



**BEN SUPPLE, DEPUTY CHIEF EXECUTIVE OFFICER &
DIRECTOR OF ENGAGEMENT & BUSINESS
DEVELOPMENT, THE ROYAL ZOOLOGICAL SOCIETY
OF SCOTLAND**

(Possibly the longest job title in Scotland)



THE WILDLIFE CONSERVATION CHARITY



BUILDING A SUSTAINABLE FUTURE FOR VISITOR ATTRACTIONS



Monkey on the loose in Scots village after escaping Highland Wildlife Park



The New York Times

A Monkey Is on the Run in the Scottish Highlands

“You would think we were chasing an international fugitive,” one resident said.



King-craig Kong: Escaped monkey takes over the internet



RZSS
THE WILDLIFE CONSERVATION CHARITY





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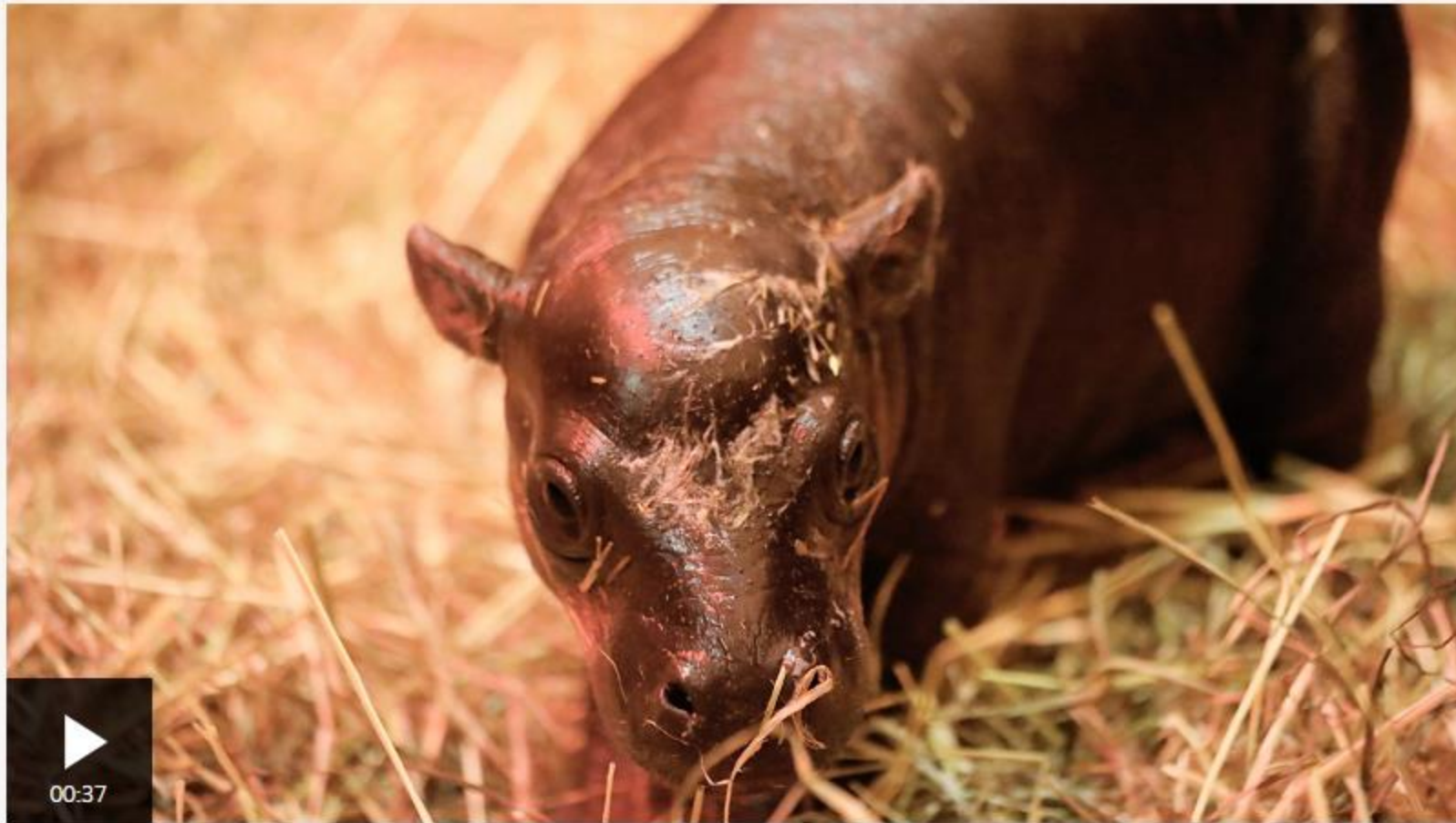








'Incredibly rare' pygmy hippo born at Edinburgh zoo



Meet Haggis - the rare pygmy hippo born at Edinburgh zoo



TAKEAWAY #1:

