

## Particulars

### About Your Organisation

#### 1.1 Name of your organization

Cheyenne Mountain Zoo

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#### 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
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#### 1.3 Membership number

6-0017-10-000-00

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#### 1.4 Membership category

Ordinary

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#### 1.5 Membership sector

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 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 educate our over 750,000 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 and joining the RSPO to our industry peers from over 230 accredited zoos by informal discussions, handing out information about our toolkit and shopping guides, and promoted our sustainable shopping guide app. We feel we have played a large role in getting the current US zoos that are now members to join.
2. We have facilitated and sent over 14,183 kids letters and 9,193 signatures to 9 different companies throughout the year after seeing great effectiveness in getting former letter and signature receiving companies joining the RSPO after being contacted for several months.
3. A palm oil survey was sent out in January for the sixth year 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.
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 over 40,000 times. The app now includes a scanner for easier use.
7. Our sustainable palm oil shopping guide app now includes companies found in Canada with Canadian products that are not available in the U.S. marketplace. Previously our app only had products available in the United States. We continue to expand the database as new companies join the RSPO.
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.

**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**

2010

**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

**Comment:**

Ongoing.

**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 nearly 60 other facilities throughout the United States. We will continue to work with the company and optimistically maintain a goal to have SSA using 100% CSPO in their restaurants and gift shops by the end of 2017.
2. Our mobile palm oil shopping guide app will be updated to have a more inviting and user friendly design including a redesign of the landing page and menu system.
3. We will continue to promote our palm oil shopping guide mobile app that has over 40,000 downloads.
4. We will continue to work towards having more USA zoos become members of the RSPO and our goal is to have at least 3 new zoos join the RSPO in 2017.
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 2017 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 of products containing palmoil/derivatives are RSPO members.
9. We will continue to attend conferences and spread messaging about sustainable palm oil to other zoos.
10. Our on grounds palm oil information will be updated with new graphics. An interactive "store" will be added 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.

**GHG Emissions****4.1 Are you currently assessing the GHG emissions from your operations?**

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
- 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.

All information is in English.

**Uploaded files:**

No files were uploaded

**Link to Website**

[www.cmzoo.org/palmoil](http://www.cmzoo.org/palmoil)

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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?**

We continue to struggle with 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?' RSPO NEXT is a step in the right direction, but we would like to see them be a part of the P&Cs for all members. The validity of the RSPO comes in question when companies are found to be breaking P&Cs but nothing is done. A significant current struggle involves social media and the way some adamant people say really mean and 'ugly' things in RSPO social media posts/chains, and attack any people who join conversations and have a more informed view on palm oil issues and sustainability. We have had to, and do, choose our messages for social media in such a way as to mitigate backlash and stop individuals who only aim to instigate, and not foster a positive discussion. We need the RSPO to have a better image and stronger P & C's to support the positive message we continue to promote.

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### **2 How has your organization supported the vision of RSPO to transform markets? (e.g. Funding; Engagement with key stakeholders; Business to business education/outreach)**

Already included above.

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### **3 Other information on palm oil (sustainability reports, policies, other public information)**

- No files were uploaded

**Link:** [www.cmzoo.org/palmoiltoolkit](http://www.cmzoo.org/palmoiltoolkit)

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