



Repainting Wildlife

KRISTIN ROHRKASSE

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01

Research and analysis

Defining the problem.

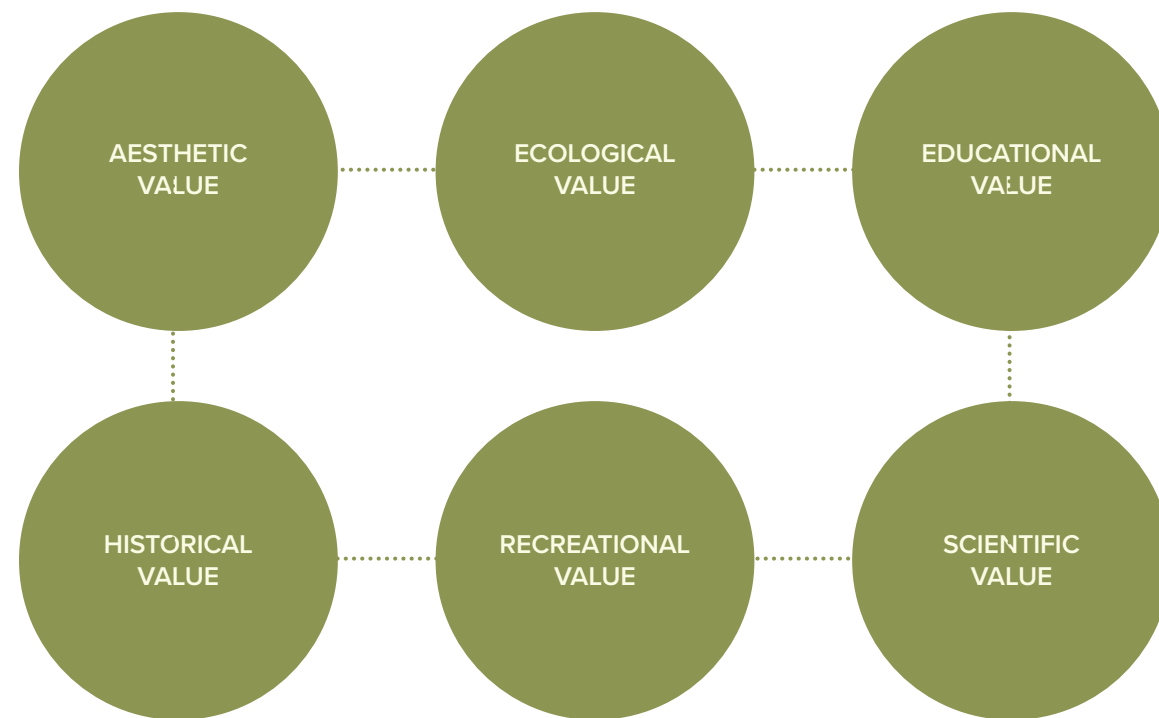
ENDANGERED SPECIES

Since 1996, it's been calculated that around 3,000 animals become extinct each year, and almost 11,000 are currently on the endangered list. Extinction is a natural process, but conservationists believe that it is happening up to 10,000 times faster than normal because of human actions. By destroying habitats, illegally capturing and killing animals, and polluting the oceans, humanity threatens the balance of our world and the future of these magnificent creatures.

Why save endangered species?

The Endangered Species Act recognizes that endangered and threatened species of wildlife and plants “are of aesthetic, ecological, educational, historical, recreational, and scientific value to the Nation and its people.”

When an animal goes extinct, it is gone forever. Even if people do not yet know the direct benefits a certain species offers, it is important to preserve that species to allow for further research. Within the food chain, predators help maintain balanced populations of other types of animals. This balance is important to produce the healthy vegetation and adequate water supplies, which humans rely on. If one species is lost, it can create a domino effect in the animal kingdom, which causes threats to other species' populations.



When an animal goes extinct, it is **gone forever.**

Interview.

INTERVIEW WITH CINCINNATI ZOO EDUCATION CENTER EMPLOYEES

What are the current methods you use to teach children about this topic?

We do not teach about endangered species specifically with 1st-3rd graders in order to avoid “ecophobia.” We follow the steps of Wonder (Toddler-K: Wow, animals are amazing), Knowledge (late 1st-4th grade: I am learning by observing and interacting with animals and can tell you about what I have learned) and Action (5th-8th grade: I have a voice and my actions and words can do something to make a difference in my world), helping make developmentally appropriate connections to nature that grow with them. Our goal is for the kids to grow through stages from thinking animals are amazing to learn why they are important both from an emotional and intellectual standpoint to thinking critically about their impact on the world and beginning to share all of this information with those around them. By the time they “graduate” from our programs, our goal is that they are responsible stewards and advocates for wildlife and wild places.

What type of content do you focus on when teaching about endangered species?

We focus on the animal’s needs and adaptations to their habitat, the challenges they and/or their habitat face, the things that are being done to help these animals, and the ways that they can help. We always try to end with hope. They can make a difference. Point out examples of animals that have benefited from humans helping/changing their actions.

What supporting materials do you use to teach about it?

We use pictures, maps, online activities (such as Wildcam Gorongoza), at home activities (“How wildlife friendly is your backyard?”), having them make informative posters and/or videos for our blog, interpretive animal demonstrations in the classroom, and interactive hikes to Zoo exhibits.

Do you have any suggestions on how a designer could help improve your processes?

Take-home activity sheets? Something that ties into the theme. School Groups currently have self-guided tours that encourages them to do activities at each stop, but maybe something more that they can take back to the classroom after?

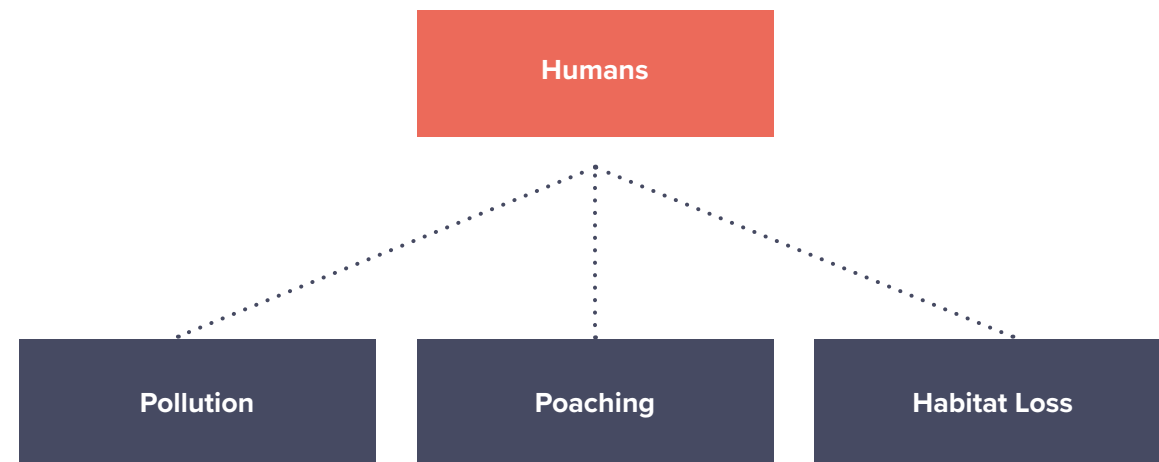
Target audience.

LEVELS OF LEARNING

Through my interview with Zoo Education employees who explained the “Steps of Wonder”, I decided to focus on the **Action** group, where students believe they have a voice and can make a difference in the world. I am extending this audience to high school students as well.



Human-caused factors of extinction.



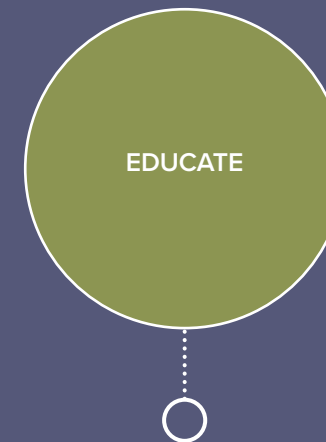
Humans affect climate change by adding greenhouse gases to the atmosphere, which raise the planet's temperature, consequently melting ice caps, raising sea levels and warming oceans. Climate change also creates droughts, which threaten animals' food and fresh water sources. The largest man-made contributions to climate change come from running factories and power plants, heating and cooling homes, and driving automobiles.

