors continue to the area of the current Humboldt House, which is being adapted to our planned line of communication and will focus on the swamp and grassland landscapes of the Iberá National Park in Argentina. Another project partner, the Rewilding Argentina Foundation, works here. Following the successful restoration of its original ecosystems and its conversion to a national park, the reintroduction of numerous animal species has begun there. This includes giant otters from European zoos, brought in by the EAZA Ex-Situ Program (EEP) run by Zoo Schwerin. This section of the zoo has species that occur in the national park. These include Giant Anteaters, Peccaries, Nandu, and various monkeys and bird species. Here, visitors can find out about the progress of animals descended from European zoos and follow the emergence of a new population of giant otters.

The connection with in-situ partner organizations enables direct and personalized communication, information about the work on-site, discusses opportunities to support this work, and much more through live broadcasts and interactive media.

The Message: Reintroduction in protected areas (Case Study: the Esteros del Iberá protected area in Argentina, together with the in-situ partner Fundacion Rewilding Argentina)


Bistro
Vielfalter
Terrace
Giant Otter
Rotation
Giant Anteater
Further Species:
Black Caiman
Black-tufted Marmoset
Southern Tamandua
Two-toed Sloth
Event location with
view into Tropic Hall &
Giant Anteater
Transition to
Iberá National Parc House
Otter
Otter
Tapir
Buff-headed
Capuchin
Black-tufted
Marmosette
Tapir
Jaguar
Lowland Tapir
Southern Screamer
Insights
Jaguar


Southamerica Hall, Randers Regenskov

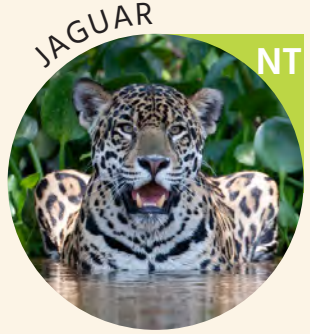

Parque Estadual do Cantão


Esteros del Iberá

Shared Enclosure
Tropic Hall

Shared Enclosure
Rainforest

Shared Enclosure
Cerrado



Network & Partners The One Plan Approach

International Giant Otter Alliance - IGOA
The mission of the IGOA is, as an international alliance using joint collaboration, to promote and strengthen the conservation of the giant otter through information exchange, to increase the capacities of the field of study and its finances, and direct action. IGOA is a Community of Practice (CoP), a group of people who share a common concern or passion for something they do and who learn how to do it better through regular exchanges with each other. It brings together in-situ and ex-situ species conservation in a professional manner in accordance with the one-plan approach. The alliance is led by a dual leadership, a coordinator for in-situ issues in Brazil and the ex-situ coordinator based at Zoo Schwerin.

IUCN SSC Otter Specialist Group - OSG
Since 1974, the OSG has been a leader in global otter conservation. The Otter Specialist Group is part of the Species Survival Commission (SSC) of the IUCN. The objectives of the OSG, as defined by the IUCN, are: 1. to take a leading role in the conservation of all otter species. 2. to determine and keep under review the status and needs of otters and to promote the implementation of necessary research, conservation and management programs by appropriate individuals, organizations and governments. 3. to publicize the status (via the Red List) and conservation needs of otters and promote sound management of all otter species.

IUCN SSC Conservation Planning Specialist Group - CPSG
The CPSG's mission is to save threatened species by increasing the effectiveness of conservation action worldwide. For 40 years, they have achieved this by using science-based, collaborative processes that bring together people with different perspectives and expertise to effect positive change in conservation. They provide conservation planning expertise to governments, professional groups, zoos and aquariums, and other wildlife conservation organizations.

World Association of Zoos and Aquariums - WAZA
WAZA is a global federation of regional associations, national associations, zoos, and aquariums committed to the care and conservation of animals and their habitats around the world. It promotes cooperation between leading zoos, aquariums, national and regional associations, and with leading wildlife experts. WAZA supports the species conservation management and husbandry of animals in human care while promoting the highest standards in its member institutions. WAZA is a member of the IUCN and an important partner of the SSC. The international studbook (ISB) for giant otters maintained for WAZA is based at Zoo Schwerin.

Continental zoo associations in Europe, North America and Latin America
The European Association of Zoos and Aquariums (EAZA) unites 400 zoos that work at the highest scientific standards in animal husbandry, science and research, environmental education and species conservation. Numerous animal species are coordinated through conservation breeding programs (EAZA Ex-Situ Programs (EEP)), and are propagated and preserved for different objectives. The zoo associations in North America (AZA) and Latin America (ALPZA) work in a similar way. The Giant Otter EEP regularly provides individuals for reintroduction and monitors population development. The three continental species coordinators work together on a global management program (GSMP) under the umbrella of the World Zoo Association.

Instituto Araguaia
The aim of this non-governmental organization is to protect the biodiversity of the Rio Araguaia river basin and its ecological processes, particularly in and around the Cantão State Park. This also includes carrying out scientific research and providing scientific data that contributes to the conservation of the region. Instituto Araguaia protects the intact and pristine habitat of the giant otter, and is a partner of the IGOA. The organization is supported by raising awareness and fundraising through the EEP for Giant Otters.

