



4 環境教育與推廣 Environmental Education and Promotion

多樣性的動物 與生態展示管理

(一) 主題特展

配合中國生肖年主題推出「『Just Love Felids 就是愛飛力』—99虎年貓科動物特展」，以及「『數位昆蟲童話世界』昆蟲數位典藏特展」等，計展出13場次。

◎「Just Love Felids 就是愛飛力」—99虎年貓科動物特展(展期：99年2月10日-12月31日)

不論是威猛的老虎、獅子，或是家中可愛喵喵叫的小貓咪，都是貓科(Felidae)動物一飛

力家族的一員。本(99)年是農曆生肖虎年，本園推出「Just Love Felids 就是愛飛力—99虎年貓科動物特展」，從貓科動物的分類、習性到民間信仰都有詳盡的介紹。

這次特展與國際野生動物貿易研究組織合作，運用解說文案、標本、模型、影片及互動體驗設施，希望民眾從老虎來認識整個貓科家族，因為除了家貓外，全球的貓科動物在捕獵與棲地破壞的壓力下，全都是保育類，整個貓科家族都需要大家來關心和參與保育行動。



「99虎年貓科動物特展」開幕活動



貓科動物頭骨展示



誰是貓科動物裡的No.1



「99虎年貓科動物特展」

(I) Themed Exhibitions

We organized a total of 13 special exhibitions, including “Just Love Felids – 2010 Year of the Tiger Feline Special Exhibition” and “Digital Insect Fairy Tale World” special exhibition, in coordination with the year of the tiger.

◎“Just Love Felids” – 2010 Year of the Tiger Feline Special Exhibition (Exhibition period: February 10th-December 31st, 2010)

Whether it may be the magnificent tiger, lion or adorable kitty at home, they are all members of the family Felidae. This year (2010) is the

year of the tiger, we thus organized the “Just Love Felids” – 2010 Year of the Tiger Feline Special Exhibition, which introduces in detail the categories of Felidae, habits and folk beliefs.

We cooperated with TRAFFIC in this special exhibition, and used text, specimen, models, film and interactive experience facilities in hopes of letting visitors learn about the entire family felidae from tigers. Besides domestic cats, all felidae around the world are protected species due to the pressure of hunting and destroyed natural habitats; the entire family felidae need everyone's concern and participation in conservation.

Diversification of Animals and Management of Ecological Exhibits



小朋友動手完成貓科動物立體拼圖



喵喵運動會活動

Location: Education Center.

Number of visitors: 114,701.

Educational event: A total of 183 tours of the special exhibition were given for 3,021 visitors of the special exhibition; “Kitty Games” was held 186 times with a total of 1,074 participants in September 5th-December 31st; the “Origami Classroom” saw 34,918 visitors in February 23rd-December 31st.

Exhibit Theme	Summary
Feline secrets	Introduces the evolution of felines, their categorization, differences between big and small cats, distribution, characteristics, senses, habits, and habitats.
The king of cats – On tigers in the year of the tiger	Brief introduction of tigers, human beings and tigers, totems and worship of primitive tribes, tigers and the theory of the five elements, complex meaning symbolized by tigers, and tigers and Taiwan's folk belief.
Felidae in Taipei Zoo	Introduces features of felines exhibited in Taipei Zoo, including Chinese Leopard Cat (<i>Prionailurus bengalensis chinensis</i>), Clouded Leopard, Eurasian Lynx (<i>Lynx lynx</i>), Bengal Tiger (<i>Panthera tigris tigris</i>), Lion (<i>Panthera leo</i>) and Leopard.
Extreme cats	Introduces the largest and smallest cats, the dirtiest and rarest cats, the fastest cat, the best at catching fish and diving champion.
Cats Q&A	Introduces why cats cover their feces, why the shape of their pupils change, etc.
The fall of big cats	Explains why the number of many cats has dropped drastically, its effect and their distribution.

