



# Zoo and Aquarium Expertise



For more than a decade, Verdis Group has partnered with zoos and aquariums to develop and implement innovative sustainability plans and strategies.

Sustainability is a key element of conservation, community, cost savings, and engagement programs. As trusted community leaders, zoos and aquariums have a meaningful platform to educate the public about the relationship between humans and the natural world, specifically the impact on animals and their habitats.

Founded in 2009, we are a sustainability consultancy committed to guiding inclusive processes that accelerate climate action at zoos and aquariums. Our clients include Omaha's Henry Doorly Zoo & Aquarium, Dallas Zoo, St. Louis Zoo, Seattle Aquarium, National Aquarium, Cincinnati Zoo & Botanical Garden, SSA Group, and more.

We are a commercial member of the Association of Zoos and Aquariums (AZA) with Steering Committee representation on the Green Scientific Advisory Group. The AZA holds its members to the highest standards, including requiring the adoption of sustainability plans that set a strategic direction to more fully embody the mission of conservation.

## Sustainability and Climate Action at Zoos and Aquariums

We lead organizations through a process to develop and implement Sustainability or Regenerative Plans, Climate Action Plans, and Climate Resilience Plans that articulate where they are, where they want to go, and how they can get there. We have created and implemented such plans for a wide range of clients including zoos, aquariums, universities, hospitals, municipalities, businesses, and nonprofits. Our ability to help large, complex organizations clarify their path to a more resilient future is what we do best.

Other strategic tools we provide to zoos and aquariums include executive outreach, baselining, benchmarking, planning, implementation, and our Net Zero Pathway.

Here are a few examples of our work with zoos and aquariums across the country:

**Omaha's Henry Doorly Zoo & Aquarium**  
Our work with the Zoo began in 2012 with the creation of their first Sustainability Master Plan. In an ongoing partnership, we're involved in nearly all of the Zoo's efforts to be more sustainable — from supporting the Executive Sustainability Committee to overhauling waste and recycling systems. Our partnership with the Zoo has led them to setting and achieving many goals, and despite significant expansions, the Zoo has dramatically decreased its water consumption and energy use intensity. We are now working to update



the Zoo's goals and co-create a Climate Action Plan. The AZA recently honored the Zoo with the 2021 Green Award. [Click here to read our Henry Doorly Zoo & Aquarium case study.](#)

### Seattle Aquarium

We finished co-creating a Regenerative Plan with the Seattle Aquarium in 2021. Because of the Aquarium's exemplary track record in sustainability, their plan extends beyond some of the more traditional elements such as energy, water, materials, and transportation to meaningfully explore more sophisticated aspects of climate action including environmental justice and having a net positive climate impact. [Click here to read our Seattle Aquarium case study.](#)

### Aquarium Conservation Partnership

Our work with the Aquarium Conservation Partnership (ACP) is accelerating climate action on a national scale. We are catalyzing systems change to reduce greenhouse gas emissions and increase climate resilience by helping the ACP's 26 member aquariums align around its Climate Commitment.

At the ACP level, we are benchmarking aquariums' current emissions and energy usage and are co-creating an industry-wide strategy bank. We are also working with individual aquariums to set and achieve realistic emissions targets with our Net Zero Pathway. [Click here to read our ACP case study.](#)

## Our Services and Approach

Verdis Group helps organizations set and achieve ambitious sustainability and climate action goals. Many of our clients retain us to implement the strategies that emerged from the planning processes, allowing us to have built deep expertise on issues including emissions reduction, active transportation, climate resilience, community engagement, behavior change, recycling, composting, waste management, and more.

Our solutions are tailored for and created in partnership with our clients as we build close relationships with individuals involved in the effort. Together, we will make bold decisions and reach your organization's highest potential.

Our major services include:

- Sustainability and Climate Action Planning
- Waste Reduction, Recycling, and Composting
- Sustainable Behavior Change Programs
- Transportation Demand Management
- Net Zero Pathway

## Let's Get Started!

Whether your organization is considering its sustainability for the first time, or is ready to accelerate its ongoing climate action, we're here to help. [Click here to visit our website](#) and reach out to us at [info@verdisgroup.com](mailto:info@verdisgroup.com) to get started.

*"We wanted to take an organized, well-thought-out approach to improving sustainability, and Verdis Group fit the bill perfectly. They brought multiple disciplines together to create our plan, implement action steps, and change the way our entire organization thinks on an individual level about the wise use of precious resources."*

Dennis Pate, Executive Director and CEO, Omaha's Henry Doorly Zoo & Aquarium

*"In a short amount of time, the National Aquarium gained valuable clarity around our greenhouse gas emissions and how to reduce them with the Net Zero Pathway. Our team appreciates Verdis Group's collaborative approach as we co-create an actionable Climate Action and Resiliency Plan that reflects our core mission of conservation."*

Laura Bankey, Vice President of Conservation Programs, National Aquarium