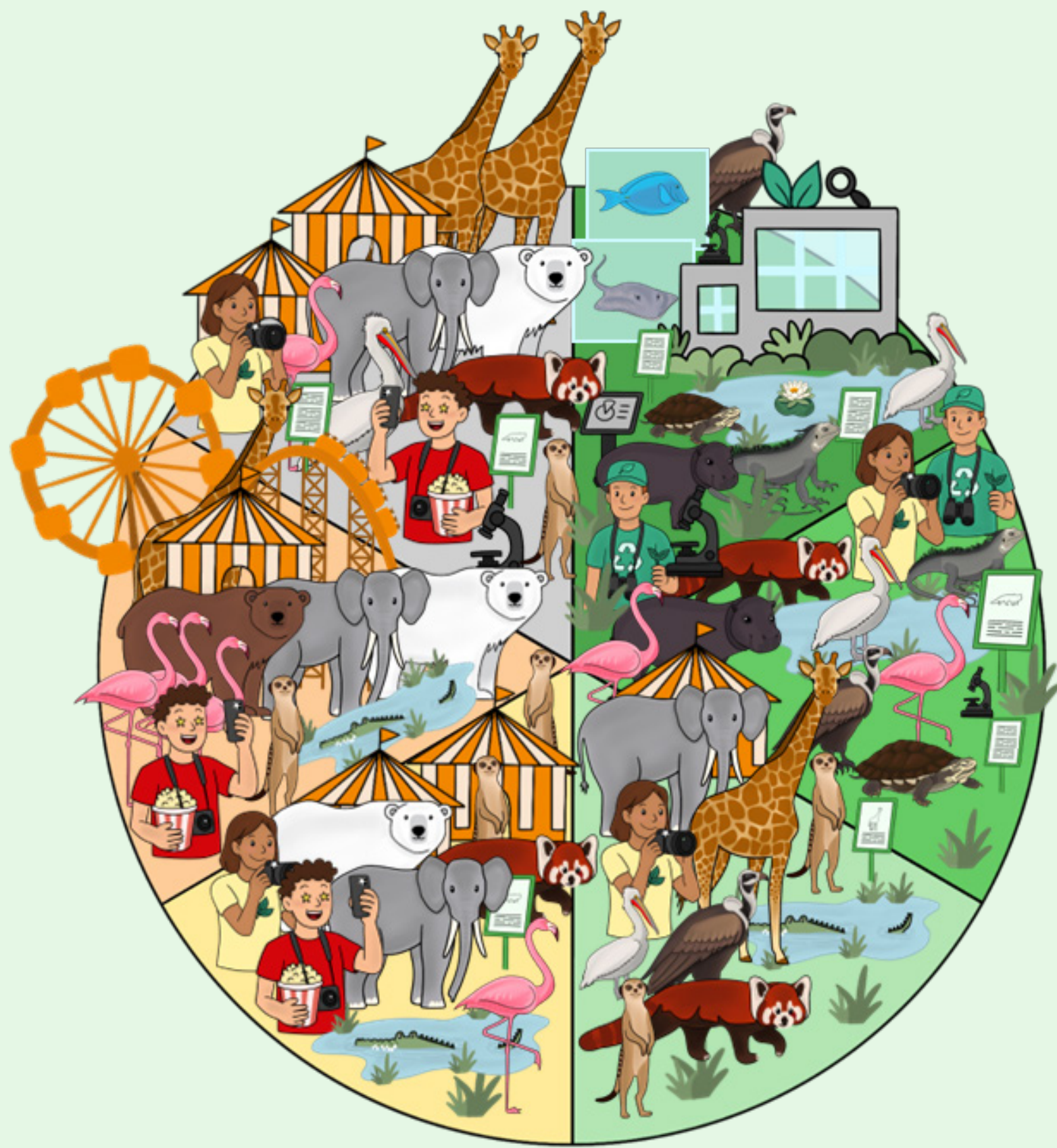


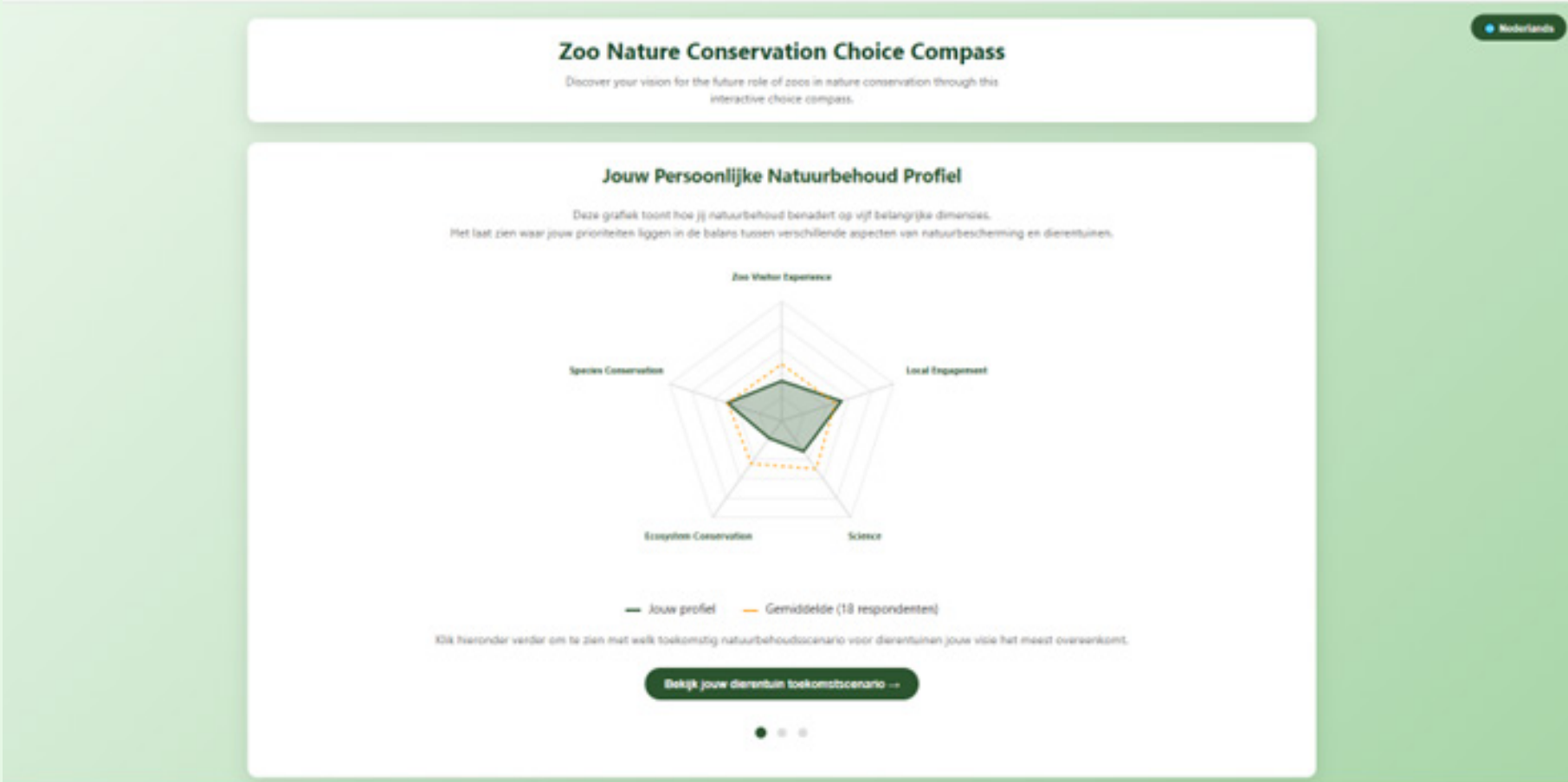
Zoo Nature Conservation Choice Compass

Discover your vision for the future role of zoos in nature conservation through this interactive choice compass.