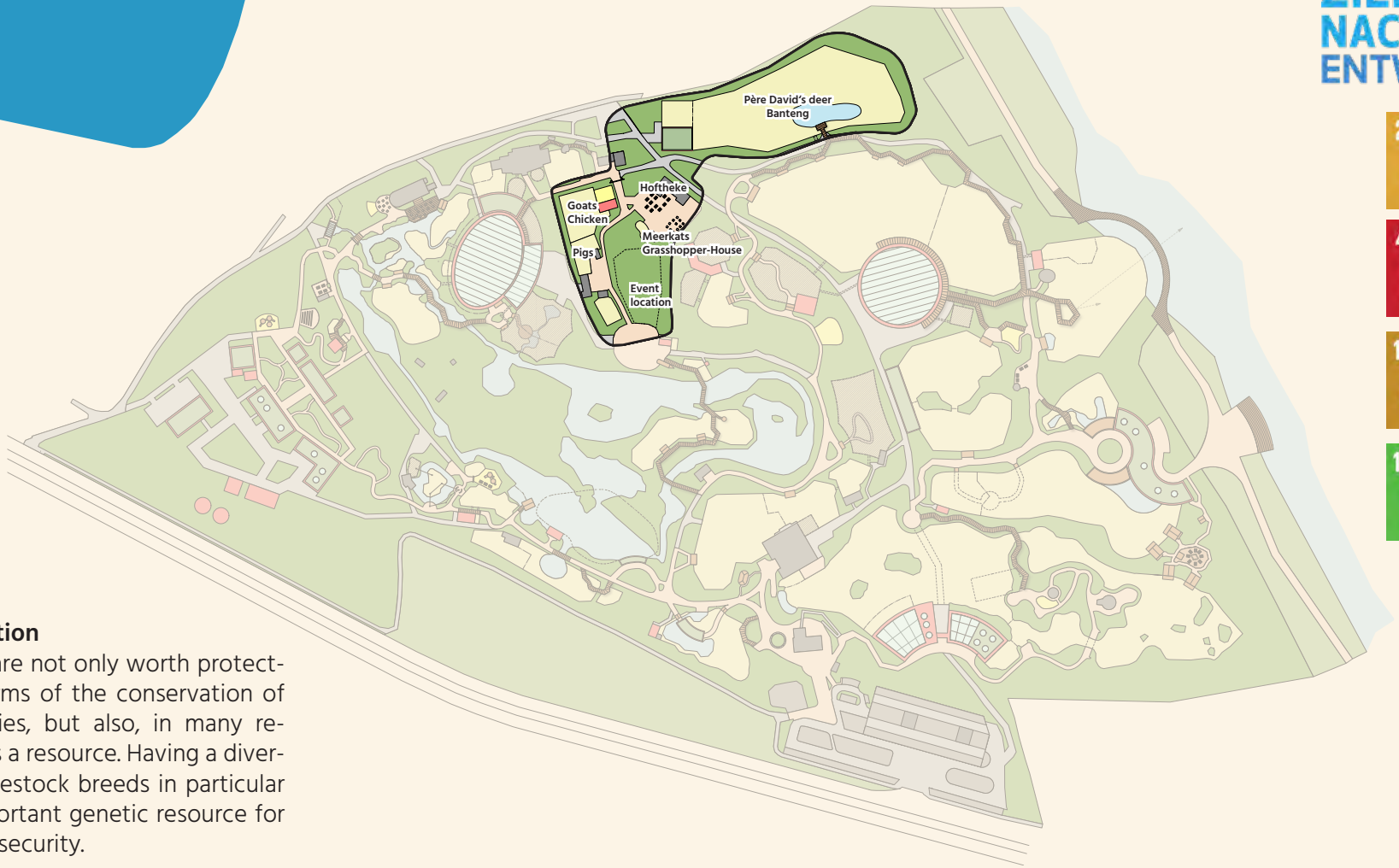
Fundacion Rewilding Argentina
Rewilding Argentina is a private foundation committed to reversing the extinction of species. It is committed to restoring complete and functional ecosystems through rewilding, i.e. the reintroduction of displaced or extinct species. They also develop methods that enable rural communities to live and work in harmony with nature.
The Iberá National Park in Argentina is largely based on the work of the foundation. The foundation continues to work there, develop the park, and carry out reintroduction projects, including projects in cooperation with the EEP for Giant Otters and the IGOA.

Chapter 5
Animals as Resource

„Genetic resources are the basis for sustainable food production, food security and the supply of renewable resources worldwide. They can be the basis for climate protection and for adapting production to climate change.“

Federal Ministry of Food and Agriculture
National strategy on genetic resources for food, agriculture, forestry and fisheries, 2024

Animals as Resource



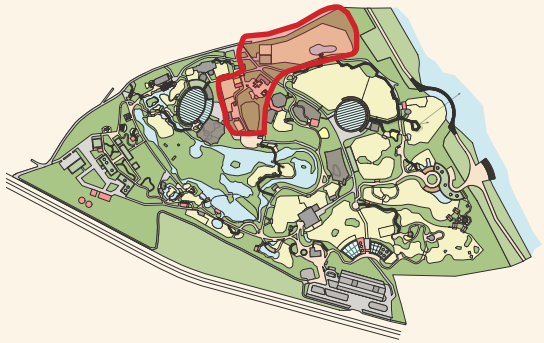
ZIELE FÜR NACHHALTIGE ENTWICKLUNG

Introduction

Animals are not only worth protecting in terms of the conservation of the species, but also, in many respects, as a resource. Having a diversity of livestock breeds in particular is an important genetic resource for our food security.

In addition to their important function in the area of nutrition, humans use animals as a raw material supply, and also as service providers, as is the case with farm animals and pets (e.g. as working animals, social partners, protection, and for herding). Even so, respectful treatment and use should not be mutually exclusive. Today, the very high consumption of animals as food also plays a role that can't be overlooked in the problem of climate change and the loss of biodiversity.

In the biological framework, animals, like other organisms, are always a resource for other life forms to consume. This perspective is often lost in today's society and is reflected in a highly emotional assessment of the treatment of animals in general, and in zoos in particular. Contexts, problems, and perspectives on this subject are brought to life in this area of the zoo.



Additions	Size
Banteng & Milu	
Outdoor	6,250 m²
Stable	300 m²
Grasshopper-House	30 m²
Zoo Farm	

Project modules

- Show farm with rearing and breeding of endangered domestic animal breeds, such as the German Saddleback pig
- Interactive information elements on the subject of sustainable food production and food of the future.
- Catering with adjoining play area for children and event area

Animals as Resource

Background
In this section, zoo visitors come into close contact with the animals, and are able to feed and touch them. They form a relationship with the individuals and learn the reason the animals are killed and used to feed the zoo's carnivores. The use of animals for human sustenance is also addressed here.

Here a discussion about the sustainable use of resources and the protection of diversity through environmentally friendly management, from agriculture to our own gardens, is presented and demonstrated to be essential. The connection is made to the neighbouring institution, our partner, the Muess Open-Air Museum, which can be reached via the new lake entrance (see chapter 8).

1. Insects as food
Insects are part of the diet for people in many countries; this is also on the rise in Europe. Compared to conventional livestock such as cattle and pigs, insects need significantly less food, less space and less water. In the Grasshopper House, breeding of the insects and steps towards alternative food production for humans are presented. Cooperation with the adjacent restaurant is conceivable, so that visitors to the zoo can try for themselves the palatability of an insect-based dish while they're here. The neighbouring Meerkats definitely like them!

