4 環境教育推廣與遊憩服務
Environmental Education and Promotion and Recreation Service

在本園建園百周年前夕，已訂定103年百周年園慶的主題思維為**「Learning from Life 向生命學習」**，將依此展開建園百周年相關展示、教育活動等，並以此核心思維，走向新的世紀。

多樣性的動物與生態展示管理

1.Yes 蛇！臺北動物園蛇類特展

應農曆蛇年到來，於兩棲爬蟲動物館特展室展出，有「蛇的七大迷思」、「蛇的各種外型與環境的關係」、「臺灣蛇類多樣性」、「蛇的宗教、文化與信仰」、「蛇的傳說故事」、「蛇的醫療研究與經濟利用」和「臺灣蛇類保育現況」等主題，現場展出的活體蛇，配合不同季節更換，每次展出約15種臺灣蛇類。

On the eve of the centennial of Taipei Zoo, the theme for the centennial celebration in 2014 has been set as "**Learning from Life**". This will be the theme for all related exhibitions and educational programs for the centennial and will be the core philosophy that will take the Zoo into a new century.

Diversity in the Management of Animal and Ecology Exhibitions

1. Yes, Snakes! Taipei Zoo Snake Special Exhibit

With the arrival of the Year of the Snake, the Amphibian and Reptile House presented the Snake Special Exhibit, featuring seven Myths about Snakes; Snakes' Appearance and the Environment; The Diversity of Formosan Snakes; The Religion, Culture and Belief of Snakes; Legends of Snakes; Medical Research and Economic Applications of Snakes; Status of Snake Conservation in Taiwan. The snakes exhibited are changed according to the seasons. The exhibit featured about 15 types of Formosan snakes at a time.

2.蟲隱村－昆蟲生存保衛戰特展

以生動活潑的展場設計及豐富的展示內容，加上昆蟲活體及標本展示方式，介紹昆蟲如何在自然環境中，為了躲避天敵，維持生命及族群的延續，演化出各種擬態及偽裝的方式，透過展覽讓民眾看到昆蟲各式各樣的擬態及偽裝方式。同時並傳達民眾如何利用自身的力量來保護環境，拯救蟲隱村。

推展主題教育活動及保育行銷

持續辦理國小4年級參觀教學、動物保母講古活動、駐館（站）解說、團體預約導覽，以及「行動動物園」服務偏鄉、「Dream Night@Taipei Zoo」弱勢關懷服務等教育活動，並積極推廣環境教育課程方案，年內推出17種環境教育課程方案，供民眾及學生參與環境教育，本年計有1,162梯53,565人次參與本園之環境教育課程學習。

配合主題規劃、節慶等，辦理多元教育推廣活動及研習營隊，讓民眾透過參與，以提升民眾認同動物園的保育理念，並透過多元管道傳達保育教育訊息，如：藉由出版品傳達生態保育觀念，透過媒體通路向外推廣動物園保育及教育訊息，除經常發布新聞外，加強網際網路資訊服務，及時更新臺北動物園中英文網站、facebook活動訊息、影片上傳Youtube等。

「圓仔」是第一隻在臺灣出生的大貓熊（102年7月6日生），透過每日的影像紀錄上傳Youtube及發布新聞等，「圓仔」四腳朝天的豪邁睡姿、和媽媽「圓圓」重逢的感人時刻，以及搖搖晃晃跨出第一步的可愛模樣，在在牽動人心，網路Youtube的點閱人數半年即突破2,700萬人次。透過以「圓仔」為保育大使，藉由民眾對「圓仔」的關注，帶入野生動物保育的觀念，引領民眾認識野生動物面臨的生存困境，進而起身行動加入野生動物保育的行列。

2. Invisible Insect Village – Insect Survival and Defense Special Exhibit

With a lively design and rich contents as well as live insects and specimen, the exhibit shows how insects evolved with mimicry and camouflage to escape predators and extend their lives in nature. The exhibit shows the public the various mimicry and camouflage techniques that the insects utilize. It also teaches the audience how to protect the environment and use their power to save the invisible insect village.

Promote Themed Education Programs and Conservation Marketing

We continued holding educational programs such as field trips for 4th graders, animal nanny story time, in-house tour guide, group tours, Mobile Zoo for remote villages and Dream Night@Taipei Zoo for disadvantaged groups. We actively promoted the environmental education curriculum with 17 programs introduced in 2013 for the public and students to participate in environmental education. A total of 53,565 people participated in 1,162 sessions of environmental education programs at the Zoo.

