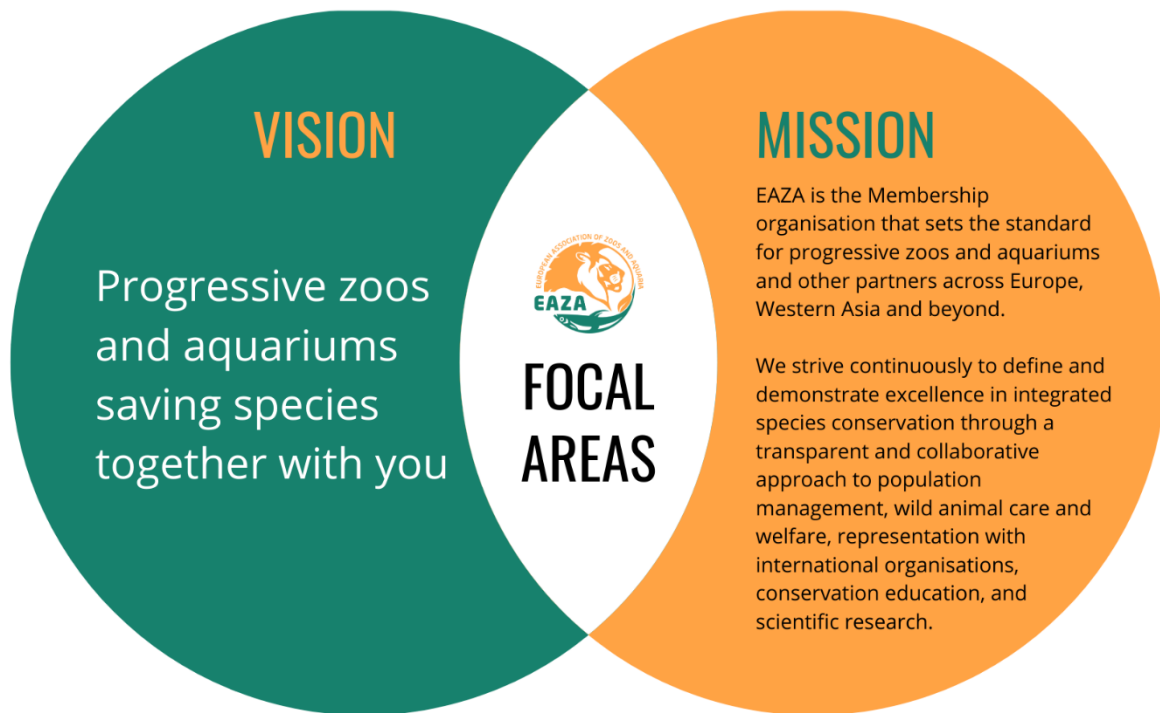




# Strategic Plan 2021-2025 - Summary



We translate the vision and mission into a strategic plan that defines the **priorities for EAZA** as an organisation, for our committees and for the whole Membership. From 2021 to 2025, our ambitious strategic plan focuses on fostering excellence in **animal care, conservation efforts, policy influence, scientific contributions, and environmental stewardship.**



## FOCAL AREA 1:

Leading in zoo and aquarium animal management and care by maintaining healthy populations and individuals with positive animal welfare

At the heart of EAZA's mission is the commitment to maintaining healthy animal populations with positive welfare of the individuals in our care. Through fully implementing our Population Management Structure, EAZA seeks to deepen commitment and understanding among our Members, ensuring that actions align with the broader biodiversity goals.

Key initiatives will include increasing Member participation in EAZA's committees and working groups, promoting best practices in record-keeping, and enhancing understanding of reproductive management and the purposes of the EAZA Biobank. We will also prioritize maintaining cutting-edge standards in zoo and aquarium management and ensuring the continued success of the EAZA Accreditation Programme, with support for less-developed zoos and aquariums towards meeting our Standards.



### **FOCAL AREA 2:**

Maximising the conservation impact and engagement of EAZA and our Members

EAZA aims to elevate its role as a conservation-oriented community by motivating Members to increase field activities and support institution-led conservation programmes. By supporting Members to meet and assess compliance with EAZA (Field) Conservation Standards and Conservation Education Standards, the association will use its collective strength to produce tangible outcomes in species conservation.



### **FOCAL AREA 3:**

Representing the EAZA community alongside appropriate stakeholders at the national, EU and international levels to influence policy and good practice.

To strengthen its position as a standard-setter and a conservation partner, EAZA will continue developing bonds with key decisionmakers and stakeholders, ensuring that policy discussions at national, EU, and international levels include the perspective of EAZA and its Members. This is supported by aligning political stances across the EAZA countries through their National Zoo Associations, as well as by sharing knowledge about policy and legislation among the Membership.



### **FOCAL AREA 4:**

Facilitating, guiding, and promoting the values and scientific work of accredited zoos and aquariums both internally and externally

We strive to ensure that the EAZA community's scientific foundation, values and conservation efforts are clearly communicated and understood. EAZA aspires to harmonize our internal and external messaging and engage stakeholders through diverse channels. We will continue increasing our research capacity and coordinated action while encouraging the publication of high-quality outputs in the Journal of Zoo and Aquarium Research (JZAR).



### **FOCAL AREA 5:**

Managing operations to reduce the environmental footprint of EAZA and our Members

EAZA acknowledges the pressing need to address ecological concerns. The strategic plan commits to guiding operations that minimize environmental impact, both within our Membership and in the broader community we represent. We will showcase the progress made in sustainable practices to emphasize our shared commitment to environmental responsibility.

## STRATEGY 2021-2025: FOCAL AREAS



Each EAZA Member institution is not just a part of a larger community but an active participant in a crucial progression of zoos and aquariums across Europe, Western Asia and beyond, into centres of conservation, education, and research, with a keen eye on their local and global ecological footprints. We encourage and invite all colleagues in the EAZA Membership to join this shared journey and **contribute your unique insights and expertise towards the success of our collective goals.**

Read the full **EAZA Strategic Plan 2021-2025** with all its objectives and subobjectives [here](#) (link access requires a login to the EAZA Member Area).