2. Endangered livestock breeds
The majority of livestock breeds raised through the centuries aren't needed for industrial agriculture and are thus threatened with extinction. For example, the German Saddleback Pig is on the Red List as an extremely endangered livestock breed. At Zoo Schwerin it is kept and bred alongside others. The two-colored animal with saddle-shaped markings is known for its very tasty and fatty meat. "Conservation through consumption" is the motto here. Without the breeding and consumption of a wide range of ecophysiologically-adapted and now endangered livestock breeds, these valuable breeds will be lost. This could pose a risk to human food sources.

3. Wild animal use
Wild animals are also a resource and should not be judged differently than the animals on a zoo farm, particularly when used as food and feed. Here too, using individual animals as food has an important function in the conservation of the species and is an indispensable tool for sustainable population management. The level of endangerment doesn't play a role in this, but rather the individual's significance within the population held in zoos does. Zoo Schwerin takes a transparent approach to communication here, citing the example of Pere David's deer (extinct in the wild) and the Banteng (highly endangered), both of which are suitable food for carnivorous zoo animals, as well as for human consumption.

Chapter 6
Protecting Native Species

„Sure, we could do something about climate change now, but if we were to realise in 50 years' time that all the scientists were wrong and there is no global warming at all, then we would have made sure, for no reason at all, that you can breathe the air again even in the cities, that the rivers are no longer toxic, that cars neither make noise nor stink and that we are no longer dependent on dictators and their oil reserves. That would make us very angry."

Marc-Uwe Kling
Comedian and Author

Protecting Native Species

ZIELE FÜR NACHHALTIGE ENTWICKLUNG

Introduction

Species conservation begins at home. With the environmental protection Euro, "UWE", the zoo, with the help of zoo visitors, finances nature conservation projects in the Schwerin region, some of which are presented here. Through natural design and thoughtful use of the zoo's landscape, important habitats and refuges are preserved and created for native species in this urban area. In cooperation with partners from nature conservation and environmental protection agencies, specific species and habitats in Germany are protected and preserved. In addition to suitable animal facilities in this area of the zoo, presentation areas will be created to showcase these projects and partners. In their visit to this area, guests are encouraged to look at their own sphere of influence and to find ways do their utmost to preserve native diversity. In cooperation with the Mecklenburg-Vorpommern State Forestry Department and the Schwerin Public Utility Company, a project is in development to introduce bison to the nature reserve on the neighbouring island of Kaninchenwerder. This project will also be partly financed by the UWE and the animals will be cared for by the Zoo. Informational signage about this project can be found in this area of the zoo, and access to the island can be arranged via the boat landing stage at the new lake entrance and combined with a visit to the Muess Open-air Museum.

Key species	Size
Great Bustard Outdoor	1,450 m²
Europ. Mink Outdoor **& Indoor**	130 m²
Europ. Hamster Outdoor **& Indoor**	75 m²

Project modules

- 150 metre long wooden walkway with observation huts and binoculars for observing native wild animals
- Holdings for Great Bustards
- Breeding station for European Hamsters with visible burrows and breeding centre for Europ. Mink

Milestone: Wet Meadows

Background

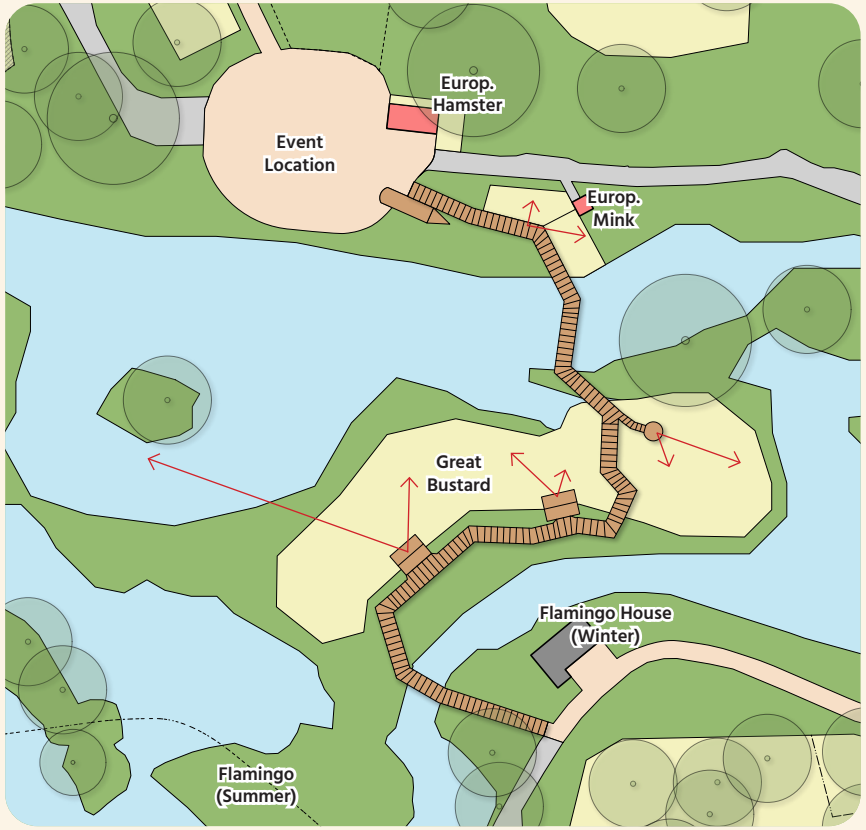
In the future, a 150 meter-long wooden walkway will be added to the distinctive waterfowl enclosure in the middle of the zoo. It will lead visitors along the natural landscape through meter-high reeds and invite them to discover the local flora and fauna.

There are observation huts and binoculars along the walkway, offering visitors the opportunity to quietly enjoy the animals. Large informational signage provides interesting facts about nature and its conservation.

This walkway through the local landscape is not only a place to slow down, but also a place to learn. Here, visitors can experience up close what nature conservation on their own doorstep looks like.

In addition to the boardwalk, improvements to the southern meadow landscape include an extensive enclosure for great bustards and breeding facilities for the European mink and field hamsters. Representative of many other species, these animals serve as a model for local nature conservation as practiced by Zoo Schwerin and its partners, including NABU.

The existing biotope will be fully preserved despite the alterations, and the iconic scenic panorama of the zoo will be retained.



