

Criteria



Reintroduction of European bison (*Bison bonasus*) at Bielowskaja Pusca National Park, Belarus
© Bernd Schildger, Berne Animal Park

A. Biological criteria

The project should:

1. DEMONSTRATE a strong link between *ex situ* work in zoos (such as breeding, research, and education programmes) and *in situ* conservation;
2. INVOLVE one or more globally threatened species;
3. INVOLVE a charismatic species that can function as flagship, and by this act as an ambassador to pass on the relevant conservation message; and
4. ENSURE that any species focussed programme has a positive effect on habitat.

B. Operational criteria

The project should:

1. HAVE a strong potential for raising public awareness, such as PR, marketing and education;
2. BE based on sound scientific and management principles, with clearly achievable and measurable goals, milestones and outputs;
3. LEAD to self sustainability in management and funding e.g. through capacity building;
4. MAKE USE of the core skills and expertise available in zoos to achieve project goals (e.g. small population management, veterinary skills); and
5. HAVE a strong potential to attract sufficient funds to achieve project goals.

C. Institutional and partnership criteria

The project must:

1. COMPLY with relevant international and national regulations.

The project should:

2. WORK in partnership with stakeholders;
3. GAIN and HAVE the support of relevant local and national governments and organisations; and
4. BE compatible with national and international conservation strategies and programmes e.g. IUCN's Re-Introduction Guidelines.

