

## Particulars

### About Your Organisation

#### 1.1 Name of your organization

San Diego Zoo Global

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

- Oil Palm Growers
  - Palm Oil Processors and/or Traders
  - Consumer Goods Manufacturers
  - Retailers
  - Banks and Investors
  - Social or Development Organisations (Non Governmental Organisations)
  - Environmental or Nature Conservation Organisations (Non Governmental Organisations)
  - Affiliate Members
  - Supply Chain Associate
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#### 1.3 Membership number

6-0024-13-000-00

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#### 1.4 Membership category

Ordinary

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#### 1.5 Membership sector

Environmental or Nature Conservation Organisations (Non Governmental Organisations)

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**Environmental and Conservation NGOs****Operational Profile****1.1 What are the main activities of your organization ?**

San Diego Zoo Global (SDZG) is committed to saving species worldwide by uniting our expertise in animal care and conservation science with our dedication to inspiring passion for nature. We are leading the fight against extinction. SDZG is the largest zoological membership association in the world, with more than 250,000 member households and 130,000 child memberships representing more than a half-million people. Our San Diego Zoo Institute for Conservation Research is one of the largest zoo-based research centers in the world. Founded in 1975, it is dedicated to preserving and protecting rare and endangered wildlife and habitats. Staff develop, gather, and increase knowledge vital for the establishment of self-sustaining populations of wildlife.

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

Yes: we are an end user of products that contain palm oil, and we re-sell products to guests that which have ingredients that contain palm oil. We do not use, distribute or sell bulk palm oil.

**1.3 Activities 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.**

All of San Diego Zoo Global's activities are focused on building public support for the RSPO and increasing the uptake of CSPO among our visitors and guests. To that end, many of our activities are focused on outreach and education. Included among our 2016 activities in support of these goals are:

1. held an educational seminar for SDZG volunteers/docents to update them on the RSPO
2. updated our outreach talking points, used by tour guides, educators, and other staff to connect with guests regarding palm oil. Revisions highlighted our commitment to RSPO and included stronger messaging in support of CSPO uptake
3. began actively promoting the Cheyenne Mountain Zoo phone app, extending the reach of that tool and helping our guests become informed consumers
4. held on-site CSPO outreach events for staff, that included sustainable palm oil guides employees could use to choose RSPO-member products for Halloween candy purchases
5. participated in palm oil consumer campaign development with Bristol Zoo (UK), seeking to develop a collection of zoos and wildlife parks working to promote CSPO uptake across several continents

Additional activities in 2016 included:

1. Attended RT14 and voted in GA13
2. Attended and participated in the OXFAM hosted workshop, "The Messy Reality of Implementation," prior to RT14
3. Continued to be active in the Association of Zoo's and Aquarium (AZA) Palm Oil Advisory Council (POAC)
4. Co-hosted (with other members of the AZA POAC) a sustainable palm oil seminar at the 2016 AZA annual conference

**1.4 What percentage of your organizations overall activities focus on palm oil?**

10%

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

No

**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

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

Our work on palm oil is funded through revenues from our annual operating budgets of San Diego Zoo and San Diego Zoo Safari Park. San Diego Zoo Global's Marketing and Interpretive departments, as well as our Institute for Conservation Research, provide additional resources, funding and labor.

**Time-Bound Plan**

**2.1 Date started or expected to start participating in RSPO working groups/taskforces**

2013

**Comment:**

San Diego Zoo Global has had a representative serving as an alternate member of the Complaints Panel. However, that representative has never been called to participate in the Panel. SDZG has applied for membership to the Biodiversity and High Conservation Value Working Group in the past (2014), though our application was not accepted. We remain open to future opportunities to serve as a member of a working group for which our skills are well suited.

However, we continue to serve on the Association of Zoos and Aquariums Palm Oil Advisory Council (now Palm Oil Task Force).

**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.**

2013

**Comment:**

Implementation began in 2013, but we continue to expand efforts to further provide support to the RSPO and its members in good standing. Our 2016 revision of outreach materials will continue to make our connection to the RSPO evident to our guests, and will further empower them to be thoughtful consumers.

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

In 2017, we will continue to extend our outreach and education efforts to support the RSPO and uptake of CSPO. Some of our planned activities include:

1. Host an annual talk for the SDZG docent/volunteer corps to prepare them for talking to our visitors about palm oil
2. Inform the AZA Business Operations Committee about the history of AZA palm oil awareness activities and the future directions of the AZA POAC
3. Attendance at the European RT (EuRT) in June 2017
4. Participation in the ENGO member meeting prior to the EuRT to discuss the current RSPO P&C review
5. Attend RT15/GA14 in the fall
6. Provide palm oil sustainability information to food vending operators that service SDZG employee break areas and lounges
7. Develop and display palm oil sustainability information in the employees break areas in lounges to continue to educate staff and volunteers/docents
8. Continue to assist Bristol Zoo in the development of their global palm oil sustainability campaign
9. Continue to promote Cheyenne Mountain Zoo phone app for the empowerment of our shopping public