Network & Partners Protecting Native Species

Nature conservation associations
Accredited nature conservation associations such as Naturschutzbund Deutschland (NABU) or Bund für Umwelt und Naturschutz Deutschland (BUND), with their official and honorary members organized into local groups, are strongly committed to the protection of nature. They are trusted partners for zoos, working together with committed individuals to establish, finance and propel projects forward, both locally and throughout Germany. These associations are already cooperating with Zoo Schwerin on smaller projects. The "Protection of Native Species" area can be used by the associations individually to present their own agendas, and also collaboratively to develop joint interests in preserving native species and landscapes.

The Federal State Mecklenburg-Vorpommern
In Mecklenburg-Vorpommern, over 30 percent of the total area is permanently protected through 3 national parks, 3 biosphere reserves, 7 nature parks and many other protected lands. The topics of landscape and nature conservation are therefore important in many areas - including the economy, tourism, and politics – and the state government has declared nature conservation to be one of its goals. Therefore, The Ministry for Climate Protection, Agriculture, Rural Areas and the Environment which is responsible for zoos, the Mecklenburg-Vorpommern State Forestry, the state-owned Mecklenburg-Vorpommern Foundation for the Environment and Nature Conservation, and Zoo Schwerin are partners, mutual supporters, and sponsors of initiatives and projects for the conservation of local nature.

Federal Agency for Nature Conservation - BfN
The BfN is the highest authority for nature and species conservation. It directs technical, scientific, and administrative tasks in nature conservation and landscape management. The BfN is also the publisher of Germany's Red Lists and is responsible for coordinating and editing them at its own Red List Center (not to be confused with the Red List Center at Zoo Schwerin).

Environmental Protection Euro - UWE
The UWE is a voluntary financial contribution from zoo visitors, which is used solely for projects for the conservation and protection of species, habitats, and the cultural landscape, primarily in the region. In this zone, the projects are presented to the zoo visitors who become the donors.

NABU Mecklenburg-Vorpommern
BUND Freunde der Erde
MV Mecklenburg-Vorpommern Ministerium für Klimaschutz, Landwirtschaft, ländliche Räume und Umwelt
Stiftung Umwelt und Naturschutz MV – Die grüne Seele unseres Landes
Landesforst Mecklenburg-Vorpommern
BfN Bundesamt für Naturschutz
(D)ein UWE hilft – Umwelt-Euro für den Naturschutz

Chapter 7
Refuge Zoo

„I'm always being asked again and again, "Jane, what do you think of zoos?"
Groups who believe all zoos should be closed clearly have not spent the time I have out in the wild."

Dr. Jane Goodall
Primatologist & Anthropologist

Refuge Zoo

ZIELE FÜR NACHHALTIGE ENTWICKLUNG

3 GESUNDHEIT UND WOHLERGEHEN
4 HOCHWERTIGE BILDUNG
12 NACHHALTIGE/R KONSUM UND PRODUKTION
13 MASSNAHMEN ZUM KLIMASCHUTZ
14 LEBEN UNTER WASSER
15 LEBEN AN LAND
17 PARTNERSCHAFTEN ZUR ERREICHUNG DER ZIELE

Introduction

Only modern zoos can claim absolute competence in the conservation and reproduction of wild animals in captivity. In this respect, they play a key role in the protection of highly endangered species. A steadily increasing number of species are losing their habitat with no solution in sight for the foreseeable future. For these critically endangered species, zoos are the last refuge, and they become charges or dependants of the zoos. This area of the zoo is home to precisely such species, perhaps the last representatives of their kind. Common habitats are irrelevant here, whatever works is allowed! This is explicitly about conservation, and maximizing capacities and resources in order to save these species together with the zoos in the networks of WAZA, EAZA and other zoo associations. In addition to the previously presented tasks such as environmental education (Why species conservation?), research (ZooCampus) and “awareness building” (The One Plan Approach), visitors to this area will recognize the relevance of zoos, their necessity now and in the future. This is the only way that reintroductions, as shown in the area The One Plan Approach are possible at all. And only in this way will the next generations be able to protect these species, to preserve and experience them for their own future.

Selected new buildings	Size
Sumatran Orangutan & Pileated Gibbon	
Outdoor	9,650 m²
Indoor	1,300 m²
Crowned Sifaka	
Outdoor	160 m²
Indoor	230 m²

Selected new buildings	Size
Tropic Hall (Refugium)	
Floor space	2,400 m²
Further Species:	
Livingston Flyinf Fox, Chinese Alligator	

Project modules

- Large enclosures for breeding groups
- One f the World's largest orang-utan facility
- Enclosure according to the rotation principle
- Treetop walk, Europe's most modern tropical hall

Milestone: Refugium

Background

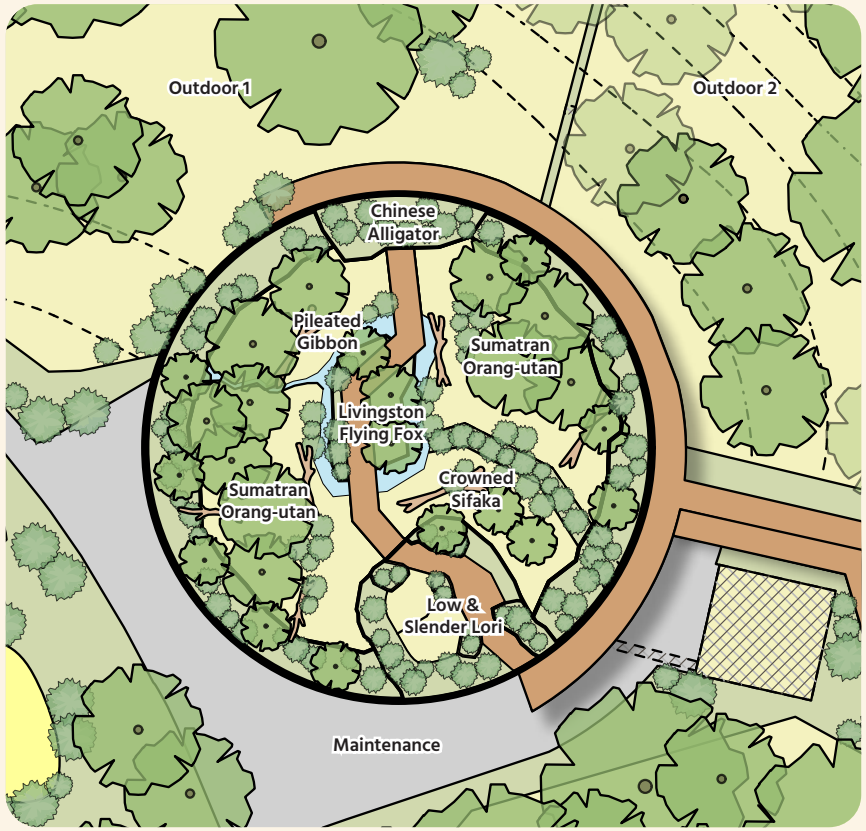
The individuals kept here are among the last of their kind, and are the last back-up populations for the wild animals remaining. Large networks, unique expertise, and scientific population management are required in order to maintain a healthy ex-situ population in the long term, which may serve as source for re-introductions.

