

## Particulars

<b>Organisation Name</b>	Cheyenne Mountain Zoo
<b>Corporate Website Address</b>	cmzoo.org
<b>Primary Activity or Product</b>	Environmental NGO
<b>Related Company(ies)</b>	None
<b>Country Operations</b>	United States
<b>Membership Number</b>	6-0017-10-000-00
<b>Membership Type</b>	Ordinary Members
<b>Membership Category</b>	Environmental and Conservation NGOs

## 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 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 hosted the first ever sustainable palm oil symposium at Cheyenne Mountain Zoo (CMZ) in April 2014. Representatives from many zoos attended, as well as guest speakers from the RSPO and other RSPO E-NGO representatives.
2. CMZ also hosted an AZA (Association of Zoos and Aquariums) Palm Oil Task Force meeting at which we created a palm oil position statement. This statement was approved by the AZA board of directors. The position statement gives guidance to AZA member institutions regarding sustainable palm oil messaging and action steps.
3. 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, and promoted our sustainable shopping guide app.
4. We presented at the national AZA conference about sustainable palm oil messaging for zoos and engaging ways to connect with zoo guests on the palm oil issue.
5. In October we presented on sustainable palm oil at the Orangutan SSP Conference.
6. We had 5,000 promotional cards for our shopping guide app professionally printed to be handed out at our zoo as well as at conferences we attended.
7. Participated in on-grounds events to promote the use of sustainable palm oil to our guests.
8. 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 app.
9. A palm oil survey was sent out in January for the fourth 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.
10. We revamped our letters to companies to update our messaging and encourage RSPO member companies to take the next steps in their journey toward sustainable palm oil.
11. 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 6000 items. The app has over 10,000 downloads.
12. Two members of the Zoo's palm oil team attended RT11 to stay up-to-date on sustainable palm oil. We facilitated a trip for staff from other zoos around the world, to attend RT11, visit a small grower plantation, restoration areas and an orangutan release site.

#### 1.4 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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#### 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 met with the Vice President of Procurement of Service Systems Associates (SSA) to discuss the benefits of joining the RSPO and using CSPO in their restaurants and gift shops.

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

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**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 and one of those is 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

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

2010

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

1. We have met with the Vice President of Procurement of Service Systems Associates (SSA) to discuss the benefits of joining the RSPO and using CSPO in their restaurants and gift shops. SSA is the vendor for Cheyenne Mountain Zoo's concessions, and they operate at 35 zoological facilities. Our goal is for SSA to join the RSPO in 2015.
2. We are updating our sustainable palm oil shopping guide app with a rating system based on how well companies are doing with their commitments to sustainable palm oil. This upgrade will be done by September 2014.
3. Promote phone app and encourage zoo guest participation in the use of the app as well as the general public. We have over 10,000 downloads; our goal is to have 20,000 downloads by the end of 2015.
4. Continue to work towards having more USA zoos become members of the RSPO. At least four more zoos in the U.S. have applied for membership, and one has become a member since last reporting period. We will work to have 3-5 new zoos join the RSPO in 2014-15.
5. Continue to advocate for companies to become members of the RSPO AND use only CSPO in their products. Our target goal for the 2014-15 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.)

**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)**

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 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 (aka animal foods, cleaning products). 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.
4. As mentioned above, we are working with our concession company and encouraging them to join the RSPO.
5. We will continue to attend conferences and share messaging about sustainable palm oil to other zoos.

**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:

■ None

- Energy and carbon footprints

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- Ethical conduct

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- Labour rights

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- 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?

Cheyenne Mountain Zoo continues to work towards using only sustainable palm oil throughout our zoo. This year we will again 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.

1. We will continue to examine our in-house palm oil use (aka animal foods, cleaning products). 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.
2. As mentioned above, we are working with our concession company and encouraging them to join the RSPO.
3. Our goal is to have 90% of the products we purchase be manufactured by RSPO member companies by the end of 2015. An additional goal is to have 100% of the products we purchase be manufactured by RSPO member companies by the end of 2016. This would exclude companies that do not use palm oil at all (such as produce/vegetable vendors).

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?

1. Continue to update our educational resource kit.
2. We have a website for the purpose of promoting CSPO.
3. Continue to update and upgrade our sustainable palm oil shopping guide smartphone app.

All information is in English.

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?

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. 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 starting 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?'

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

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#### Cost Effective:

Yes

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#### Robust:

No

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#### Simpler to Comply to:

similar

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### 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- we have made educational materials available to other zoos and we hosted a sustainable palm oil symposium for other zoos.

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

Our sustainable palm oil website link is [www.cmzoo.org/palmoil](http://www.cmzoo.org/palmoil) [Click here to visit the URL](#), 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](http://www.cmzoo.org/palmoiltoolkit) [Click here to visit the URL](#), 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.

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