



# Partnerships for a Healthy Future for Wildlife and Humans

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# Outline

1. Introduction to the Chengdu Panda Research Base
2. Confronting the Wildlife Trade Program
3. Future Teacher Training Program
4. Q&A

# 1. General Situation

1987    Founded  
2013    100 hectares

1987



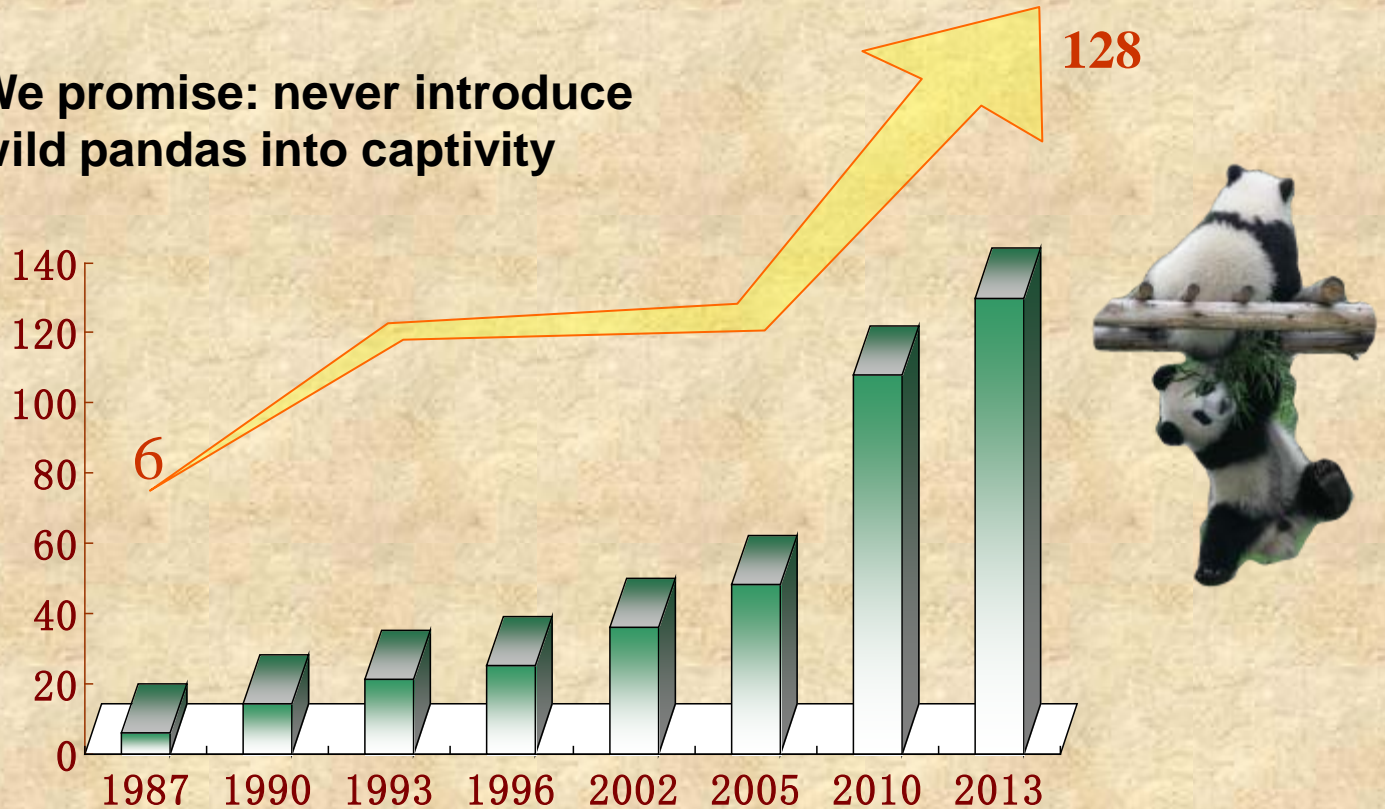
# 1. General Situation

1987 six pandas rescued from wild

2013 128 individuals

Largest population for artificial breeding pandas worldwide

We promise: never introduce wild pandas into captivity



# 1. General Situation

Goals:

World-class research facility,  
Conservation education center,  
International educational tourism  
destination



# 1. General Situation

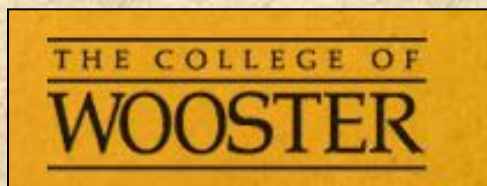
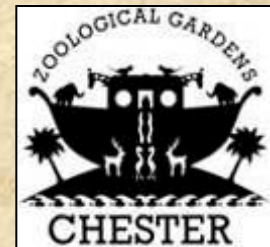
**International Cooperation** on research, conservation, education and other fields with the US, Japan, Spain, UK, Canada, etc.