Visitor experience

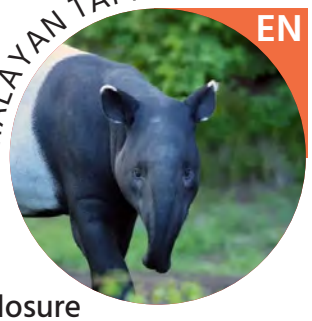
Visitors can experience a variety of animal species in large landscape enclosures. Free from geographical or ecological categories, these species are dependent on being cared for and managed in zoos.

From a treetop walkway in one of the largest Orang-utan enclosures in the world, visitors can observe the great apes together with Asian ungulates and Pileated Gibbons in a real forest. At the center of this zoo area is a large immersive tropical hall: The Refugium. In addition to the great apes, Sifakas, Slow Loris, Livingstone's Fruit Bats, Chinese Alligators, and other smaller animal species can be observed here all year round.

The treetop walk offers visitors a unique opportunity to familiarize themselves with life in the treetops, and provides unique views of Lake Schwerin and the Kaninchenwerder Island Nature Reserve.



Shared Enclosure
Outside Enclosure Refugium



Shared Enclosure
Protected Forest

Shared Enclosure
Reverse the Red


Père David's Deer
Banteng
Lake Schwerin
Banteng
Stable
Treetop walk
Père David's Deer
Treetop walk
Sumatran
Orang-utan
Banteng
Sumatran
Orang-utan
Celebes
Crested Macaque
Stable
Pileated Gibbon
Pileated Gibbon
Sibirian Tiger or
Dhole
Walk-in aviary
Great Green Macaw
Red-fronted Macaw
School Room
„Forests"
Sibirian Tiger or
Dhole
Stable
Treetop walk
Sulawesi Babirusa
Lowland Anoa
Stable
Playground
Maintenance
Malayan
Tapir
Okapi

Network & Partners Refuge Zoo

International Organizations and Expertise
The scientific Conservation Breeding Programs (EEP) of the European Zoo Association are the foundation of today's populations in Europe's zoos. Particularly the species kept in the zoo refuge can only be protected for the future through the joint action of zoos. The World Association of Zoos and Aquariums (WAZA) maintains international studbooks, which connect the breeding programs of the continental associations. As the only globally active zoo association, WAZA is also a leading player and network partner in international ex- and in-situ species conservation.

Specialized Zoo Veterinary Medicine
Specialized medical care is important for the welfare of zoo animals and their life outside of their native habitats. This is ensured through continuous professional exchange and the constant adaptation of husbandry conditions based on scientific findings. To this end, veterinarians in Germany belong to the Association of Zoo Veterinarians (VZT). The European equivalent is the European Association of Zoo and Wildlife Veterinarians (EAZWV). see also Chapter 2: "*Zoo species conservation center*", accessible veterinary station

Research & Science
Research and scientific monitoring is not only relevant for ex-situ husbandry. The findings obtained in zoos are used to protect conspecifics still living in the wild. The findings are incorporated into the planning of sanctuaries and protection strategies, help partners in sanctuaries in the region of origin, and aid in reintroduction and resettlement. Research institutions with which zoos frequently cooperate are, for example, the Leibnitz Institute for Zoo and Wildlife Research and the Department of Zoo Animal Biology at Goethe University in Frankfurt.

Professional Qualifications, Dissemination of Knowledge, and Lobbying
Zoo keepers are highly specialized professionals who care for their charges with a great deal of passion and knowledge, recognize irregularities in their animals, and contribute significantly to breeding success. They are organized in the Professional Association of Zoo Animal Care (BdZ), where they exchange experiences and regularly undergo further training. Zoo educators, whose job it is to share knowledge with guests in an interesting and memorable way, and thus make their contribution to species conservation, are members of the Association of German-speaking Zoo Educators (VZP). The Association of Zoological Gardens (VdZ) represents the interests of German-speaking scientifically-led zoos, and promotes the development of zoos by networking with politicians and partners at a national level, and by connecting member zoos with each other.

Chapter 8
First Successes

„When we pool our knowledge and work together with focus, we can save species. Committed to three essential steps, Reverse the Red can help us become the first generation to stop biodiversity decline:

1. Asses - 2. Plan - 3. Act“

Reverse the Red

First Successes

ZIELE FÜR NACHHALTIGE ENTWICKLUNG

4 HOCHWERTIGE BILDUNG

14 LEBEN UNTER WASSER

17 PARTNERSCHAFTEN ZUR ERREICHUNG DER ZIELE

3 GESUNDHEIT UND WOHLERGEHEN

13 MASSNAHMEN ZUM KLIMASCHUTZ

15 LEBEN AN LAND

Introduction

In the eighth and final section of the zoo visit, the challenge is to motivate visitors with positive examples. The species kept here show that consistent and concerted measures can actually protect habitats and species and even bring them back from the brink of extinction. These animals are proof that a classification on the Red List can also move in the "green direction". This applies to native species such as the European Otter and European Wolf as well as the Southern White Rhino and the Scimitar Oryx. Multiple species- and nature conservation organizations have worked on behalf of these species for decades, by exerting their influence on society and politics. The results demonstrate initial successes in nature and species conservation. These conservation organizations have always collaborated with zoos, and the relevance of ex-situ institutions such as zoos, natural history museums and botanical gardens is becoming increasingly clear. Together with WAZA and the aforementioned organizations, the IUCN has launched the "Reverse the Red" campaign. This campaign aims to give further incentive and acceleration to organized nature and species conservation, document and communicate successes, and motivate society with hopeful messages.

Milestone: Call-to-Action

Background
In the course of their zoo visit, zoo guests were confronted with many challenges and threatening scenarios, but also with positive emotions and complex solutions. Many impressions will be lost in the abundance of information, and the presentation of information up to the last meter of the zoo tour prevents an effective recollection of the experience and thus reduces how much learning is retained.

