Low Profile Zoo Coping with High Profile Expectations

Role of external experts

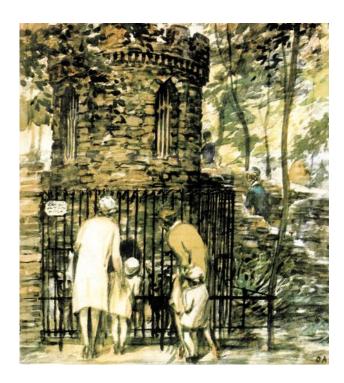


Identity card of Zagreb Zoo

City Zoo – Part of the protected park area Area Urban **7 ha** Small in size Number of employees Expensive in 75 Number of animals maintenance 361 species 2.233 specimens (5.741)Founded in 1925.



History of Zoo design 1925 – 1940 (Monumental buildings, needs of animals were not recognized)

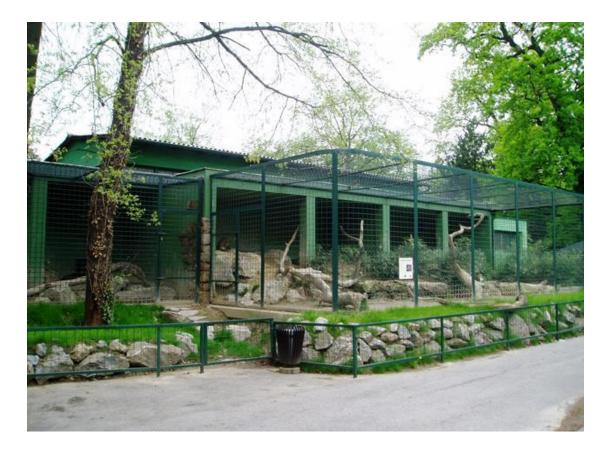








1945 – 1990. (Massive concrete buildings, without educational value)





Carnivore house

Brown bear enclosure



end of 1980's- serious financial problems threaten the existance 1990's - new enclosures apeared continuously since 2007.





African village

Lemur island



We were going on so, why weren't we more satisfied?





Educational center

Griffon vulture aviary



2007. – crossroads – a breth of fresh air

- strong enough to clear up the picture to define our needs
- time has come for more comprehensive projects
- new members of management were employed, highely motivated for work
- finally in a position to produce documents and plans that we lack (General Development Plan, Collection plan etc.)



Limitations in further project development – we must not forget where we live and work

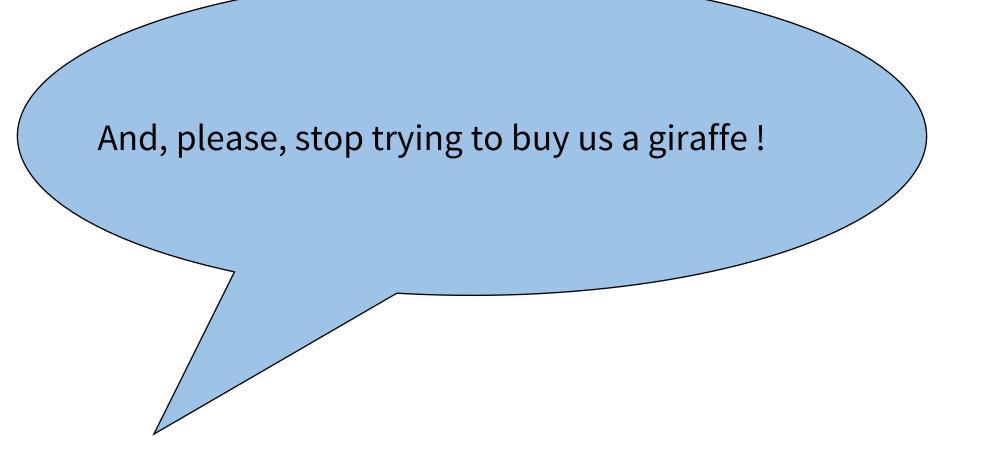
<u>**Part of the protected Park area**</u> – special permits for each project has to be issued. Area is protected by two laws, for its biological and cultural values.