展出地點：本園教育中心。

參觀人次：114,701人次。

教育活動：特展導覽解說2月10日~12月31日183場次3,021人次；

「喵喵運動會」9月5~12月31日186場次1,074人次；

「摺紙教室」2月23~12月31日34,918人次。

展示主題	展示內容概要
貓科動物大搜秘	介紹貓科動物的演化、分類、大貓小貓的差異、分布、特徵、感覺、習性、棲地等。
貓科之王—虎年談虎	虎的簡介、人類與老虎、原始部落的圖騰與崇拜、老虎與五行說、虎所象徵的複雜意義、老虎和臺灣的民間信仰。
動物園的貓科家族	介紹臺北市立動物園裡展示的貓科動物特色，如石虎、雲豹、歐亞大山貓、孟加拉虎、獅子、花豹等。
貓科之最	介紹貓科動物裡體型最大與最小的、最不爱乾淨的、最稀有的、短跑冠軍、捕魚冠軍及潛水冠軍等。
貓科Q&A	介紹貓貓為什麼要埋大便？貓的瞳孔形狀為什麼會變？等10大Q&A。
淪陷的大貓	解說為何許多貓科動物數量銳減及其影響、分佈數量情形。



摺紙教室



解說導覽及有獎問答



紅豆山莊的傳家寶書—日本昆蟲學家田條道夫在臺灣的採集遊記

◎「數位昆蟲童話世界」昆蟲數位典藏特展

(展期：99年2月6日-6月20日)

2010年為全球設定之生物多樣性年，為檢視各地推動生物多樣性保育之重要工作成果，及展現我國為了達成2010年生物多樣性目標的努力，尤其在完成臺灣本土生物多樣性基礎生物分類調查及長期支持數位化的物種分類研究上，我國也投入了相當大的心血及預算，尤其昆蟲是物種中最多的類群，行政院國家科學委員會早便投入了相當大的人力物力在建構我國之昆蟲數位資料庫，以為我國生物多樣性資訊之基礎。

因此為了呈現我國昆蟲數位典藏庫的精髓，本園特別與臺灣大學昆蟲標本館數位典藏計畫合作，利用平面文字、圖片、標本展示與多媒體的影音設備與器材，將數位典藏計畫目標、應用與成果，以互動的方式，設計「數位昆蟲



雄蝶酒吧—展示許多數位典藏計畫延伸的物品



黑桃谷—昆蟲訓練班



可可樹上的樹葉蟲—利用感光油墨所設計的互動趣味小遊戲介紹昆蟲相關的小知識

◎“Digital Insect Fairy Tale World” Special Exhibition (Exhibition period: February 6th-June 20th, 2010)

2010 was set as the year of biodiversity. To examine the results of biodiversity conservation in each region and show the efforts of Taiwan to achieve the 2010 biodiversity goal, Taiwan has invested a considerable amount of effort and funds, especially in completing a survey on basic species classification of Taiwan's endemic species and long-term support of digit species classification research. Considering that insects consist of the most species, the National Science Council, Executive Yuan invested a great amount of human and material resources in building a insect digital database, which is the foundation of

Taiwan's biodiversity information.

2010 was set as the year of biodiversity. To examine the results of biodiversity conservation in each region and show the efforts of Taiwan to achieve the 2010 biodiversity goal, Taiwan has invested a considerable amount of effort and funds, especially in completing a survey on basic species classification of Taiwan's endemic species and long-term support of digit species classification research. Considering that insects consist of the most species, the National Science Council, Executive Yuan invested a great amount of human and material resources in building a insect digital database, which is the foundation of Taiwan's biodiversity information.



放羊小孩知識站—透過昆蟲動畫更進一步了解昆蟲的構造

童話世界」特展，讓參觀民眾親身參與體驗，結合昆蟲3D 影像物件數位模型、線上昆蟲學知識查詢及動畫賞析，各式加值商品的展示，能讓國人更了解數位典藏的意義與價值。

展出地點：本園昆蟲館。

參觀人次：100,713人次。

展示主題：

以數位典藏國家型科技計畫出版的「愛麗絲昆蟲奇遇記」為情境架構，故事屋的展示佈置讓參觀者有如進入童話世界，並設計一系列冒險故事劇情，有「紅心森林的冒險」、「勇闖鑽石城」、「黑桃谷訓練班」、「放羊的小孩」、「螞蟻的童話故事」等，藉由愛麗絲與不同昆蟲對談的過程，達成多樣的情境互動教育意義，引導參觀者進入昆蟲多變與奇幻的世界。