To counteract this and recall the main themes of the 8 chapters, 8 large-format signs are displayed on the way to the zoo exit. Each panel addresses a previously experienced emotional moment and links it to an easily accessible message - a call to action - on how everyone can help to preserve biodiversity. This ranges from adapting one's own behaviour, making consumer decisions in favour of certain products or their contents and ingredients, or "just" consciously perceiving and enjoying natural spaces.

Message on the panel to the right:
- Amazing animals, aren't they?
- So reduce palm oil!


ZOO
SCHWERIN

Additions	Size
Entrance	350 m²
Indoor Playground	520 m²
Ground Area	1,200 m²

Project modules

- Modern entrance and large themed indoor playground
- Zoo window with insights into the bear and wolf enclosure
- Boat dock on Lake Schwerin
- Extended overnight accommodation in lodges

Milestone: Lake Entrance

Background

Despite its attractive location on the shores of Lake Schwerin, the eastern side of the zoo has been uninviting to passers-by on lake, bicycle, and hiking trails. The new lake entrance creates an appealing connection between Lake Schwerin, the Franzosenweg, and the Zoo.

In the future, visitors will be able to moor their boat at the pier and enter the zoo through a modern entrance building. Furthermore, a unique link will be created between the Zoo, the Kaninchenwerder Nature Conservation Island, and the Muess Open-air museum.

Sustainability will be a top priority in the design of the entrance area. The sustainable design and the use of renewable energy make the building a showcase project that can serve as an example of environmentally friendly architecture and sustainable construction, a principle that will be repeated in all new zoo buildings. For children, there is a spectacular indoor playground with various climbing structures, and views into the new, spacious bear and wolf exhibit. The thematic design of the play area is based on the zoo's leitmotifs.

Overnight accommodation with a view of the bear, wolf and rhino enclosures is a special addition to the zoo adventure.

Area	Size
Stable	580 m²
Boxes	150 m²
Visitors Area	150 m²
Ground Area	970 m²

Project modules

- Stage for partners and interactive stations convey success stories
- Modern walk-in giraffe house with large stable and individual boxes, suitable for holding herds
- Visitor area with viewing opportunities on two levels (supervised giraffe feeding possible)

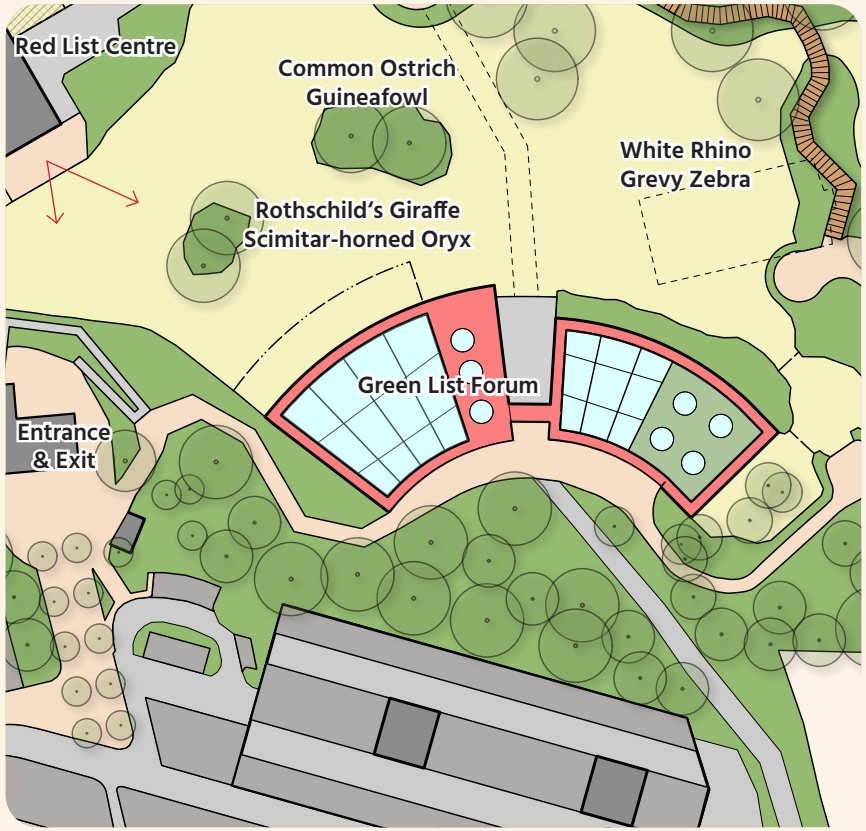
Milestone: Green List Forum

Background

Behind the name Green List Forum lies an ecologically sustainable new building for giraffes and white rhinos. The building represents a positive contrast to the Red List Center at the beginning of the zoo tour.
The design of the building, with a bright atrium opening onto the animal exhibits, offers a unique atmosphere for public readings and lecture series to give this area's subject a forum. The land areas listed on the IUCN Green List are certified as effectively managed and fairly run, and as having a long-term positive impact on people and nature. The new building allows an expansion and connection of the current giraffe and rhino enclosures. The additional space will allow larger groups and the continuous breeding of the large mammals. The new building allows the visitor path to be connected to the entrance and exit area, thus completing the circuit of the main circulation route.

Visitor experience

A paddock with stalls in the back allows the giraffes to be kept in herds. Visitors will have exciting encounters at various levels of the exhibit, even in the off-season. The animal species living in this area are mainly found in the savannas of East Africa., and some of the regions have already been added to the Green List. Rhinos and giraffes are umbrella species whose protection, or that of their habitat, ensures that countless other species are protected - regardless of their subjective attractiveness and popularity.



Network & Partners First Successes

Reverse the Red
Reverse the Red is a global movement that encourages strategic collaboration and action to ensure the survival of wild species and ecosystems. The partners work collaboratively and with scientifically and data-driven methods, and provide the tools and partnerships to unite stakeholders and advance conservation. It is a global initiative of the IUCN, SSC, and WAZA.

The IUCN Green List
The IUCN Green List is a global campaign for successful conservation. At its heart is the Green List sustainability standard, which sets a global benchmark for addressing the environmental challenges of the 21st century. The Green List provides locally relevant technical guidance for achieving fair and effective conservation outcomes in protected and conserved areas. It helps to ensure that wildlife and ecosystems can survive and thrive and add value to communities everywhere.