While poaching has various effects, its most direct and drastic impact is extinction, either globally or regionally. Poaching is the illegal hunting, capture or collection of wildlife. Some examples of illegal wildlife trade are well known, such as poaching of elephants for ivory and tigers for their skins and bones. However, countless other species are similarly overexploited, from marine turtles to timber trees.

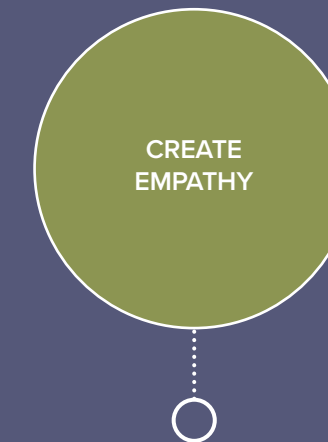
Habitat loss may be the greatest threat to the biodiversity on Earth, being the primary threat to 85% of species. Most habitat loss is due to intensive harvesting and expansion of agricultural land. The biggest causes include logging (both legal and illegal), agriculture, oil exploitation and human disasters.

Objectives.

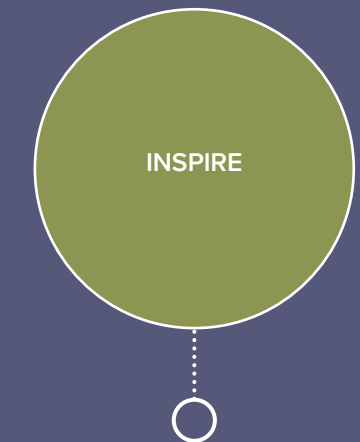
My main objectives for this project are to educate, create empathy and inspire students to take action. The topic is so in-depth, and I want students to quickly understand the big picture and want to take action to make a difference in the world.



To educate students on the human-caused factors of endangered and extinct species and why these species are important to Earth's ecosystems.



To create empathy by emphasizing that once a species is extinct, it is gone forever.



To inspire students to spread awareness about endangered species and to live a more sustainable life.

02 Exploration

Mood boards.

AUTHENTIC • HANDMADE • ELEMENTS OF NATURE

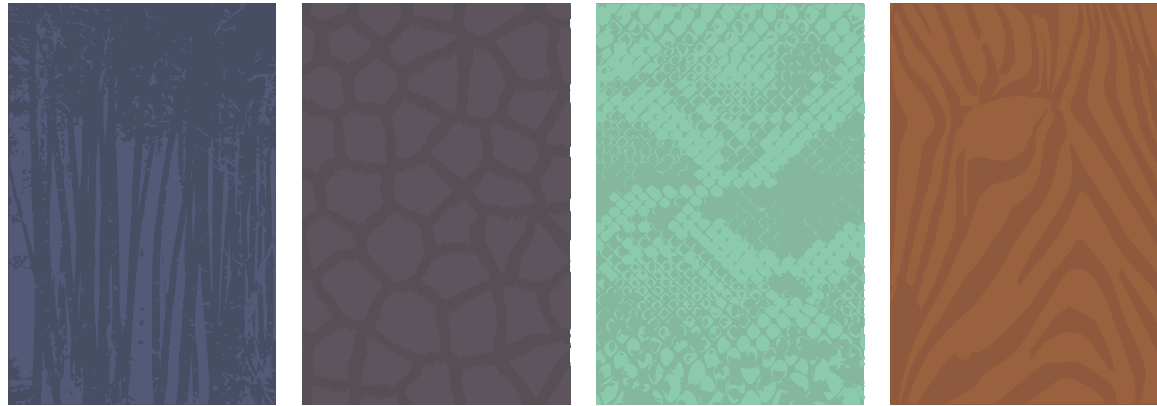


SIMPLE • BRIGHT • BOLD • PATTERNS

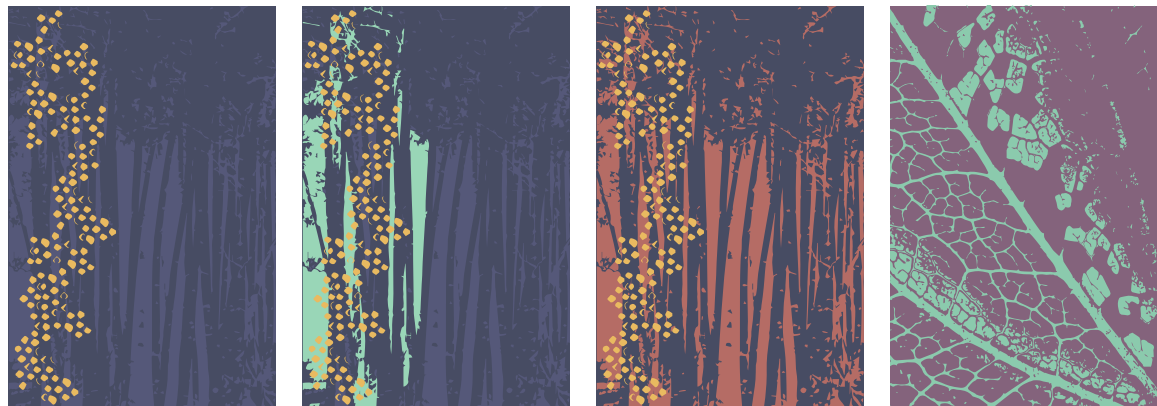


Texture explorations.

DIGITAL TEXTURES



COMBINING TEXTURES



HAND-PAINTED TEXTURES

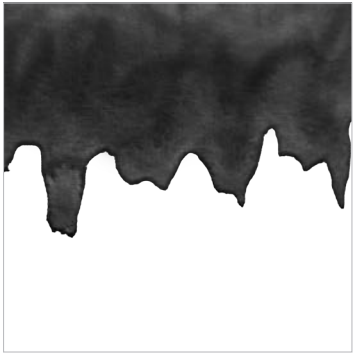
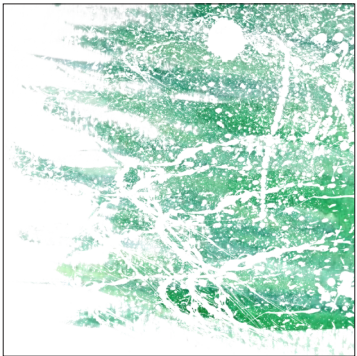
Pollution



Poaching



Habitat Loss



Physical and chemical pollution can damage the quality of water, air and soil. These can directly poison animals, and can cause food

Tigers

Every part of the tiger—from whisker to tail—is traded in illegal wildlife markets. Poaching is the most immediate threat to wild tigers. In relentless demand, their parts are used for traditional medicine, folk remedies and increasingly as status symbols among some Asian cultures.

There are usually limited resources for guarding protected areas in the countries where tigers live. Even countries with strong enforcement of tiger protection laws fight a never-ending battle against poaching. In Indochina and China, poaching is so pervasive that thousands of forest acres stand empty of tigers.

The impact from the death of a single tiger at the hands of poachers reaches beyond one single loss. If a female tiger with cubs is killed, her cubs will likely die without their mother. Also, the female's potential for future breeding is lost. If a male is killed, his death can result in intensive competition for his territory among surviving males in the population, creating disruption in further breeding by those males.