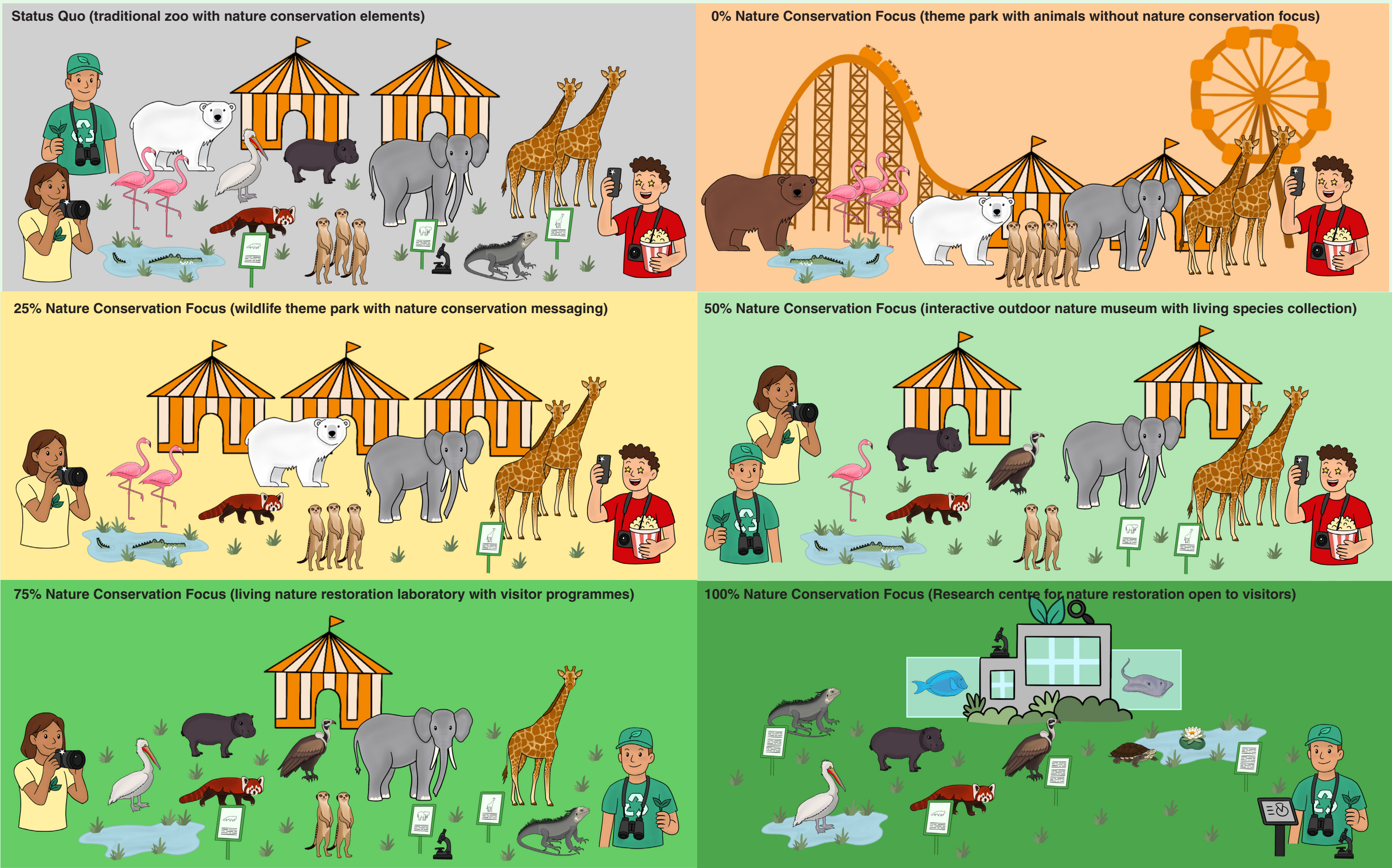


Your Personal Nature Conservation Profile

This chart shows how you approach zoo nature conservation across five important dimensions: ecosystem conservation, species conservation, local engagement, science, and zoo visitor experience. This illustrates the trade-offs in strategic organisational transformation for zoos.