Nature conservation organizations
Similarly to the national nature conservation organizations in the chapter "Conservation of Native Species", zoos maintain close partnerships with internationally active organizations. Zoos present their work and generate donations, which the partner organizations use locally in a variety of ways. Together, they shape public opinion, which can ultimately lead to the protection of species and their habitats. There are also large "players" and smaller organizations among nature conservation associations. It is precisely this diversity that makes for successful nature conservation. There are already long-standing partnerships between Zoo Schwerin and the Zoological Society for Species and Population Conservation (ZGAP), and the Species Conservation Foundation. The WWF, which is very well known to the general public, is also a potential partner in this area.

Zoo Guests and Zoo Supporters
Zoo visitors are the foundation of zoo operations. They are the reason zoos exist today. With their regular visits, they make possible the important work that zoos do for the protection of endangered species and habitats. Organized connections to the zoo exist through the local friends' associations. Over 70 such clubs and associations unite in the Association of Zoo Supporters (GdZ), and they are the voice of the millions of visitors to German zoos. The GdZ is an important partner of zoo associations and is itself a major supporter of species conservation projects in and outside of zoos.

Species lists
Key Species by Chapter

„The value of biodiversity is that it makes our ecosystems more resilient, which is a prerequisite for stable societies; its wanton destruction is akin to setting fire to our lifeboat.“

Prof. Dr. Johan Rockström
Potsdam Institute for Climate Impact Research
Recipient of the Tyler Prize for Environmental Achievement

Key species* Chapter 1 Why Species Conservation?

Note on species selection
The selection of species is closely related to the respective area. Factors such as changes in threat status or availability within the zoo organisations and other partners are reviewed on an ongoing basis. In a geographical context, sister species can be included as representatives of the actual species, provided the original species is not kept in zoos. Inclusion in conservation breeding and protection programmes is also a high priority.

Species	Scientific Name	Status	Location / Theme
Moorean Tree Snail	*Partula tohiveana*	EW	Red List Center
Turquoise Dwarf Gecko	*Lygodactylus williamsi*	CR	Red List Center
Asian Lion	*Panthera leo persica*	EN	Red List Center
Rothschild's Giraffe**	*Giraffa c. rothschildi*	VU	Red List Center
Yellow-backed Duiker	*Cephalophus silvicultor*	NT	Red List Center
Red-crested Turaco	*Tauraco erythrolophus*	LC	Red List Center
Sudan Flowerbeetle	*Eudicella hornimani*	NE	Red List Center
Zimmermanns' Poison Frog	*Ranitomeya variabilis*	DD	Red List Center
Southern Cassowary	*Casuarius casuarius*	LC	Exploitation & Poaching
American Flamingo	*Phoenicopterus ruber*	LC	Climate Change
Lemur species (tbd)	Lemuriformes	EN-CR	Habitat Loss
Bush Dog	*Speothos venaticus*	NT	Habitat Loss
Maggelanic Penguin	*Spheniscus magellanicus*	NT	Environmental Pollution

** Shared facility Green List Forum *(Chapter First Successes)*

*Key species are those species that largely define the themes and space requirements due to their specific characteristics (body size, behaviour, etc.). Additional, predominantly smaller species (e.g. amphibians, reptiles, invertebrates) are added during the detailed planning phase.

Chapter 2 Conservation Center Zoo

Species	Scientific Name	Location
House Mouse	*Mus musculus f. domestica*	Main Kitchen
Brown Rat	*Rattus norvegicus f. domestica*	Main Kitchen
Domestic rabbit	*Oryctolagus cuniculus domesticus*	Main Kitchen
Domestic Guinea Pig	*Cavia porcellus*	Main Kitchen
Domestic chicken	*Gallus gallus domesticus*	Main Kitchen
tbd		Zoo School
tbd		Zoo Kindergarten

Chapter 3 Community Engagement

Species	Scientific Name	Status	Location
Lake Patzcuaro Salamander	*Ambystoma dumerilii*	CR	Citizen Conservation-Center
Fire Salamander	*Salamandra salamandra*	LC	Citizen Conservation-Center
Goliath Frog	*Conraua goliath*	EN	Wild Living Room
San-Francisco Garter Snake	*Thamnophis sirtalis tetrataenia*	EN	Wild Living Room
Mallorcan Midwife Toad	*Alytes muletensis*	EN	Wild Living Room
Mahanara Cichlid	*Ptychochromis loisellei*	EN	Wild Living Room

Chapter 4 The One Plan Approach

Species	Scientific Name	Status	Location
Spider Monkey	*Ateles spec.*	CR	Rio Araguaia
Lowland Tapir	*Tapirus terrestris*	VU	Rio Araguaia
Buffed-headed Capuchin	*Sapajus xanthosternos*	CR	Rio Araguaia
Southern Screamer	*Chauna torquata*	LC	Rio Araguaia
Hyazinth-Macaw	*Anodorhynchus hyacinthinus*	VU	Rio Araguaia
Jaguar	*Panthera onca*	NT	Rio Araguaia
Giant Otter	*Pteronura brasiliensis*	EN	Rio Araguaia
Black-tuffted Marmoset	*Callithrix penicillata*	LC	Rio Araguaia
Hower Monkey	*Alouatta caraya*	NT	Rio Araguaia
Black Caiman	*Melanosuchus niger*	LC	Rio Araguaia
Two-toed Sloth	*Choloepus didactylus*	LC	Rio Araguaia
Pied Tamarin	*Saguinus bicolor*	CR	Rio Araguaia
Capybara	H*ydrochoerus hydrochaeris*	LC	Rewilding Iberá House
Chaccoan-Peccary	*Catagonus wagneri*	EN	Rewilding Iberá House
Giant Anteater	*Myrmecophaga tridactyla*	VU	Rewilding Iberá House
Yellow Cardinal	*Gubernatrix cristata*	EN	Rewilding Iberá House
Southern Three-banded Armadillor	*Tolypeutes matacus*	NT	Rewilding Iberá House
Red-legged Seriema	*Cariama cristata*	LC	Rewilding Iberá House
Lesser Rhea	*Rhea pennata*	LC	Rewilding Iberá House
Southern Tamandua	*Tamandua tetradactyla*	LC	Rewilding Iberá House

