



環境教育與推廣 Environmental Education and Promotion

多樣性的動物與生態展示管理

●安兔生童話世界—2011兔年特展

介紹兔子形態、分佈、行為、東西方文化與兔子的關係，以及兔子帶來的危機與保育等。如：透過介紹東西方文化與兔子的關係，拉近兔子與人們生活文化的關聯，「兔子心情小學堂」體驗活動，讓人們了解熱門寵物中的兔子，牠們的肢體語言代表著什麼樣的心情。讓人們能由各方面更了解兔子，而更能愛牠、善待牠。



2011兔年特展—開幕活動



Diversity in the Exhibition Management of Animals and Ecology

●Special Exhibit for 2011—the Year of the Rabbit

The exhibit introduced rabbits, their distribution, behavior, their relationship with the eastern and western cultures, the challenges that rabbits bring about, and their conservation. The connection between people and rabbits was brought closer through the discussion of eastern or western cultural relationships with the rabbit. The “How do they feel?” classroom gave people an opportunity to experience and understand the body language of the rabbit, to understand rabbits better, to love them more, and to treat them better.



2011兔年特展—動物摺紙教室



●臺灣低海拔地區常見兩棲爬蟲動物特展

兩棲爬蟲動物屬於外溫動物，在臺灣雖然分布很廣，但以分布在低海拔地區為主，而這些地區剛好是人類活動最頻繁，開發最嚴重的地區，透過本特展讓民眾認識並關心這些生活在我們周遭環境的鄰居朋友——兩棲爬蟲動物。



基徵草蛉



寬復螳螂



黃裳4齡

●百年昆蟲特展

運用影音多媒體、圖片、標本及活體昆蟲等方式，從人類日常生活中會遇到的昆蟲談起，結合與食、衣、住、行、育、樂有關的昆蟲知識，解答民眾對昆蟲的疑惑及誤解，讓民眾了解昆蟲對人類究竟是有害還是有益，使民眾在最短的時間，吸收到最多生活化的昆蟲知識。



●Special Exhibit of the Common Amphibians and Reptiles in the Lowlands of Taiwan

Amphibians and reptiles are poikilothermic. Though scattered widely in Taiwan, they live mainly in low-elevation areas, just the areas where human are most active and development is most severe. Though this exhibit, we hope to help lead the general public to know and to care about these animal friends who live in our midst.



特展主題海報



特展短劇定裝照



●The Century Story of Insects with Human Life

Using multimedia of audio, video, pictures, specimens, and live insects, the exhibit introduced a) insects that people encountered in their everyday lives and b) insect knowledge that were relevant to their diet, clothing, shelter, movement, rearing, and entertainment. It

answered people's questions and straightened out their misunderstanding, and it led visitors to understand whether insects were beneficial or harmful to people. It gave them much everyday knowledge about insects in the shortest time possible.



建構節水節能環教園區

在節水節能教育推廣方面，持續園區推動節水節能改善工作，並辦理遊客參觀本園「節水節能設施及雨/中水利用」導覽解說，共計689團9,529人次。

節約用水改善方面：清洗園區雨水蓄水池，增加雨水回收利用率，提供植栽澆灌、水生植物、公廁等用水，以取代自來水量；進行全園水池及水管查漏，研議改善管壓、穩定用水品質，追蹤管路與供水狀況，俾利後續

改善，以達節水之效。100年用水節約7.3%。

節約能源改善方面：持續進行動物醫院、檢疫舍等館舍T8燈管改為T5燈管，另更換LED消防指示、進出口燈，估計每月節省電量4,947度，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%；完成變電站69KV變壓器汰換工程，增加全園用電轉換效率。100年度用電節約2.67%。

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134所國小22,053位四年級學生來園參觀教學；團體預約解說服務，計有413團27,282人次接受導覽解說（其中弱勢民眾接待導覽服務有74團4,984人次）；辦理「動物爸爸Jason YA！暢遊園區談保育」教育推廣解說導覽活動，計287人參加；年內持續辦理動物保育解說服務，計17種動物148

場次。另常態性之假日駐站主題解說服務及解說牌雙語化持續辦理中。

（二）推展主題教育活動

●夏日森林—2011動物夏夏叫

於99年首次推出夜宿夏令營、獸醫師研習營等，提供學生多元體驗探索學習機會，受到民眾熱情參與及廣大

Established a campus of environmental education that conserves water and energy

In the educational promotion of water and energy conservation, Taipei Zoo continued to implement water and energy conservation improvements on its campus. We also led zoo visitors through guided tours of water and energy conservation installations and rain water utilization at the Zoo. A total of 689 tours for 9,529 visitors were given in 2011.

