

Particulars

About Your Organisation

Organisation Name

Cheyenne Mountain Zoo

Corporate Website Address

www.cmzoo.org

Primary Activity or Product

- Environmental NGO
-

Related Company(ies)

No

Membership

Membership Number	Membership Category	Membership Sector
6-0017-10-000-00	Ordinary	Environmental or Nature Conservation Organisations (Non Governmental Organisations)

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

Cheyenne Mountain Zoo's 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.

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

Yes

1.3 Activities undertaken to promote sustainable palm oil, the RSPO and/or members in the reporting period

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 educate our over 690,000 guests as well as other zoos about the importance of using only sustainable palm oil. We promoted the RSPO and sustainable palm oil in the following ways: 1. We attended the Association of Zoos and Aquariums conference and had a booth in the exhibit hall. We promoted the use of sustainable palm oil to our industry peers by informal discussions, handing out information about our toolkit and shopping guides, and promoted our sustainable shopping guide app. 2. We increased the number of companies receiving our letters requesting they pursue RSPO membership from 4 to 6 after seeing half of our outreach contacts, like Post Holdings and Costco, become members of the RSPO after being contacted for several months. 3. A palm oil survey was sent out in January for the fifth year to all AZA institutions. The results show that we are indeed making progress on palm oil awareness and having other institutions promote the same sustainable palm oil message of supporting RSPO member companies. There was an increase in this messaging to 64% of institutions in 2015 from 47% in 2014. 4. Promotional cards for our shopping guide app –which promotes the RSPO - were professionally printed to be handed out at our zoo as well as at conferences we attended. 5. Participated in on-grounds events to promote the use of sustainable palm oil to our guests, like a zoo event for International Gibbon Day and an orangutan event: Red Ape Rally Days. 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 a database of over 7000 items and has been downloaded over 25,000 times. A scanner was designed to be added to the app in 2016. 8. Two members of the Zoo's palm oil team attended RT13 to stay up-to-date on sustainable palm oil. We facilitated a trip for staff from another zoo to attend RT13 and visited a palm oil plantation, and encouraged the plantation to join the RSPO. 12. We presented at several 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. 13. Companies rated through our mobile app were contacted on how to improve their scores. We saw 48% of the companies we contacted improve their overall score and use of CSPO.

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

Yes

Please explain how

One of our team members is an alternate for the Complaints Panel.

1.5 Do you have any collaborations with the industry players/private sector to support them in the market transformation towards CSPO?

Yes

Please explain how

We are working closely with our vendor Service Systems Associates to assist with their move to 100% CSPO.

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

10%

1.7 How is your work on palm oil funded?

Our palm oil awareness program is funded through Quarters for Conservation in which 25 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.

Time-Bound Plan

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

2015

Comment:

Tracey Gazibara is an alternate for the Complaints Panel

2.2 Date expected to undertake and publicise programmes to support RSPO, RSPO certification and/or good standing RSPO members

2010

Comment:

ongoing

2.3 What are your interim milestones towards achieving your commitments to promote sustainable palm oil (the production/uptake of CSPO)?

1. Service Systems Associates (SSA), the vendor for Cheyenne Mountain Zoo’s concessions, has joined the RSPO. They also operate at 35 other zoological facilities throughout the United States. Our goal is to have SSA using 100% CSPO in their restaurants and gift shops by the end of 2017. 2. Our mobile palm oil shopping guide app will be updated to include a product scanner to encourage increased use across demographics by June 2016. It will also have messaging for consumers to email directly to companies listed in the app encouraging them to improve their practices even further. 3. We will continue to promote our palm oil shopping guide mobile app that had over 25,000 downloads at the end of 2015, meeting our goal, and we will continue to work to meet our goal of 30,000 downloads by summer 2016. 4. We will continue to work towards having more USA zoos become members of the RSPO and have at least 3 new zoos join the RSPO in 2016. 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 the 2016 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.)

2.4 Which countries that your institution operates in do the above commitments cover?

- United States
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Actions for Next Reporting Period

3.1 Outline actions that will be taken in the coming year to promote sustainable palm oil(along the supply chain)

1.Continue to facilitate zoo and web guests in writing letters and emails asking companies to become members of the RSPO and use only CSPO that is deforestation-free in their products. 2.We will use our smart phone shopping guide app rating system to encourage RSPO member companies to keep improving. 3. 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. 75% of our current suppliers are RSPO members or do not use palm oil or palm oil derivatives. 4. Continue working with our concession company (SSA) and encouraging them to purchase and use products from RSPO member companies only. 5. We will continue to attend conferences and spread messaging about sustainable palm oil to other zoos. 6. Our sustainable palm oil shopping guide will be updated with a product scanner to make the app even easier to use. It will also include an emailing capability to send letters of thanks and encouragement to RSPO member companies who are listed in the app.