**DEFINING YOUR
PURPOSE**



29.06 inHg ↑ 🌡️ 15°C 🌑 08/04/2023 05:02AM PEN5A



29.00 inHg ↓

13°C



06/07/2024

06:46AM

SWO038



OPTIMISM

Noun:

Building a solar field in Scotland



SUPER-OPTIMISM

Spending £1.2m on a solar field in Scotland











1
MEGAWATT

LARGEST IN UK

85% USED ON SITE

15% SOLD TO GRID

30% OF ENERGY

5-YEAR PAYBACK



TAKEAWAY #2: USING YOUR VENUE

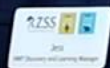
HUMAN
The Change Maker

HUMAN 
The Change Maker

Humans have incredible power

As a species, we are intelligent,
creative and inventive

The choices we make have the
power to change our world



 RZSS



**£6.2 MILLION
RAISED**



**£1
MILLION**



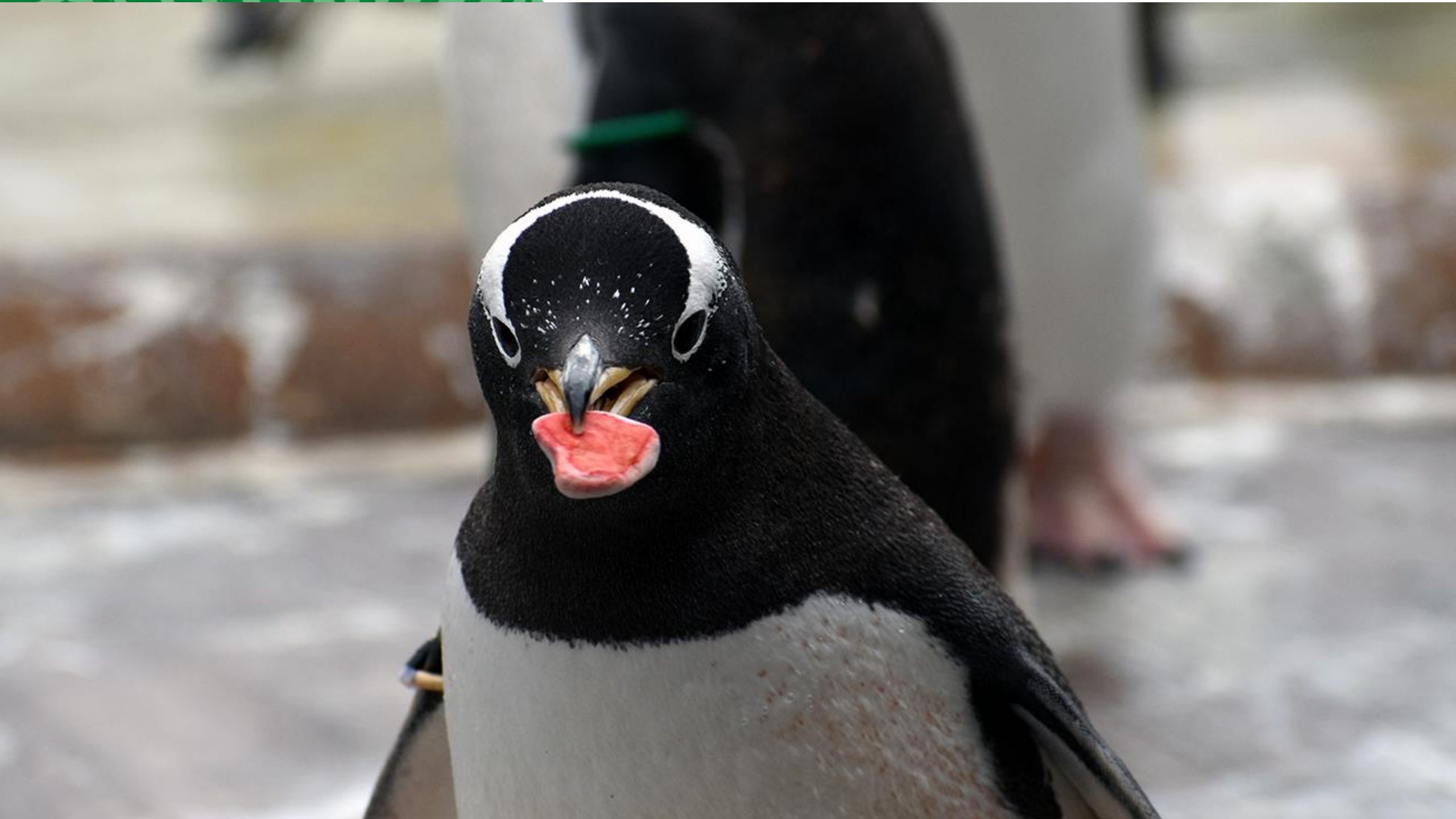
TAKEAWAY #3:

FINDING SHARED OBJECTIVES













TAKEAWAY #4:

**FINDING YOUR PENGUIN
PEBBLE**



TAKEAWAY #4:

FINDING YOUR COMMUNITY



TAKEAWAY #5:

**YOUR
INVITATION**