

The EAZA Rhino Campaign

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Each year the European Association of Zoos and Aquaria (EAZA) co-ordinates a year-long fundraising and awareness campaign, focusing on a particular taxa or conservation issue. Rhinoceros species have been chosen as the subject of the current campaign, which runs from September 2005 until October 2006. A fundraising target of Euros 350 000 has been set and 100% of the funds raised will be donated to *in situ* rhinoceros-conservation projects. Save the Rhino International, a UK-registered charity, is working jointly with EAZA to develop and run the EAZA Rhino Campaign.

Key-words: awareness raising, EAZA, education, fundraising, *in situ* conservation, rhinoceros

On 7 September 2005 the European Association of Zoos and Aquaria (EAZA) launched the EAZA Rhino Campaign at their annual conference in Bath, UK. At the beginning of the 20th century there were an estimated half a million rhinoceros in the wild. By the beginning of the 1970s this had reduced to *c.* 70 000 and, at time of writing, the total world rhinoceros population numbers < 18 000 (IUCN, 2004; <http://www.eaza.net>; <http://www.rhinos-irf.org>) (Table 1).

EAZA is a truly pan-European organization with over 300 members in 34 countries in Europe and the Middle East. More than 125 million people visit the zoos and aquariums that are members of EAZA annually. EAZA represents and links European zoos and aquariums in order to maintain or increase the standards of these institutions. EAZA zoos and aquariums play a vital role in conservation by promoting an increase in public awareness

of the necessity for conservation and by actively participating in and providing support to *in situ* and *ex situ* conservation projects worldwide (EAZA, 2005a).

The EAZA Rhino Campaign is the fifth in a series of year-long fundraising and awareness conservation campaigns, focusing on a particular taxa or conservation issue. The EAZA Bushmeat Campaign, which started in September 2000, was the first and since then the South American Atlantic Rainforest, tigers, and turtles and tortoises (Shellshock) have been the focal topics (Table 2). To date, the EAZA Tiger Campaign has been the most successful in financial terms, with over Euros 750 000 raised over a 2 year period (the Campaign was extended) and 133 EAZA members participated (EAZA, 2006). The initial fundraising target for Shellshock was set at Euros 150 000 but preliminary results show that the 120 EAZA members, and several non-EAZA member participants, raised over Euros 300 000 (Bos, 2005, 2006).

Objectives The EAZA Rhino Campaign provides the opportunity to reach 125 million annual visitors to EAZA member institutions (EAZA, 2005a). The aim is to raise a minimum of Euros 350 000 and to involve at least 150 EAZA member institutions.

Education departments in zoos generally create programmes relevant to their own collections and audiences. They provide information packs that include

SPECIES	NO. SURVIVING	IUCN STATUS
Javan rhinoceros <i>Rhinoceros sondaicus</i>	600	Critically Endangered
Sumatran rhinoceros <i>Dicerorhinus sumatrensis</i>	300	Critically Endangered
Greater one-horned rhinoceros <i>Rhinoceros unicornis</i>	2400	Endangered
Black rhinoceros <i>Diceros bicornis</i>	3600	Critically Endangered
White rhinoceros <i>Ceratotherium simum</i>	11,100	Near Threatened

Table 1. The conservation status of the five remaining rhinoceros species in the wild. Information from EAZA (www.eaza.net) and IUCN (www.redlist.org) (see also Amin, Thomas *et al.*, this volume).

facts, images and suggestions for educational activities but, in reality, it is impossible to address all the demands of different national curricula. In addition, such education programmes only reach people who are already interested enough in wildlife to have visited their local zoo. However, there are millions more people who are not aware of the conservation efforts being made to preserve wild animals in their natural habitat.

For many people in Europe, the USA, South America or Australia, their only contact with rhinoceros species is via television. Natural-history programmes invariably describe the appearance and behaviour of animals but any viewer that has not been to sub-Saharan Africa, for example, may believe that the area is a vast safari park, with no mobile-phone masts, tarmac roads, traffic, litter or pylons. Often no mention is made of the

EAZA Bushmeat Campaign 149 participants	2000–2001
EAZA Rainforest Campaign 100 participants	2001–2002
EAZA Tiger Campaign 133 participants	2002–2004
EAZA Turtle and Tortoise Campaign ‘Shellshock’ 120 participants	2004–2005
EAZA Rhino Campaign target: 150 participants	2005–2006

Table 2. Since 2000 EAZA has co-ordinated year-long fundraising and awareness campaigns. The EAZA Tiger Campaign was extended to 2 years. EAZA had c. 250 zoo and aquarium members over the period 2000–2005 and other conservation groups, such as zoo associations or NGOs, also participate in the campaigns.