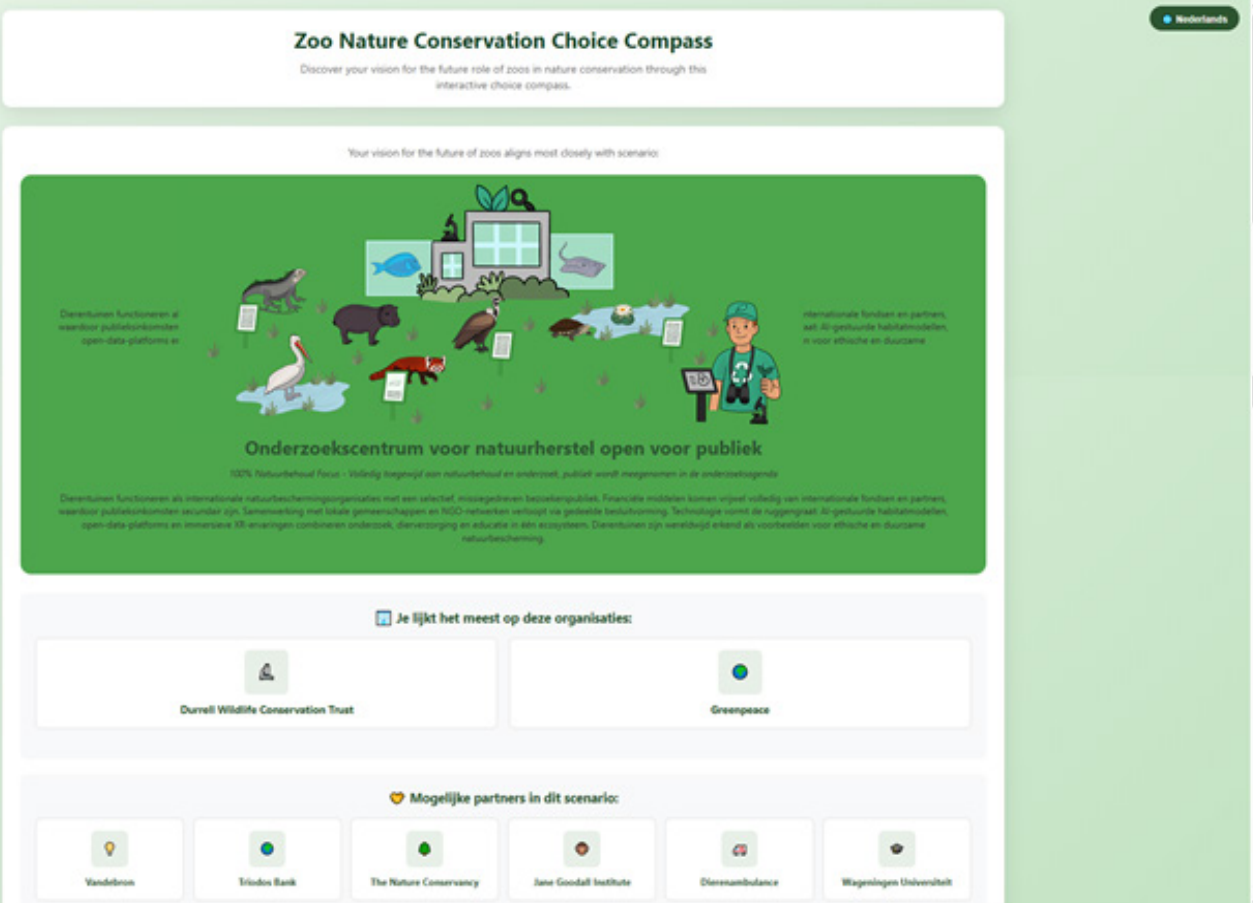


This choice compass will help you explore different scenarios for the future of zoos, ranging from traditional zoo models to pure conservation centres. Your answers will reveal which vision aligns best with your perspective.



