

Particulars

About Your Organisation

1.1 Name of your organization

Cheyenne Mountain Zoo

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
-

1.3 Membership number

6-0017-10-000-00

1.4 Membership category

Ordinary

1.5 Membership sector

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 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 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 feel we have played a significant role in increasing US zoos' participation in RSPO membership, as well as participation in sustainable palm oil programming at their institutions.
2. We have facilitated and sent tens of thousands of kids' 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. For the seventh 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.
4. Promotional cards for our shopping guide app –which 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
5. 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.
6. 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 60,000 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.
7. We started discussions with Chester Zoo in the UK about developing a global sustainable palm oil shopping guide app – 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.
8. 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.
9. We updated our on-grounds palm oil information with new graphics. We added an interactive “store” 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.

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 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.

Time-Bound Plan

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

2020

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

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**

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. 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 palm oil shopping guide mobile app that has over 60,000 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 and have at least 3 new zoos join the RSPO in 2018 .
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 2018 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 that is deforestation-free in their products.
7. We will use our smart phone shopping guide app rating system to encourage RSPO member companies 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. 75% of our current suppliers are RSPO members or do not use palm oil or palm oil derivatives.
10. We will continue to attend conferences and spread messaging about sustainable palm oil to other zoos.
11. We will provide training and resources to other zoos and organizations interested in learning how to better educate their communities to take action on demanding certified sustainable palm oil.

GHG Footprint**4.1 Are you currently reporting any GHG footprint?**

No

Please explain why

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
- Land Use Rights
- Ethical Conduct
- Labour rights
- Stakeholder engagement
Related link:
www.cmzoo.org/palmoil
- 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?

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.
Updated our on-grounds informational graphics and added an interactive 'store'
We have educated thousands of consumers on the importance of using only certified sustainable palm oil through materials, signage, programming, shows, presentations, and technology.

All information is in English.

Uploaded files:

No files were uploaded

Link to Website

www.cmzoo.org/palmoil

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. 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. 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?' 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. 3. Finally, decisions that will be made in Principles and Criteria review will be very important in substantiating the validity of the work that the RSPO is doing.

2 In addition to the actions already reported in this ACOP how has your organization supported the vision of RSPO to transform markets in other ways? (e.g. Funding; Engagement with key stakeholders; Business to business education/outreach)

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.

3 File -Please attach or add links to any other information from your organisation on your policies and actions on palm oil (EG: sustainability reports, policies, other public information)

- No files were uploaded

Link: www.cmzoo.org/palmoil
