

## Particulars

### About Your Organisation

#### 1.1 Member Name

Cheyenne Mountain Zoo

#### 1.2 Membership Number

6-0017-10-000-00

#### 1.3 Membership Sector

Environmental or Nature Conservation Organisations (Non Governmental Organisations)

#### 1.4 Membership Category

Ordinary

#### 1.5 Country

United States

### 2.0 Does your company or organisation produce, process, consume or sell any palm oil or any products containing derivatives of palm oil?

Yes

### 2.1 Please select ALL the palm oil-related activity(ies) that describe your company or organisation as multiple selections are allowed. ACOP reporting is NOT limited to the primary sector of the member's RSPO membership. You will be required to complete the relevant ACOP section based on your selection(s).

- ☐ I own and operate oil palm estate(s)
- ☐ I represent a palm oil Independent Smallholder farmer Group
- ☐ I own and operate palm oil mills
- ☐ I own and operate palm kernel crushing plants - Processors and/or Traders
- ☐ I trade or broker palm oil, palm kernel oil or related products - Processors and/or Traders
- ☐ I am a refiner of palm oil or palm kernel oil - Processors and/or Traders
- ☐ I am a processor of intermediate (B2B) palm oil, palm kernel oil or related fractions/derivatives - Processors and/or Traders
- ☐ I am a B2B distributor or wholesaler of palm oil, palm kernel oil or related products - Processors and/or Traders
- ☐ I manufacture final consumer (B2C) products containing palm oil, palm kernel oil or related products. This includes products manufactured by 3rd party contractors - Consumer Goods Manufacturers
- ☐ I retail final consumer (B2C) products containing palm oil, palm kernel oil or related products - Retailers
- ☐ I operate food retail outlets that use palm oil, palm kernel oil or related products - Retailers
- ☒ I am a conservation and environmental NGO supporting the sustainable development of the palm oil industry
- ☐ I am a social and human development NGO supporting the sustainable development of the palm oil industry

## NGOs

### 1. Operational Profile

#### 1.1 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.

---

#### 1.2 What activities has your organisation undertaken to publicise programmes to support the RSPO, RSPO certification, the uptake of RSPO-certified sustainable palm oil and oil palm products, or to support good standing RSPO members during 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 not only educate our more than 800,000 guests and roughly 38 million people reached this year through our various online platforms about the importance of using only sustainable palm oil, but to also work with other zoos to become engaged in this issue. We are committed to this effort and, in the past year, promoted the RSPO and CSPO in the following ways: The World Association of Zoos and Aquariums (WAZA), in conjunction with CMZ and other zoos, continued to grow our consumer reach through the global PalmOil Scan app. This app was created to help consumers scan items to find out which companies are making the most progress towards sourcing 100% CSPO and if a company is a member of the RSPO or not. Singapore will be added to the app in 2025. Plans to expand the number of countries served are ongoing. Since the launch in June 2022, the app has been downloaded 80,000 times. Staff at CMZ maintain the U.S. and Canada operations of the app daily, increasing the number of companies rated, performing maintenance to improve accuracy and user experience, and contacting companies on behalf of app users. In our Primate building we facilitate a petition and coloring page station where guests can create encouraging letters and coloring pages that we send to companies that we want to join the RSPO. In 2024, we contacted 16 different companies in this manner, sending 22,000 petition signatures and letters from kids. Petitions and colored letters from kids are also used to thank members of the RSPO who have reached their goal to source 100% CSPO. We maintained and updated an online sustainable palm oil toolkit for other zoos and aquariums to use. It includes sample letters to government officials in the U.S., Indonesia, and Malaysia, as well as sample letters to companies that use palm and are not yet members of the RSPO. The toolkit also features open source educational materials, signage, activities, photos, and videos related to sustainable palm oil. We regularly posted social media posts for the WAZA PalmOil Scan app, which promotes the RSPO. These posts were made on CMZ's Facebook and Instagram pages. In 2024, our keepers performed "keeper chats" with guests to educate them about orangutans and how they are affected by unsustainable palm oil cultivation. We maintained and updated an interactive grocery "store" so that guests can use the PalmOil Scan 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. All palm oil on-grounds messaging/graphics references the importance of the RSPO. Lastly, in 2024 we participated for the 12th year in the AZA Annual Conference by purchasing a booth at the tradeshow where we educate our peers about the importance of the promotion and use of CSPO.

---

1.3 What percentage of your organisation's overall activities focus on palm oil?

10.0%

1.4 Did members of your organisation participate in RSPO working groups and/or taskforces during the reporting period?

Yes

1.5 Does your organisation have any collaborations with public or private sector palm oil industry players to support them in their efforts to increase the production or consumption of certified sustainable palm oil (CSPO)?

Yes

1.6 How is your organisation's work on palm oil funded?

Our palm oil awareness program is funded through Quarters for Conservation in which \$0.75 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.

2. TimeBound Plan

2.1 Which year did your organisation start or expects to start participating in RSPO working groups and/or taskforces?

2019

2.2 Which year did your organisation start or expects to start undertaking and publicising programmes to support the RSPO, RSPO certification, uptake of RSPO-certified sustainable palm oil and oil palm products and/or good standing RSPO member?