**GHG Emissions****4.1 Are you currently assessing the GHG emissions from your operations?**

No

**Please explain why**

We performed a GHG audit of San Diego Zoo operations in 2009. The independent audit was conducted by students of an environmental economic course from Point Loma Nazarene University. We ascertained areas in which we could improve our carbon footprint, and in the time since we have addressed many of the recommendations of the auditors, including: • Installation of smart thermostats • Replacement of CFL lighting by LEDs • Where possible, telecommuting has been implemented • Monitors and tvs have been replaced by flat panel, energy star appliances • Motion occupancy sensors installed where possible • As equipment motors are replaced, energy efficient variable frequency soft start drives are installed where possible • Solar panels have been installed at the SDZG Institute for Conservation Research • Our primary research facility, the Beckman Center, is LEED certified with a silver rating • Vehicle fleet improvements include the replacement of older vehicles with smart vehicles powered by electric power or with improved fuel efficiency • Employee van pool system accelerated to improve carbon footprint of employee transportation • Increased available electric charging stations for San Diego Zoo staff (4 charging stations) and guests (7 charging stations) • All pre-consumer food waste is now diverted to compost, thus reducing GHG emissions from local landfills.

Since the 2009 audit we have not yet repeated the process of evaluating our GHG emissions, though we continue to strive to improve our footprint.

**Application of Principles & Criteria for all members sectors**

**5.1 Do you have organizational policies that are in line with the RSPO P&C, such as:**

- Energy and carbon footprints      Related link: <http://www.rspo.org/acop/2015/san-diego-zoo-global/EN-Policies-to-PNC-waterland.p>
- Land Use Rights
- Ethical Conduct      Related link: <http://www.rspo.org/acop/2015/san-diego-zoo-global/EN-Policies-to-PNC-ethicalconduct.pdf>
- Labour rights      Related link: <http://www.rspo.org/acop/2015/san-diego-zoo-global/EN-Policies-to-PNC-laborrights.pdf>
- Stakeholder engagement
- None of the above

**5.2 What best practice guidelines or information has your organization 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?**

Internally, SDZG has developed updated outreach guidelines to be used by staff and docents in communications with visitors to our facilities. Additionally, key messages relating to palm oil communications have been established. Further, all staff have access to the energy, ethics and labour policies listed above via an internal web portal. All materials are presented in English.

**Uploaded files:**

No files were uploaded

## Challenges

### 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?

Note the value of the P&C review and that we are looking forward to this as a way to continue to address complaints about the validity of the RSPO 1. The lack of products in North America containing 100% CSPO, and thus marked with the RSPO palm tree logo, make it difficult to educate visitors to our facilities about quick and easy ways to promote the uptake of CSPO. Though recent updates to the RSPO website have been helpful, we continue to encourage the RSPO to include on their website a public-friendly (i.e., simplified) list of products of RSPO members in good standing that can be marketed to the public easily, so they can find products they can purchase to support the effort to increase CSPO uptake. SDZG would like to link to such a list in our communications to visitors to San Diego Zoo Global. 2. ENGOs in North America and across the globe have provided mixed messages to the public, making it difficult, but necessary, to clarify the best way to affect change with respect to the palm oil conservation crisis. Although this environment is slowly changing as North American zoos and NGOs begin to share the same message, we continue to encounter confusion and "pro-boycott" attitudes that will take some time to overcome. Our continued involvement in the AZA POAC and our new collaboration with Bristol Zoo in their global palm oil campaign seek to address this issue.

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### 2 How has your organization supported the vision of RSPO to transform markets? (e.g. Funding; Engagement with key stakeholders; Business to business education/outreach)

Our primary efforts thus far have been aimed at informing our staff and volunteers about the RSPO and the role it plays in addressing the palm oil conservation crisis. In doing so, we have been building a reservoir of knowledge among our staff to be shared with the general public. As our outreach efforts grow and reach the public more effectively, we anticipate that we can play a significant role in developing consumer attitudes about sustainable palm oil, and thus influence the uptake of CSPO in North America. Additionally, as a member of the AZA Palm Oil Advisory Council, SDZG participates in a nation-wide effort of like-minded zoological institutions to perpetuate a uniform message to be delivered to North American consumers and zoo-goers to have a more significant impact on market transformation efforts. We will continue to provide guidance to the AZA to contribute towards a positive change promoting CSPO uptake across the United States. Additionally, our involvement in the Bristol Zoo global palm oil campaign should help expand that outreach effort beyond North American borders.

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### 3 Other information on palm oil (sustainability reports, policies, other public information)

- No files were uploaded

**Link:** <http://zoonooz.sandiegozoo.org/>

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