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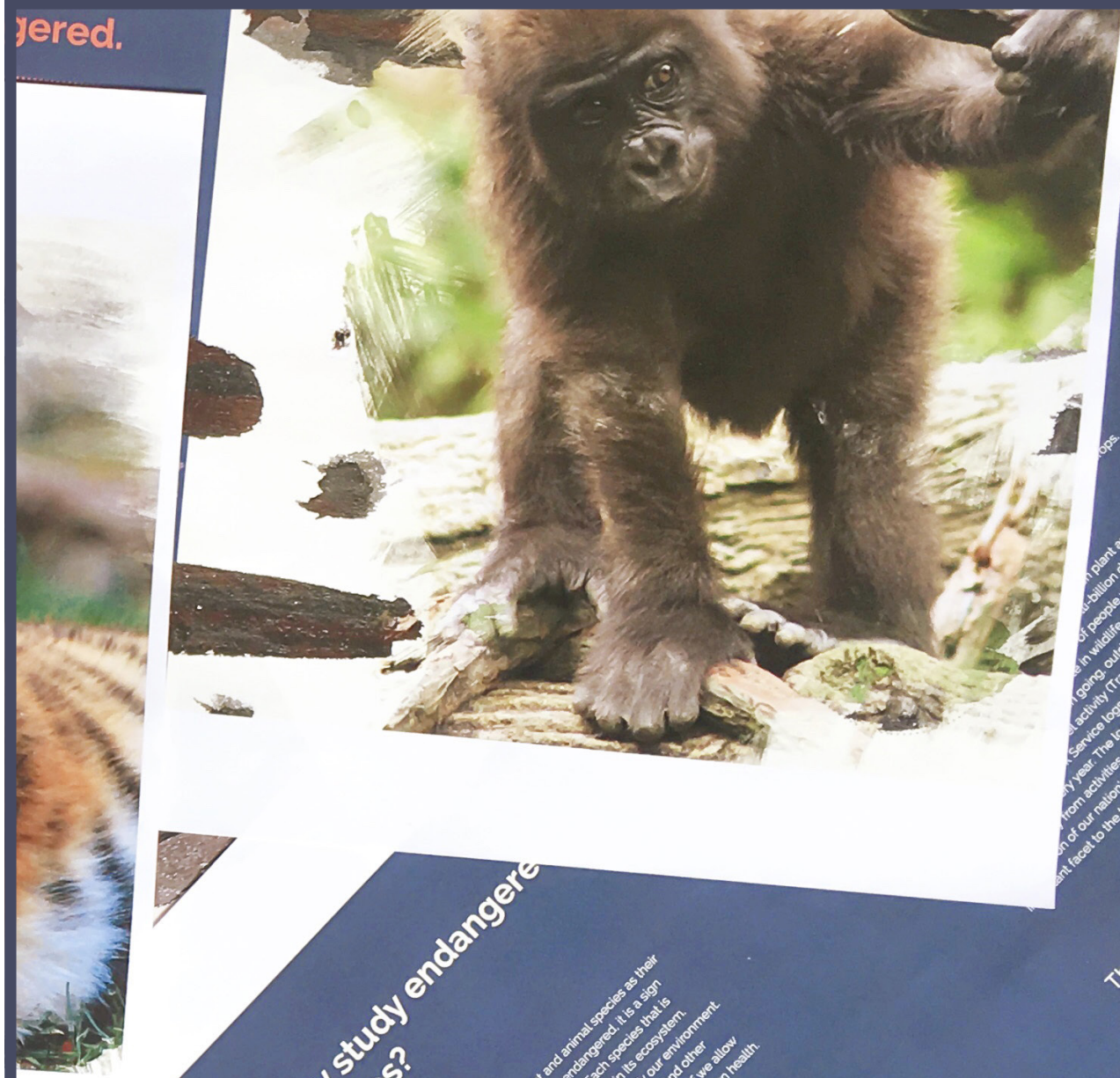
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Pollution

The amount of energy for power generation is increasing rapidly. The search for new energy sources such as coal, oil, and nuclear power is continuing. The search for new energy sources such as coal, oil, and nuclear power is continuing. The search for new energy sources such as coal, oil, and nuclear power is continuing.



ered.



Why study endangered species?

Ecological importance
Healthy ecosystems depend on plant and animal species as their foundations. When a species becomes endangered, it is a sign that the ecosystem is slowly falling apart. Each species that is lost may trigger the loss of other species within its ecosystem. Humans depend on healthy ecosystems to purify our environment. Without healthy forests, grasslands, rivers, oceans and other ecosystems, we will not have clean air, water, or land. If we allow our environment to become contaminated, we risk our own health.

Medical value
More than 50 percent of the 150 most prescribed medicines were originally derived from a plant or other natural product. For example, aspirin came from the endangered Pacific Yew plant. Only about five percent of known plant species have been tested for medicinal uses and there are thousands of plant species that have yet to be identified. Tens of thousands of plant species that have medicinal uses may eventually come from plants, therefore, we must protect all species before they are lost forever from nature's medicine cabinet.

Thus, it is essential that we understand the importance of endangered plant and animal species and the role they play in our ecosystem. Conservation and

Service logs over 200 million visitors to our national parks and other natural areas. The local economies of these areas benefit from activities associated with these visits. The industry's well-being

Brand elements explorations.

Intelligent, charismatic, & endangered.

Poachers & Deforestation are the reasons for Gorilla populations decreasing.

Humans are the cause of both of the problems.

EXTINCTION IS FOREVER.

Ut alibus eostior epudis solut et et pelibus, eum fuga. Ercimilla num quis imintum rentem harum vel il eium

Ut alibus eostior epudis solut et et pelibus, eum fuga. Ercimilla num quis imintum rentem harum vel il eium

GORILLAS

Color palette including shades of green, blue, purple, brown, and orange.

Booklet explorations.

WHY GORILLAS ARE DISAPPEARING

Most people know that gorillas are in danger of becoming extinct. The numbers are dropping and the numbers fluctuate, but there is something that remains unchanged: their status of conservation.

The Red List of the International Union for Conservation of Nature (IUCN) has classified the Western Gorilla (Gorilla gorilla) as a "Critically Endangered" species. It is one of the Eastern Gorilla (Gorilla beringei) in the list of "Extinct in the Wild".

Have you ever watched a gorilla, which has reduced populations in their habitat, and in such critical condition? The answer needs to be yes, who are their main predators?

The main threat to the survival of gorillas is a loss of habitat. In many species of gorillas, the main threat is deforestation, which makes them vulnerable. For example, gorillas are found in the rainforests of Central Africa, but in the case of gorillas, it is a habitat loss that causes many conservation organizations.

10% of gorillas live in protected areas, while

WHY RAINFORESTS ARE IMPORTANT

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WHY ELEPHANTS ARE IMPORTANT

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I WANT TO BE A PART OF YOUR FUTURE.

Intelligent, charismatic, & endangered.

Poachers & Deforestation are the reasons for Gorilla populations decreasing.

Humans are the cause of both of the problems.

VULNERABLE → **ENDANGERED** → **CRITICALLY ENDANGERED**

All 4 subspecies are endangered or critically endangered.



Booklet explorations.

Why do species become endangered?

Pollution
Pollution is anything that doesn't belong in the natural environment. Physical and chemical pollution can damage the quality of water, air and soil. These can directly poison animals, and can cause food chain to collapse. Litter is another type of pollution. Some litter (food products) can biodegradable relatively quickly and return to things found in nature. Other types of litter, such as plastic, do not biodegradable. Plastic is inert, and if dropped somewhere, will stay there for hundreds or even thousands of years. Without a way to remove plastic, it accumulates in rivers and flows to the sea.

Habitat Destruction
The destruction of habitats is one of the most serious threats to wildlife across the world, and many habitats are affected. Habitat loss happens when humans convert the habitat into a different land use. With this new use, the animals have nowhere to live. Some of the reasons habitat is lost include: houses (space to build homes and cities), roads, tourist resorts, farming, mining, factories, grazing pastures, and timber industries.

Poaching
Endangered species are slaughtered so that a single body part—like tusks, pelt, or bones—can be illegally sold for huge sums of money. For example, elephant ivory is carved into jewelry, utensils or trinkets. At the current poaching rates, elephants, rhinos and other iconic wildlife may be gone within our lifetime.

