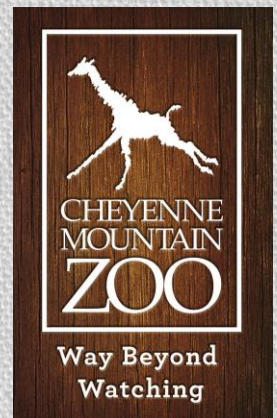


# CAN YOU SAY UPGRADE?!

The next generation of  
Cheyenne Mountain Zoo's  
palm oil awareness tools

Dina Bredahl & Mandy Hester  
October 2014



# OUR COLLEAGUES ARE INSPIRING!

- In order to move forward you need passion, information and teamwork.
- Our upgrades were inspired by our work with great partners.



# Events at CMZ



## *Sustainable Palm Oil Symposium*

- **CMZ hosted a Sustainable Palm Oil Symposium in April 2014**
  - About 35 attendees from various zoos
  - Excellent guest speakers
  - Great sharing and learning experience for all

# Excellent brainstorming

- **Assignment:** Each group brainstorm 50 ideas on how AZA institutions, with over 180 million guests each year, can create sustainable palm oil awareness as well as a call to action.
- Palm oil PSA in the bathroom
- Targets in urinals (bulldozers & chainsaws)
- Disney/Pixar movie
- Ben & Jerry's Orangutan ice cream flavor –with palm oil messaging on carton
- Develop school curriculum on palm oil tied to zoo
- In gift shop – label animals affected by palm oil with sustainable messaging



# Excellent brainstorming

- Palm oil messaging in zoo restaurants
- Connect schools in the U.S. and Indonesia via Skype
- Create a TV commercial (AZA)
- Tell stories – one of Oregon Zoo's elephants was found in a palm oil plantation
- Cookbook with sustainable palm oil recipes with celebrity chef
- Engage students to promote RSPO with school food service (cool prizes)
- Many zoos create trading cards featuring their animals, zoos supply each other with cards, kids around the U.S. collect & trade (like Pokemon)
- Kiosks at airports & malls to sign letters
- A rap song & video



# Contacting Companies is Effective!

- **Lots of discussion about letter writing**
  - **It works**
  - **Best way we and our zoo guests can make change**
  - **Zoos can have some common language in their letters- companies will start to recognize**
  - **Important to follow up and thank companies when they do make changes**