◎福蝶・FORMOSA! 臺灣蝴蝶王國特展

（展期：99年7月3日-12月31日）

本特展由本園與國立自然科學博物館共同設計，從生物角度認識蝴蝶、人文角度探索臺灣蝴蝶工藝產業之美、保育的三大角度為民眾介紹臺灣蝴蝶的物種特色，以及成為「蝴蝶王國」傳奇的成因。

由於追求經濟成長而伴隨的土地開發，已經讓臺灣將進400種蝴蝶中，有三種包括大紫斑蝶、淺色小豹蛱蝶、帝王蝶，確定在20世紀滅絕。另外，因為人類活動引起的直接或間接干擾，包括不當採集、林相更新、氣候變遷等因素，讓紫斑蝶、珠光鳳蝶的生存環境岌岌可危。在本特展中，以標本與圖片呈現的方式詳細解說這些造成蝴蝶危機的原因與改變。

蝴蝶工藝產業曾為臺灣經濟起飛貢獻一份力



Location: Insectarium.

Number of visitors: 100,713.

Exhibition theme:

Using the publication “Alice in Bug-land” of the National Digital Archives Program as the background, the story house is decorated to make visitors feel as if they entered a fairy tale world. A series of adventure stories was designed, including “Adventure of Red-heart Forest,” “Bravely Rush Diamond Castle,” “Spade Valley Training Course,” “Shepherd Child” and “Fairy Tale of Ants,” and the process of Alice talking to different insects achieves multiple interactive educational meanings, guiding visitors in to the ever changing mysterious world of insects.



紅豆山莊的傳家寶書—日本昆蟲學家中條道夫在臺灣的採集遊記

◎Butterfly Formosa! Taiwan Butterfly Kingdom Special Exhibition (Exhibition period: July 3rd- December 31st, 2010)

This special exhibition was jointly designed by the Taipei Zoo and National Museum of Natural Science, and allows visitors to learn about butterflies from a biological perspective, explore the beauty of Taiwan's butterfly crafts industry from a cultural perspective, and characteristics of Taiwan's butterflies from three perspectives of conservation, as well as why Taiwan is the “butterfly kingdom.”

The pursuit of economic growth is accompanied with land development; among Taiwan's near 400 species of butterflies, it has been confirmed that three species, including

Euploea phaenareta juvia, *Boloria pales* yangi and *Danaus plexippus*, became extinct in the 20th century as a result. Moreover, direct or indirect disturbance caused by human activity, including inappropriate gathering, forest form renewal and climate changes, have engendered the survival environment of *Euploea Sylvester swinhoei* Wallace & Moore and *Troides magellanus*. Specimen and pictures are used in this special exhibition to explain causes and changes that have resulted in the dangerous situation of these butterflies.

The butterfly crafts industry once contributed to Taiwan's economic take off. This special exhibition is Taiwan's largest butterfly crafts exhibition, including butterfly decorating board, butterfly wing collages, butterfly decorated plastic





量，本特展為臺灣最大規模的蝴蝶工藝展示，包括蝴蝶裝飾板、蝶翅貼畫圖、蝶飾塑膠製品如杯墊、桌布、壁掛、墊板、手提包等，蝶飾竹製加工品包括杯墊、茶盤、果盤等、並解說其製作過程。

此外，本展覽從生物的角度為民眾介紹臺灣特有種蝴蝶、蝴蝶的一生、攝食、棲息環境、避敵策略與遷移行為；從研究的角度介紹為臺灣蝴蝶研究投注畢生心血的中外名人；從文化的角度訴說蝴蝶這幻舞精靈在古老原住民部落中的美麗傳說。

展出地點：本園昆蟲館。

參觀人次：135,469人次。

教育活動：「福蝶夏令營」(7-8月每週六、日)