Pollution

Poaching

Habitat Loss

Elephants: Why they Matter

Elephants have roamed forests and savannas throughout for other species, and are integral to rich biodiversity. Elephants directly influence environmental productivity and can alter the broader ecological landscape. Elephants create watering and grazing in the forests that encourage tree regeneration. In the savanna, they reduce fuel load to create an environment favorable to a diversity of plant and animal species. The seeds of many plant species are spread by elephants, and elephants are important for the survival of many species. In the savanna, elephants are a keystone species, and their presence is essential for the survival of many other species.

Tigers: Why they Matter

Tigers are both admired and feared by people around the world. Beyond an animal of prey, tigers are also a symbol of strength and courage. They are also a keystone species, and their presence is essential for the survival of many other species. In the savanna, tigers are a keystone species, and their presence is essential for the survival of many other species.

Why they're endangered.

Habitat Loss
Only 17% of the gorilla population currently lives in protected regions, and vast areas of gorilla forest have already been lost. The destruction of gorilla habitat is a major threat to their survival. The loss of their habitat is a major threat to their survival. The loss of their habitat is a major threat to their survival.

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Pollution

Humans use an incredible amount of energy for power applications, and this energy is often generated from non-renewable resources such as coal, oil, and nuclear power. The energy generated from these sources is often released into the environment as heat and air pollution. This pollution can have a significant impact on the environment, and it is a major threat to the survival of many species.

Poaching

Tiger hunting takes the toll of many tiger animals, including gorillas, rhinos, elephants, and tigers. The loss of these animals is a major threat to their survival. The loss of these animals is a major threat to their survival. The loss of these animals is a major threat to their survival.

Booklet explorations.



Tigers could face extinction by the year 2022, unless we do something to prevent it.

Why tigers are endangered

Habitat Loss
Tigers have lost 93% of their historical range. Their habitat has been fragmented, degraded and fragmented by human activities. The clearing of forests for agriculture and timber, as well as the building of roads, reservoirs and other development activities pose serious threats to tiger habitats. These tiger habitats are under constant pressure of habitat loss, which leads to a higher risk of inbreeding and more tigers more vulnerable to poaching.

Human-Wildlife Conflict
People and tigers increasingly compete for space. The conflict threatens the survival of tigers and causes a major problem for communities living in close proximity with tigers. As forests shrink and prey gets scarce, tigers are forced to hunt domestic livestock, which may lead to compensation claims for their farmers. In addition, tigers are killed or captured. "Conflict" tigers are hunted and killed in a human realm. Local communities experience an increase in livestock loss and other hardships the loss of tiger affects on people.

Climate Change
One of the world's largest tiger populations is found in the Sundarbans—a large mangrove forest area shared by India and Bangladesh on the southern coast of the Indian Ocean. This area houses Bengal tigers and prey birds. Rising sea levels caused by climate change threaten to erode and damage mangrove forests, which are the last remaining habitat of the tiger population. According to a WWF study, without mitigation efforts, projected sea level rise could affect by 2050 could destroy nearly the entire Sundarbans tiger habitat.



Why tigers are endangered

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Don't let tigers disappear.

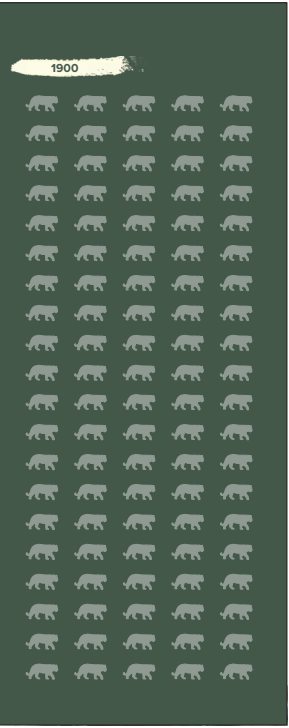
Tigers on the decline

Of the original nine subspecies of tigers, three have become extinct in the last 80 years; an average of one every 20 years. It is predicted all tigers may become extinct in the wild within the next decade. Poaching, habitat loss and fragmentation have reduced the global population of tigers from over 100,000 in the 1900s to 4,000 in the 1970s.

As climate change continues to warm the planet, tigers are losing their habitat. As we see ocean levels rise, tigers are losing habitat in areas like India's Sundarbans islands. As rising sea levels claim more habitat and sea water moves up river, naturally occurring salinity is becoming more saline, or more highly concentrated with salt. This is forcing tigers to move northward towards areas that are heavily populated by humans and increasing the likelihood of human conflicts.

Tigers are also facing many other threats. They are illegally poached because their pelts are valuable in the black market. Tiger body parts are used in traditional Asian medicines and are a threat to human communities. There is also large scale habitat loss due to human population growth and expansion. Human encroachment of tiger habitat also decreases prey animals.

Today, four of the remaining subspecies of tigers are considered endangered by the IUCN, while two of the subspecies are "critically" endangered. The total number of all the wild populations of the six remaining subspecies of tigers (Bengal, Indochinese, Siberian, South China, and Sumatran) is estimated to be between 3,000–3,600 tigers.




1000

Today

At this rate, all rainforests will have disappeared in 85 years.




80% of the world's forests are gone.

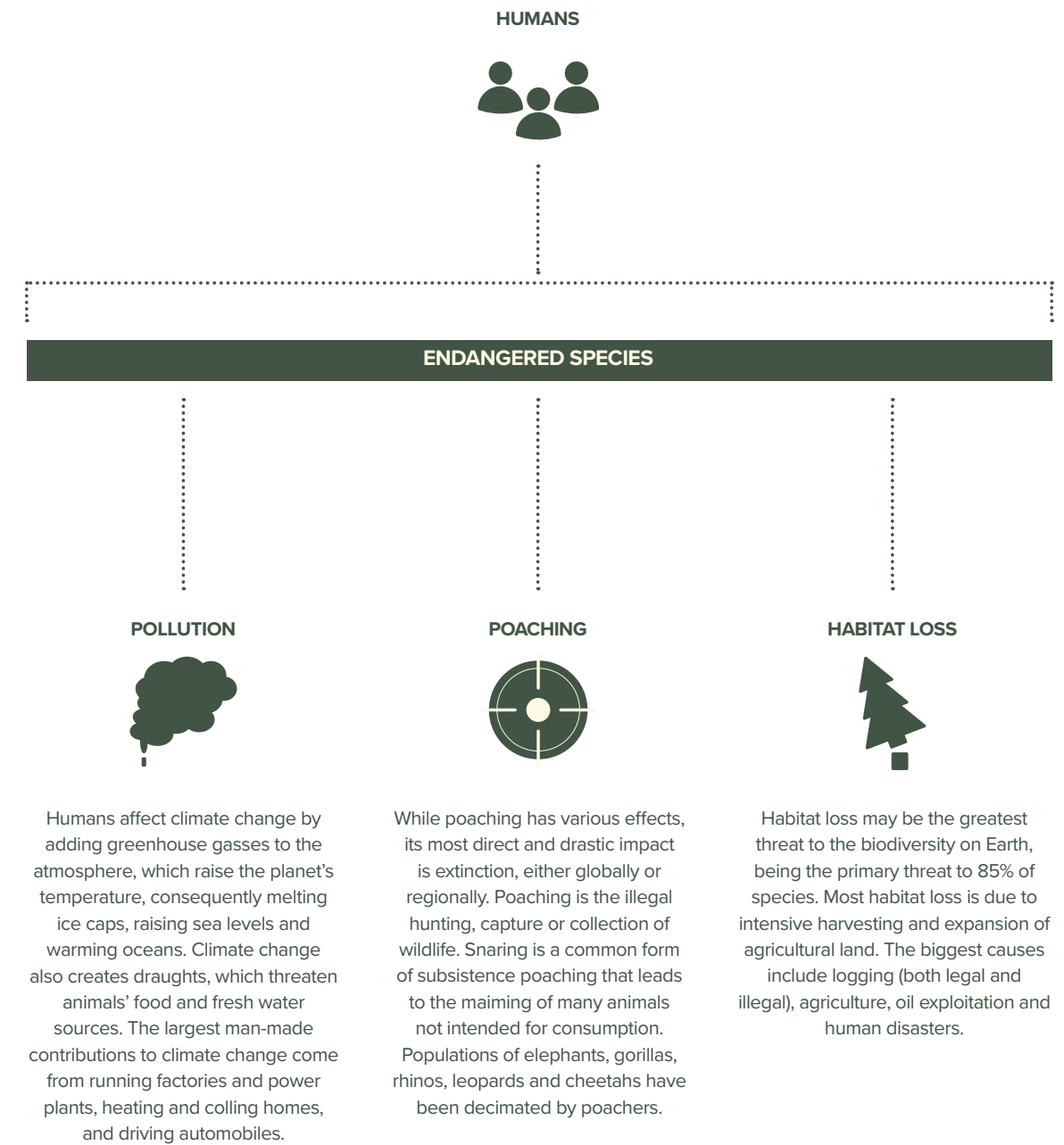
Rainforests are being cleared at a rate of

50 acres every minute.

