

Empathy Café

Empathy & Interpretive Planning II | April 8, 2025





Hello! Welcome!



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Empathy & Interpretive Planning

AZA Interpretive Community Call + Empathy Café II

Tuesday, April 8, 2025 | 12:30pm pacific/3:30pm eastern

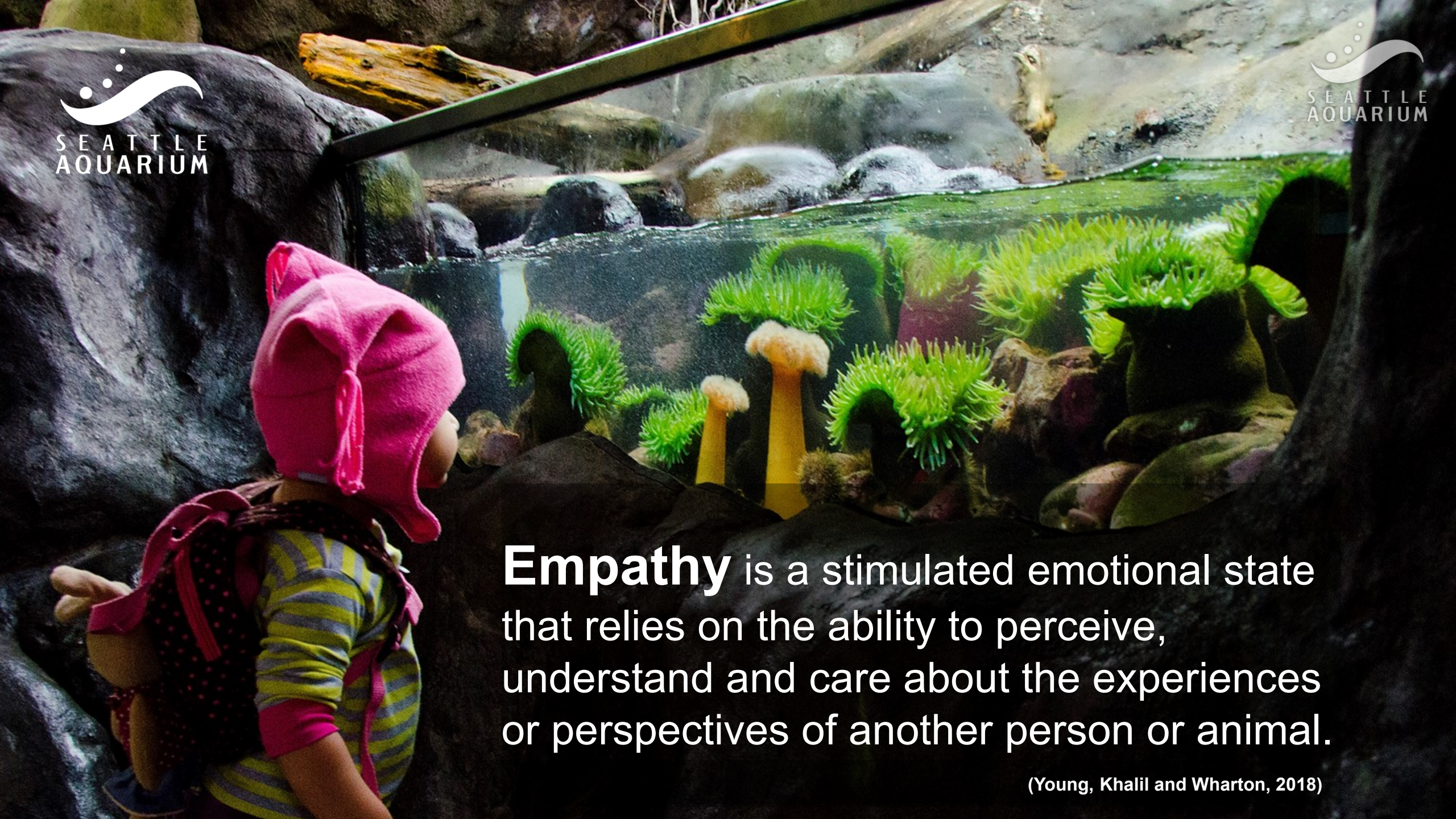
Welcome &