Reasons for Non-Disclosure of Information

4.1 If you have not disclosed any of the above information please indicate the reasons why

GHG Emissions

5.1 Are you currently assessing the GHG emissions from your operations?

No

Please explain why

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5.2 Do you publicly report the GHG emissions of your operations?

No --

5.2 Please upload related document

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5.2 Add a link to a website

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Application of Principles & Criteria for all members sectors

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

- Stakeholder engagement
-

- If none of the above, please specify if/when you intend to develop one

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6.2 If no to any of the above, what steps will your organization take to realize ethical conduct in business-applicable regulations and industry practices?

Cheyenne Mountain Zoo continues to work towards using only sustainable palm oil throughout our zoo. This year we will continue to focus our efforts to work with our food and gift vendor as well as watch our own purchasing to make sure we are doing what we are asking others to do. 1. We will continue to examine our in-house palm oil use (aka animal foods, cleaning products). We will encourage our current suppliers of specialty products to join the RSPO and use CSPO. Currently 25% of the companies we purchase from are not members of the RSPO and are using unsustainable palm oil. 2. Our goals are: a. For 100% of the products we purchase be manufactured by RSPO member companies by end of 2016. This would exclude companies that do not use palm oil at all (such as produce/vegetable vendors). b. Only purchase from RSPO member companies using only 100% CSPO by the end of 2017. c. Purchase from RSPO companies using only 100% physical CSPO by the end of 2019. d. Purchase from RSPO companies that are using only 100% physical CSPO that is deforestation-free by end of December 2020.

6.3 What best practice guidelines or information has your organization provided to facilitate production and consumption of CSPO? What languages are these guidelines available in?

Continue to update our educational resource kit. We have a website for the purpose of promoting CSPO. Continue to update and upgrade our sustainable palm oil shopping guide smartphone app. All information is in English.

6.4 Has your organization partnered with any RSPO members in the implementation of or benchmarking against the Principles and Criteria?

No

Please explain why

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Detail

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Website link

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Concession Map

7.1 This questions only applies for companies who would like to declare concession boundaries owned. (both RSPO Certified and uncertified)

Do you agree to share your concession maps with the RSPO?

No

Please explain why

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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?

1. Sometimes as a zoo we are limited in our choices of specialty animal diets such as elephant chow, moose grain, and canned marmoset diet and animal medications. These items are essential to the health of our animals, but are not necessarily produced by RSPO companies. However, RSPO companies may not make a suitable alternative. Over the next year, we will work on conversations with these companies regarding sustainable palm oil and RSPO membership. 2. We are still struggling with consumers' trust in the RSPO -our message is to support the RSPO and the consumption of 100% physical CSPO that is deforestation-free. We often hear that criteria for the RSPO are not strong enough especially regarding planting on peat and the validity of HCV assessments. Also -the traceability and transparency issue, people ask 'how do we know that the plantations and companies are doing what they say they are?' RSPO NEXT is a step in the right direction, but we would like to see them be a part of the P&Cs for all members. Also the amount of time it takes the complaints panel to take action is a challenge. The validity of the RSPO comes in question when companies are found to be breaking P&Cs but nothing is done.

2 How would you qualify RSPO standards as compared to other parallel standards?

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Cost Effective:

Yes

Robust:

No

Simpler to Comply to:

Yes

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

Engagement with key stakeholders i.e. consumers and consumer goods manufacturers. Business to business education/outreach and we have made educational materials available to other zoos. We also continue to have a booth at the Association of Zoos and Aquariums (AZA) tradeshow at the national conference each year connecting face to face with other industry professionals on the palm oil crisis.

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

Our sustainable palm oil website link is www.cmzoo.org/palmoil , it is a huge public information resource. Our sustainable palm oil tool kit resource for other zoos and aquariums is located at www.cmzoo.org/palmoiltoolkit , which contains everything an institution would need to establish a sustainable palm oil awareness program. Our sustainable palm oil shopping guide app can be found at the Google Play Store and also at the iphone App Store.