(二) 多樣性植物展示

持續加強園區複層植被環境的塑造，以及配合展示動物自然地理區位植被栽植。另因應花博行銷及節慶活動，推出各種主題綠美化展示布置，以提供遊客多元遊憩體驗。

建構環教園區

(一) 節水節能環教園區

在節水節能教育推廣方面，持續辦理遊客參觀本園「節水節能設施及雨／中水利用」導覽解說，共計367團5,983人次。

◎ 園區持續推動節水節能改善工作

節約用水方面：清洗園區雨水蓄水池，增加雨水回收利用率，全園每月回收可用水超過9,200噸，提供植栽澆灌、水生植物、公廁等用水以取代自來水量。



教育活動—猩猩點燈

節約能源方面：持續進行新光特展館、教育中心等館舍逃生指示燈由10W改為1W LED燈節能改善，每月用電量可節省約1,807度以上，緊急照明28 W改為5W LED燈節能改善，每月用電量可節省約828度以上，櫥窗燈50W改為9W LED燈及更換MR-16盞燈5W，每月用電量可節省約2,464度以上，其餘將逐館汰舊換新。年度保養空調系統，提升用電效能約10%。

完成特展館大貓熊室內展場及隔離舍空調增設工程，獨立提供動物欄舍區及室內動物展場



products, such as cup mats, hangings, writing mats and handbags, and butterfly decorated bamboo crafts, such as cup mats, tea cup plates and fruit plates, and explains how each product is made.

Furthermore, this exhibition also offers a biological perspective, and introduces Taiwan's endemic butterfly species, the life of a butterfly, diet, habitat, enemy evasion strategy and migrating behavior; from a research perspective, this exhibition introduces famous researchers who dedicated their lives to the research of Taiwan's butterflies; from a cultural perspective, this exhibition tells beautiful legends of butterflies that are passed on in ancient indigenous tribes.



Location: Insectarium.

Number of visitors: 135,469.

Educational event:

“Butterfly Formosa Summer Camp” (every Saturday and Sunday in July-August)

(II) Diverse vegetation exhibits

Taipei Zoo continues to create a multiple layer vegetative environment, as well as vegetation according to the natural habitat of animals. Furthermore, a variety of themed greening and beautification exhibits were opened in response to the Floral Exposition and various celebrations, offering visitors with a diverse recreation experience.



(I) Water and Energy Conservation Environmental Education Area

With regards to the promotion of water and energy conservation education, a total of 367 groups with 5,983 people visited Taipei Zoo's “water and energy conservation facilities and rain/used water utilization areas.”

◎ Taipei Zoo continues to improve water and energy conservation facilities.

In terms of water conservation: the rain water



教育活動—猩猩點燈

reservoir was cleaned to increase the recycling rate of rain water; each month Taipei Zoo recycles over 9,200 tons of usable water for watering plants, water plants and restrooms.

In terms of energy conservation: we changed the escape indication light of the Special Exhibit House and Education Center from 10W to 1W LED lights, saving at least 1,807 kilowatt-hours of electricity each month; changed emergency lights from 28W to 5W LED lights, saving at least 828 kilowatt-hours of electricity each month; changed showcase lights from 50W to 9W LED lights and 5W MR-16 lights, saving at least 2,464 kilowatt-hours of electricity each month; lights of remaining buildings will continue to be replaced in the future. Annual maintenance of the air conditioning system enhanced power efficiency by roughly 10%.

We completed the installation of air conditioners in the Special Exhibit House,

Building a Zoo
of Environmental
Education

區之空調需求，與參觀面空調系統區隔運作，以應有無開放展示期間之空調調節，以達節能減碳之效並節省電費支出。

(二) 提升館區空氣品質計畫

本計畫自96年起推動辦理。96年人員派訓

取得證照，獲1顆星認證；98年改善室內空調、空氣過濾設備，經臺北市環保局進行環境空氣品質查驗認證，教育中心、兩棲爬蟲動物館、企鵝館、昆蟲館共計4館場獲空氣品質3顆星認證（經專家學者巡檢認證）；後續將持續推動提升館區空氣品質及參與認證。

教育推廣活動



(一) 深耕園區內常態教育推廣活動

園區研習活動計有臺北市128所國小21,547位四年級學生來園參觀教學；辦理教師研習營2梯次167人參加；團體預約解說服務，計有366團26,735人次接受導覽解說（其中弱勢接待導覽服務有49團3,475人次）；持續辦理由園長親自領軍的教育推廣解說導覽活動「動物爸爸Jason YA！暢遊園區談保育」，計12梯次413人參加；年內擴大辦理動物保母解說服務，計13種動物104場次。並持續辦理假日駐站主題解說及解說牌雙語化。

