



**Enthuse, Excite
and Celebrate!**

Vicki Barnes
Marketing Manager
Paignton Zoo

What is Paignton Zoo Environmental Park

- A winning combination of family attraction, conservation charity, botanical garden and environmental leader.
- Founded in 1923 by Herbert Whitley, a shy, eccentric millionaire and early conservationist. Today, it is a registered charity, so your great day out is also a donation to a great cause.
- Home to animals from around the world. Set in a lush valley, it's a hidden world of wonders. Visitors explore the 80 acre site, discovering crocodiles, lions, flamingos, gorillas, snakes, rhinos, cranes and lizards on the way.

What is Paignton Zoo Environmental Park

- **Renowned conservation charity, home and abroad.**
For example it's part of an international project to return the Socorro dove, extinct in the wild, to its Pacific island home and is Species Champion for the BirdLife International Preventing Extinctions Programme.
- **Paignton was the world's first combined zoological and botanical gardens and is the only zoo organised into habitat zones. The indoor and outdoor habitats include wetlands, forest, savannah, desert and tropical forest.**

What is Paignton Zoo Environmental Park

- As an environmental park, Paignton Zoo tests new green ideas and sets an example to its half million annual visitors. The miniature train runs on biofuel made from recycled cooking oil, the entrance building has a grass roof and staff recycle office waste as animal bedding. In addition, it is the home of VertiCrop, a pioneering vertical growing system that could help revolutionise world food production.
- [Verticrop launch](#)

The green focus

- Part-time Environmental Officer who is also a board member of DEBi.
- ISO14001, Gold GTBS, DEBi category and overall winner 2008.

SO WHAT?

The green focus

- Does the customer care about our credentials?
- Do we support our mission statement which focuses on educating?

NOT EXACTLY...

The green focus

- Influencing customer behaviour...ooh er!
- Budget???
- What exactly did we want to achieve?

The background of the entire image is a dense, repeating pattern of stylized teal leaves. The leaves are rendered in various shades of green, from a light, almost white-green to a deep, dark forest green. The pattern is layered and overlapping, creating a sense of depth and texture. The overall effect is a lush, naturalistic feel.

The green focus

**A CELEBRATION OF ALL THINGS
ECO-FRIENDLY**

PAIGNTON ZOO



Green Solutions Festival 2009
Saturday 24th October - Sunday 1st November

Presenting a half-term bursting with eco-fabulous entertainment. Featuring stunt cyclist Andrei Burton, bird shows, demos, games, competitions, arts and crafts, Segways and much much more.

Let your little eco-warriors go wild!

Telephone 01803 697500 or visit www.paightonzoo.org.uk

Supported by:



Local Action for Global Issues

Green Solutions Festival 2009

Young Green Solutions Inventor of the Year

Prizes include Zoo goodie bags and the overall winner receives a trophy and a great green gift.



Get an idea for a mode of transport that doesn't need an engine?
Or perhaps you know how to surf the Net with daisies as your power supply?

Show off your imagination and invent green solutions to environmental problems in our brand new competition.

For further details please visit www.paightonzoo.org.uk or telephone 01803 697574.

Closing date 10th October 2008.

Entries will be displayed during the Green Solutions Festival, 28th - 30th October.

Local action for global issues

The future

- DEBi tour on Thursday 19th August led by Peter Morgan
- Green Solutions Festival Saturday 23rd to Sunday 31st October
- Progress with staff engagement with the Energy Saving Trust
- Continue with existing 'badge of approval' systems to enable bench-marking
- Continue to make improvements throughout the site
- Continue to engage with customers with tackling environmental and conservation issues

The background of the slide is a dense, repeating pattern of stylized tropical leaves in various shades of teal and green. The leaves are layered and overlapping, creating a lush, jungle-like texture. The colors range from a light, almost white-green to a deep, dark forest green.

Thank you

Any questions?