

We Stand with Polar Bears

Nature Is Not My Bussiness

Or is it?

We are facing species extinction due to the devastation of their natural habitats, which is happening much faster than most of us can imagine.



Zoo Is Not a Menagerie



"Many botanic gardens, aquariums and zoos around the world are critical partners in species survival and in connecting with communities to inspire further action".



WAZA

*World Association
of Zoos and Aquariums*

„To be a globally recognised and trusted leader
advancing conservation and animal welfare“



"Progressive Zoos and Aquariums Saving Species
Together with You"



„We awaken people's sense of belonging to nature and
inspire them to protect its diversity“

What on earth is Brno?

Oops - Brno has a zoo?

- Second largest city in the Czech Republic with 400,000 inhabitants
- Brno Zoo was founded in 1953
- It covers an area of 65 hectares
- Home to more than 2,200 animals, representing approximately 400 different species from all over the world
- Around 300,000 visitors per year



Hoopoe!



We help them to return



Polar Bear: the Iconic Ambassador

To know...

To love...

To protect!

At Brno Zoo, we want to continue the successful breeding of polar bears and continue to be a part of the global conservation program for these ambassadors of endangered species.



Bill and Tom
*2007



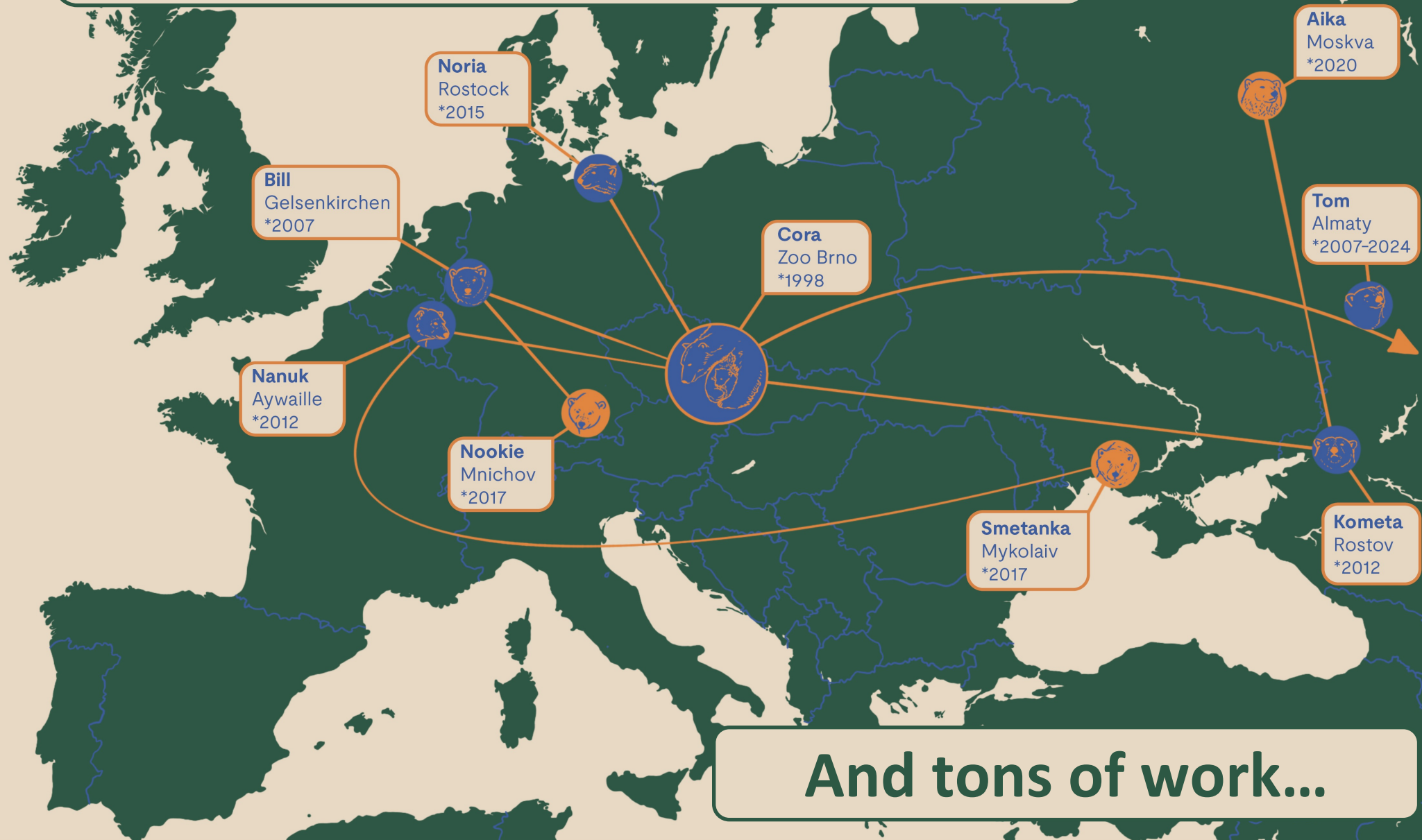
Nanuk and Kometa
*2012



Noria
*2015



With a Little Bit of Luck!



And tons of work...

Polar Bears Odyssey 2024

We are standing with the polar bears



The background is a solid orange color. Overlaid on this are numerous small, stylized human figures in a darker shade of orange. These figures are arranged in a way that suggests a large crowd or a group of people moving together. Some figures are clustered together, while others are more isolated, creating a sense of depth and movement. The overall style is minimalist and modern.

AND THEN...



OpenSSL

- open and honest communication
- mutual respect
- willingness to solve problems constructively
- trust