(二) 推展園內外主題教育活動

◎2010動物夏夏叫一

開心動物園working@zoo

首度推出創新之體驗型活動「開心動物園working @ zoo」，亦為首次動物夏夏叫活動以收費型態辦理。藉由「體驗」、「探索」、「感動」、「啟發」之連鎖效應，提升活動之深度與教育效應，期能透過探索動物園工作內容一角

色扮演，及活動設計一呈現動物園多元性風貌、學習尊重生命關懷自然，啟發參與者有關2010生物多樣性年觀念。

活動內容以動物園職司體驗探索為主，活動情境佈置場景及現場活動以本園工作場域為主要題材，藉由趣味性教育活動及體驗，了解動物園的工作內容，設計了九大場館提供參與者體驗動物園員工必備技能。

活動期間為7月3日起至12月31日止（活動天數計162日，約850場次）。自7月3日活動啟動初期以自由行參與為主打，7-8月共有8,605人次參與。為滿足遊客不同層面需求，調整活動組合及加值服務，自8月份起陸續推出1日遊及半日遊體驗套裝行程。活動參與人次7-12月總計參與達25,377人次。

收費方式：自由行護照300元（9站）、體驗券100元（3站）；8月份開心寶貝營400元/人；10-12月份動物小保母體驗營100-180元/人。



動物保母解說



Panda House and isolation ward, independently satisfying air conditioning requirements of animal housing and enclosure and indoor animal exhibits. This air conditioning system operates separately from visitor areas, achieving energy conservation and carbon reduction when the zoo or certain exhibits are closed, thus saving expenses on electricity.

(II) Taipei Zoo Air Quality Improvement Project

This project has been implemented since 2007. Personnel sent to trainings in 2007 received certificates and Taipei Zoo received a 1 star accreditation. After improving indoor air conditioning and air filtration equipment in 2009, the Education Center, Amphibian and Reptile House, Penguin House and Insectarium received

3 star accreditations in the air quality inspection conducted by the Department of Environmental Protection, Taipei City Government (accredited by experts and scholars who inspected the buildings); we will continue to improve building air quality and participate in certifications in the future.



節能屋更新展示

(I) Deep plowing regular educational visits

A total of 21,547 fourth grade students in 128 elementary schools of Taipei City participated in educational visits to Taipei Zoo in 2010; a total of 167 teachers participated in the 2 teacher workshops that were held; and a total of 366 groups with 26,735 people made appointments

for guided tours (in which 49 groups with 3,475 people were minority groups). The Director of Taipei Zoo continues to personally lead the educational promotion activity "Animal Dad Jason Ya! Tour the Zoo and Talk about Conservation," which was held 12 times with a total of 413 participants. This year we expanded animal nanny services to 104 sessions for 13 animals, and continued to provide bilingual tours during the holidays and made bilingual signboards.

Educational Promotion Activities



(II) Implementing themed educational events

©Animal Summer 2010 – working@zoo

We launched the innovative experience activity "working @ zoo," and for the first time charged a fee for participating in Animal Summer. The chain effects of "experience," "exploration," "affection" and "innovation" enhance the activity's depth and educational effects. We hope to present the diverse appearance of a zoo via exploration of zoo work – role playing and activity design, so that participants will learn to respect life, care





場館名稱	活動體驗工作類別	參與人氣百分比
虎口拔牙	動物醫師	18 %
動物小保母	動物管理員	16 %
小小綠手指	植栽園丁	13 %
野外探險家	野外生物觀察家	11 %
動物劇場	動物劇場演員	11 %
小小法布爾	昆蟲飼養員	10 %
小小售票員	遊客服務人員	8 %
猩猩點燈	機電工程師	6 %
我是小園長	動物園園長	5 %



小小法布爾



野外探險家



虎口拔牙



小小綠手指

◎2010動物園星光一班夜宿夏令營

本活動於99年7、8月份暑假期間辦理，共舉辦6梯次、每梯次40人，共計240名學童參加。現代生活中要體驗與野生動物相處或在夜間欣賞大自然實屬不易，這是動物園首次推出全新的策劃，為期2天1夜活動型態之夜宿夏令營，活動內容除安排動物保育講座外，還包含動物園工作區域的實際體驗與參訪、導覽、實物的製作課程，及至貓空進行戶外生態教學活動等；本活動提供化身動物保母的真實體

for nature, and build the 2010 concept of biodiversity.

