

CASE ASSIGNMENT

Assessment criteria:

- *You are able to express yourself on video and in writing according to the purpose of communication.*
- *You are able to select relevant information from a factual text and present it in English.*
- *You are able to write with linguistic precision.*



WHAT IS GIVSKUD ZOO?

Givskud Zoo was founded as a lion park in 1969, but today it is home to many other animals as well. Officially recognized by the Danish State in 1989, it is now a modern zoo with all the duties and obligations that follow. The park's main objectives are education, the conservation of endangered species, and research – all in a recreational environment that allows visitors to experience the animals in their natural surroundings.

Apart from the zoo, Givskud Zoo also has a nature foundation. The purpose of the foundation is to support nature conservation projects around the world. One of the projects they support is the Limbe Wildlife Centre in Cameroon.

ASSIGNMENT 2: RAISING AWARENESS

Limbe Wildlife Centre is located in Cameroon in the western part of Africa. One of the wildlife centre's projects is to rehabilitate and rerelease the African grey parrot back into the wild. African grey parrots are often illegally captured in the wild and sold by poachers to the pet trade, even though the bird is endangered and protected by law. Givskud Zoo supports the wildlife centre's work with the parrots and wants your help to communicate the importance of the project to their visitors.

Your task is to write a poster text about Limbe Wildlife Centre's conservation of the African grey parrot. The poster will be exhibited at Givskud Zoo, where visitors can read about Limbe Wildlife Centre's work.

Your poster must target one of the five typical donors, and you must also explain why your text is targeted at the specific donor. On the posters in the room, you can find a description of the donors.

You are free to design your own poster or use one of the premade posters.

[THE IMAGES CAN BE DOWNLOADED HERE.](#)





ENGELSK

APPENDIX ENGLISH – DM I FAGENE

In this appendix you can read some extracts from Limbe Wildlife Centre's monthly and annual reports. The pages focus on Limbe Wildlife Centre's work with protecting the African grey parrot.

The reports are listed chronologically.

You can find the original monthly reports here: <https://limbewildlife.org/news/monthly-reports/>

You can find the original annual reports here: <https://limbewildlife.org/news/annual-reports/>

Environmental education report 2018-2019	page 3-4
January 2019	page 5
May 2019	pages 6-7
October 2019	pages 8-15
November 2019	pages 16-21
December 2019	pages 22-26
Annual report 2019	pages 27-33
February 2020	pages 34-41

You can read some additional information on the following websites:

<https://www.bornfree.org.uk/blog/rescuing-african-grey-parrots>

<https://www.reuters.com/article/us-cameroon-endangered-birds/cameroon-conservationists-heal-endangered-african-gray-parrots-idUSKCN1UE1V9>

<https://www.youtube.com/watch?v=hZzfZJQr538>



DM i Fagene



ENGELSK

Soft release concept for African grey parrot

https://limbewildlife.org/wp-content/uploads/2020/06/Soft-release-Concept_20200523.pdf

Siden 2009 har Givskud Zoo Naturfond aflønnet en formidler (educator) i Limbe Wildlife Center. Denne formidler underviser skoleklasser og guider turister i Limbe Wildlife Center. Han tager desuden rundt på skoler og underviser (2019: 2,511 børn ugentligt). Og så afholder han Saturday Nature Club for lokale børn (2019: 1637 børn).

Givskud Zoo Naturfond har desuden given en større donation, som gjorde det muligt at bygge en rehabiliterings-volieren til gråpapegøjer.

Limbe Wildlife Annual year report 2019

Environmental education

In addition to our daily operations at Limbe Wildlife Centre, we devoted more time and resources to our educational programs in 2019. Throughout the year, we ran three educational programs to teach our community about the importance of preserving their wildlife heritage: Saturday Nature Club for Kids, Batoke Family Nature Club, and general school outreach. For the first time, 385 rural community members from 145 families learned about a range of conservation topics (including water pollution, plastic pollution, damage to the local ecosystem, etc.), and how these issues impact their daily lives, the land, freshwater and the marine ecosystems. The best participants of this intergenerational education program were rewarded with a certificate during our 25th anniversary ceremony and received a T-shirt as part of our #ProtectWildlife Campaign. Five of them have been identified as potential conservation leaders for future educational initiatives. Finally, after months of interruption due to the civil conflict, school resumed, and we began teaching children about nature again. With the help of our education coordinator, we also made a number of updates to our Nature Club to make it more appealing and entertaining. We now use more media, address more topics, and conduct more diverse activities. In 2019 our attendance doubled and the number of children receiving our environmental lessons each week in school increased by 31% for a total of 24 primary and secondary school classes. Our total outreach for 2019 was 2,511 kids in school weekly and 1,637 kids in our Nature Club for the year.



