



Conservation
Changemakers' Toolkit

REFLECTION JOURNAL

This is **your** reflection journal.

This journal is here for you to record your experiences completing a conservation changemaking project.

Taking time to reflect will help you understand the impact you've made, celebrate your successes and continue to grow.

This journal is a record of all your hard work and a way to keep developing your conservation efforts.

Help do your bit for the planet: instead of printing this journal, you could...

- 🌱 Download the pages and add digital notes using PDF software
- 🌱 Read the information on screen and make notes elsewhere
- 🌱 Print just the most important pages using black ink only

Use this journal however you like. Writing, drawing, or scribbles...poetry, stories, or bullets - you decide!

Chester Zoo's Conservation Changemakers' Toolkit

This Reflection Journal is part of Chester Zoo's Conservation Changemakers' Toolkit. The toolkit exists to help you make a difference in a way that works for you.

Completing this organiser digitally

If you want to add digital notes to this journal, download it and use Adobe Acrobat PDF Reader (or similar). Type into the spaces provided, saving your work as you go.

Reflecting on your skills

The Project Organiser included badges from [Skills Builder](#) to help you keep track of the different skills needed for a successful project. You could refer back to some of these skills during your reflection:



Motivation reflection

What originally motivated you to start your Changemakers' journey? Think about the very start of the process.

Writing, drawing,
poetry or bullets...
you decide!

What is your earliest memory of being interested in conservation, wildlife or the environment??

What key moments in your life led from then to now?

What do you/did you hope to achieve by doing a Changemakers' project?

What do you/did you want to get out of the project, on a personal level?

Planning reflection

Think about some important moments during your project and how you felt. You can track your journey through time (like week by week) or by thinking about specific tasks (like planning and marketing).

Milestone	How were you feeling and why?	What skills were you using/improving?

What's your 'weather'?

For each situation below, imagine your emotions and behaviours are a kind of 'weather'. Feeling stressed might be stormy - or even icy. Feeling happy could be a sunny day or a breezy autumn wind.

Writing, drawing,
poetry or bullets...
you decide!

*When things are going
well, my 'weather' is...*

*What does this weather
bring to a team?*

*What kind of things cause
this weather?*

*When things are going
badly, my 'weather' is...*

*What kind of things cause
this weather?*

*What kind of things help
this weather to pass?*

Project reflection

Think about what happened when running your project. What were your successes? What could have been better?

Briefly describe your project/what you did.

A song/artist that reflects how you felt about completing your project.

A song/artist that reflects how you felt immediately after the project.

What changed?

A song/artist that reflects how you felt after some time had passed.

What changed?



Biggest challenge

Use this space to record how you were feeling during this moment.

Use this space to record how you were acting during this moment.

Use this space to record how you made it through this moment.

Use this space to record something positive that came out of this moment.

Proudest moment

Use this space to record how you were feeling during this moment.

Use this space to record how you contributed to this moment.

Use this space to record what you learnt about other people during this moment.

Use this space to record something you did/will do to celebrate this moment.

If you were to do this project again, what would you do differently and why?

What outcome did you imagine you'd have? What outcome did you actually have?

Big impacts

Small impacts

How do you hope the world will be different after your project?

How has this project changed you?

Imagine your project was a recipe for a cake. Use the space below to record what your cake would look like.

What were the core ingredients? What were the toppings or decorations? Did you bake the cake properly - how did it compare to the original recipe?

Writing, drawing,
poetry or bullets...
you decide!

“an ambitious recipe...a base of teamwork and planning...mixed together by a strong leader...decorated with a great marketing campaign...some of the decorations fell off because we ran out of time...it would have been good to bake it a bit longer...”

Any hard
lessons?

Skills reflection

What skills were you least confident about at the start of your project? How do you feel about them now?

What skills were you most confident about at the start of your project? How do you feel about them now?

What skills did you hope to improve at the start of this project? How much were you able to improve these skills?

Think about the skills you used/needed during the project. Imagine a suitcase full of skills!









**What's
in the suitcase
you didn't realise
you had?**

**What did you
need but didn't
pack?**

**What did you
pack but didn't
need?**

**What did you
pick up on the
journey?**

Think about the Skills Builder badges that you've seen throughout the Project Organiser. What tasks or parts of the project helped you develop these skills?

Skill	Part of the project that developed this skill	An action I could take to keep developing this skill in the future
		
		
		
		
		
		
		
		

Personal reflection

How has this project influenced your future goals or aspirations in conservation or other areas?

How could the experience of completing this project help you...

...be a more impactful changemaker?

...achieve your professional ambitions?

...live more sustainably?

When people ask you what you got out of doing this project, what will you tell them?

What is the most interesting thing you discovered about wildlife or the environment during this project?

In one word, how were you feeling about the future before this project?

In one word, how are you feeling about the future now?

Next steps

Keep your Changemaker's journey going! Next, you could:

Amplify your message

Tell others about your project via social media, blog or give a talk to your community or school to help inspire others about your passion. The next page has some tips to get started.

Submit for a Chester Zoo Champions in Conservation Award

Gain recognition for your efforts in making a positive impact on conservation issues. The final page of this journal has more information about this award.

Submit an “I’m a Changemaker” story

Tell Chester Zoo about your project by emailing youthnetwork@chesterzoo.org.

Amplify your message

Before you get started, here are some example projects for inspiration. You can skip this if you already know what you want to do.



Understand your audience

Tailor your message to resonate with your target audience. Consider their interests, concerns, and preferred communication channels.



Use multiple channels

Use your existing platforms such as social media, local media, school newsletters, and community events to spread your message widely.



Create engaging content

Create interesting content that includes visuals, stories and data to capture attention and convey your message effectively.



Collaborate with influencers

Partner with local influencers, community leaders, or organisations to help amplify your message and reach a broader audience.



Host events

Organise events such as workshops, talks, or exhibitions to engage directly with your audience and promote your cause.



Encourage participation

Invite others to participate in or support your project. Personal stories and testimonials can help build a community around your cause.



Monitor and adapt

Track the effectiveness of your communication efforts and be prepared to adapt your strategies based on feedback and results.

How to submit for a Chester Zoo Champions in Conservation Award

1

Eligibility

Ensure that you meet the eligibility criteria for the Chester Zoo Champion in Conservation Awards. This includes showing how you've **connected** to nature, taken **action** for wildlife and become a **voice for change**.



2

Prepare your submission

Gather all relevant materials including a project summary, evidence of impact, feedback received and any media coverage. Prepare a compelling narrative that highlights your project's goals, achievements and conservation impact.



3

Complete the application form

Visit the Chester Zoo website to access the application form. Provide all requested information accurately and thoroughly.



4

Include supporting documents

Attach any supporting content that demonstrate the success of your project, such as photos, reports, testimonials and media coverage.



5

Submit your application

Follow the submission guidelines provided by Chester Zoo. Ensure that you submit your application in the required format through their online form.



6

Follow up

After submission, Chester Zoo will look at your submission and assess before sending out a certificate for your efforts within conservation.



7

Celebrate and share

Regardless of the outcome, celebrate your achievements and share your project's success with your community. Use this opportunity to further advocate for conservation and inspire others.





**Chester
Zoo**