Improvements on water conservation included a) cleaning rain water reservoirs for cleaning the campus, b) raised the percentage of rain water collected and utilized for plant watering, water-borne plants, and toilets, c) checking for leaks in water-containing devices and water pipes throughout the campus, d) studying for improved pressure in water pipes for more steady water quality, and e) tracking pipes and water supply situations for

subsequent improvements in water conservation. We achieved a 7.3% reduction in water usage in 2011.

On the front of energy conservation, we continued to replace T8 tubes with T5 tubes in the mobile animal hospital, health inspection and quarantine buildings, and so forth. We changed to LED lighting for fire emergency indicators, entrances, and exits with an estimated saving of 4,947 kilowatt hours (kWh). We plan to do replace the old with the new in one building after another. We conducted annual maintenance of air-conditioning systems and raised their efficiency by about 10%. We completed the renewal of 69KV transformers in substations, which improved the transformational efficiency of the entire campus. We reduced electricity consumption by 2.67% in 2011.

Educational Promotion Activities

(I) Deep-reaching regular educational visits

A total of 22,053 fourth-grade students from 134 elementary schools in Taipei City participated in the educational visits to Taipei Zoo in 2011, and a total of 413 groups with 27,282 people made appointments for guided tours (of which 74 groups with 4,984 people were disadvantaged). "Animal Dad Jason Ya! Tour the Zoo and Talk about Conservation" was held with a total of 287 participants. This year we expanded animal nanny services to 148 sessions for 17 animals, and we continued to provide bilingual tours during the holidays and made bilingual signboards.

(II) Implementing themed educational events

●The Summer Forest—2011 Animals Screaming

In 2010, we first introduced an overnight summer camp and a workshop for veterinarians, both of which offered participants opportunities to explore and study multi-dimensionally. These activities struck a chord with a wide audience and attracted many to participate. In 2011, we combined the international year of the forest and the year of the bat to make them the theme for this year's camps. We held during summer vacation the "Summer Forest-2011 Animals Screaming" offering mainly



夜宿動物園研習營





怪醫蝙蝠俠研習營

迴響。100年結合國際森林年及蝙蝠年為主題，於暑假辦理「夏日森林—2011動物夏夏叫」活動，以「夜訪黑森林」、「夜宿動物園研習營」、「黑白雙熊會」、「怪醫蝙蝠俠研習營」及「森林小精靈—尋找真幸福」各系列營隊活動為主軸，其中延續改進99年最受歡迎的體驗活動外，並再行推出新的研習主題，以蝙蝠、青蛙、穿山甲、臺灣黑熊、野生動物醫療工作等為研習主題重點，提供親子、高中生研習。另外於夜間開放的週六並辦理系列主題活動。

●「聞香ZOO園 森夜飄香」系列活動

首度嚐試以香花植物為主題辦理系列活動，拉近植物與動物的關連性，主要以「花香」的 6WH (What,



蝙蝠營研習



黑白雙熊會

activities such as "Visiting the Black Forest", "Sleepover at the Zoo Seminar", "Black and White Bears Meeting", "Weird Vet Batman Seminar", and "Goblins Forest—Bat Hunting". This year we kept and improved on the hands-on experience sessions that had been most popular in 2010 and added new topics of learning about Bats, Frogs, Formosan Pangolins, Formosan Black Bears, and the medical care of wild animals. The activities offered parents/children and senior high school students opportunities to explore and learn. We also conducted a series of themed activities on Saturday nights.

●“Smelling in the forest” series

This was our first attempt to use scented plants as the theme of a series of activities here at the Zoo. This drew plants and animals nearer. Using the 6WH (What, Why, Where, Who, When, and How) of the fragrances of flowers, participants were able to open up their own sense of smell to experience the aroma and the importance of flower scents in the ecology.