introductions

Empathy as a
Conservation
Tool

Interpretive
Planning
Overview

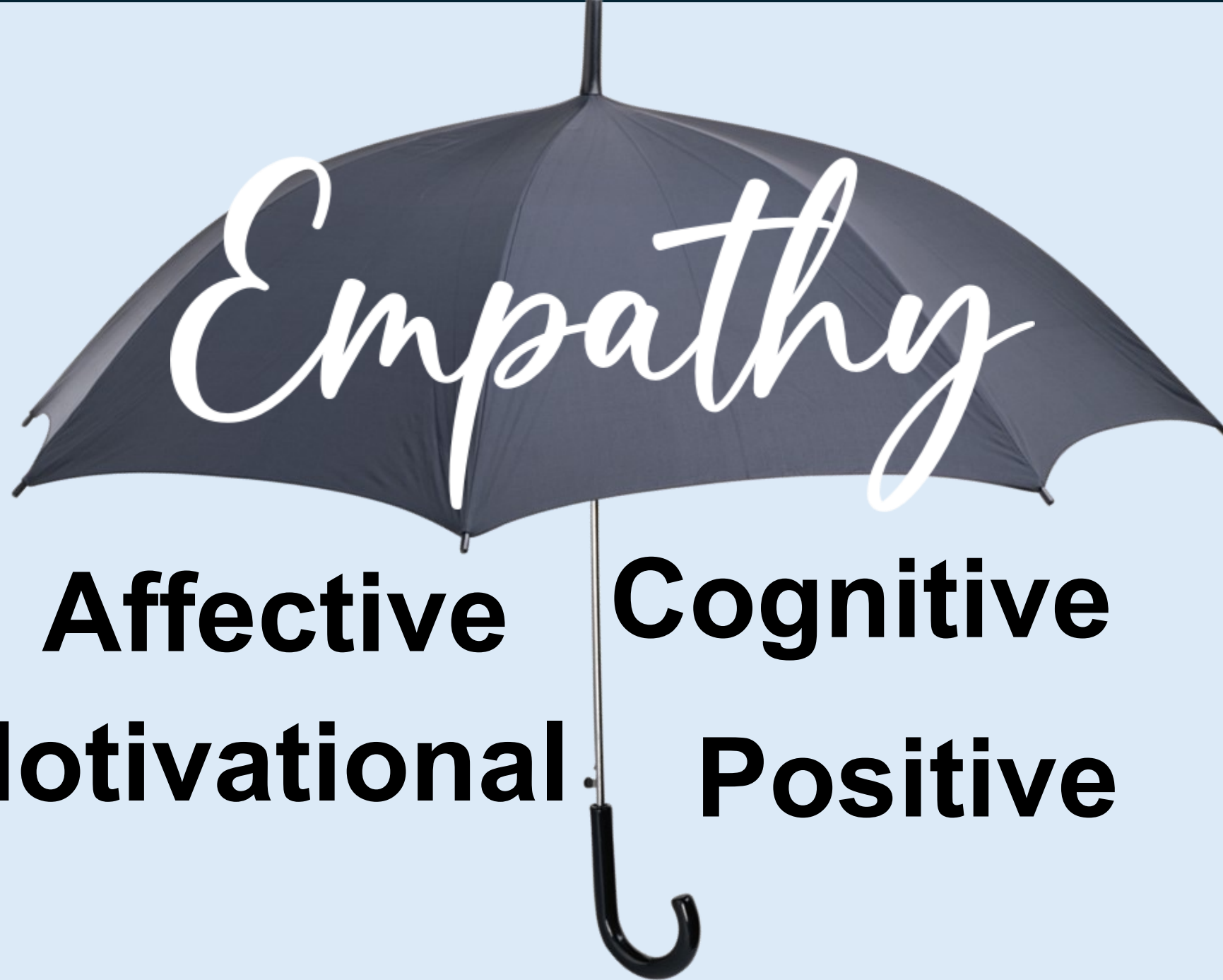
Small Group
Discussion

Questions &
Conversation



Empathy is a stimulated emotional state that relies on the ability to perceive, understand and care about the experiences or perspectives of another person or animal.

