

## Particulars

### About Your Organisation

#### 1.1 Name of your organization

Cheyenne Mountain Zoo

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#### 1.2 What is/are the primary activity(ies) or product(s) of your organization?

- Grower
  - Processor and/or Trader
  - Consumer Goods Manufacturer
  - Retailer and/or Wholesaler
  - Bank and/or Investor
  - Social and/or Development NGO
  - Environmental and/or Conservation NGO
  - Supply Chain Associate
  - Affiliate
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#### 1.3 Membership number

6-0017-10-000-00

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#### 1.4 Membership category

Environmental or Nature Conservation Organisations (Non Governmental Organisations)

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#### 1.5 Membership sector

Ordinary

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**Environmental and/or Conservation NGO****1. Operational Profile****1.1 What are the main activities of your organisation?**

Cheyenne Mountain Zoo,Ãs main activities are wildlife conservation, captive breeding and education. Our mission statement: A leader in conservation, captive breeding and animal care, Cheyenne Mountain Zoo connects people to wildlife and wild places through experiences that inspire action.

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**1.2 Does your organisation use and/or sell any palm oil?**

Yes

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**1.3 What activities has your organisation undertaken to publicise programmes to support RSPO, RSPO certification, uptake of RSPO-certified sustainable palm oil and oil palm products and/or good standing RSPO members during the year?**

The Cheyenne Mountain Zoo continues to take a lead in our industry in the U.S. on palm oil sustainability. Our palm oil awareness program has made it possible to not only educate our more than 775, 000 guests annually about the importance of using only sustainable palm oil, but to also work with other zoos to become engaged in this issue. We are committed to this effort and, in the past year, promoted the RSPO and CSPO in the following ways:

1. We attended the national Association of Zoos and Aquariums (AZA) conference and hosted a booth in the exhibit hall for the duration of the conference. We educated our peers from more than 230 accredited institutions from around the country (and even some international attendees) about the importance of using sustainable palm oil and becoming members of the RSPO. Throughout the conference, we facilitated formal and informal discussions, distributed information about our toolkit and shopping guides, and promoted our free sustainable palm oil shopping guide app. We also facilitated conference attendees with reach out to corporations who are not yet members of the RSPO, encouraging them to join, as well as thanking corporations who are members of the RSPO and very active in sourcing physical CSPO. We feel we have played a significant role in increasing US zoos,Ã participation in RSPO membership, as well as participation in sustainable palm oil programming at their institutions.
  2. We have facilitated and sent thousands of kids,Ã letters and signatures to four different companies throughout the year after seeing great effectiveness in converting former letter- and signature-receiving companies to RSPO members after being contacted for several months.
  3. We facilitated our visitors and followers in reaching out to a company who was intending to leave the RSPO and instead in encouraged them to remain a member. During this time, we also provided material so that other AZA zoos and even international zoos could also reach out to this company and encourage their visitors/followers to do so.
  4. For the eighth year, in January, a palm oil survey was sent out to all AZA institutions. The results show that we are maintaining previous progress on palm oil awareness and having other institutions promote the same sustainable palm oil message of supporting RSPO member companies.
  5. Promotional cards for our shopping guide app ,Ãiwhich promotes the RSPO - were handed out at our zoo as well as at conferences we attended. Additionally, we provided these cards to other zoos through our Palm Oil Toolkit
  6. Primate keepers continue daily orangutan shows at our great ape exhibit that include messaging about sustainable palm oil and handing out promotional cards for our sustainable palm oil shopping app. Trading cards are handed out to young children with links to additional palm oil information.
  7. We continue to keep our smart phone app up to date with products made by RSPO member companies. The app has been downloaded more than 90, 000 times. The app includes a scanner for easier use. We continue to work to maintain accuracy and improve user experience, as well as fix any emerging technological issues.
  8. We have continued discussions with Chester Zoo in the UK [INSERT OTHER INSTITUTIONS NOW IN DISCUSSIONS] about developing a global sustainable palm oil shopping guide app ,Ãi beginning with a collaboration between zoos in the US, UK, Australia, Malaysia. We believe a global palm oil app- and broader global awareness of the RSPO and sustainable palm oil- is possible in the near future.
  9. We presented at conferences about sustainable palm oil and encouraging others to join and support the RSPO, including: the Annual Orangutan SSP Husbandry Workshop Conference and the Association of Zoos & Aquariums (AZA) National conference.
  10. We maintained and updated an interactive ,Ãustore,Ã so that guests can use our shopping guide app on grounds to discover how some of their favorite companies are doing in regards to using certified sustainable palm oil that is deforestation-free. All on-grounds messaging references the RSPO and encourages membership.
  11. We travelled to another zoo that requested training and information on starting their own sustainable palm oil awareness program. This first off-grounds training visit is a precursor to our intention of focusing on other zoos or aquariums wishing to start their own programs.
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**1.4 What percentage of your organisation's overall activities focus on palm oil\*?**

10%

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**1.5 Did members of your staff participate in RSPO working and/or taskforce groups in the reporting period?**

No

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**1.6 Do you have any collaborations with the industry players/private sector to support them in the market transformation towards RSPO-certified sustainable palm oil and oil palm products?**Yes

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**1.7 How is your work on palm oil funded?**

Our palm oil awareness program is funded through Quarters for Conservation in which 75 cents of each zoo admission goes towards a conservation project. Guests can vote on various projects, one of those being palm oil awareness to help save wild orangutans and other wildlife.

