

Particulars

Organisation Name	Cheyenne Mountain Zoo
Corporate Website Address	http://www.cmzoo.org
Primary Activity or Product	Environmental NGO
Related Company(ies)	None
Country Operations	USA
Membership Number	6-0017-10-000-00
Membership Type	Ordinary Members
Membership Category	Environmental and Conservation NGOs
Primary Contacts	Dina Bredahl Address: 4250 Cheyenne Mountain Zoo Rd. Colorado Springs, CO United States 80906
Person Reporting	Tracey Gazibara

Related Information

Other information on palm oil:

On our website we have many, many, pages dedicated to palm oil. Please review at [Click here to visit the URL](#)

Reporting Period	01 July 2012 - 30 June 2013
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Environmental and Conservation NGOs

Operational Profile

1. What are the main activities of your organisation?

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.

2. Does your organisation use and/or sell any palm oil?

Yes

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 our industry in the USA on palm oil sustainability. Our palm oil awareness program has made it possible to educate our over 600,000 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 DVD's (containing our tool kit) and shopping guides.
 2. In August we presented (and were on a panel) on sustainable palm oil at the Orangutan SSP Conference.
 3. We had 10,000 shopping guides professionally printed to be handed out at our Zoo as well as at conferences we attended.
 4. Upon returning from AZA, we sent out shopping guides to 15+ zoos that requested them to hand out to their guests.
 5. We were asked to be a guest speaker at the AZA Elephant Management Conference in November. After speaking at the conference, we also presented to the staff at the Santa Barbara Zoo.
 6. By request, we completed a "case study" of our palm oil program for a new website created by the Zoological Society of London.
 7. We were asked to attend a "forum" by the National Zoo in January. They currently have not taken a stance on palm oil and the meeting was to help them determine how to move forward. We participated via web-conference.
 8. Held two on-grounds events to promote the use of sustainable palm oil to our guests.
 9. Primate keepers continue daily orangutan shows at our great ape exhibit that includes messaging about sustainable palm oil and handing out shopping guides.
 10. A palm oil survey was sent out in January for the third 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.
 11. We created a Powerpoint to add to our resource kit that talks specifically why people should not boycott palm oil.
 12. Probably the most exciting palm oil project we worked on this year was creating a sustainable palm oil app. The app has a database of over 5000 items made by companies that are members of the RSPO. The app went live in August 2013.
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4. Did members of your staff participate in RSPO working groups/taskforces in the reporting period?

No

If yes, please explain how:

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

No

If yes, please explain how:

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6. What percentage of your organization's overall activities focus on palm oil?

10

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 and one of those is palm oil awareness to help save wild orangutans and other wildlife.

Time-Bound Plan**8. Date started or expect to start participating in RSPO working groups/taskforces**

2014

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

2010

10. What are your interim milestones towards achieving your commitments to promote sustainable palm oil?

1. Complete and maintain a sustainable palm oil shopping phone app promoting the use of sustainable palm oil.
2. Promote phone app and encourage guest participation in the use of the app as well as the general public. Our goal is to have 30,000 downloads in the 2013-2014 reporting year.
3. Continue to work towards having more USA zoos become members of the RSPO. We will work to have 5-10 new zoos join the RSPO in 2013-2014.
4. Continue to advocate for companies to become members of the RSPO AND use only CSPO in their products. Our target goal for the 2013-2014 reporting year is to have 5 new major companies become members of the RSPO and/or use only CSPO. (If a company is currently a member of RSPO we will advocate to have them use 100% traceable CSPO.)
5. Develop a strategy to partner with a European or other overseas organization to develop a program to begin to educate palm oil's biggest users--China, India and Indonesia about the importance of sustainable palm oil.

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

USA

Actions for Next Reporting Period

12. Outline actions that will be taken in the coming year to promote sustainable palm oil

1. Continue to promote sustainable palm oil daily on Zoo grounds to our over 600,000 guests.
 2. Attend the next AZA conference to promote sustainable palm oil to our peers--over 200 accredited zoos and aquariums.
 3. Advertise/promote the sustainable palm oil phone app to the guests and the general public.
 4. Conduct our 4th annual palm oil awareness survey to determine how many other zoos, aquariums and other organizations are using the sustainable palm oil messaging instead of boycotting.
 5. Look for ways to build partnerships with other organizations to share our sustainable palm oil awareness program outside the USA.
 6. Hold on-grounds events to engage guests in the palm oil crisis and what they can do to help.
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Reasons for Non-Disclosure of Information

13. 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

14. Do you have organisational policies that are in line with the RSPO P&C

- Energy and carbon footprints
 - Ethical conduct
 - Labour rights
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Energy and carbon footprints policy

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Ethical conduct policy

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Labour rights policy

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Stakeholder engagement policy

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

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

Cheyenne Mountain Zoo begun working towards using only sustainable palm oil throughout our Zoo, but we still have work to do. This year we will re-focus our efforts to work with our food and gift vendor as well as our own commissary to make sure we are doing what we are asking others to do. We feel we are 50-75% complete in this area, but hope to get to 100% this year.

16. Has your company supported any community programmes, related to palm oil, on its own or through partnerships? How do you benchmark the impacts of these programmes?

The Cheyenne Mountain Zoo is the leader among our peers regarding the palm oil crisis. We are the go-to resource for US Zoos and Aquariums. We offer a full resource kit full of educational tools to help engage and educate millions of zoo goers each year. To measure how effective our program is we have conducted a survey for the last three years to determine if we are making progress in creating a unified message of over 215 accredited zoos and aquariums. The results show we have moved the needle each year towards a unified CSPO message.

17. What best practice guidelines or information has your organization provided to facilitate production and consumption of sustainable palm oil? What languages are these guidelines available in?

1. Developed and continue to update an educational resource kit.
2. We have a "mini" website on our main website for the purpose of promoting CSPO.
3. We designed and continue to update a "paper" shopping guide that we hand out to thousands of guests each year.
4. Designed and developed a sustainable palm oil shopping phone app. (In stores August)

All information is in English.

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

No

Challenges

1. Significant economic, social or environmental obstacles

Our biggest challenges are push back from people who believe palm oil should be strictly boycotted and from many people and NGO's that feel that the RSPO is not enforcing their principles and criteria. Through email we (especially most recently) get many emails complaining about how the RSPO lets member companies burn forest and there are no repercussions. Since WWF made their statement that the RSPO is no longer "good enough" and companies should do much more (stop deforestation, stop fires on peat and therefore reducing CO2) we have had even more push back. We are working as hard as we can to continue supporting the RSPO but it is becoming more difficult when Greenpeace is speaking louder than the RSPO. The RSPO needs to continue to have a voice and work towards alleviating the bad press etc.

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

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Cost Effective:

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Robust:

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Simpler to Comply to:

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3. How has your organization supported the vision of RSPO to transform markets?

As mentioned in several other questions throughout this report we have done the following:

1. Daily orangutan shows for our over 600,000 guests explaining to "consumers how CSPO is the answer to the palm oil crisis.
 2. Developed a sustainable palm oil shopping phone app. (Now in stores)
 3. Updated our resource kit that is available to all AZA members to help other institutions educate their zoo and aquarium guests.
 4. Spoke at several conferences to our peer organizations about sustainable palm oil.
 5. Facilitated our third annual survey to our peer organizations to determine our progress on our sustainable palm oil awareness campaign.
 6. Held events on grounds promoting sustainable palm oil to our guests.
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