This activity mainly allows participants to experience and explore each position in a zoo. The settings and activities all feature Taipei Zoo's work fields, allowing participants to understand zoo work through an interesting and educational

experience. A total of nine exhibits were designed for participants to experience what skills are required by each worker at the zoo.

The duration of this activity was from July 3rd to December 31st (162 days in total with roughly 850 sessions). When the activity was first launched in

我是小園長



July 3rd, most participants went on the self-guided tour totaling 8,605 in July-August. To satisfy the needs of different visitors, we adjusted the activity and value-added services, launching one-day and half-day trips, as well as experience packages in August. The number of participants totaled 25,377 in

July-December.

Charge standards: Self-guided tour passport NT\$300 (9 stations), Experience ticket NT\$100 (3 stations); Happy Children's Camp in August NT\$400 per person; Animal Nanny Experience in October-December NT\$100-180 per person.

Name of exhibit	Type of work experienced	Percentage of participants
Pulling a tiger's tooth	Veterinarian	18 %
Animal nanny	Zoo keeper	16 %
Little green fingers	Gardener	13 %
Adventurer in the wild	Wildlife observer	11 %
Animal theater	Animal theater actor	11 %
Little Fabre	Insect breeder	10 %
Little ticket seller	Tourist service	8 %
Orangutan light a lamp	Electrical and mechanical engineer	6 %
I am the Director	Director of the zoo	5 %

©2010 Taipei Zoo Super Star Overnight Summer Camp

This event was held 6 times during the summer of 2010 (July and August), each with 40 participants to a total of 240 students. In modern day life it is truly difficult to experience being with wild animals or admiring nature at night. This is a whole new plan of Taipei Zoo in the form of a 2 day 1 night summer camp. In addition to animal conservation lectures, participants were also able to experience and visit fields of work in Taipei Zoo, and even take part in an outdoor ecological teaching activity at Maokong. This event allowed participants to experience what it is like to be an animal nanny, and even enter staff only





「星光一班夜宿動物園」活動小朋友體驗動物食草準備工作

驗，參與學童可深入本園工作後場，如：飼料倉庫及調配室、動物欄舍及作業區，與亞洲象、犀牛、長頸鹿、黑猩猩等近距離接觸，實際體驗動物保育與動物真實的日常生活。期以多樣化的教學及體驗方式，讓學員了解動物園動物保育的工作及生態保育之重要性，日後成為愛護動物與保育的尖兵。



「星光一班夜宿動物園」活動小朋友檢視自己為動物準備的水果冰



◎「Zooloween! 動物也驚魂」 萬聖節系列活動

有鑒於東、西方文化中均蘊含著豐富的動物意象，以各種節慶為例，或多或少都找得出其代表動物。因此，若能將節慶活動及保育概念進行趣味整合，讓社會大眾在歡度節日之餘，亦能正確認識動物，從而重視自然生態環境，改善日常生活習慣，並認同動物園的保育理

念，當有正面助益。本萬聖節系列活動共分為3部分：

1. **動物驚魂屋**：將教育中心既有展示進行換裝展示，展示期間為99.10.12-99.10.31，以「動物危機」為主軸，營造生態環境遭受人類破壞及野生動物所遭遇到的危難，現場佈置生活周遭常見事件，如：「路殺 (Road Kill)」一使用大型輸出輪胎圖案及音效播放

areas, such as: feed storage and preparation room, animal housing and enclosure, and working areas, coming close to Asian Elephant, rhinoceros, giraffe and chimpanzee. We hope that the diverse teaching and experiences of this event will let students understand the importance of work completed by animal nannies, as well as ecological conservation, so that they will become the point of animal care and conservation.