<u>Financial limits</u> – the most expensive project in 35 years barely reach 300.000,00 euros

Relatively inexperienced in planning

<u>Weak interest of the owner</u> – we were paying high price for a long history of being just as animal exhibition without added values.







What were facts that foreign experts should know about us?

- they are entering the area with poor zoo community
- neither architects nor construction workers have any experience in creating animal enclosures
- no one in Croatia has ever create a high artificial rock (especially not with large Carnivore behind it)
- expectations of our visitors didn't comply with our financial abilities

 visitors have had high expectations from the Zoo



Fragile line between dreams and reality

How big a portion can we take before we become sick?



TEAM WORK

Role of external experts

- Sharing knowledge and experience
- Giving new perspective
- Motivation
- Being a good psychologist

Role of Zoo management

- Include as many employees of different professions in the process
- Communicate the process with employees, with the public and with the owner
- Ensure financial sustainability



Balance the emotions, expectations and abilities
Avoid danger of making project financially too demanding and unfeasible



Emotional roller-coaster during workshop

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Day 1Day 2Day 3Day 4

- Enthusiasm
- can't wait to start
- We can do anything we want

Exhilaration

lacksquare

 We would never get the money

Resignation

- Satisfaction
- Good result





General Development Plan and a new visual identity of the Zoo were created



And we really follow it!



Second result

Lion Rock Kidepo

- We need four years to complete the investment
- The <u>opening was great success</u> for everyone that took part in project development and realization
- For the first time <u>nice biological story</u> was supplemented with paleontological facts cave lion from our costal finding was presented
- Living space for the animals is motivating, educational possibilities are huge, keepers have safe working environment and public get exciting experience
- <u>New quality of zoo design was achieved</u>







Third result

EU project

- In desperate search for money we were painfully aware that bigger investment must be found somewhere else
- In 2010. first step in that direction was made Zoo projects were included in City Development Plan as a necessary step which enabled eligibility even four years later
- 5 million euros were get in 2014. and we had only two years for realization 8 bigger and several smaller projects



New design –similar elements were used for the objects that serve for the visitors





Educational center



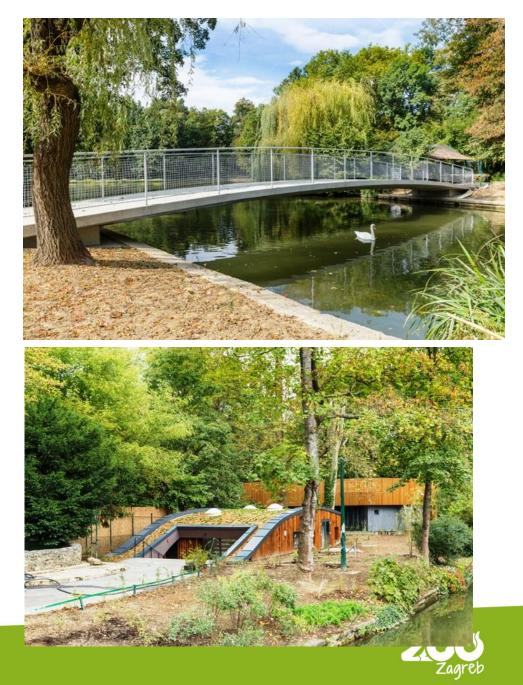
Restaurant





Modernization of Zagreb Zoo I faze





So, in conclusion,

we learnt that our zoo team is good enough to make a result, external experts are valuable members of our team,



through the time public become more educated about the values of the Zoo, but desire of visitors to have giraffe in the zoo is eternal.





Thank you for your attention and best regards from Zagreb!