SPECIES	NO. ♂:♀	NO. PARTICIPATING INSTITUTIONS	EEP CO-ORDINATOR
White rhinoceros <i>Ceratotherium simum</i>	84.123	63	Dr Kristina Tomasova, Dvur Kralove Zoo, Czech Republic
Black rhinoceros <i>Diceros bicornis</i>	29.51	16	Dr med. vet. Andreas Ochs, Zoologischer Garten Berlin, Germany
Greater one-horned rhinoceros <i>Rhinoceros unicornis</i>	15.22	14	Dr Olivier Pagan & Ms Beatrice Steck, Zoo Basel, Switzerland

Table 3. The numbers of the three rhinoceros species kept in the framework of the EEP breeding programme in Europe as at 1 January 2004.

fact that iconic species, such as Cheetahs *Acinonyx jubatus* or Black rhinoceros *Diceros bicornis*, are Vulnerable and Critically Endangered, respectively (IUCN, 2004), and there is little or no discussion of the reasons why such species are threatened or details of what can be done to save them and their natural habitats.

The Black rhinoceros and White rhinoceros *Ceratotherium simum* are indigenous to Africa, while the Greater one-horned or Indian rhinoceros *Rhinoceros unicornis* originates from the Indian sub-continent. Many people have never heard of the Javan rhinoceros *Rhinoceros sondaicus* and Sumatran rhinoceros *Dicerorhinus sumatrensis*, both found in Asia (see also Amin, Thomas *et al.*, this volume).

Benefits By educating, raising awareness and fundraising, the EAZA Rhino Campaign will produce a number of benefits.

1. A wide range of *in situ* rhinoceros conservation projects will benefit financially from the resulting grants.
2. The Campaign will enable more zoos to become involved in field projects, especially those that may not have the resources to do this independently.
3. The links forged between the beneficiary field projects and the participating zoos have the potential to become longer term, involving not only financial support but also the exchange of expertise and experience.

4. The Campaign *Info Pack* was produced for distribution to all EAZA members. However, by also making it freely available to zoos and conservation NGOs (non-governmental organizations) in rhinoceros range countries, they may be able to enhance signage, displays and education programmes in their own institutions and networks.

5. The Campaign will help to publicize to visitors the immensely valuable work carried out by many zoos and NGOs in the field.

Participation The key to the success of the EAZA Rhino Campaign will be the active participation of as many EAZA members as possible and, in turn, the ability of those members to engage the attention of the general public. However, there are some obstacles to achieving this; for example, it may be difficult to engage institutions, such as aquariums, that do not maintain large terrestrial mammals. In fact only *c.* 90 of the 296 EAZA members (number of EAZA members at the start of the campaign) maintain one or more of the three species currently kept as part of EAZA's European Endangered species Programmes (EEPs) in Europe (De Man *et al.*, 2005) (Table 3).

Although rhinoceros species have always been popular with visitors, they also have an unjustified reputation for aggression, they do not cohabit in family

groups and they are not 'furry'. In children's literature and films, rhinoceros are often portrayed as aggressive. It would appear that the greatest hazard during the construction of the Nairobi–Mombasa railway was territorial ♂ Black rhinoceros derailing steam trains with endless frequency (Beard, 1988).

A two-pronged approach was used to encourage zoos to sign up for the EAZA Rhino Campaign. First, EAZA members and other zoos around the world, were encouraged to focus on the rhinoceros as an umbrella or flagship species. These species share habitats and are sympatric with a wide range of birds and other mammals. For example, the Cheetah needs wide-open spaces of grassland in which to hunt. The Black rhinoceros browses on the Acacia *Acacia* spp scrub, which keeps the brush at a low level. If the Black rhinoceros dies out in a region, then the *Acacia* spp will grow more thickly and the Cheetah will not be able to hunt and so they may die out too. Although it is more complicated than this the story illustrates the vital interdependencies of species.

Rhinoceros face the same threats, primarily poaching and habitat loss, as many land- and marine-based species. If the illegal logging of rainforests in Sumatra continues, then not only will Sumatran

rhinoceros be lost but also the Sumatran orang-utans *Pongo pygmaeus abelii*, Sumatran tigers *Panthera tigris sumatrae* and other Endangered or Critically Endangered species that share the habitat. By broadening the EAZA Rhino Campaign to the birds, reptiles, invertebrates and other mammals that co-exist with rhinoceros, more zoos may discover that they have a link between their collections and the Campaign.

Second, the general public, even those who do not visit zoos, should be made aware of how the rhinoceros is relevant to them. If television does not raise awareness of the need for conservation, then other ways of making a connection must be made; for example, either via an easily identifiable 'character' or through formal and informal education programmes. In the EAZA Shellshock Campaign 'Oscar' the turtle was kindly made available by Aardman Animations as a campaign mascot. Save the Rhino International (SRI) had previously persuaded Aardman Animations to make a model of a rhinoceros called 'Douglas' for a fundraising auction and permission to adopt Douglas as the mascot for the EAZA Rhino Campaign was secured.