DM i Fagene





ENGELSK

THE ALTRUIST

“Doing the right thing” is more than just a movie for this donor, and they don’t care about the credits. Altruists simply care about helping without fanfare or recognition. Engage them further with hands-on experiences in your nonprofit.





ENGELSK

COMMUNITARIAN

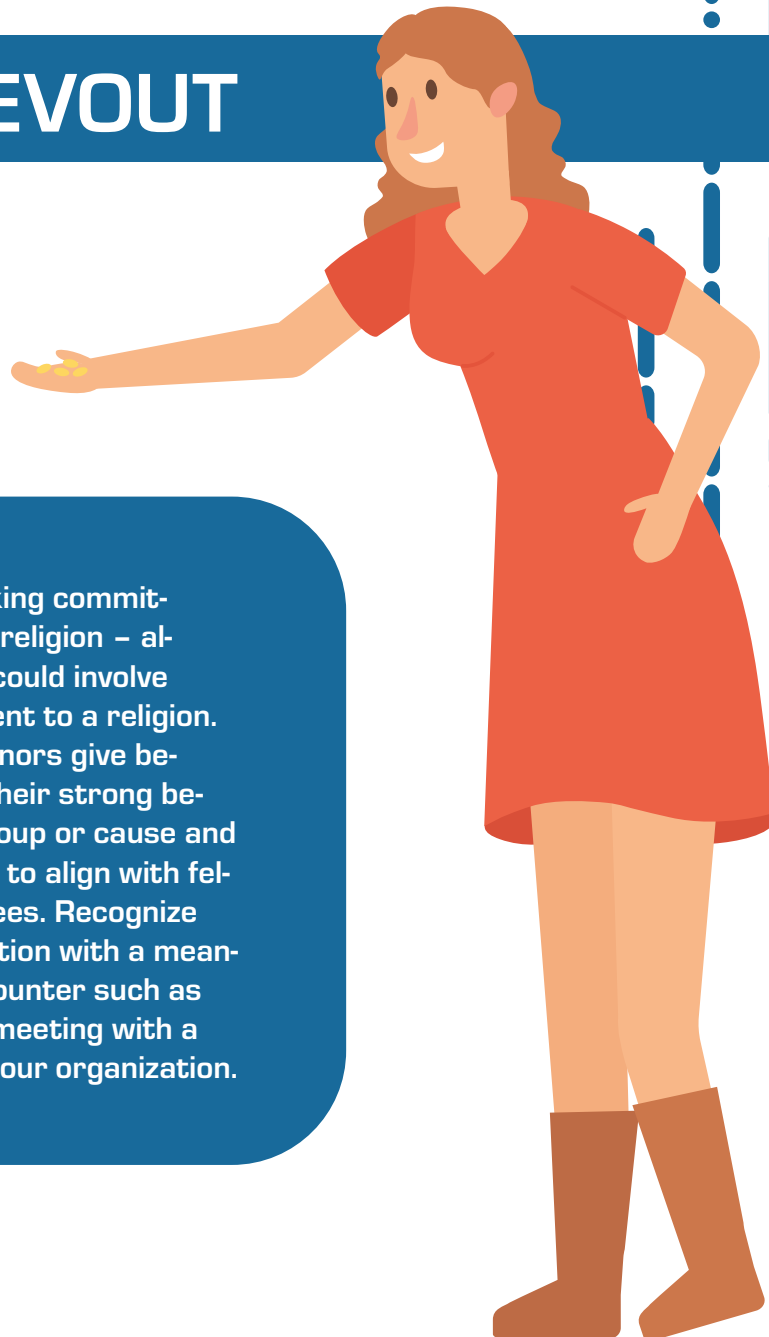
Civic responsibility to the community matters most, whether that community is based on geography, race, generation or another common characteristic. Explain how that community will benefit from the donor's support.





ENGELSK

DEVOUT



We're talking commitment, not religion – although it could involve commitment to a religion. Devout donors give because of their strong belief in a group or cause and the desire to align with fellow devotees. Recognize their devotion with a meaningful encounter such as a private meeting with a leader in your organization.





ENGELSK

REPAYER

It's all about gratitude and returning the favor. Whether it's a school, a hospital or a fireman, this donor feels a sense of loyalty or obligation to help those who have helped him or her. Focus your message on how you can deliver a similar outcome to others.





ENGELSK



Lights, camera, donate!
The socialite shows up for gala fundraisers and dominates the Facebook photos. Even better, they're rainmakers because they bring friends and family, i.e., more donors. Give them the attention they've earned by thanking them publicly.