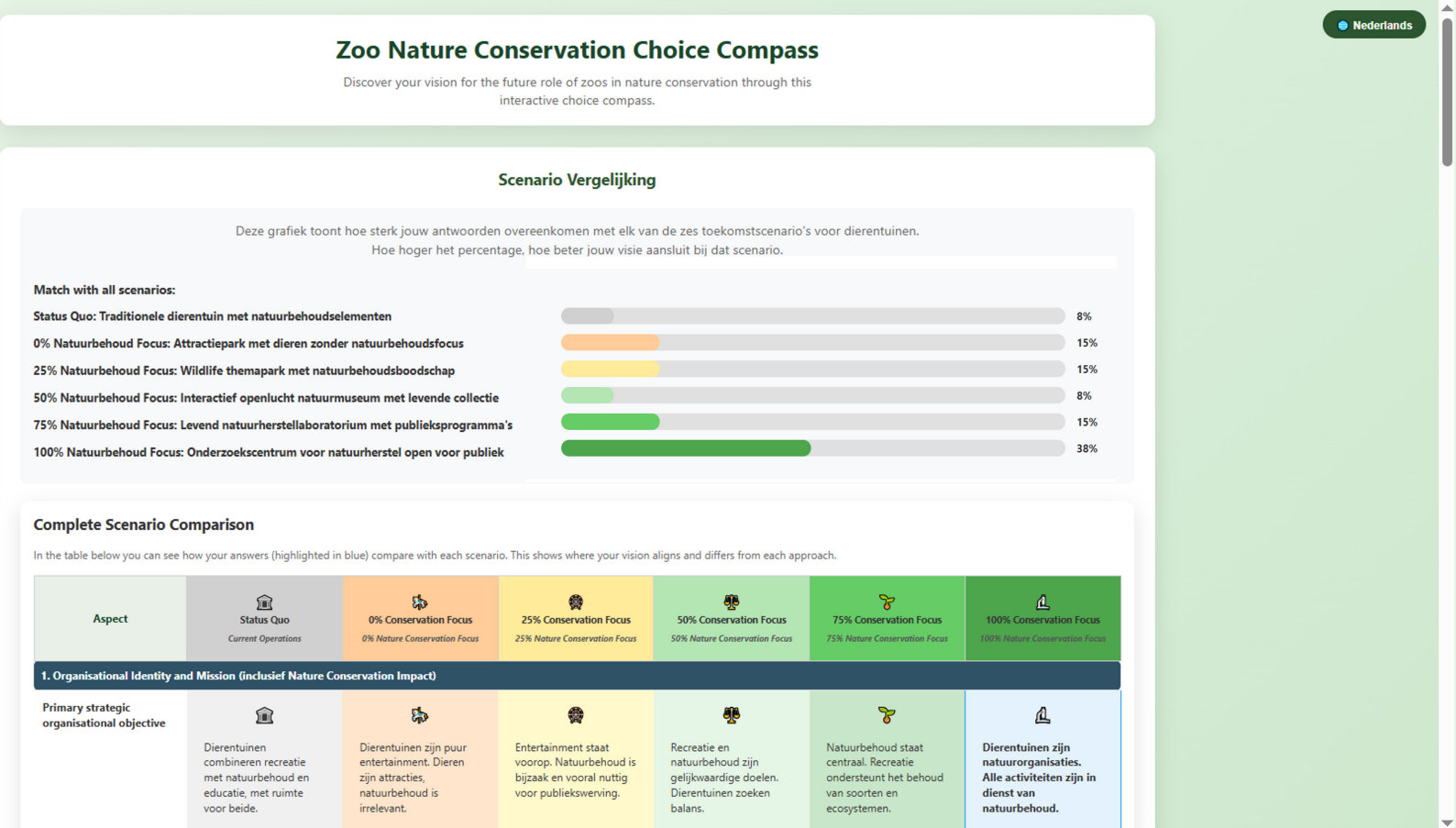
Your Future Zoo scenario

Discover which scenario most closely aligns with your vision for the future of zoos and their role in nature conservation. Below you can explore and gain insights into what this strategic positioning entails for all operational aspects of zoo activities:



Scenario Comparison

This chart shows how closely your answers align with each of the six future scenarios for zoos. The higher the percentage, the better your vision matches that scenario. In the table below you can see how your answers (marked in blue) compare with each scenario. This shows where your vision aligns with and differs from each approach.



Sanne Grommers
Learning from RoffaReefs: Learning from RoffaReefs: Leveraging Insights to Design a Strategic Decision-Support Tool for Defining and Positioning Diergaarde Blijdorp's Role in Nature Conservation
August 25, 2025
MSc Strategic Product Design

Committee
Prof. Dr. Ir. Jan Carel Diehl, Department of Sustainable Design Engineering (chair)
Ir. Willemijn Brouwer, Department of Design, Organisation and Strategy (mentor)
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Company
RoffaReefs and Diergaarde Blijdorp - Rotterdam Zoo