The Zoo conducts various promotional and educational activities as well as study camps. The public becomes more identified with the Zoo's conservation philosophy through participation. The Zoo also conveys conservation and educational ideas through multiple channels, such as conveying ecological and conservation concepts through publications and promoting the conservation and education information at the Zoo through the media. In addition to regular press releases, the Zoo also utilizes the information network by updating the Chinese and English websites of Taipei Zoo, releasing program information on Facebook and uploading videos on YouTube.

Yuan Zai is the first Giant Panda to be born in Taiwan (July 6, 2013). With daily YouTube uploads and press releases, the public witnessed the touching moments when she slept, when she was reunited with her mother, Yuan Yuan, and when she took her first shaky steps. The YouTube videos received over 27 million clicks in only six months. With Yuan Zai as the ambassador of Conservation, the public awareness of wildlife conservation increased as they cared for Yuan Zai. The public is gaining a better understanding of the difficulty wildlife animals are facing for survival and is becoming more motivated to join wildlife conservation.

1. 2013動物夏夏叫

於暑假辦理「動物管理員體驗營」、「動物醫生體驗營」、「夜訪黑森林」、「熊壯威武親子營」、「濕地生態研習營」、「彩蝶飛兒童研習營」、「卻斑行動研習營」及「探索動物園」主題研習營隊活動，計辦理27梯次，服務926人次。在研習營活動中，帶領學員勇闖黑森林、探訪蝙蝠、了解獸醫的工作、學習動物的照養、了解熊科動物生態及保育、外來種斑腿樹蛙移除等。

2. 週末親子研習營活動

辦理辦「2013動物上學趣－小小訓練師兒童研習」、「2013戀戀火金姑」親子體驗課程及「2013小小綠手指慶端午」主題研習活動，計舉辦16梯次，服務學員580人次。

3. 動物保母講古活動

動物保母講古定時解說推出「動物便便學問大」、「鳥類溝通花樣多」、「動物的繁殖與育幼－動物保姆媽媽經」、「為動物消暑－炎夏吃冰樂無窮」、「2013動物上學趣」及「動物隱身術」相關主題，由動物保母親自於展示現場解說，與遊客互動，計服務179場7,155人次。

動物醫生體驗營

彩蝶飛兒童研習營

濕地生態研習營

夜訪黑森林

1. Animal Calls 2013

The Zoo hosted workshop camps during the summer vacation, including “Animal Keeper Experience Camp”, “Animal Doctor Experience Camp”, “Night Visit to the Black Forest”, “Bear Mighty Family Camp”, “Wetland Ecological Camp”, “Butterfly Children’s Study Camp”, “Spot-legged Tree Frog Removal Camp” and “Exploration at the Zoo”. A total of 926 people participated in 27 camps. During these events, participants were led to explore the Black Forest, to visit the bats, to gain an understanding of the work of veterinarians, to learn about care of animals, to know about the ecology and conservation of bears, and to understand reasons for the removal of the alien species, Spot-legged Tree Frog (*Polypedates megacephalus*).

2. Weekend Family Camp

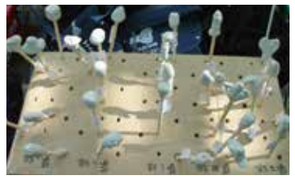
The Zoo held “2013 Animal School – Little Trainers Children’s Camp”, “2013 Fall in Love with Fireflies” for families and “Little green thumbs celebrating the Dragon Boat Festival”. A total of 580 participants attended 16 sessions.

3. Animal Nanny Story Time

Animal Nanny Story Time regularly features themed talks on “Behind Animal Manure”, “Bird‘s Communication Tricks”, “Animal Reproduction and Nursing – Animal Nanny’s Experience”, “Cooling Down the Animals – Summer Fun with Ice”, “2013 Animal School” and “Animal Invisibility”. The animal nannies gave the talk on site and interacted with visitors. A total of 179 sessions were conducted with 7,155 participants.