At this rate, all rainforests will have disappeared in

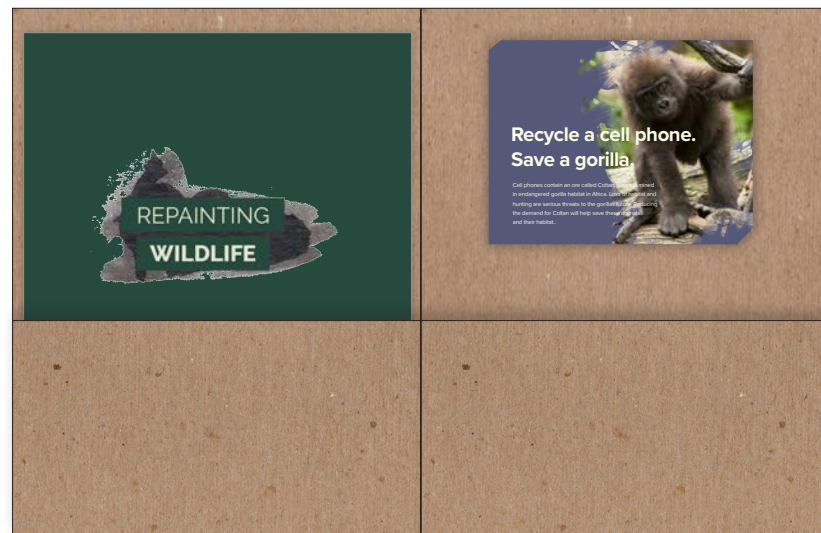
85 years.

Infographic explorations.

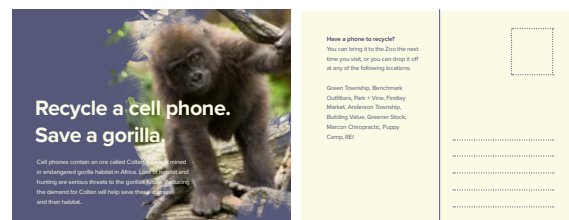


Deliverable ideas.

FOLDER WITH COMPONENTS



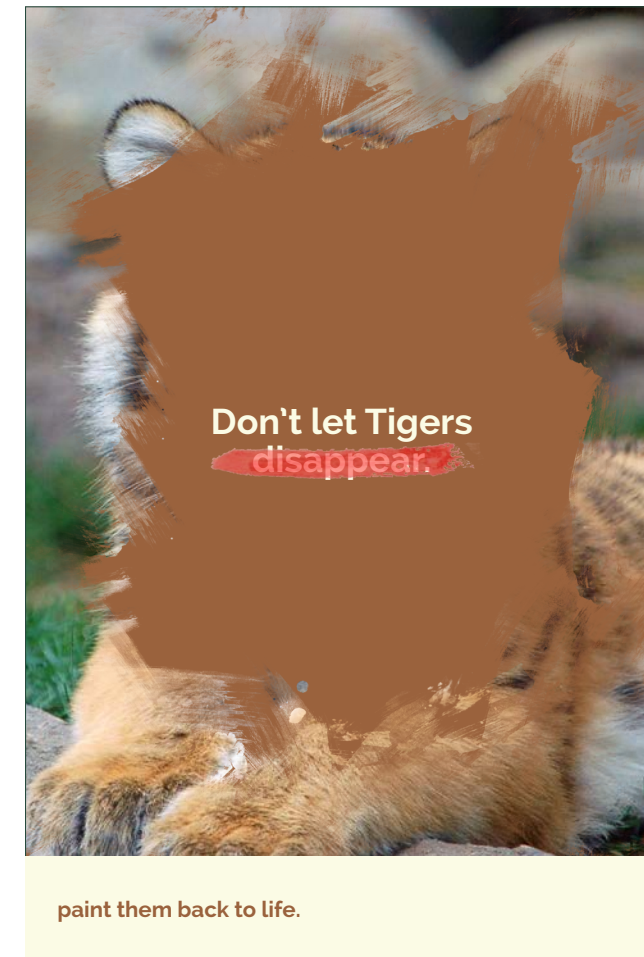
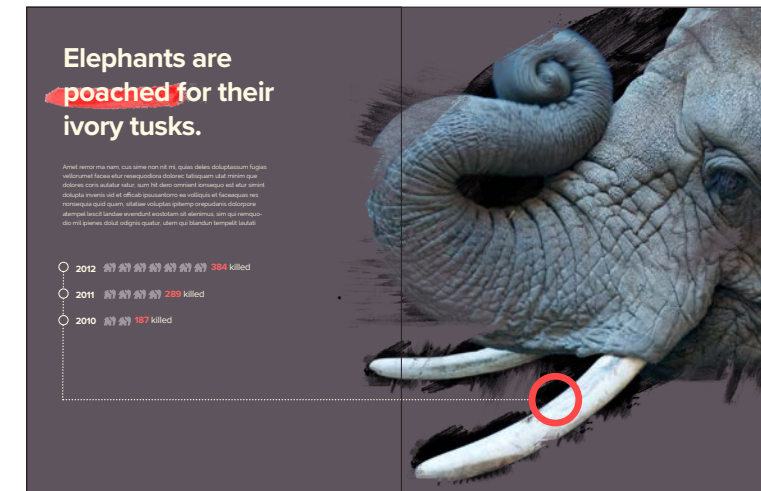
POSTCARDS



STICKERS

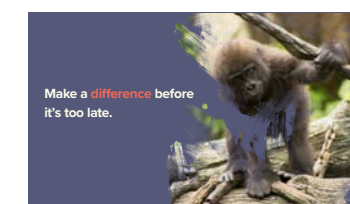


MAIN BOOKLET



POSTERS

ADOPT AN ANIMAL SHEET



03
**Brand
development
+ solution**

Extinction is forever.



Repainting Wildlife is a concept for helping students understand that as species and habitats are being erased, there is an opportunity for humans to make a difference.

Brand attributes.

- Hope
- Positivity
- Authentic
- Change
- Influential
- Visual
- Educational
- Fun
- Lively
- Important
- Bold
- Textured



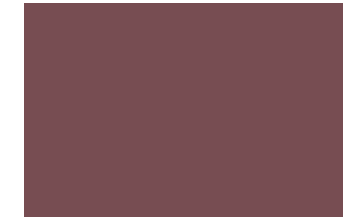
Color palette.



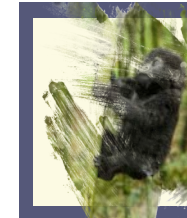
ECOSYSTEMS
 CMYK 73/47/67/34
 #40584A



ELEPHANTS
 CMYK 64/70/41/23
 #5E4C63



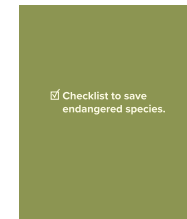
TIGERS
 CMYK 45/69/55/28
 #764D51



GORILLAS
 CMYK 73/66/32/13
 #555879



HEALTHY PLANET
 CMYK 9/27/74/0
 #E7BA5F



SUSTAINABLE LIFE
 CMYK 48/29/82/6
 #8C9552



HIGHLIGHT
 CMYK 2/73/64/0
 #EC695A

BODY COPY
 CMYK 1/0/12/0
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Typography.

