

## 傳遞保育與關懷的行動動物園

2009年是動物園的保育行動實踐年，透過保育整合行動與教育創意行銷，我們努力傳遞生物多樣性保育的理念，也與園外與國外單位更緊密地合作推展保育行動。多年努力，大貓熊「團團」與「圓圓」終於在今年初正式與國人見面。大貓熊的引入，不只更開擴國人對動物演化奧秘的認識，亦顯示本園在國內外動物生態保育的角色將愈形重要。除了全面整合展示教育與動物醫療管理介面之外；即時發布訊息與影像的方式，則有效地傳達大貓熊管理與保育教育資訊。我們也透過網路與抽號碼牌等方式，有效消滅排隊參觀大貓熊的負面問題，大幅提升遊客遊憩與體驗品質。

我們也結合國內外各單位的資源，持續發展野生動物的繁殖、醫療、管理、收容與保育研究。我們不僅建立多種瀕危龜類，如緬甸星龜的人工繁殖模式，並與美國貝勒爾龜類保育建立跨國保育合作關係與模式，共同進行建立緬甸星龜有效繁殖族群與重返原棲息地的計畫。經過長期與學術機構及民間單位的合作，藉由臺灣黑熊「黑糖」的成功繁殖，我們除了辦理多元黑熊與棲地的保育宣導活動外，也透過亞洲黑熊國際研討會，將我們的保育成果與世人分享。

教育推廣一直是本園長期努力的方向，自從我擔任動物園園長重責之後，也期許能透過不同媒介方式，更多面向深入地行銷保育理念。2009年除了在園內舉辦了牛科動物、藥用昆蟲、外來種生物等不同主題的特展外；我們更將教育與活動能量從園內向園外擴展。貓空地區整體創意行銷計畫的推動，將生態保育與地方特色整合和串連。為了將動物園的保育價值與成果向遠地傳遞，我們協助在東部與南部地區辦理本土蛇類與蝙蝠特展。我們更在動物園內外為弱勢兒童舉辦多場生態體驗活動，以「行動動物園」方式到嘉義縣梅山鄉與阿里山鄉八八水災受災學校，透過體驗遊戲進行生態保育宣導。在保育行銷上，我們加入創意思考的元素，讓保育行銷多元化。由動物園同仁一手包辦製作的「臺北動物起床號」廣播節目，透過輕鬆活潑的單元型態，向兒童傳達「尊重生命、關懷自然」的理念，並在生活中落實生態保育，所以我提出「體驗、探索、感動、啟發」四大重點，近一步深刻的詮釋可以是：體驗不只是觀看而是互動式的體驗，探索不只是摸索而是有主題的探索，感動不只是心動而是會行動的感動，啟發不只是出發而是消化後的啟發，我認為惟有大家全心全力共榮共存，不同的創意思考給與明確定位與思維，才能有新的面貌。

動物園的工作成果是由同仁們所累積而成，藉由2009年臺北市立動物園年報的出刊，將動物園在各面向的成果與大家分享。未來我們將結合民眾個人、企業、學校、民間團體等多方面的資源，讓動物園的保育力量可以無限延伸，成為一個傳遞保育與關懷的行動動物園。

臺北市立動物園 園長

葉傑生

## Action Zoo, the emissary of conservation and caring

2009 was the Year of Conservation in Action for the Taipei Zoo. Through creative marketing campaigns combining conservation and education, we championed forward the concept of biodiversity conservation, and forged closed ties with outside institutions and foreign entities promoting this issue together. Giant Pandas Tuan Tuan and Yuan Yuan made their official debut at the beginning of the year after huge sums of efforts too. Their introduction not only furthered the understanding our nationals have about the wonders of animal evolution, the Taipei Zoo also advanced our statute on animal conservation, both on national as well as on international levels. Aside from comprehensively integrated exhibition, education, animal health and management fronts, we used means such real-time bulletins and live imagery to convey information about Panda management as well as on conservation and educational subjects. We also incorporated the Web and a ticketing system to keep the queuing time down viewing the Giant Pandas, so thus sharply increased the recreational pleasure of our visitors.

We also pooled resources from agencies foreign and domestic, and made progress advancing wildlife breeding, medical care, management, rescue, and conservation researches. We effectuated breeding and hatching techniques for various endangered turtle species including the Burmese Star Tortoise, and signed a multinational conservation pact with the US-based Behler Chelonian Center to cooperate in the breeding and the reintroduction of this species back to its natural habitat. We also successfully bred a Formosan Black Bear cub named "Hei Tang" (Brown Sugar) under a long-term reproduction and adoption project formed between academic and private institutions. With Hei Tang's arrival we organized a multitude of activities promoting the conservation of the Black Bear as well as its natural habitat, and shared our success with the world via the International Symposium on Conservation of the Asiatic Black Bear.

Education has always been a direction the Zoo spares no effort promoting. Ever since I was entrusted with the core responsibilities as Taipei Zoo Director, I have been eager to market conservation in-depth in a vast spectrum of areas via different mediums. In 2009, in addition to an array of special themed exhibitions such as All about Bovidae, Medicinal Insects and Medical Applications, and Exotic Species in Taiwan, we expanded our education



reaches from in-situ to ex-situ, with the launch of a creative marketing plan for the MaoKong Area, integrating and connecting eco-conservation with local features. We assisted organizing the Indigenous Snake Exhibition and A Bat Exhibition: BATS = Biology + Arts and Technology held in the Eastern and Southern regions of Taiwan respectively, to forward the value of conservation and the successful outcomes to the remote areas. We held many eco-experience activities both in-and-out of the Zoo specifically for minority children. We took Zoo in Action to schools in Meishan and Alishan townships, two disaster areas hit hard by Morokat Typhoon in Chiayi County, promoting eco-conservation through game playing. We added creative elements to make conservation marketing more diverse. The radio program "Wake-Up Call from Taipei Animals", a highly entertaining children's show produced entirely by the Zoo staff aimed at communicating the message of "respect life, protect nature", so as may implement eco-conservation in real life. I professed four points: "Experience, Exploration, Affection, Inspiration", all with implied meanings beyond the surface: experience through interaction; explore through discovery; affecting through involvement, inspire through insight. I am convinced that only with united efforts striving toward a common goal, pooling creative thinking and maintaining absolute clarity about the intended direction, may we reach a new frontier.

Zoo works require systemic efforts from our staff. I am proud to share with you the outstanding achievements in 2009 in our annual report. In the future we look to combine resources from a multitude of areas: private individuals, corporation, schools, private groups, etc, so that the Zoo's conservation strengths may be extended unlimitedly, making the Zoo In Action, an emissary of conservation and caring.