(Young, Khalil and Wharton, 2018)



Research foundations



Saving Mr. Nature: Anthropomorphism enhances connectedness to and protectiveness toward nature by Tam, Lee and Chao (2013)



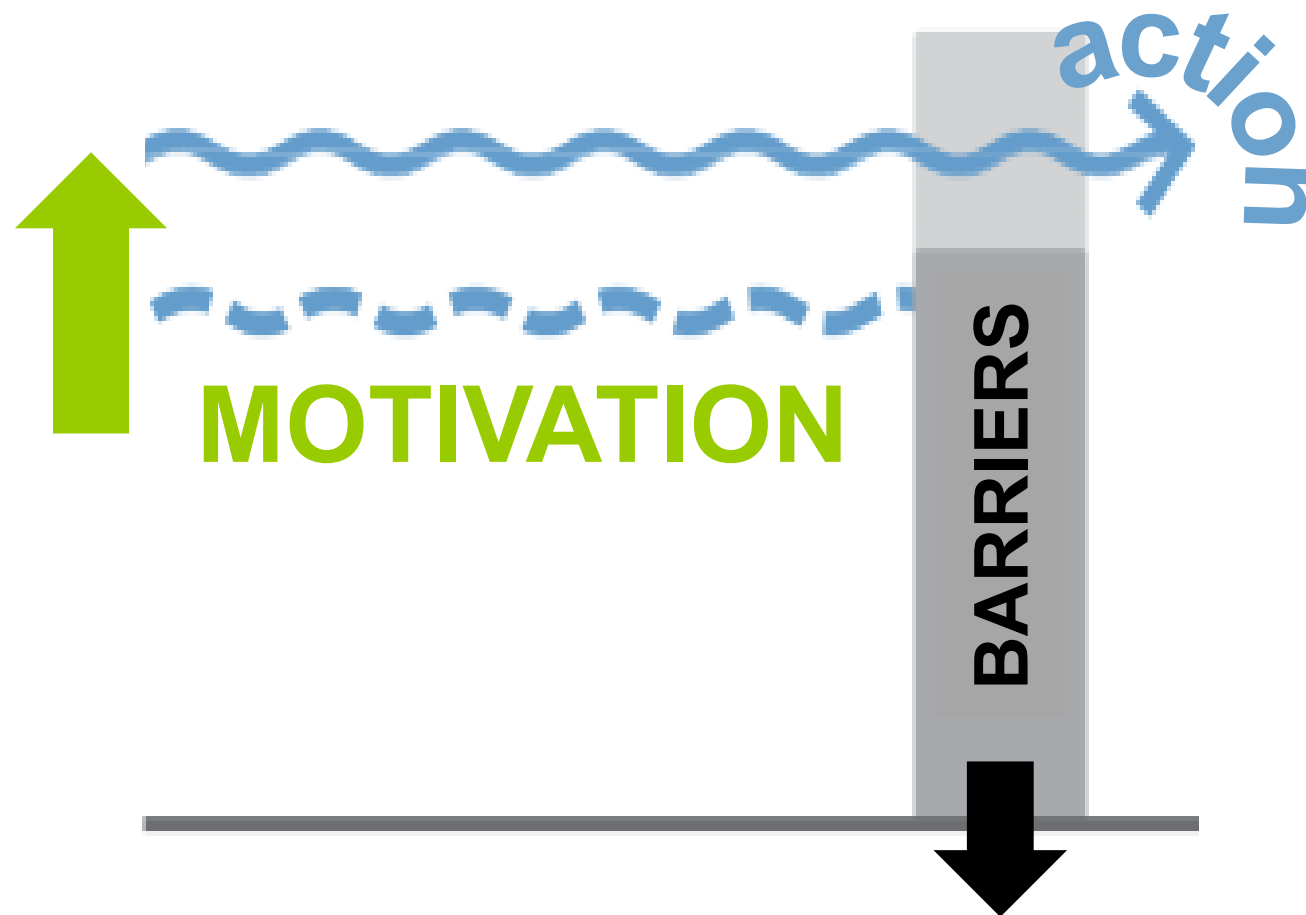
The role of empathy in choosing welfare-friendly consumption options by Phillips and McCulloch (2005)



Perspective Taking, Environmental Concern and the Moderating Role of Empathy by Sevillano et al. (2007)



The Effect of Empathy in Pro-environmental Attitudes and Behaviors by Berenguer (2007)



Adapted from Schultz, P.W. 2013 *European Psychologist*

Research foundations



What we know about empathy and conservation:

- Research across more than 30 studies shows a link between empathy and conservation behavior.
- People with higher empathy for wildlife may be more likely to donate to conservation efforts, make wildlife-friendly consumer choices, and support conservation policies.
- Both emotional connection (feeling) and understanding (thinking) components of empathy contribute to conservation action.
- The empathy-action connection holds true across different cultures and contexts.

Ardoyn, N.M, Bowers, A.W., Burnet, M.M., & Sherman, W. (2025). Building empathy for wildlife in zoos and aquariums: What we know about inspiring conservation action and caring. The Social Ecology Lab at Stanford University and Woodland Park Zoo.

One size definitely does not fit all!