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**2. Time-Bound Plan****2.1 Date started or expected to start participating in RSPO working and/or taskforce groups.**2025

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**2.2 Date expected to undertake and publicise programmes to support RSPO, RSPO certification, uptake of RSPO-certified sustainable palm oil and oil palm products and/or good standing RSPO members.**2010

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**3. Actions for Next Reporting Period****3.1 Outline activities that you will take in the coming year to promote sustainable palm oil along the supply chain.**

1. Service Systems Associates (SSA), the vendor for the Cheyenne Mountain Zoo,Â’s concessions, has joined the RSPO. They also operate at 35 other zoological facilities throughout the United States. We will continue to work with the company toward using 100% CSPO in their restaurants and gift shops at all facilities.
  2. We will continue to promote our sustainable palm oil shopping guide mobile app that has over 90, 000 downloads.
  3. We will continue to collaborate with international zoos about the feasibility of developing a global app.
  4. We will continue to work towards having more USA zoos become members of the RSPO.
  5. We will continue to advocate for companies to become members of the RSPO and use only CSPO in their products. Our target goal for 2019 reporting year is to have 5 new national companies become members of the RSPO and/or use only CSPO. (If a company is currently a member of the RSPO we will advocate to have them use 100% traceable CSPO that is deforestation-free.)
  6. Continue to facilitate zoo and web guests in writing letters and emails asking companies to become members of the RSPO and use only CSPO in their products.
  7. We will use our smart phone shopping guide app rating system to encourage RSPO members to keep improving.
  8. We will continue to examine our in house palm oil use (e.g. animal foods, cleaning products, etc). We will encourage our current suppliers to join the RSPO and use CSPO, or we will look for alternative suppliers that are members of the RSPO. 70% of our current suppliers are RSPO members or do not use palm oil or palm oil derivatives.
  9. We will continue to attend conferences and spread messaging about sustainable palm oil to other zoos.
  10. We will provide training and resources to other zoos and organizations (both in the US and internationally) interested in learning how to better educate their communities to take action on demanding and using certified sustainable palm oil.
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**4. Application of Principles & Criteria for all members sectors****4.1 Regarding your organisation’s operations and activities, do you have position statements and/or policies related to dealings in the palm oil industry that are in line with RSPO P&C? Select all relevant options.**

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**4.1.A Water, land, energy and carbon footprints**

File: --

Link: --

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**4.1.B Land use rights**

File: --

Link: --

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**4.1.C Ethical conduct and human rights**

File: --

Link: --

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**4.1.D Labour rights**File: --  
Link: --**4.1.E Stakeholder engagement**File: --  
Link: --**4.1.F None of the above**

File: --

**4.2 What best practice guidelines or information has your organisation provided in the past year to facilitate production and consumption of RSPO-certified sustainable palm oil and oil palm products? What languages are these guidelines available in?**File: [Question 4.2 What best practice guidelines or information has your organisation provided....docx](#)**5. Challenges****5.1 What significant economic, social or environmental obstacles have you encountered in the production, procurement, use and/or promotion of CSPO and what efforts did you make to mitigate or resolve them?**

- Awareness of RSPO in the market
- Difficulties in the certification process
- Certification of smallholders
- Competition with non-RSPO members
- High costs in achieving or adhering to certification
- Human rights issues
- Insufficient demand for RSPO-certified palm oil
- Low usage of palm oil
- Reputation of palm oil in the market
- Reputation of RSPO in the market
- Supply issues
- Traceability issues
- Others

**Other:**

1. We continue to struggle with consumers' trust in the RSPO -our message is to support the RSPO and the consumption of 100% physical CSPO that is deforestation-free. Also the traceability and transparency issue, people ask 'how do we know that the plantations and companies are doing what they say they are?' 2. Many consumers have heard about the palm oil crisis, but are choosing to boycott palm oil (or attempt to boycott it), not understanding the long-term ecological and economic impact that a large-scale palm oil boycott would cause. We are trying to help them understand the complexities of this issue and that certified sustainable palm oil use is a far better choice than boycotting.

**5.2 In addition to the actions already reported in this ACOP, how has your organisation supported the vision of RSPO to transform the market for sustainable palm oil in other ways? (e.g. Funding; Engagement with key stakeholders; Business to business education/outreach)**

- Engagement with business partners or consumers on the use of CSPO
- Engagement with government agencies
- Promotion of CSPO outside of RSPO venues eg trade workshops industry associations
- Promotion of physical CSPO
- Providing funding or support for CSPO development efforts
- Research & Development support
- Stakeholder engagement
- Others

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**Other:**

Our goal is to effectively educate consumers at the individual, corporate, and national levels. We believe that a broader understanding of the issue and its potential consequences is paramount to creating sustainable change around this issue. While we are currently a leader among American zoos, we are working to expand our reach to new markets, as well as create new and innovative ways to educate consumers and provide effective resources for change on a personal, organizational and broader level

**5.3 Please attach or add links to any other information from your organisation on your palm oil policies and activities (e.g.: sustainability reports, policies, other public information)**

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