

Fostering Environmental Stewardship and Education at the Jacksonville Zoo and Gardens

About the zoo

The zoo's vision is to inspire discovery and appreciation of the Earth's wildlife through innovative experiences in a caring environment.

The zoo's mission is to foster an understanding of the interaction of people, wildlife, and their environment by creating experiences that engage their guests, provide fun and innovative educational opportunities, fund operations, expansions, and programs through an entrepreneurial spirit with public and private partnerships, and instilling passion in the next generation as responsible stewards of the future.

Over the past 6 years the zoo has been able to donate over 1.7 million dollars to a wide variety of conservation efforts.

The zoo also supports more than 45 conservation programs local to Jacksonville and globally.



Objective of the project

Create a resourceful book that the zoo can use to educate their visitors on the different plants. The hope is that it will make a more enjoyable experience for the zoo's guests and ultimately promote nature conservation.

Goals of the project

Identify the different plant types in the Eastern sections of the zoo and organize a book that recognizes the scientific name, range, lifespan, height, classifications (genus, family, order, class, phylum), habitat, description, and special interests of each plant.

Outcome of the project

Captured images and identified over 75 different plant species in the Eastern section of the zoo to form a book that helps educate the guests and carry out the zoo's mission and vision.