©“Zooloween! Scary Animals” Halloween Activity Series

Considering that both eastern and western cultures are rich with animal images, e.g. a representing animal can be found for almost every celebration, if celebrations can be combined with conservation concepts, it will allow the public to gain correct knowledge of animals while they are celebrating holidays, and further attach importance to natural ecology, change their daily habits, and acknowledge conservation concepts of zoos. This Halloween activity series consists of 3 parts:

1. Animal horror house: The original exhibition in the Education Center was replaced during the period October 12th~31st, 2010 and featured “animal crisis.” The exhibition was decorated like crises frequently encountered by wild animals and the ecological environment damaged by human beings, e.g. “Road Kill” – large pictures of tire marks were placed and the sound of cars breaking was played to simulate the danger of being under a tire; “wild animal skinning” – animal specimen were borrowed and special dye was used to create a bloody image, making visitors ponder their



動物驚魂屋





Be Wild 變裝趴

緊急剎車聲音，體驗在車輪底下受威脅的情境；「剝製野生動物皮草」一借展動物標本，並利用特殊顏料製造血腥意象，思考美麗時尚與尊重生命的選擇等。也邀請民眾變裝化身為動物、獵人等角色，來共同體驗野生動物所可能遇到的苦難，進而瞭解棲地保護及動物保育的重要性。

2.Zoollooween園遊會：10月30日下午，邀請臺北動物園保育教育基金會等保育團體一起闖關玩樂，以親子互動、寓教娛樂方式宣傳野生動物保育的觀念。



3.Zoollooween Be Wild變裝晚會：今年特別搭建走秀伸展台，於萬聖節10月30日當晚，邀請精心打扮與動物相關裝扮之民眾參與走秀。

多元保育教育行銷

(一)持續編製動物園雜誌(季刊)、年報等連續性出版品；年內出版了《樂活園的秘密——動物爸爸札記》、《山豬老大ABC》、《進ZOO水世界——遇見水生植物》、《節水&節能的臺北動物園！》等文宣出版品。

◎《進ZOO水世界——遇見水生植物》

水是生命的泉源，在臺灣隨處可見，人們也習慣地暢快使用。但水如何在地球上循環？雨水怎麼來？又會到哪裡？降雨量這麼多的臺灣，為何還要受到無水可用的威脅？本書以擬人化的手法，筆



choice between fashion and respecting life. Visitors were invited to put on animal costumes or dress as hunters and jointly experience hardships that wild animals might encounter, which would allow them to further understand the importance of habitat protection and animal conservation.

2. Zoolloween fair: Held in the afternoon of October 30th, and invited conservation groups, including Taipei Zoological Foundation, to join in the fun of overcoming each challenge, promoting wild animal conservation via parent-child interaction and combining education with recreation.

3. Zoolloween Be Wild Masquerade: This year we specially built a runway for visitors in animal related costumes to walk on the night of Halloween on October 30th.



(I) Taipei Zoo continued to publish zoo magazines (quarterly) and annual reports. This year Taipei Zoo published "Secret of LOHAS – Notes of an Animal Dad," "Boar Boss ABC," "Come to the Zoo and Meet the Aquatic Plants" and "Water and energy conservation of Taipei Zoo!"

◎ "Come to the Zoo and Meet the Aquatic Plants"

Water is the source of life. It can be found everywhere in Taiwan, and people use it without thought, but how does water circulate on earth? Where does rain come from? Where does it go?

Diverse
Conservation
Education and
Marketing

國家出版獎葉傑生園長出席頒獎典禮領取《野性再現》佳作獎座



國家出版獎一佳作及入選



國家出版獎出席同仁合影

記小水滴的旅行見聞，書中透過6個主題與6位主角介紹動物園裏的水生植物外，也對水體環境的動物、水資源的重要性以及面臨的一些問題等加以說明，並配合一些插畫的表現，全文中英對照，讓本書不僅是小朋友的書，也是大人可以獲得知識的饗宴。

