

Particulars

Organisation Name	San Diego Zoo Global
Corporate Website Address	www.sandiegozooglobal.org
Primary Activity or Product	Environmental NGO
Related Company(ies)	None
Country Operations	Peru, United States
Membership Number	6-0024-13-000-00
Membership Type	Ordinary Members
Membership Category	Environmental and Conservation NGOs

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 will lead the fight against extinction.

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

Our objectives for the last reporting period are below, with activities conducted to fulfill those objectives:

I. All employees will become aware of the RSPO and our role as a member.

a. Research staff members were updated regarding the RSPO and SDZG at two talks ("Palm Oil, AZA, and SDZG: current status") in July 2014.

b. RSPO member products were promoted in house for Halloween 2013 and Easter 2014 to educate staff about sustainably-minded palm oil purchases.

c. SDZG Internal Conservation Committee held staff contest to encourage SDZG employees to describe how they are changing their purchasing patterns to support RSPO goals.

d. SDZG sent a representative to the Sustainable Palm Oil Symposium (hosted by Cheyenne Mountain Zoo and the Association and Zoos & Aquariums) in April 2014.

II. All Interpretive volunteers will become aware of the RSPO and our role as a member.

a. Volunteers were updated regarding the RSPO and SDZG through presentations ("Palm Oil, AZA, and SDZG: current status") in July 2014.

b. Volunteer staff have modified materials presented to volunteers for use with the public to eliminate the "boycott palm oil" message.

III. We will continue to review our on-site products and work toward eliminating those that do not support the use of RSPO-certified palm oil.

a. We have audited the employee food sales areas (Avenue C) to quantify our product offerings with respect to palm oil.

b. We have removed from circulation in employee and guest areas nearly all products containing palm oil from manufacturers who are not RSPO members.

c. When not removed, we have plans to phase out remaining non-RSPO products as contractually feasible.

IV. We will continue to develop and disseminate information about palm oil and the RSPO to the public

a. Multiple blogs were written in the last year for public consumption that describe the palm oil conservation crisis and the role of the RSPO in addressing it: <http://blogs.sandiegozoo.org/tag/palm-oil/> [Click here to visit the URL](#)

b. Signage at our Absolutely Apes orangutan exhibit has been updated. Signs no longer contain the phrasing "avoid palm oil" and now reflect our membership in the RSPO, including a link to the RSPO website so visitors can learn more about the organization.

c. The Conservation Education division of our Institute for Conservation Research is engaged in the development of a curriculum and messaging platform that addresses sustainable palm oil. The curriculum will be shared on site at SDZG and at a sun bear rehabilitation center in Malaysian Borneo.

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

Yes

If yes, please explain how:

I. Staff attended RT11 and participated in numerous working groups at that meeting, and at GA10 we participated in the voting process for resolutions.

II. We applied for membership on the Biodiversity and High Conservation Value Working Group. Although we were not selected, we hope to participate in appropriate working groups/taskforces in the future.

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

Yes

If yes, please explain how:

We have a staff member seated on the AZA's newly formed Palm Oil Task Force who is participating in developing the vision and objectives regarding palm oil for the Association of Zoos and Aquariums in North America. That task force is exploring ways for zoos to engage the private sector.

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 work on palm oil is funded through the annual operating budgets of San Diego Zoo Global's Education, Conservation, and Marketing Departments.

Time-Bound Plan**2.1 Date started or expect to start participating in RSPO working groups/taskforces**

2015

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

2013

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

Our plans for the next year are as follows:

I. We will continue employee awareness initiatives to further develop an internal understanding of the importance of increasing CSPO uptake in North America.

II. We will expand our public outreach efforts to include signage reflecting our RSPO membership at the newly built Tiger Trail exhibit at the San Diego Zoo Safari Park.

III. We will continue to target our public "animal encounters" as venues to discuss the palm oil conservation crises and the role of the RSPO, to connect the public with conservation issues relating to animals they interact with on their visits.

IV. We will expand support of the RSPO on the San Diego Zoo Global family of websites.

V. We will investigate ways in which our organization can begin to engage the private sector with respect to palm oil.

VI. We will investigate ways to build relationships with other North American zoos and the AZA to promote general knowledge of sustainable palm oil and drive the uptake of CSPO.

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

United States

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)**

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Reasons for Non-Disclosure of Information

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

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- Other reason:

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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:

- eacfp
 - ec
 - Labour rights
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- Energy and carbon footprints

[EN-Policies-to-PNC-waterland.pdf](#)

For administration purpose, attachment files are renamed automatically

- Ethical conduct

[EN-Policies-to-PNC-ethicalconduct.pdf](#)

For administration purpose, attachment files are renamed automatically

- Labour rights

[EN-Policies-to-PNC-laborrights.pdf](#)

For administration purpose, attachment files are renamed automatically

- Land Use Rights

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- Stakeholder engagement

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

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5.2 What steps will your organization take to realize ethical conduct in business-applicable regulations and industry practices?

We will continue to follow our Organizational Code of Ethics, which is reviewed annually.

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

A number of internal communications have been developed in the last two years to educate staff and volunteers of SDZG. These are produced in English, and are available upon request. Our curriculum development for the Malaysian Borneo outreach efforts will also be translated into Malay.

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

Yes

- 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?

- I. The lack of products in North America containing 100% CSPO, and thus marked with the RSPO palm tree logo, make it difficult to educate the public about quick and easy ways to promote the uptake of CSPO. We would 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 exhibit signage and electronic communications.
- II. 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.

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

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Cost Effective:

Yes

Robust:

Yes

Simpler to Comply to:

equal

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)

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 begin to reach the public, 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 Task Force, SDZG is participating 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.

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

We are currently developing a curriculum via our Conservation Education division that will address the palm oil conservation crisis and will be shared with guests to a sun bear rehabilitation center in Malaysian Borneo. The development of this curriculum is collaborative, utilizing the expertise of the Malaysian staff of that facility. The curriculum and outreach platform contains metrics for assessing efficacy of its education goals. Roll-out of this curriculum is expected in the next six months.