Chapter 5 Animals as Resource

Species	Scientific Name	Status	Location
Bulgarian goat	*Capra aegagrus f. hircus*	GEH II	Farm
German Saddle Back	*Sus scrofa f. domestica*	GEH I	Farm
Domestic Chicken	*Gallus gallus domesticus*	GEH I-III	Farm
Locusts / Insects (div.)	- -	-	Food of the Future
Meerkats	*Suricata suricatta*	LC	Food of the Future
Père David's Deer	*Elaphurus davidianus*	EW	Game Enclosure / Access Refugium
Viet Namese Sika	*Cervus nippon pseudaxis*	EW	Game Enclosure / Access Refugium
Banteng	*Bos javanicus*	EN	Game Enclosure / Access Refugium

Chapter 6 Protecting Native Species

Species	Scientific Name	Status	Location
Alpine Ibex	*Capra ibex*	Extremely rare (DEU)	Alpine Aviary
Bartgeier	*Bearded Vulture*	NT	Alpine Aviary
Northern Bald Ibis	*Geronticus eremita*	EN	Alpine Aviary
European Mink	*Mustela lutreola*	CR	Small mammal breeding center
European Hamster	*Cricetus cricetus*	CR	Small mammal breeding center
Great Bustard	*Otis tarda*	EN	Wet Meadows
European Bison	*Bison bonasus*	extinct (DEU)	Island Kaninchenwerder

Chapter 7 Refuge Zoo

Species	Scientific Name	Status	Location
Sibirian Tiger (Opt. 1)	*Panthera tigris altaica*	EN	Lake Enclosure
Dhole (Opt. 2)	*Cuon alpinus lepturus*	EN	Lake Enclosure
Sumatran Orangutan	*Pongo abelii*	CR	Refugium
Chinese Alligator	*Alligator sinensis*	CR	Refugium
Crowned Sifaka	*Propithecus coronatus*	CR	Refugium
Pileated Gibbon	*Hylobates pileatus*	EN	Refugium
Livingston Flying Fox	*Pteropus livingstonii*	CR	Refugium
Slow Lori	*Nycticebus spec.*	EN-CR	Refugium
Slender Lori	*Nycticebus spec.*	EN-CR	Refugium
Lowland Anoa	*Bubalus depressicornis*	EN	Refugium
Chinese Pangolin	*Manis pentadactyla*	CR	Refugium
Okapi	*Okapia johnstoni*	EN	Protected Forest
Malayan Tapir	*Tapirus indicus*	EN	Protected Forest
Celebs Crested Macaque	*Macaca nigra*	CR	Reverse the Red-Complex
Sulawesi Babirusa	*Babyrousa celebensis*	VU	Reverse the Red-Complex
Visayan Warty Pig	*Sus cebifrons*	CR	Reverse the Red-Complex
Great Green Macaw	*Ara ambiguus*	CR	Reverse the Red-Complex
Red-fronted Macaw	*Ara rubrogenys*	CR	Reverse the Red-Complex
Red Panda*	*Ailurus f. fulgens*	EN	

* Shared enclosure with Eurasian otter *(First Successes)*

Chapter 8 First Successes

Species	Scientific Name	Status	Location / Theme
Eurasian Otter*	*Lutra lutra lutra*	NT	Welcome Back
Brown Bear	*Ursus a. acrtos*	LC	Welcome Back
Grey Wolf	*Canis lupus lupus*	LC	Welcome Back
Grevy Zebra	*Equus grevyi*	EN	Green List Forum
Common Ostrich	*Struthio c. camelus*	LC	Green List Forum
Scimitar-horned Oryx	*Oryx dammah*	EN	Green List Forum
Southern Ground-hornbill	*Bucorvus leadbeateri*	VU	Green List Forum
Southern White Rhino	*Ceratotherium s. simum*	NT	Green List Forum
Rothschild's Giraffe**	*Giraffa c. rothschildi*	VU	Green List Forum

* Shared Enclosure with Red Panda *(Refuge Zoo)*
** Shared Enclosure Red List Center *(Why Species Conservation?)*

Next Steps

Feasibility & Communication Concept

„The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails.“

William Arthur Ward
Author

Going into details Convince and Win Supporters!

The strategic plan presented here represents a continuation of the successful path the zoo has already taken and illustrates future-oriented development that will make tomorrow certain.

In addition to progress in terms of content and ideas, and further development that is imperative from an economic perspective, there is an urgent need for action due to the current condition of the zoo. Some of the existing facilities, areas, and parts of the infrastructure are no longer worth maintaining. For this reason, an implementation process is planned in which dilapidated buildings and areas will be replaced in coordinated phases.

The manner and timing in which the master plan can be implemented is largely dependent on funding and support from local, state and possibly federal political realms. In order to receive funding, reliable figures on costs and anticipated outcomes are required. The next step is to **conduct a feasibility study**, to determine the potential, costs, profitability, financing options, and the impact on tourism. The **chronological sequence** and modular implementation also need to be examined.

In principle, the strategic plan includes attractions and unique selling points that will significantly expand the Zoo's range of appeal. Due to the high population density in the Hamburg metropolitan region, a considerable increase in visitor numbers can therefore be expected. The planned subject matter will considerably enhance the reputation of the zoo and raise its profile, at least in German-speaking countries, which will also have an impact on visitor numbers. As was achieved with the Red List Center, Zoo Schwerin will become a model zoo in the international zoo and species conservation scene. This will be important both for Schwerin and Mecklenburg-Vorpommern and even beyond.

The extended length of stay is expected to increase profits in the zoo's commercial areas which will support the zoo's idealistic endeavours. The same applies to the planned indoor event areas, which are available for private events for up to 150 people. Increasing the existing overnight stays will also increase revenue due to their exclusivity. This is already evident from the continuous full occupancy of the present Tree House since it opened in 2014.

Following the feasibility study and assuming a positive vote from the decision-makers, the strategic plan will be further detailed by specialists in the fields of **exhibit design**, **communication**, and **education** with an **exhibit and communication concept**. Particular attention must be paid to the rapidly developing technologies of **artificial intelligence** and **virtual and augmented reality.** These offer great potential for communicating content and are essential to motivate the young and future generations to visit, and to interest them on site. As these technologies are generally adapted and personalized to the respective user, the classic experience of encountering and learning about animals and nature in real life remains unchanged for those guests who do not wish to use digital media.

In the interim phase, the aim is to interest potential partners in the current concept, involve them in the further development, and gain their support for long-term cooperation. A separate feasibility study for the ZooCampus will be given precedence in order to start implementation as quickly as possible. Initial discussions with the anticipated partners will be held at an early stage so that their needs and suggestions can be taken into account.

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