◎《山豬老大ABC》

為本園自製「臺北動物起床號」廣播節目之延伸出版系列叢書。本書以動物園的動物們為故事背景，透過「山豬老大」和「小泥鰍」兩位主角的鮮明個性與幽默對話，讓小朋友可以輕鬆學習與動物相關的英文單字與生態知識。本書內容是專為小朋友量身打造、結合有聲書的故事繪本，介紹涵蓋昆蟲、爬蟲類、鳥類、哺乳類等動物，主角以「誰在天空飛得高」、「誰在地上跑最快」、「誰像蜥蜴沒有腳」等問題引發小朋友好奇心，輔以「聲出小小知識家」中真人配音的保育故事，藉此深入淺出的劇情導引小朋友認識動物、進而喜愛英文，兼具語文學習與保育教學的功能。

(二) 透過媒體通路向外推廣動物園保育及教育訊息，全年發佈新聞149則。加強國際網路資訊服務，配合臺北市政府機關網整合，本園機關網中文網於99年2月3日上線啟用，至12月底首頁造訪人次達666,155人次；臺北動物園全球資訊網配合市府機關網建置，改版為臺北動物園保育網，於99年5月22日啟用，其中新增有兒童網、部落格等單元，99年1~12月首頁造訪人次計達1,184,837人次(含改版前後)，改版後至12月底首頁造訪人次計達652,765人次。為打造動物園生動活潑之形象氛圍，並爭取與潛在遊園民眾之互動機會，本園於99年6月29日成立「Taipei Zoo 臺北市立動物園」Facebook官方粉絲團，以「即時互動」、「溝通橋樑」及「爭取認同」為目標執行。

(三) 本園自製「臺北動物起床號」廣播節目自98年2月7日起，每週六於臺北廣播電台播出。本節目因題材新穎兼具寓教於樂之內容設計，已連續兩年榮獲臺北電臺提報廣播金鐘「兒童少年節目獎」、「兒童少年節目主持人獎」，並於99年獲臺北市政府創意提案會報優等獎。



動物起床號工作團隊



With so much rain in Taiwan, why are Taiwanese people threatened by water shortages? This book personifies a drop of water and records what it experiences and sees; this book uses 6 themes and 6 main characters to introduce water plants in Taipei Zoo, and also describes and illustrates animals that live in the water, the importance of water resources and issues that we face. The entire book is bilingual, making it more than just a children's book, but also a feast of knowledge for adults as well.

◎“Boar Boss ABC”

This book series is an extension of the radio program “Wake-Up Call from Taipei Animals.” This book uses zoo animals as the story background; the two main characters “boar boss” and “little loach” have clear personalities and humorous dialogue, allowing children to feel at ease when learning animal related English vocabulary and ecological knowledge. This book was tailored for children and comes with audio, introducing insects, reptile, birds and mammals; questions like “who flies the highest,” “who runs the fastest” and “who doesn't have feet like a lizard” arouse children's curiosity, and the “audio knowledge” section has both language learning and conservation education functions as it uses simple stories on conservation to let children learn about animals and further like English.

(II) Conservation and education information of Taipei Zoo is released via media channels; a total of 149 news reports were broadcasted in 2010. To strengthen information services online and in coordination with the integration of Taipei City Government agency websites, the Chinese website of Taipei went online on February 3rd, 2010, and had 666,155 visitors by the end of December. Taipei Zoo global information network was changed to Taipei Zoo conservation network in coordination with agencies of Taipei City Government and went online on May 22nd, 2010; a



山豬老大ABC繪本

children's network and blog were added; Taipei Zoo's website was visited 1,184,837 times in January-December 2010 (includes before website revision), in which 652,765 visits were from after the revision to the end of December. To create a lively image and atmosphere of Taipei Zoo and gain the opportunity to interact with potential visitors, Taipei Zoo on June 29th, 2010 set up a “Taipei Zoo” facebook fan page, aiming to achieve “real-time interaction,” act as a “bridge for communication” and “strive for recognition.”

(III) The radio program “Wake-Up Call from Taipei Animals” produced by Taipei Zoo was broadcasted by Taipei Broadcasting Station every Saturday since February 7th, 2009. Thanks to its innovative contents that are both entertaining and educational, the radio program was nominated by Taipei Broadcasting Station for the Broadcast Golden Bell Awards “Best Children Programme” and “Best Host in a Children Programme” for two consecutive years, and also received the excellence award for creative proposal from Taipei City Government in 2010.



動物起床號工作團隊