Organization In order to deliver a successful EAZA Rhino Campaign, a Core

CAMPAIGN ORGANIZERS

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Renaud Fulconis

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CAMPAIGN CORE GROUP

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Kristina Tomasova
Jake Veasey

SRI, London, UK
Givskud Zoo, Give, Denmark
Basel Zoo, Switzerland
ZSL, London, UK
Dvur Kralove Zoo, Czech Republic
Woburn Safari Park, UK

* Chair.

Table 4. The organizers and core group created for the EAZA Rhino Campaign 2005–2006 have developed and prepared the Campaign and will oversee its successful running: EAZA. European Association of Zoos and Aquaria; SRI. Save The Rhino International.

Group was formed. Chaired by Nick Lindsay of ZSL, the group also included Corinne Bos, Kristina Tomasova, Friederike von Houwald, Susanne Toft, Jake Veasey and Cathy Dean (Table 4). Renaud Fulconis was recruited as a full-time Rhino Campaign Manager.

The Campaign was supported by SRI, a UK-registered charity with the mission to ensure the survival of rhinoceros species in the wild. The charity works in close consultation with managers and communities in wildlife areas and provides direct support for rhinoceros and community-based conservation projects in Africa and Asia. SRI aims to provide a secure environment for rhinoceros species, thereby ensuring the survival of numerous other species that share their habitat. (SRI, 2005)

Co-operation has many benefits and EAZA and SRI work closely with many organizations, such as Chester Zoo and

The Zoological Society of London in the UK, and with the International Rhino Foundation (IRF) in the USA. SRI is working with EAZA as the European partner for the EAZA Rhino Campaign.

SELECTING BENEFICIARY PROJECTS

By 16 May 2005 requests for support were received from over 50 *in situ* conservation projects and the EAZA Rhino Taxon Advisory Group (TAG), and African and Asian Rhino Specialist Groups (RSGs) collaborated to choose 13 projects for financial support from the funds raised through the Campaign (Table 5). A 'waiting list' of eight additional projects was also created, in case the fundraising target of Euros 350 000 was exceeded. The aim is to support a wide range of *in situ* conservation projects relating to all five rhinoceros species and their natural habitats, and all the relevant issues affecting them. Projects are expected to result in a

Kenya	Rhino monitoring equipment for N.P.	monitoring
Kenya	Environmental education programme	environmental education
Zambia	Re-establishment of black rhinos	anti-poaching, monitoring
Zimbabwe	Lifting crane for rhino capture	translocations
Namibia	Rhino translocation equipment	translocations
South Africa	Rhino security equipment funding	anti-poaching, monitoring
N/a	Horn-fingerprinting project	research
Yemen	Combating the illegal trade for the horn	research
India	Indian rhino vision 2020	strategy, translocations
India	Conservation and strategy to reduce poaching	anti-poaching, research
Indonesia	Protection units for Javan and Sumatran rhinos	anti-poaching, monitoring
Malaysia	Establishment of two additional protection units	anti-poaching, monitoring
Malaysia	Enhanced community outreach programme	community-based conservation

Table 5. Thirteen *in situ* conservation projects, in nine countries, were selected to benefit from the funds generated by the EAZA Rhino Campaign. Further information can be found at www.eaza.net, www.savetherhino.org and www.rhinocampaign.net

tangible contribution to conservation of rhinoceros species in the wild. Proposals included requests for support for capital purchases, ongoing revenue costs and grants that would give leverage to attract other funding. The EAZA Rhino Campaign made a policy not to fund any MSc or PhD research projects, or rhino conservation activities outside range countries, unless they specifically addressed the illegal trade in, or demand for, rhinoceros horn.

INFO PACK

The information pack comprises a printed document and CD-rom, containing a rich resource of information and images, which participating EAZA member institutions can use to put together their own fundraising, education and awareness-raising campaigns (EAZA, 2005b) (Plate 1). The printed document is divided into six sections.

Section 1 Campaign guidelines: all the necessary information on how to participate in the EAZA Rhino Campaign, including practical and legal guidelines.

Section 2 Awareness, education and fundraising: gives reasons for participation, and outlines formal and informal education activities, and some fundraising ideas.

Section 3 Rhino information: provides information on the natural history of the five rhinoceros species, including physical characteristics, location and habitat, and threats to survival. Details are also given on the ways in which *in situ* conservation projects can address these problems and how community-based conservation programmes can help in the development of sustainable methods of creatively managing natural resources. Lists of sympatric species are also provided.