Why, Where, Who, When, How) 的概念讓參與者可以打開自己的嗅覺，體驗聞到花香的感受及了解香花植物在生態系中的重要性。

- 「聞香ZOO園·森夜飄香」香花植物展：在兒童動物區展出27種香花植物。
- 「聞香達人一虎鼻獅」研習營：藉由遊戲、現場導覽與解說，將香花植物於生活上的運用帶到研習中。
- 出版附有自製香精瓶的植物專輯《進ZOO香花世界聞香入園》。

●「Zoolloween! 動物也驚魂」萬聖節系列活動

將節慶活動及保育概念進行趣味整合，藉以讓參與民眾認同動物園的保育理念。今年持續辦理萬聖節系列活動：「動物驚魂屋」特展、Zoolloween園遊會、Zoolloween Be Wild 變裝晚會。



- “Smelling in the forest”. The exhibit of scented flowers was held in Children’s Zoo featuring 27 plant species with scented flower.
- “Expert Smellers” seminar: Through games and on-site tour and explanation, participants learned how plants of scented flowers are used in everyday life.
- Published Enter the World of Fragrant Flowers in the Zoo – Following the Scents, which came with a bottle for holding DIY flower essential oil.

●“Zoolloween! Scary Animals” Halloween Activity Series

Halloween celebration and the concept of conservation were put together in a fun combination for this year’s series to lead participants to recognize with the conservation ideals of the Zoo. This year we continued to hold an “Animal House of Horror” special exhibit, a Zoolloween fair, and Zoolloween Be Wild Masquerade.



多元保育教育行銷

(一) 年內編製動物園雜誌(季刊)、年報等連續性出版品；發行《動物爸爸的私密札記》、《進ZOO香花世界聞香入園》、《臺灣爬爬Go—瀕危及本土動物困境與保育教育專輯/兩棲爬蟲篇》等文宣出版品。

(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134則。加強網際網路資訊服務，本園機關網首頁造訪人次計885,871人次；臺北動物園保育網首頁造訪人次計925,397人次。

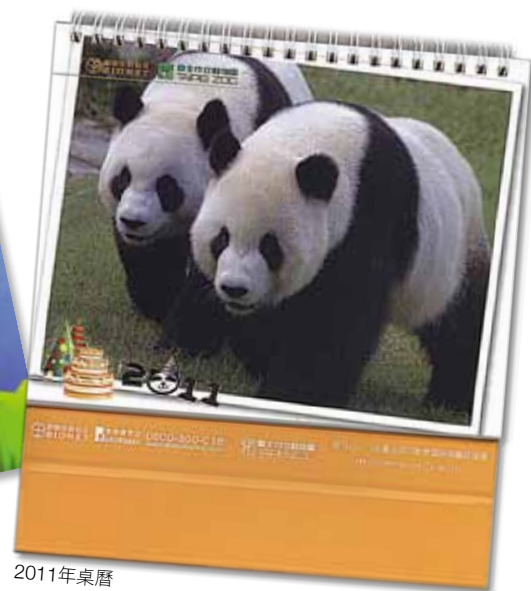
(三) 本園自製「臺北動物起床號」廣播節目自98年2月7日起至100年12月31日止，每週六於臺北廣播電台播出。



上：長梅貼紙
左：長梅絲巾



2010夏日森林L型夾



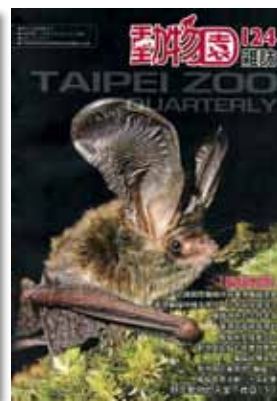
2011年桌曆



101龍年卡片



臺北市立動物園導覽手冊雙語版



臺北市立動物園雜誌124期



臺北市立動物園雜誌123期

Diverse Conservation Education and Marketing

(I) Taipei Zoo continued to publish periodicals such as the zoo magazine (quarterly) and the annual report. This year Taipei Zoo also published Secret of LOHAS – Notes of an Animal Dad, Enter the World of Fragrant Flowers in the Zoo – Following the Scents, and Go! Taiwanese Amphibians and Reptiles—A Special Compendium on the Predicaments Facing Endangered and Indigenous Animals and the Education on Conservation, Book on Amphibians and Reptiles.

(II) The Zoo disseminated animal conservation and education messages through the media, issuing 134 news releases during 2011. The Zoo enhanced its information service on the Internet, attracting 885,871 visits to the home page of the Zoo and 925,397 visits to the home page of the conservation website of the Taipei Zoo.

(III) The Zoo-produced radio show Taipei Animals Wake Up Calls was broadcast on Saturdays between February 7, 1999 and December 31, 2011 at Taipei Broadcasting Station.



兔年金幣



兔子撲滿



兔兔書夾



動物爸爸的私密札記



2011動物夏夏叫一小方巾



臺灣爬爬Go—兩棲爬蟲篇



丹頂鶴手札



有蝠同享



100教育者年會筆記本