

Editor's Note: Background to the branding project

In 2000/2001, I had the opportunity to attend a workshop in Koln, Germany to discuss a strategic resolution of the question of how to make WAZA more effective for conservation. It was decided that there would be three workshops in different parts of the world themed on WAZA becoming more a part of *in situ* conservation, taking part in genuine and meaningful conservation. Later I could attend one of these three workshops which were facilitated by Dr. U.S. Seal and organised by WAZA. Many ideas were discussed but there was one idea that overwhelmed all others ... that was that WAZA would begin branding worthy conservation projects in order to promote them and also that the projects would showcase what captive institutions (zoos and aquariums) can do for wildlife conservation.

This idea took off like a rocket. The way it worked is that the Projects are branded when their authors apply. There are 3 types of criteria for endorsement, using biological, operational, institutional and partnership issues and the applications have to come up to the standard devised by the Executive Office of WAZA. The applications can be given by the project getting supported by WAZA members or a WAZA member that is supporting. Since this began several hundred projects have been approved and set up.

Obtaining WAZA brand suggests:

- Branded projects remain fully independent and WAZA in no way interferes with the implementation of the project.
- Branded projects may use the "Partner of WAZA" label in their publications, on their website, etc.

- A short article about the branded project is published in the WAZA News, with the possibility for a longer article in the WAZA Magazine.
- Branded projects receive the WAZA News and the WAZA Magazine.
- Branded projects may give a presentation at the WAZA Annual Conferences.
- A project description is published on the WAZA website. WAZA provides a link to the branded project's website and expects the project to do the same reciprocally.
- WAZA looks into the possibility of financially supporting branded projects through online donations and fundraising initiatives.
- Branded projects are expected to annually submit a short progress report (incl. evaluation) to WAZA.

Now, after several years of successful [WAZA Conservation Projects of the month](#), the first WAZA project for plant conservation came along! Bristol Zoo Gardens, with the support of Botanic Gardens Conservation International, have set up a new exciting project that tackles plant conservation with the help of nine community groups from around the city. National Plant Collections, but what is not obvious is that certain groups of plants underrepresented in the National Plan. The story of this project by Edwin Mole of the Bristol Zoo is on the WAZA website and we have poached it for publication.

Directory of Indian Taxonomists (DIT)

Dear Taxonomists of India...!

Dr. Hiren B. Soni, Assistant Professor, P.G. Department of Environmental Science & Technology, Indian Institute of Science & Technology for Advanced Studies & Research (ISTAR) is planning to prepare an On-line "Directory of Indian Taxonomists (DIT)" and request all the Taxonomists of India send their details at drhirenbsoni@gmail.com

The Format of DIT is as follows:

Name: Hiren B. Soni

Major Groups: Microbes / Plants / Invertebrates / Vertebrates

Phyto-Groups: Viruses / Bacteria / Algae / Fungi / Grass / Herbs / Shrubs / Trees

Invertebrates: Protozoa / Porifera / Coelenterata / Platyhelminthes /

Nemethelminthes / Annelida / Arthropoda / Mollusca / Echinodermata / Minor Phyla

Vertebrates: Protochordates / Pisces / Amphibians / Reptiles / Birds / Mammals

E-Mail: drhirenbsoni@gmail.com

Mobile: 9426023901

The Draft Version of DIT will be E-mailed personally to each Taxonomist on 7-6-13, and Final Version will be On-line on 6-7-13.