熊壯威武親子營

| 2013動物上學趣--小小訓練師兒童研習營 |



| Keeper's talk --紅毛猩猩妞莉 |

| 農村生態體驗-芋頭 |

| 台東行動動物園 |

建構節水節能環教園區

在節水節能教育推廣方面，持續推動園區節水節能改善工作，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661團11,113人次。

節約用水方面：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。全園水池及水管查漏，研議改善管壓，更換老舊設備，穩定用水品質，持續追蹤管路與供水狀況，以利後續改善，及達節水之效；配合環境廁所用水更換省水器材。

節約能源方面：本年度已部分汰換檢疫舍T8燈管改為T5燈管，另更換LED消防指示、進出口燈，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%。爬蟲館電力系統改善及中央監控系統工程，改善爬蟲館用電調度及功率因素，以達該館節能，並能立即分析用電安全與提升用電品質；動物醫院空調汰換工程，提升主機效率並改善空氣品質；以及太陽光電設置工程，利用再生能源提供永續用電，降低尖峰用電量；102年度用電度數節約1.38%。

| 農村生態體驗-種稻 |

| 2013 Dreamnight at Zoo |

Established a Campus of Environmental Education That Conserves Water and Energy

With regard to the educational promotion of water and energy conservation, the Taipei Zoo continued to work on improving water and energy conservation on its campus. We also led zoo visitors through guided tours of facilities for water and energy conservation and the utilization of rainwater at the Zoo. A total of 661 groups (11,113 visitors) toured the facilities in 2013.

Water conservation: The retention pond at the Zoo was cleaned to facilitate use of rainwater as a replacement for tap water for watering plants, aquatic plants and restrooms. The ponds and water pipes throughout the Zoo were examined for leakage. It is recommended that the Zoo improve water pressure and replace outdated equipment to ensure water quality. The plumbing and water supply is undergoing monitoring for future improvements and to reach the goal of water conservation.

Energy saving: This year, some of the T8 light tubes in Quarantine were replaced with T5. In addition, the fire signs, entrance and exit signs were replaced with LED lighting. The remaining lighting in each facility will be replaced gradually. The annual A/C maintenance improved power efficiency by 10%. The improvement of power system and construction of central control system at the Amphibian and Reptile House will improve electricity distribution and power to achieve the goal of energy saving and provide immediate analysis of electricity safety and improve quality. The A/C replacement project at the Animal Medical Center will improve the efficiency of the mainframe and air quality. The installation of solar energy system will sustain the power supply with renewable energy and reduce electricity usage during peak hours. For 2013, the annual saving on electricity usage was approximately 1.38%.

遊客數及入園門票統計

本年度遊客量3,222,668人次，門票收入110,977,562元；特展館入館參觀遊客1,903,398人次；遊客列車購票乘車人次達2,273,103人次。

遊憩服務品質提升

◎提供舒適清潔、具特色的公廁環境服務遊客，102年獲臺北市績優公廁評鑑為「遊憩類」特優。

◎辦理販賣站服務品質暨顧客滿意度調查，以了解顧客需求，作為精進提升服務品質之參考。

◎因應新生仔獸「圓仔」預定於103年1月6日開放展示，參照98年大貓熊館開展經驗，啟動大貓熊「圓仔」展示服務品質計畫。

◎首度引進設置自動體外心臟電擊去顫器3臺（AED, Automated External Defibrillator），可於傷病患心跳停止時配合CPR心肺復甦術使用，以維持血液循環，使心臟恢復正常跳動，提升園區緊急傷病救護服務。

◎暑期研習營報名作業系統修改，增加繳費管道（金融機構、便利商店），有效簡化報名作業，並節省收費及對帳業務的人力。

Visitor Number and Admission Ticket Statistics

In 2013, the number of visitors reached 3,222,668 people, and the ticket revenue totaled NT$110,977,562. In all, 1,903,398 people visited the Special Exhibition House, and 2,273,103 people purchased tickets to ride on the shuttle train.

Improvements in the Quality of Recreation Services

◎Provide clean and comfortable public restrooms with unique characteristics for visitors. In 2013, the Zoo received the Excellence Award in the recreation category of 2013 Taipei City Excellent Public Restroom Awards.

◎Conduct satisfaction survey at the sales station to assess customer satisfaction and understand their needs as a reference for service improvement.

◎The newborn, Yuan Zai was scheduled for showing on January 6, 2014. The exhibit service quality plan for Giant Panda, Yuan Zai was initiated based on the example of the opening of Giant Panda House.

◎The Zoo is the first in the nation to acquire three Automated External Defibrillators, which can be used in conjunction with CPR when the patient's heart stops beating to maintain blood flow and resume the heart beat, hence improving emergency care within the Zoo.

◎The registration system for summer camp has been modified with additional payment options (more financial institutions and convenient stores accepting payments) to streamline the registration process and save on labor for fee collection and bookkeeping.

臺北市績優公廁總評鑑遊憩類組特優