RELATIONSHIP

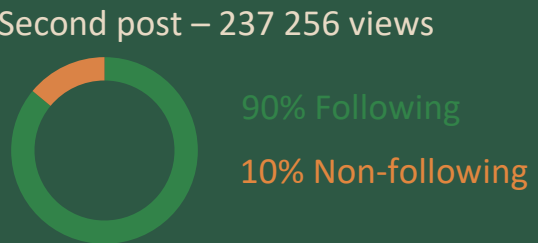
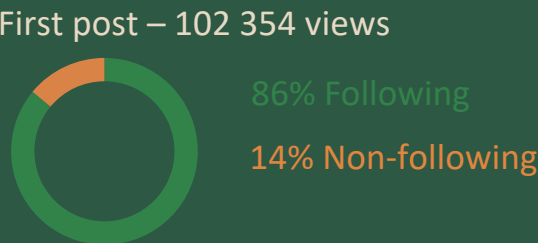
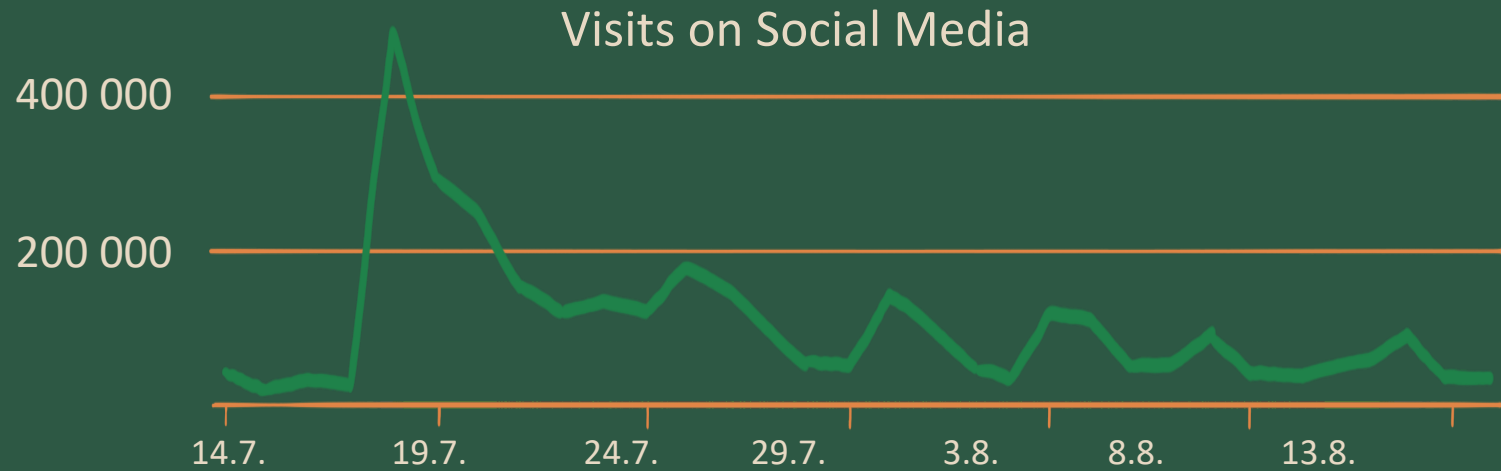
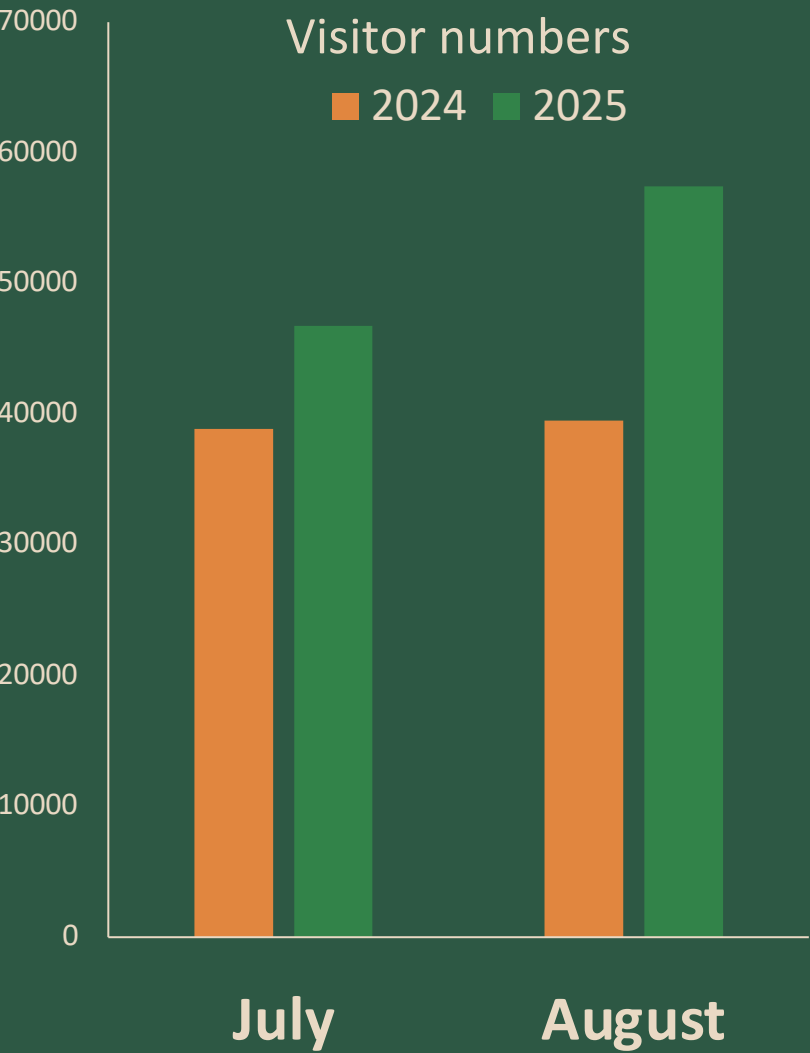


AND

FUN!



Partnership Is Not Business, But It Is Good for Business.



2664 interactions

- 2000
- 539
- 0
- 2
- 9
- 0
- 0

7246 interactions

- 5285
- 1356
- 0
- 17
- 44
- 9
- 3

News Media monitoring

69 Mentions in Media in total

8 Mentions in TV News reports

14 Mentions in Radio News reports

5 Mentions in News Papers

Most News Papers also posted the news on their online platforms and social media

Let's Fight Extinction - Together

We are all one pack!