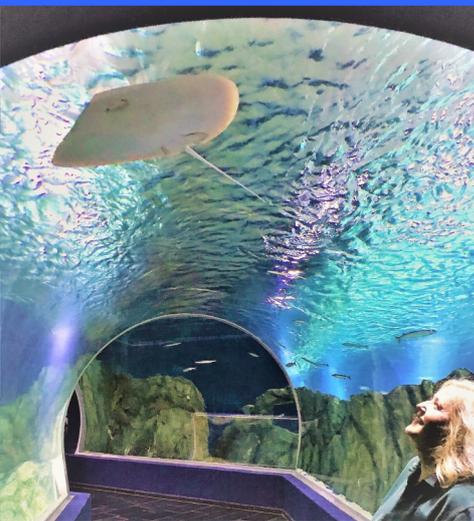




# Holistic Zoo Consulting Services





## WHO WE ARE

Established in 2014, 101 Zoos provides a holistic consulting service for zoos, wildlife parks and sanctuaries, safaris, aquaria and marine parks, botanical gardens, interpretive trails, and science centers. Our work includes all aspects from zoological and operational matters to educational, interpretive and experiential consulting.

We offer a range of services - from the renovation and redesign of existing facilities to the planning and implementation of new projects. Working alongside your chosen architects, or our own partners, we deliver high impact design solutions.

As interpretation specialists we offer a variety of innovative and immersive methods in which to communicate scientific information to visitors. We use the power of clear, creative design to engage visitor interest, ensuring a thought-provoking and enjoyable experience.

For zoos and animal parks, delivering exceptional animal welfare consistently enhances visitor engagement and experiences. We believe that immersive habitats better connect people to the needs of animals and the ideals of wildlife conservation and biodiversity. We design spaces built around the species' behavioral ecology, including dynamic mixed species exhibits, as well as exhibits that showcase urban ecosystems.

We have extensive experience in conservation policy as well as practical implementation both in and ex-situ, promoting green construction and a community-based conservation ethos for the protection of urban, rural and global biodiversity.

Our client base is diverse - including government decision makers, local authorities and regulators, private businesses and non-profit organizations.



## SERVICES

- masterplans
- development of storylines and visitor experience concepts
- exhibit and service area design
- review and critique of blueprints, construction and shop drawings
- education plan development including signage and education material
- development of scientific programs
- evaluation of animal facilities
- animal collection planning - including development of existing animal collections and selection of new species
- conservation planning
- animal training plans
- development of emergency/disaster procedures and plans
- operation, work procedures and strategy evaluation and planning
- staffing and training planning
- marketing and PR planning including branding and social media
- project management or assistance during execution
- regulatory procedures and compliance
- animal husbandry and management
- animal acquisition
- introduction of animals
- animal nutrition and feeding programs
- development of animal enrichment programs and devices
- staff training
- development of protocols
- scientific and technical assistance
- assistance with setting up national and international conservation collaborations *ex situ* and *in situ*
- development and supervision of scientific research
- operational guidance
- disaster management
- international zoo organization membership application guidance





**Dr. Noam Werner**

Noam holds a B.A. in social sciences from the Hebrew University, an M.A. in Environmental Sciences, and a PhD in Zoology from Tel Aviv University in the field of animal behavior. For 10 years he presented the "Animal Behavior" course at the Open University and has been a member of the Jerusalem Biblical Zoo's senior management team for over 15 years as a zoologist and general curator. Noam serves as the European Association of Zoos and Aquaria (EAZA) Deer TAG chair as well as Co-Chair for the IUCN/SSC Deer Specialist Group. In addition to planning and establishing many new exhibits at the Jerusalem Zoo, he also held a leading position in the professional team which planned and established the Israel Aquarium in Jerusalem (an independent, standalone facility where he now also serves as zoologist and curator). These duties included supervising conceptual, educational, experiential and zoological aspects as well as technical systems installation. As part of his duties, Noam presents advanced zookeeper courses, and has initiated a wide range of independent and collaborative research including behavioral studies; population management studies; taxonomy and genetics of endangered species; morphology, nutrition, conservation ecology and more; as well as mentoring young researchers. Noam is also heavily involved with the Jerusalem Zoo's Mesopotamian fallow-deer reintroduction project.



**Nicole Wexler**

Nicole holds a bachelor's degree in law. Her professional legal career as a public prosecutor and legal advisor spans three continents. Nicole grew up in Namibia and South Africa with wildlife conservation as one of her basic childhood values. She became professionally involved in the zoo and wildlife conservation world shortly after moving to Israel where, as Director of Development at the Jerusalem Biblical Zoo, she led all fundraising activities for new exhibits, education programs and more. These included playing a major role in raising funding for Israel's first \$25 million aquarium facility. In addition, she led the process of writing the aquarium education plan as well as conceptual and visitor experience planning which included all educational signage planning, content and execution. She has extensive experience in dealing with vendors and service providers as part of project management. Nicole was also deeply involved in the marketing and education activities for both the Jerusalem Biblical Zoo and the Israel Aquarium including content for magazine articles, website and social media; as well as the creation of a variety of educational videos, some of which are on permanent display within exhibits. For several years she was the Training Coordinator for the Israel Zoos Association and also served as the liaison between the Israel Zoos Association and the European Association of Zoos and Aquaria (EAZA) Academy.



**Shai Ben-Ami**

Shai has always had a deep love of animals and zoos and has visited dozens of zoos and aquariums around the world in his professional capacity. He began to volunteer at the Jerusalem Biblical Zoo in his teens and has over 20 years of working experience as a zookeeper, guide, educator and public speaker. Shai holds a master's degree from the University of Regensburg in Germany. He is currently completing his PhD at the Hebrew University of Jerusalem on the history of zoos. In addition, he interned at the European Association of Zoos and Aquaria (EAZA) as part of the communication and membership team. Shai was an integral part of the team which established the Israel Aquarium in Jerusalem. As part of the conceptual planning for the facility, Shai developed the education plan and signage. He established the Aquarium's new education department which included creating annual work plans, developing training programs and personally training the new education team which consisted of 60 guides speaking five languages. He went on to manage the education team for three years after the opening of the facility. He was also an integral part of the marketing and PR team for both the Jerusalem Zoo and the Israel Aquarium, authoring the monthly Aquarium newsletter to hundreds of subscribers as well as creating social media content on a daily basis. Shai also has experience in donor relations, funding applications and donor reporting.



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