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Proxima Nova Bold 36pt

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Header text.

SUBHEAD

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Brand elements.

The **Repainting Wildlife** brand consists of iconography, textured “painted” imagery, dotted lines separating statistics and body copy, pull-quotes and phrases, colorful borders around pages and photography, and a few different ways of highlighting key words and phrases using texture and color.

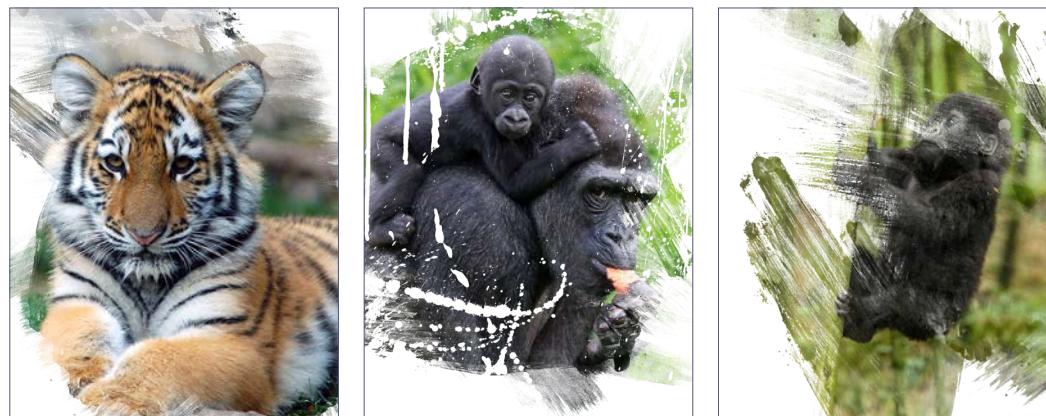
ICONOGRAPHY



PULL-QUOTES

Conservationists believe that extinction is happening up to **10,000** times faster than normal because of **human actions**.

PHOTOGRAPHY STYLE



HIGHLIGHTING TECHNIQUES

Once a species becomes extinct, it is **gone forever**.

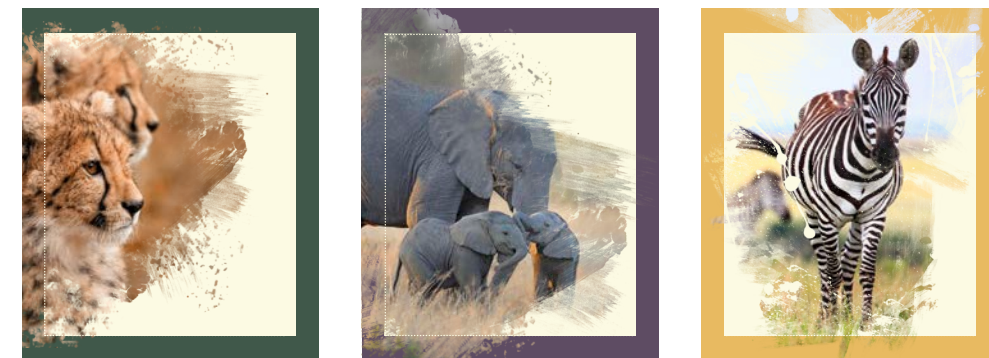
poached

INFOGRAPHIC PHRASES

Humans have long depended on aquatic resources for food, medicines, and materials.

Coral Reefs are home to **34%** of Marine species but cover less than **1%** of the Aquatic Ecosystem.

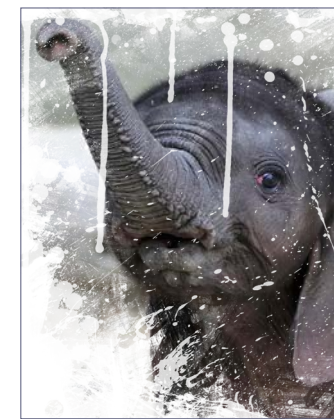
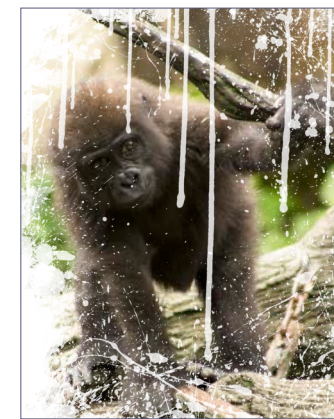
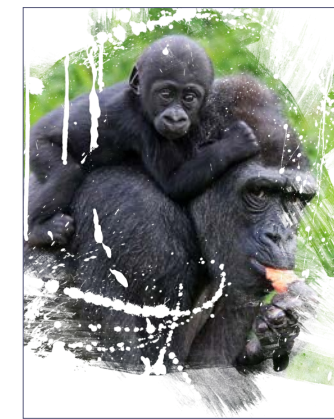
BORDERS WITH PHOTOGRAPHY





Imagery.

The imagery style is used to create empathy for the audience. The painted textures are used to show animals and habitats being erased and/or being painted back to life, while the animals are making eye contact with the viewer.



Infographics.

The beginning part of the booklet will explain how Earth's ecosystems work, the human-caused factors of endangered species, and why animals play an important role in ecosystems. These are all represented using iconography and visually stimulating statistical data and facts.

Elephants are poached for their ivory tusks.

On average, every 15 minutes an elephant is killed for its' ivory. The ivory is often carved into ornaments and jewelry.

Every piece of ivory comes from a dead elephant.

The U.S. is the world's second largest retail market for elephant ivory products (behind only China). Illegal ivory trade activity worldwide has more than doubled since 2007, and is now over three times larger than it was in 1998.

POLLUTION
Humans affect climate change by adding greenhouse gases to the atmosphere, which cause the planet's temperature to rise, melting ice sheets and warming oceans. Climate change also causes drought, which dries out rivers and lakes and leads to water shortages. The largest threat to coral reefs is ocean acidification, which changes the pH of the water and makes it harder for corals to build their skeletons.

POACHING
Illegal poaching has serious effects. It threatens the survival of many species, especially those that are slow to reproduce. Poaching is the biggest threat to many of the world's most endangered species. Some poachers use illegal methods like snares and traps to catch animals. Other poachers use guns to hunt animals. Poaching also threatens the livelihoods of people who depend on these animals for food and medicine.

HABITAT LOSS
Habitat loss may be the greatest threat to the biodiversity of Earth. Every year, humans destroy or alter 180,000 square kilometers of natural habitat. The biggest causes of habitat loss are logging, agriculture, and urbanization. Habitat loss also threatens the survival of many species.

Aquatic 71%
71% of the world's surface is covered by Water.

Marine	Freshwater	Coral Reefs
93%	.8%	1%

Humans have long depended on aquatic resources for food, medicines, and materials. Coral Reefs are home to 34% of Marine species but cover less than 1% of the Aquatic Ecosystem.

1/3 of reef-building corals around the world are threatened with extinction.

1950
About 16% of the Earth's land area was covered by rainforests.

2017
Today, rainforests cover only about 6% of Earth's land area.

The rate of deforestation is equal to the loss of 20 football fields every minute.

1 minute = 20 football fields destroyed.

Tropical rainforests are home to approximately **3,000,000** species of plants and animals.

Land 29%

29% of the world's surface is covered by Land mass.



60% of the world's oxygen is produced in the Rainforest.