# 1. General Situation

International

cooperation



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA





Research only



Species and ecological protection;  
Encourage people involve in  
environmental protection;  
.....



First

Largest



# 1. General Situation

Our programs

Education Ability  
Training

for educator、future teacher、  
reserve staff、 college environment clubs、 parents



Nature reserve staff  
training



Zoo educator  
training

# 1. General Situation

Our programs

School program



presentation

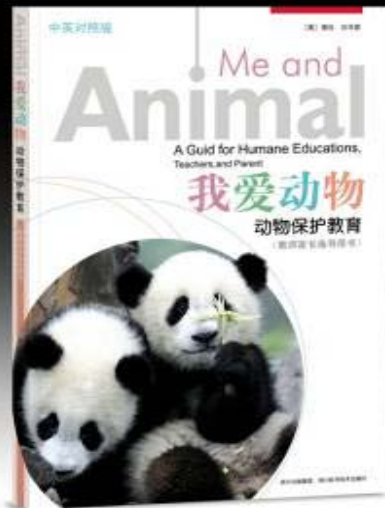


optional courses

# 1. General Situation

Our programs

School  
program



Curriculum  
Development



Exhibits

# 1. General Situation

Our programs

Nature Reserve

develop local curriculum, encourage a



# 1. General Situation

## Our programs

environmental protection

theme

poster, exhibits,

presentations

## Community Program

Hot topics:

Against animal fur trade

Asia turtle crisis

How to be a good pet owner



# 1. General Situation

Our programs

Educational Tourism

internship, summer camp, field trip, family

etc.



## 2. Confronting the Wildlife Trade Problem



**YAO  
SAYS  
NO**

The Ming has taken a stand against the delicious shark fin soup, and so should you.

**保護鯊魚  
PROTECT THE  
SHARKS  
向魚翅說不**

Refuse to eat shark fin soup.  
73,000,000 sharks a year end up in shark fin soup. Many are "broiled" meaning 99% of the animal.

## 2. Confronting the Wildlife Trade Problem

### Program Background





## 2. Confronting the Wildlife Trade Pro

### Program Background



## 2. Confronting the Wildlife Trade Problem

What should we  
do ?



## 2. Confronting the Wildlife Trade Program

### Program Overview

# Confronting the Wildlife Trade through Public Education in China's Zoos



## 2. Confronting the Wildlife Trade Pro

### Program Overview



## 2. Confronting the Wildlife Trade Pro

### Program Procedures





## 2. Confronting the Wildlife Trade Pro

Baseline data  
collection

Susan Clayton, Sarah Bexell & Xu Ping  
2013

Questionnaire

## 2. Confronting the Wildlife Trade Pro



## 2. Confronting the Wildlife Trade Pro







## 2. Confronting the Wildlife Trade Program

### Program

#### Aims

1. Interactive exhibits and website to inform visitors about the wildlife trade on three levels:
  - Implications for biodiversity loss,
  - Animal welfare issues within the trade,
  - Risks to human health due to wildlife consumption and biodiversity loss.



## 2. Confronting the Wildlife Trade Problem

### Program Aims

2. Creation of a hot-line

Weibo

Partnership with IFAW

3. Creation of a guide of what to look for  
and address to send information

## 2. Confronting the Wildlife Trade Problem

### Focal

### Tigers 虎

### Species

- \* Bali Tiger EXTINCT ~1937
- \* Caspian Tiger EXTINCT ~1950
- \* Javan Tiger EXTINCT ~1972
- \* South China Tiger Functionally Extinct 2004
- \* Indian Tigers - population down 50%, 2007 study
- \* 2008 study found that global tiger habitat halved in 10 years and only 2,511 survive in the wild (of remaining 3 species)



