

Become Part of our Zoo Network



Photo Credit: Jesse Freeze



Zoo Network

SEED Madagascar maintains a flourishing network of Zoo partners who contribute significantly to our conservation projects. We prioritise long-term partnerships that maximise benefits for both your zoo and the unique biodiversity of Madagascar.

By partnering with us, your zoo directly supports the preservation of Madagascar's exceptional and threatened wildlife, creating a mutually rewarding relationship.

On the next pages, we've listed a few ways zoos have supported us, with the most successful participating in a combination of activities.



seed **madagascar**

sustainable environment, education & development



Reaching Goals Together

Conservation & Biodiversity



Direct Results: Financial support directly powers SEED's Environmental Conservation projects, offering zoos clear, reportable metrics on species and habitat protection.

Strengthening Species Relevance: For zoos holding Malagasy species, this partnership creates links between your programs and conservation efforts

On the Ground Team: Zoos support a field team with deep cultural ties, proven accountability, and over two decades of operational experience in Southeast Madagascar, ensuring efficient resource deployment.



Reaching Goals Together

Research

Field Data Access:

Zoos gain access to data and findings from SEED's rigorous Conservation Research Programme, enriching internal scientific knowledge.

Staff Development:

Zoo staff and researchers can participate in SEED's conservation programme. This develops critical field skills and builds international professional relationships.

Scientific Progress:

Financial support contributes to important conservation studies that expand knowledge on niche Malagasy species.





Reaching Goals Together

Education

Engaging Content: Zoos will have access to compelling, direct-from-the-field narratives (photos, videos, and personalized updates) that can spark visitor connection and loyalty.

Unique Exhibits: Educational content is made more interesting by engaging with Madagascar's unique culture.



Investing in the Future: If a zoo donates to our Education and Infrastructure projects, they are able to report that they are not only saving wildlife but also supporting the next generation of local Malagasy leaders.



Zoo Network Offering



Grants



Grants are an excellent way for zoos to establish a larger stake in projects that align with their goals.

We accompany every grant with the option for tailored reporting designed to meet your specific giving needs.

While our conservation work is often the focus of zoo grants, we encourage zoos to consider granting to any of our active projects that align with their mission.

Fundraising



Fundraising is the most direct way to transform community support into tangible project impact.

We encourage zoos to adopt the approach that best fits them, whether it's through targeted, one-off events or by maintaining an ongoing donation bucket.

We ensure all partners are kept updated with project reports.

Every effort is valued, big or small.

SCRP Programme



The SEED Conservation Research Programme (SCRP) allows participants to gain first-hand experience carrying out conservation fieldwork in Madagascar. They'll also get to help with community initiatives and environmental education sessions, exploring the local area and meeting amazing people.

Zoos can participate by sending employees or promoting the program.



Zoo Network Offering



Stitch Sainte Luce



Stitch Sainte Luce, a previous SEED project, produces handmade, artisan embroidery pieces that are available for purchase.

Zoos interested in stocking the items in their gift shops can purchase them at a discount.

A range of products, including popular choices like bracelets and bookmarks, can be viewed on the [project's Etsy page](#).

Ambassadorship



A SEED ambassador is someone who represents and promotes SEED and Madagascar, helping to raise awareness, generate support, and boost the charity's profile.

Ambassadors can help with growing existing partnerships, attracting new partnerships and donors, volunteers and press opportunities which contribute to the mission of the charity.

Awareness Raising



Awareness raising is crucial for making our presence known and amplifying SEED's mission.

This can take many forms, from formal actions like pursuing social media collaborations or putting us forward for a Charity of the Year award, to simpler efforts such as displaying SEED's materials or just advocating for our work in everyday conversation.



Conservation Projects



Project Ala

The Ala Programme (meaning 'forest' in Malagasy) works to protect the threatened littoral forests of Sainte Luce. Its primary goal is to combat deforestation, mining, and agricultural pressures by creating and maintaining five forest corridors (totaling 3.81 hectares) to connect and expand 88 hectares of fragmented habitat. This action is crucial for four endangered lemur species and other endemic biodiversity. The project involves close collaboration with local communities and forest management groups for fire prevention, corridor management, and sustainable land use.



Project Pheluma

Project Pheluma is dedicated to ensuring the long-term survival of the critically endangered Phelsuma Antanosy, a species of day gecko endemic to southeast Madagascar. The project's strategy involves research to fill knowledge gaps about the species, developing a five-year translocation strategy, and crucial habitat restoration efforts. This restoration focuses on transplanting the screwpine *Pandanus longistylus* into protected forest fragments, as the gecko relies exclusively on this plant for egg-laying.



Project Agroforestry

Project Agroforestry addresses converging challenges faced by smallholder farmers in southeast Madagascar: low agricultural productivity, climate shocks, and environmental degradation driven by land use practices. The project's goal is to promote the adoption of more resilient and sustainable farming practices and demonstrate how growing crops and trees together can restore soil, improve drought resistance, store carbon, and support biodiversity. By diversifying crops (including vegetables, fruit, and moringa trees), the project also helps improve schoolchildren's nutrition and provides a hands-on learning space for the community.



Zoo Partners



Hertfordshire Zoo has generously provided an emergency grant to one of our vital livelihoods projects and has awarded grants to Project Ala. Furthermore, they have supported us by allowing SEED to host Stitch stalls and were instrumental in facilitating SEED's presence at the BIAZA conference. This wonderful partnership is passionately advocated for by our ambassador, Kim.



Our three-year partnership with Five Sisters Zoo continues to thrive. Every World Lemur Day, we team up for a joint Instagram Live to raise crucial awareness about the challenges facing the shrinking lemur population. In addition, they purchase Stitch items to stock.



Hoo Zoo provides comprehensive support for our Ala programme. Their contributions include direct fundraising through their website donation mechanism, retailing our popular Stitch products, and helping to educate their visitors by showcasing SEED materials.



Ponderosa Zoo has shown significant support for our work through a donation and by committing to send two of their zookeepers to participate in our upcoming SCRP program.



Zoo Partners



We are delighted to welcome Hobbledown Heath as a new partner. They started their engagement with successful fundraising for Project Ala on World Lemur Day, and have since expanded their support by raising additional funds through the sale of their seasonal animal Christmas cards.



We welcome Leeds Tropical as a new partner. Demonstrating a special interest in Project Phelsuma, they have kindly agreed to help amplify awareness of Project Phelsuma by showcasing SEED informational materials at their location.





Contact Us

If a zoo partnership seems like the right fit for you, get in touch at Mark@seedmadagascar.org. We'd be happy to answer any questions, share our experience and start the process.



 <https://madagascar.co.uk/>

 info@seedmadagascar.org



SEED Madagascar



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