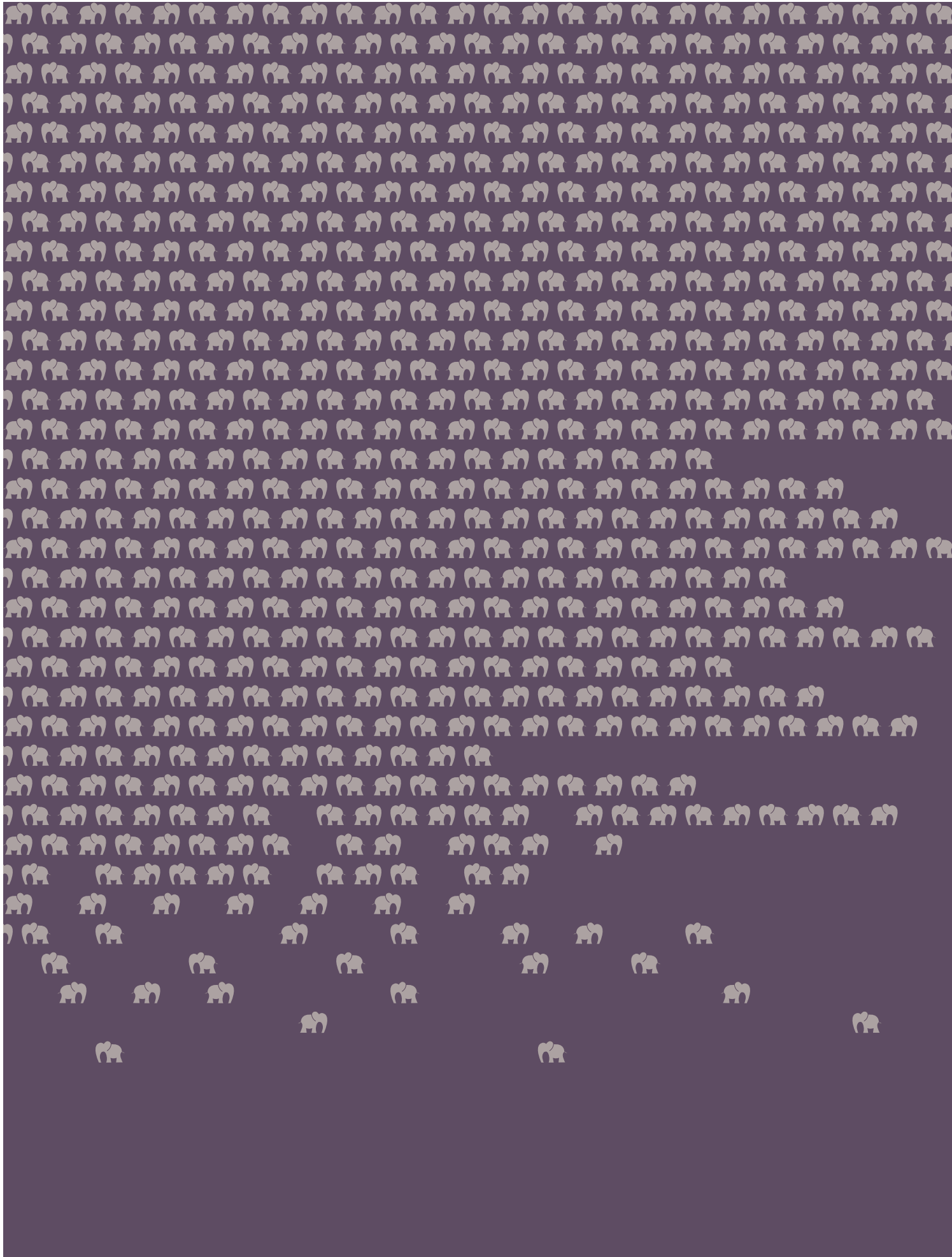


but Rainforests only cover 6% of the Earth's land mass.



Forests contain most of the world's terrestrial biodiversity.

18 million acres of forest are lost each year.



For every week we
do nothing about
the threat to our
endangered species,
more animals die out.

01 Final deliverables + DAAPworks preparation

Endangered species kit.



LEFT SIDE: LEARNING

Booklet

In-depth learning about the human-caused factors of endangered species, why animals are important to our ecosystems and what threats certain animals face in their habitats. The very last part of the booklet is a checklist for specific ways you can help save wildlife as well as a pledge to live a more sustainable life.

RIGHT SIDE: ACTION

Zoo Journal, posters, Adopt-an-Animal sheet, Save a Gorilla postcard, stickers, inspirational messages

Ways for students to directly influence endangered species. Whether it's spreading awareness by hanging posters and inspirational messages, donating money to Adopt-an-Animal, recycling cell phones to save Gorilla habitats, or visiting the local zoo and learning more; these are all ways to spread awareness and take action.

Learning.

BOOKLET

Extinction is forever.

Conservationists believe that extinction is happening up to **10,000** times faster than normal because of **human actions**.

Once a species becomes extinct, it is gone forever.

Thousands of animal species from all over the world are endangered, which means they could be lost completely and forever. Extinction is a natural process, but conservationists believe that it is happening up to 10,000 times faster than normal because of human actions. By eliminating habitats, poaching, hunting and killing animals, and polluting the oceans, humanity threatens the balance of our world and the future of these magnificent creatures.

Make a difference.

Before it's too late.

Land 29%	Aquatic 71%
29% of the world's surface is covered by Land mass.	71% of the world's surface is covered by Water.
<ul style="list-style-type: none"> Desert: 33% Forest: 30% Grassland: 21% Rainforest: 6% 	<ul style="list-style-type: none"> Marine: 93% Freshwater: 8% Coral Reefs: 1%
60% of the world's oxygen is produced in the Rainforest, but Rainforests only cover 6% of the Earth's land mass.	Humans have long depended on aquatic resources for food, medicines, and materials. Coral Reefs are home to 34% of Marine species but cover less than 1% of the Aquatic Ecosystem.
Forests contain most of the world's terrestrial biodiversity. 18 million acres of forest are lost each year.	1/3 of reef-building corals around the world are threatened with extinction.

Action.

ZOO JOURNAL

Zoo Journal

STICKERS

ADOPT-AN-ANIMAL SHEET

A.D.O.P.T. an Animal

For a gift of \$50 or more to your favorite animal, you can be a Cincinnati Zoo A.D.O.P.T. parent! When you become a Cincinnati Zoo A.D.O.P.T. parent, your gift helps to provide food, toys and fun enrichment items for the Zoo's animal family.

Each gift includes photo, Address, Name, and phone.

Choose an animal:

- Tiger
- Scalloped Tortoise
- Camel
- Rhino
- Elephant

Choose an amount:

\$30 \$50 \$75 \$100

POSTERS

For every week we do nothing about the threat to our endangered species, more animals die out.

Conservationists believe that extinction is happening up to **10,000** times faster than normal because of human actions.

Help spread the word about endangered animals.