## 2. Confronting the Wildlife Trade Problem

Focal

Bears 熊

Species  
**Asiatic Black Bears 亚洲黑熊 (Vulnerable 易危);**  
**Sun Bears 马来熊 (Vulnerable 易危)**



## 2. Confronting the Wildlife Trade Problem

Focal

Bears 熊

Bear Bile Trade  
熊胆贸易



## 2. Confronting the Wildlife Trade Problem

Focal

Elephant 象

**African Elephants** 非洲象 (Vulnerable 易危)  
**Asian Elephants** 亚洲象 (Endangered 濒危)



## 2. Confronting the Wildlife Trade Problem

Focal

Sharks 鲨鱼

Species

of the 591 assessed, 20% are listed as Critically Endangered, Endangered or Vulnerable (IUCN 2007)



## 2. Confronting the Wildlife Trade Problem

Focal

Freshwater Turtles  
淡水龟

Species  
full range of  
extinction threats,  
with some having  
already gone extinct  
in recent years  
(全部濒危，有的在近年已经灭绝)





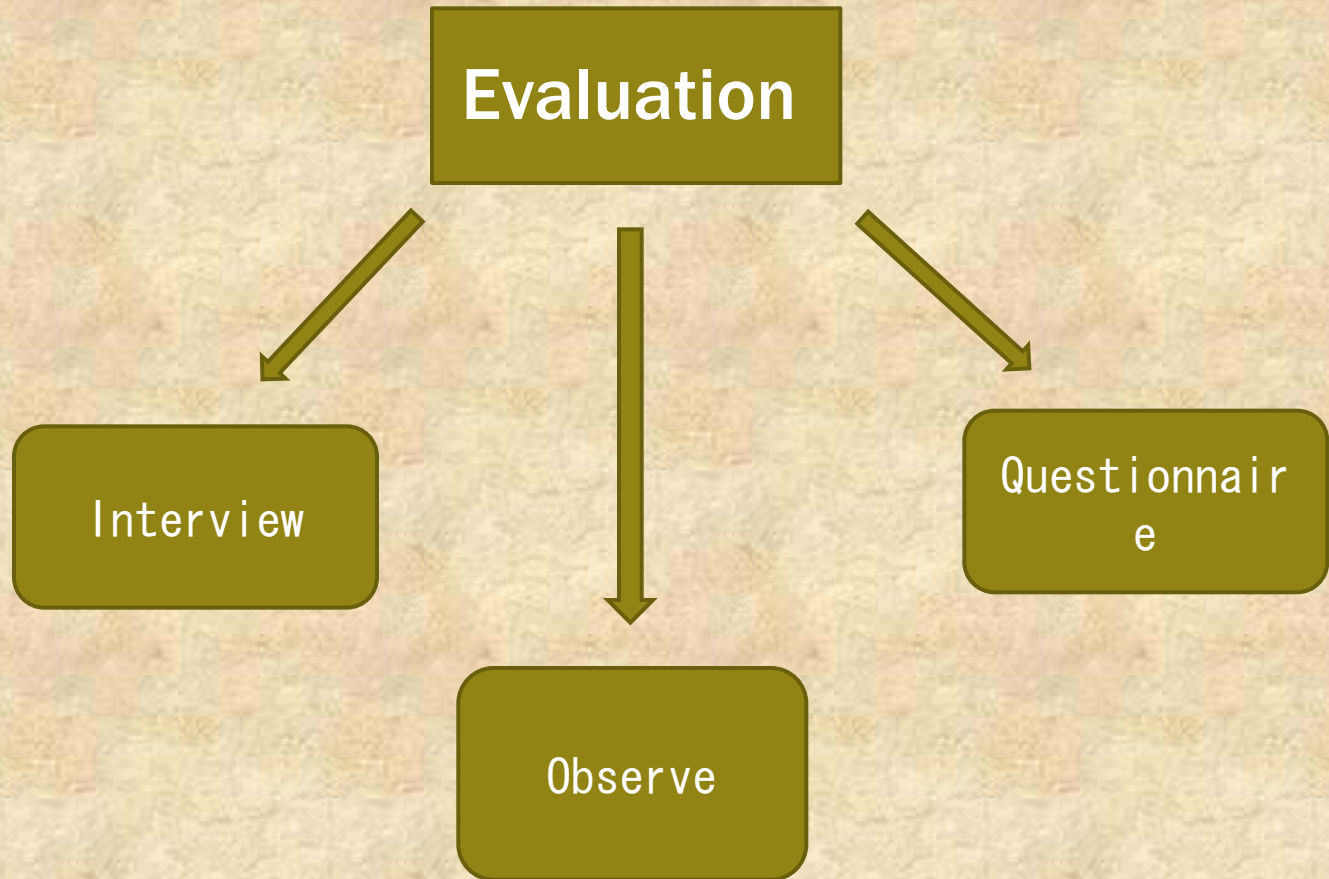


## 2. Confronting the Wildlife Trade Problem

### Trade in NTFPs 野生资源贸易



## 2. Confronting the Wildlife Trade Problem



## 2. Confronting the Wildlife Trade Problem

Packet

Train zoo staff  
/ educators

All zoo gardens in China &  
beyond





Future

?

# Future

**CAZG** 中国动物园协会  
Chinese Association of Zoological Gardens



JAPANESE  
ASSOCIATION OF  
ZOOS AND  
AQUARIUMS

An illustration of five giant pandas climbing a tree branch. One panda is at the top, another is below it, and three more are further down the branch. The background is a light, textured beige.

