

Show the Wild Face of Climate Change

International Day for Biological Diversity 2014

Twitter: @ZandA_for_350 / **Facebook:** Zoos and Aquariums for 350 / **#Wild350**

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What: A day of action during which participating zoos and aquariums organize activities using the “Show the Wild Face of Climate Change” photo project as a central theme and expanding on it as they see fit.

Who: Zoos and aquariums

When: Thursday 22 May 2014 (International Day for Biological Diversity)



How: Zoos and aquariums can participate by taking “Show the Wild Face of Climate Change” photos, sharing them on social media, and submitting photos to <http://www.cbsg.org/content/wild-face-climate-change>. CBSG will collect and share with the global 350 community. Optional: Zoos can choose to organize additional 350-focused educational or program activities for guests, and offer materials about 350/climate change.

Why: To demonstrate the zoo and aquarium community’s participation in the 350 climate change movement, and to communicate to the public about the science of climate change and how it affects species.

Please register your activity with CBSG at <http://www.cbsg.org/content/event-registration-wild350>.

Included in this document:

- Ideas about how to implement “Show the Wild Face of Climate Change”
- Explanation of the science and relevance of 350
- Ideas for how to include zoo visitors in the day’s activities if you choose to do so

Each zoo or aquarium is encouraged to expand upon the activities however they please. Any and all participation is welcomed! We will share the resulting photos with [350.org](http://www.350.org) to connect our community’s effort to the broader climate change movement.

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Take a photo of one of your species along with a sign featuring the “Zoos and Aquariums for 350” logo (download at <http://www.cbsg.org/wild-face-climate-change>). You can also find another creative way to show “350,” as Taronga Zoo and Oregon Zoo did in the photos shown. Get keepers and other staff involved to broaden the activity.



Show the Wild Face of Climate Change could also be incorporated into educational activities for the day. Perhaps in the classroom, five species in the zoo that are affected by climate change are discussed. The students are given “Zoos & Aquariums for 350” signs and the opportunity to identify those animals and take photos of themselves holding the signs in front of the exhibits.



Or develop your own creative project for the event, but make sure that it incorporates “Zoos and Aquariums for 350” in a clear, visual way. Be sure to take plenty of photos and submit them to <http://www.cbsg.org/content/wild-face-climate-change>. Please write a clear description to accompany the photos. Share photos and stories from the day on social media using the hashtag **#Wild350**.



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Important Information

What does 350 mean?

350 parts per million (ppm) is what scientists say is the safe upper limit of carbon dioxide in the atmosphere. Carbon dioxide is a greenhouse gas that traps heat in the atmosphere and contributes to climate change. Right now, the atmosphere contains over 400 ppm of CO₂ and is increasing every year.

At 400 ppm of CO₂ in our atmosphere, we're already seeing problems related to climate change, from the melting of the Arctic to increasing extreme weather events. If we stay on our current pathway, CO₂ levels will continue to rise and climate change will continue to progress.

Why should zoos and aquariums care about 350?

Zoos and aquariums value species conservation. Scientific evidence increasingly shows that climate change will become a primary driver of species extinction in the coming century. By raising awareness of climate change and connecting it directly to beloved zoo species, zoos and aquariums can inspire the public to take action on bringing atmospheric levels of CO₂ back to safe levels.

Invite Zoo Visitors to Participate

If you choose to include messaging to zoo visitors during the day of action, they might ask what they can do to help or take action. You could connect them to climate change related initiatives you already have going at your zoo, such as recycling programs, energy conservation initiatives, etc.

You could also encourage the public to raise awareness about climate change and 350 by posting about it on social media and using the hashtag **#Wild350**.