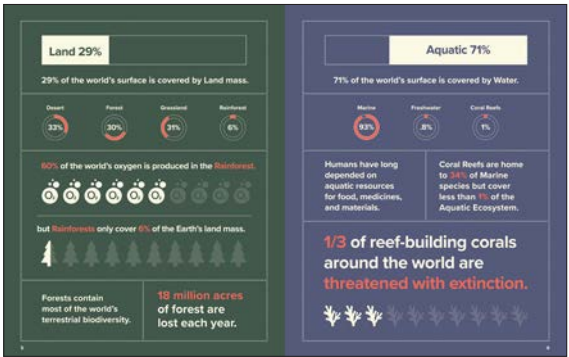
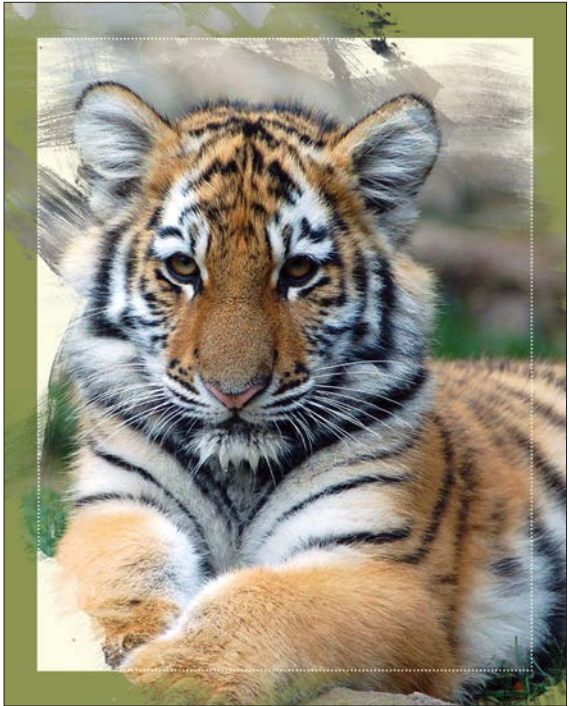
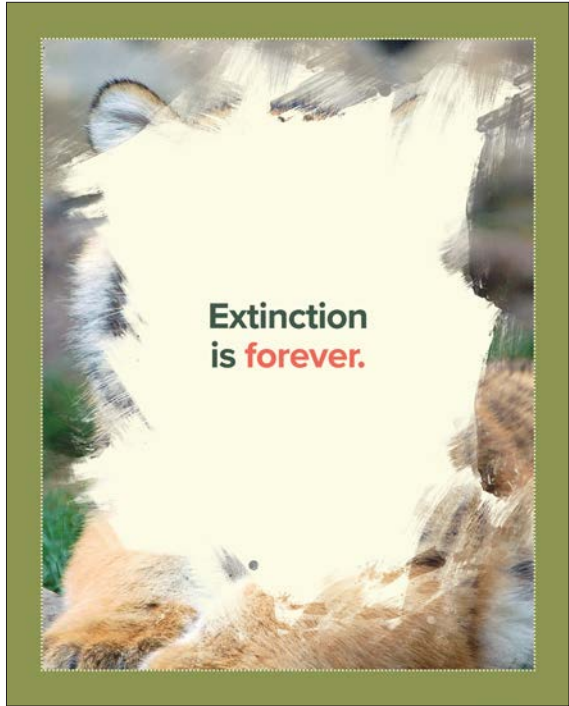
#reportingwildlife
www.reportingwildlife.com


POSTCARDS

Recycle a cell phone. Save a gorilla.

Cell phones contain an ore called Coltan, which is mined from endangered gorilla habitats in Africa. Loss of habitat and hunting are serious threats to the gorilla. Recycle your old cell phone and help save these animals and their habitat.

Booklet layouts.





Tigers species are rapidly declining.

CAUSES OF EXTINCTION
 In the past, tigers were hunted for their skins and bones. Today, the main cause of their decline is the loss of their natural habitat. As their habitats are destroyed, tigers have nowhere to live and hunt. This has led to a sharp decline in their numbers.

CLIMATE CHANGE
 Climate change is also a major threat to tigers. Rising sea levels and changing weather patterns are affecting their habitats. This is making it difficult for them to find food and shelter.

POACHING AND TRAFFICKING
 Poaching is a major threat to tigers. They are hunted for their skins and bones, which are sold on the black market. This has led to a sharp decline in their numbers.

As a large predator, the tiger plays a key role in maintaining healthy ecosystems.

Why tigers matter.

The tiger is a large predator and plays a key role in maintaining healthy ecosystems. As a large predator, the tiger plays a key role in maintaining healthy ecosystems. It helps to control the numbers of its prey, which helps to keep the ecosystem balanced.



Gorillas help maintain forests and biodiversity.

OUR COMMON GOALS
 Gorillas are a key species in their ecosystems, helping to maintain the health of their forests. They play a key role in maintaining healthy ecosystems.

PROTECTING SPECIES AND MAINTAINING HEALTHY ECOSYSTEMS
 By protecting species, we can save this beautiful, vulnerable and utterly irreplaceable planet we call home.



These charismatic, intelligent animals often surprise us with behaviors and emotions similar to humans.




Make a difference.

Before it's too late.

By protecting species, we can save this beautiful, vulnerable and utterly irreplaceable planet we call home.

Protecting wildlife for a healthy planet.

PROTECTING SPECIES AND MAINTAINING HEALTHY ECOSYSTEMS
 By protecting species, we can save this beautiful, vulnerable and utterly irreplaceable planet we call home.



Checklist to save endangered species.

- Recycle and buy sustainable products.
- Reduce the amount of plastic you use.
- Support your local zoo.
- Do not use toxic herbicides or pesticides.
- Donate to organizations that are helping endangered species.

Spread the word and raise awareness.

Share this booklet and other materials to family, friends, classmates and coworkers to spread the word about what individuals and groups can do to help conserve our endangered wildlife.

Sign the pledge.

I pledge to do my part to help conserve our endangered wildlife. I will reduce my plastic use, recycle, and support organizations that are helping endangered species.

Repainting Wildlife

Only 14% of gorillas live in protected areas.

Only 14% of gorillas live in protected areas. This is a major concern for conservationists. We need to do more to protect these animals and their habitats.

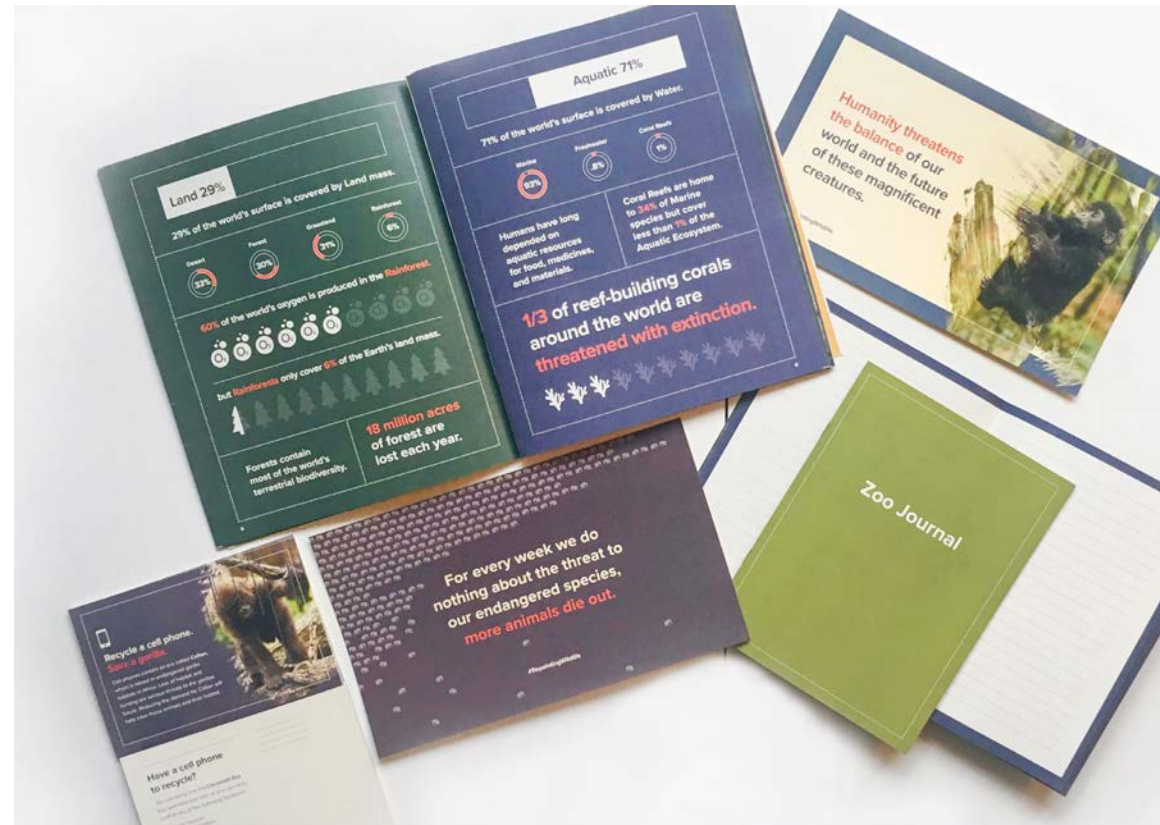


Other threats to gorillas.

Other threats to gorillas include poaching and habitat loss. Poaching is a major threat to gorillas. They are hunted for their skins and bones, which are sold on the black market. This has led to a sharp decline in their numbers.



Final deliverables.



DAAPworks poster.





Repainting Wildlife

KRISTIN ROHRKASSE