**Future**

**Teachers**

# Teacher training course Program

## Program Overview

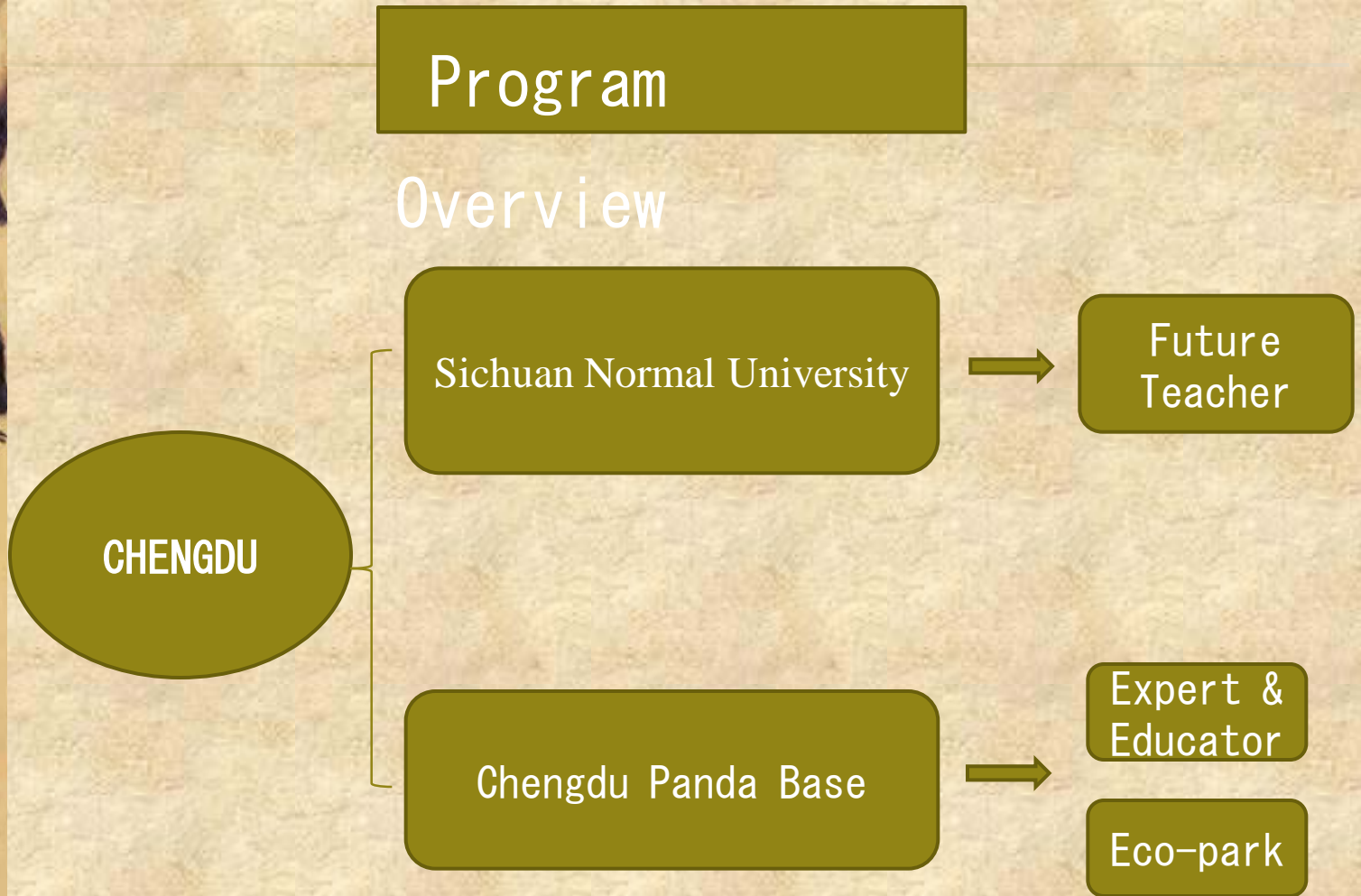




# Teacher training course Program

Program

Overview



# Teacher training course Program

## Program Aims



# Teacher training course Program

## Training Course

### Units



# Teacher training course Program

## Training Course

### Units



# Teacher training course Program

## Teacher Packet



# Teacher training course Program

Workshop 2013

Overall Goals



# Teacher training course Program

Workshop 2013

Details



# Teacher training course Program

## Workshop 2013

## Schedule

**Saturday, June 1, @Sichuan Normal University**

Time	Activity	Instructor
9:30	Welcome, Introductions, Overview of Workshop	Xu Ping
9:40	Icebreaker, to divide students into groups	Xu Ping
9:50	Group Picture & Tea Break	
10:10	What is Conservation Education and the status of Conservation Education in and Internationally	Tang Ya Fei
10:45	What is biodiversity, status of global biodiversity and biodiversity in and why it matters; freshwater systems and wetlands	Sarah Translator: Wenjing
11:30	Campus Biodiversity & Why it Matters – Activity	Ya Fei
12:00	Lunch & rest	
1:30	Ecosystem Services - The interconnectedness of biodiversity, ecosystem and human health. & Animal Welfare and Human Welfare: interlinked	Sarah Translator: Wenjing
2:20	Biodiversity in our lives (food, medicine, building materials, clothes)	Xu Ping
2:50	Tea break	
3:00	Animal needs – habitat & loss of habitat; animal families, emotions and intelligence; amazing animal adaptations	Sarah Translator: Yafei
3:50	Wildlife Trade & Wildlife Rescue Activity (Role play and discussion)	Xu Ping
4:10	The importance of animals and nature in child development	Sarah Translator: Wenjing
5:00	Close of Day 1	Tang Ya Fei