Section 4 Beneficiary projects: abstracts of the 13 projects that will benefit from

the funds raised by the Campaign. Should the target of Euros 350 000 be exceeded then a list of the eight 'waiting-list' projects that may be supported is also given.

Section 5 Merchandise: details of 'Save the Rhinos' merchandise that can be sold in souvenir shops as a way to raise funds for the Campaign.

Section 6 Reference sources: including details of the Campaign web site, Rhino Resource Centre and a bibliography.

RECRUITING BEYOND EAZA

It is also a priority to engage the interest of zoos beyond EAZA membership. There were early expressions of interest from the American Zoo and Aquarium Association (AZA) and from the Australasian Regional Association of Zoological Parks and Aquaria (ARAZPA), and contacts were also made with, and Campaign materials made available to, various other regional zoo associations. A parallel campaign is being co-ordinated by the IRF in the USA (www.rhinos-irf.org) in co-operation with the AZA Rhino TAG and various rhinoceros Species Survival Plans (SSPs).

If members of other zoo associations adopt the EAZA Rhino Campaign then the fundraising capability will be increased substantially and more field projects could be supported. Although zoos in rhinoceros range countries are not asked to fundraise they have been supplied with the *Info Pack*, which will provide useful information, images and educational materials to them.

CONCLUSION

All zoos have their own fundraising goals for projects, such as building new enclosures, ongoing maintenance and animal feed, and also commitments to existing field projects that need continuous support. However, the extinction of the Critically Endangered Northern white rhinoceros *Ceratotherium simum cottoni*,

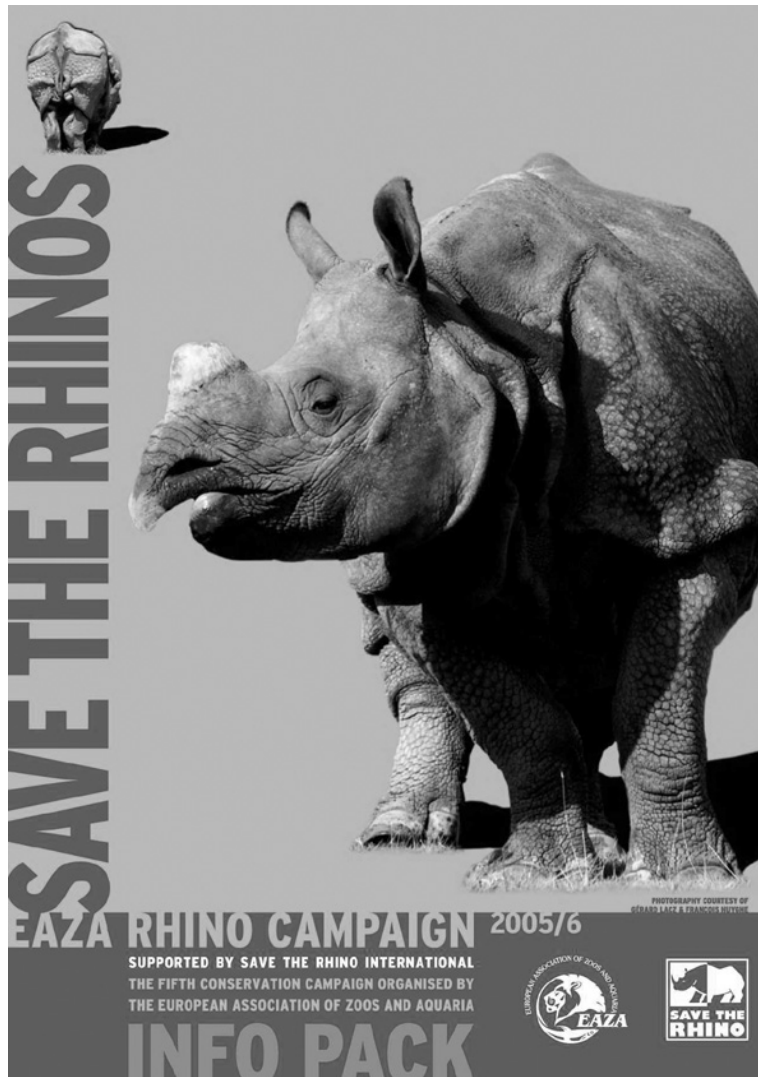


Plate 1. The EAZA Rhino Campaign 2005/6 Info Pack. © EAZA Rhino Campaign, Designed by 23red, London, UK.

with only ten animals remaining in the wild in 2005, seems inevitable. What will be next on the extinction list? With only c. 300 Sumatran rhinoceros in Indonesia and Malaysia, and possibly only three to five individuals of the Western black rhinoceros *Diceros bicornis longipes* in Cameroon, there is a responsibility to do whatever possible to conserve the habitat

and range of all rhinoceros species and subspecies.

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