

## Particulars

### About Your Organisation

**Organisation Name**

Cheyenne Mountain Zoo

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**Corporate Website Address**

<http://www.cmzoo.org>

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**Primary Activity or Product**

- Environmental NGO
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**Related Company(ies)**

No

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### Membership

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

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## 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 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 information about our toolkit and shopping guides, and promoted our sustainable shopping guide app.
4. 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.
5. Participated in on-grounds events to promote the use of sustainable palm oil to our guests.
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.
7. 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 of supporting RSPO member companies. There was an increase in this messaging to 47% of institutions in 2014, and the number with no palm oil messaging is down to just 13%.
8. 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.
9. 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 6500 items and has been downloaded over 15,000 times.
10. Two members of the Zoo's palm oil team attended RT12 to stay up-to-date on sustainable palm oil. We facilitated a trip for staff from another zoo to attend RT12 and visit two palm plantations that are members of the RSPO.
11. We have encouraged other zoos and aquariums to join the RSPO by 12/2014 7 had joined including the governing body: Association of Zoos and Aquariums.
12. We spoke at several conferences including the palm oil symposium mention above in April 2014, the Orangutan SSP Husbandry Workshop in Houston Texas, October 2014, and at R12 in November 2014.

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

No

#### 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

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#### 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:**

Since 2010- ongoing,

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

1. The Vice President of Procurement of Service Systems Associates (SSA), the vendor for Cheyenne Mountain Zoo's concessions, has begun the process of having SSA join the RSPO. They also operate at 35 other zoological facilities throughout the United States. Our goal is to have SSA officially be a member of the RSPO and using CSPO in their restaurants and gift shops by the end of 2015.
2. We will update our mobile palm oil shopping guide app to include a product scanner to encourage increased use across demographics. It will also offer a way to say thanks and send encouraging messaging to companies listed in the app.
3. We will continue to promote our palm oil shopping guide mobile app that had over 15,000 downloads at the end of 2014, meeting 20,000 summer 2015, with a goal to have 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 2015.
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 2015 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 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

**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.
4. As mentioned above, we are working with our concession company and encouraging them to join the RSPO. (To be completed 2015)
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 using the app even easier. 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 --

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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:**

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**6.2 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 they have submitted an application to be members of 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).
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**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.

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

Yes

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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. 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?'

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

**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) , 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) , 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.