2010

### 3. Actions for Next Reporting Period

#### 3.1 Please outline activities that your organisation will take in the coming year to promote the production or consumption of certified sustainable palm oil (CSPO)

- ☒ Training on sustainability topics, monitoring of implementation of sustainability topics
- ☒ Participation in RSPO Working Group or Task Forces;
- ☐ Support Independent Smallholders (ISH)
- ☐ Become a partner of the RSPO Smallholder Trainer Academy
- ☐ Provide technical support for Independent Smallholder Certification projects
- ☐ Involvement/direct investments in Jurisdictional/Landscape approach
- ☒ Promote and support Direct/collective investments in conservation and restoration initiatives
- ☐ Provide technical support support members with Remediation and Compensation (RaCP) process, direct/collective investments in conservation and restoration initiatives
- ☒ Allocating FTE to promote the production or consumption of certified sustainable oil palm products or
- ☐ Specific policies and action plans by the member to promote CSPO production or consumption in the upstream or downstream supply chain, including target dates or broader policies that include such efforts
- ☐ No activities planned
- ☒ Others

#### Other

We continue to work with Service System Associates (SSA), the vendor for the Cheyenne Mountain's Zoo's concessions who is also a member of the RSPO, to help them in their efforts to achieve 100% CSPO in their restaurants and gift shops at all facilities and support them as they encourage their own suppliers to commit to CSPO. CMZ will continue to be the North American regional manager for WAZA's PalmOil Scan app. In this role, we rate companies based on their ACOPs submitted annually to the RSPO and update the app's database, contact companies that use palm oil that aren't yet members of the RSPO to encourage membership, and work to expand app presence in other countries around the world. We will continue to work towards more USA zoos becoming members of the RSPO. 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 2025 reporting year is to successfully campaign six new national companies to become members of the RSPO and/or use only CSPO. We will also contact companies that are already RSPO members and advocate to have them use 100% traceable CSPO that is deforestation-free. We will continue to facilitate zoo guests and online followers in writing letters and emails asking companies to become members of the RSPO and use only CSPO in their products. We will use the global PalmOil Scan app rating system to encourage RSPO members to keep improving on their CSPO uptake. 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. 80% of our current suppliers are RSPO members (or do not use palm oil or palm oil derivatives). Our industry's annual conference of the Association of Zoos and Aquariums (AZA), will occur in September 2025. At this conference we will host a trade show booth wholly dedicated to our work promoting sustainable palm oil. We will provide virtual training, on-site training when available, and resources to other zoos and organizations (both in the US and internationally) interested in learning how to better educate their communities (guests, followers, companies operating in the country, etc.) to take action. Action includes but is not limited to empowering consumers by helping them understand what sustainable palm oil is and how to identify companies that have committed to sustainable palm oil, utilizing our sustainable palm oil shopping mobile app, asking companies to join the RSPO and commit to sourcing CSPO. We will also encourage zoos/aquariums to increase their use of CSPO at their facilities as well as to join the RSPO as ordinary members.

## Challenges and Support

### 1.1 What significant obstacles or challenges has your company encountered in the promotion of certified sustainable palm oil (CSPO)? What efforts has your company taken to address these obstacles or challenges?

- ☒ Awareness of RSPO in the market
- ☐ Difficulties in the certification process
- ☐ Certification of smallholders
- ☐ Competition with non-RSPO members
- ☐ High costs in achieving or adhering to certification
- ☐ Human rights issues
- ☒ Insufficient demand for RSPO-certified palm oil
- ☐ Low usage of palm oil
- ☐ Reputation of palm oil in the market
- ☐ Reputation of RSPO in the market
- ☐ Supply issues
- ☒ Traceability issues
- ☐ No challenges faced
- ☐ Others

Others

-

### 1.2 In addition to the actions already reported in this ACOP report, what other ways has your company supported the vision of the RSPO to transform markets to make sustainable palm oil the norm?

- ☒ Communication and/or engagement to transform the negative perception of palm oil
- ☒ Engagement with business partners or consumers on the use of CSPO
- ☐ Engagement with government agencies
- ☒ Engagement with peers and clients
- ☐ Promotion of CSPO through off product claims
- ☒ Promotion of CSPO outside of RSPO venues such as trade workshops or industry associations
- ☒ Promotion of physical CSPO
- ☐ Providing funding or support for CSPO development efforts
- ☐ Research & Development support
- ☒ Stakeholder engagement
- ☐ No actions taken
- ☐ Others

Others

-

### 1.3 If your company has any other publicly-available reports or information regarding its palm oil-related policies and activities, please provide the links here

Cheyenne Mountain Zoo Palm Oil Position Statement: <https://www.cmzoo.org/conservation/orangutans-palm-oil/palm-oiltool-kit/> (scroll down to tab labeled "CMZoo Palm Oil Position Statement"). Cheyenne Mountain Zoo Palm Oil Website: <https://www.cmzoo.org/conservation/orangutans-palm-oil/>