# Teacher training course Program

## Workshop 2013

## Schedule

**Sunday, June 2 @Sichuan Normal University**

Time	Activity	Instructor
9:30	Overview of Day 2	Xu Ping
9:40	How to be a responsible pet owner.	Sarah Translator: Wenjing
10:20	Making Connections: how to foster stewardship behavior in youth and consumption connections	Xu Ping
10:40	How to design conservation education lessons and activities and how to make them age appropriate	Tang Ya Fei
11:10	Tea Break (Brainstorm – what are the most important conservation topics for your students to learn?)	Xu Ping facilitate
11:30	Promoting child participation in conservation solutions and building community support	Tang Ya Fei
12:00	Workshop Evaluation	Sarah & Xu Ping
12:20	End of Workshop & Good-bye	Xu Ping

# Teacher training course Program

## Workshop 2013

### Schedule

**Date: TBD @Chengdu Panda base**

<b>Time</b>	<b>Activity</b>	<b>Instructor</b>
8:30	Leaving from	
9:30	Arrive at panda base	
9:30--11:30	Tour of the base (Including a Scavenger Hunt Program)	Xu Ping, Ya Fei, Wenjing
11:40--1:00	Lunch	
1:30	Introduce conservation education at Chengdu Panda Base	Xu Ping
2:10	Outdoor education and how to use games to increase learning and engagement (include a demonstration of two different teaching style)	Ya Fei
2:30	Biodiversity activity (nature creep from camp curriculum)	Xu Ping
	Nature in My Life – Role Play Activity	Ya Fei
	Habitat pressure (space squeeze) activity	Xu Ping
4:00	End of workshop. Certificate. Group photo	
4:30	Leave panda base	

# Teacher training course Program

## Workshop 2013



# Teacher training course Program

## Workshop 2013



# Teacher training course Program

## Workshop 2013



# Teacher training course Program

Workshop 2013

Evaluation

Questionnaire Survey

Before

After





Thank you!



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