# Events at CMZ

*AZA Palm Oil Task Force Meeting  
Hosted by AZA and Cheyenne Mountain Zoo*

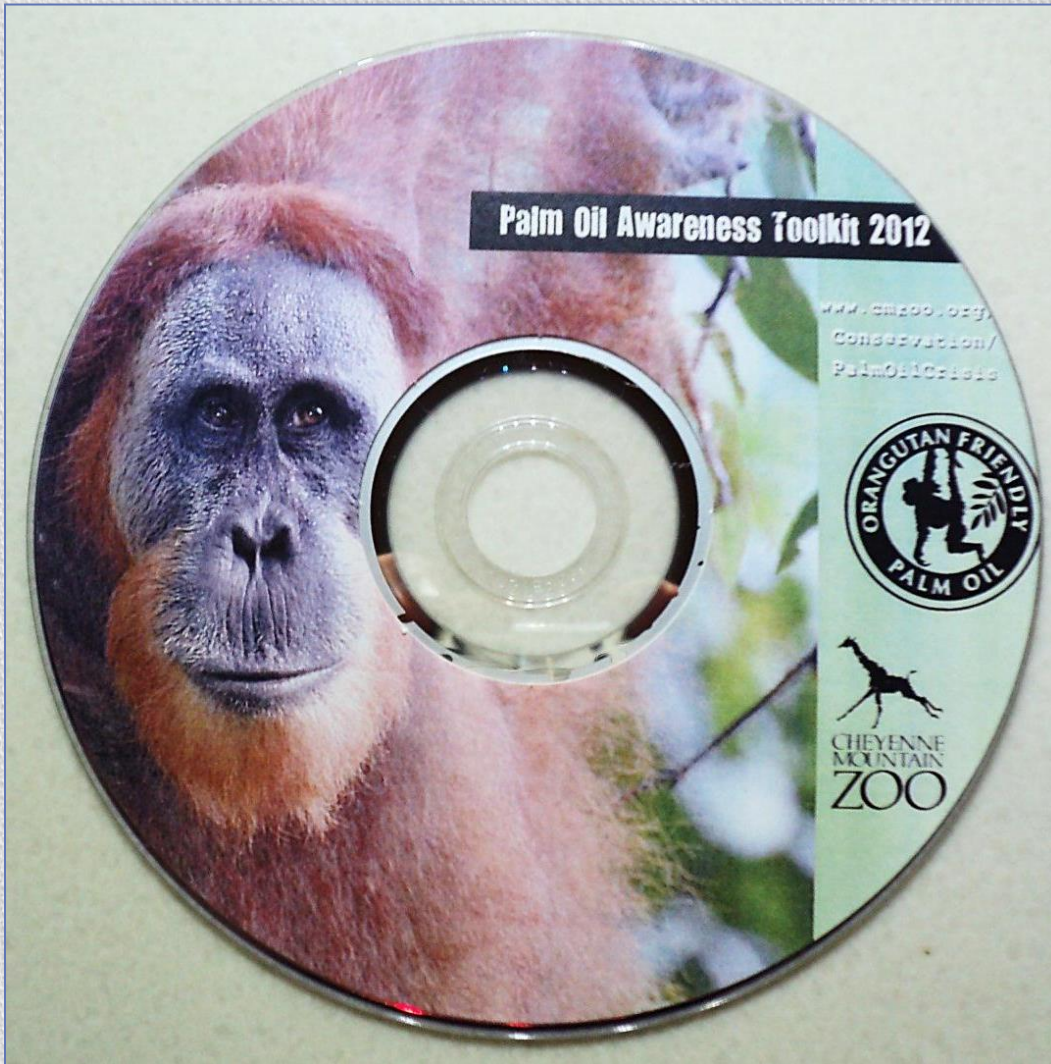


**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**



- **CMZ co-hosted the AZA Palm Oil Task Force Meeting**
- **Established the important groundwork for the AZA Palm Oil Position Statement**

# CMZ's tool kit of the past: DVDs



- We could not update the content after distribution
- Non-renewable resources
- Old technology
- Flash drives very expensive



# Upgrade – CMZ’s entire palm oil awareness tool kit is online

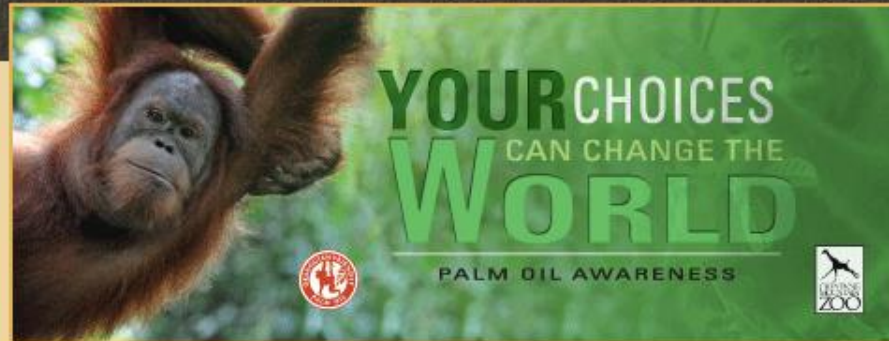
- Unlisted website intended for sharing tools with zoos and aquariums
- [cmzoo.org/palmoiltoolkit](http://cmzoo.org/palmoiltoolkit)
- Take this card:



# CMZ's entire tool kit is online

## Palm Oil Tool Kit

**PALM OIL CRISIS: Protect Orangutans by Promoting Sustainable Palm Oil & Product Labeling**



Expand any section below to download resources.

Graphics for AZA Zoos

expand

Photo Library

expand

Resource Kit

expand

Video Library

expand

Palm Oil Shopping Guide App -



Cheyenne Mountain Zoo releases all information on this web page into the public domain in an effort to promote the timely dissemination of knowledge surrounding palm oil. This applies worldwide. In some countries this may not be legally possible; if so: Cheyenne Mountain Zoo grants anyone the right to use this work for any purpose, without any conditions, unless such conditions are required by law.

Graphics for AZA Zoos

▼ expand

Photo Library

▼ expand

Resource Kit

▲ hide

Resource Kit contains a variety of text, graphic and presentation files to download.

Educational Resources

▲ hide

- [Palm Oil 'Elevator Speeches' 2014.doc](#) 30-Mar-2014 14:44 79K
- [Palm Oil 'Elevator Speeches' 2014.pdf](#) 30-Mar-2014 14:45 122K
- [Palm Oil App sign.pdf](#) 08-Aug-2013 14:25 2.7M
- [Palm Oil Awareness Presentation.pdf](#) 14-Apr-2014 09:58 6.9M
- [Palm Oil Awareness Presentation.ppt](#) 14-Apr-2014 09:57 88M
- [Palm Oil Current Questions and Answers 2013.docx](#) 30-Mar-2014 14:38 59K
- [Palm Oil Current Questions and Answers 2013.pdf](#) 30-Mar-2014 14:38 120K
- [Palm Oil Educational Handout 2014.doc](#) 06-Apr-2014 16:02 2.2M
- [Palm Oil Educational Handout 2014.pdf](#) 06-Apr-2014 16:03 354K
- [Palm Oil Names & Derivatives 2014.doc](#) 01-Sep-2013 11:48 100K
- [Palm Oil Names & Derivatives 2014.pdf](#) 12-May-2014 13:54 65K
- [Palm Oil Terms & Definitions.docx](#) 12-May-2014 13:30 68K
- [Palm Oil Terms & Definitions.pdf](#) 12-May-2014 13:54 222K
- [RSPO at a glance.docx](#) 13-Apr-2014 00:17 61K
- [RSPO at a glance.pdf](#) 14-Apr-2014 13:47 115K
- [Why not Boycott Palm oil 2014.pdf](#) 14-Apr-2014 10:54 1.7M
- [Why not Boycott Palm oil 2014.pptx](#) 14-Apr-2014 10:54 3.8M

Easy to  
navigate

Palm Oil Logos

▼ expand

QR Codes

▼ expand

Resources for Kids

▼ expand

# Graphics

- Updated content
- New look

## NON-SUSTAINABLE PALM OIL AFFECTS EVERYONE

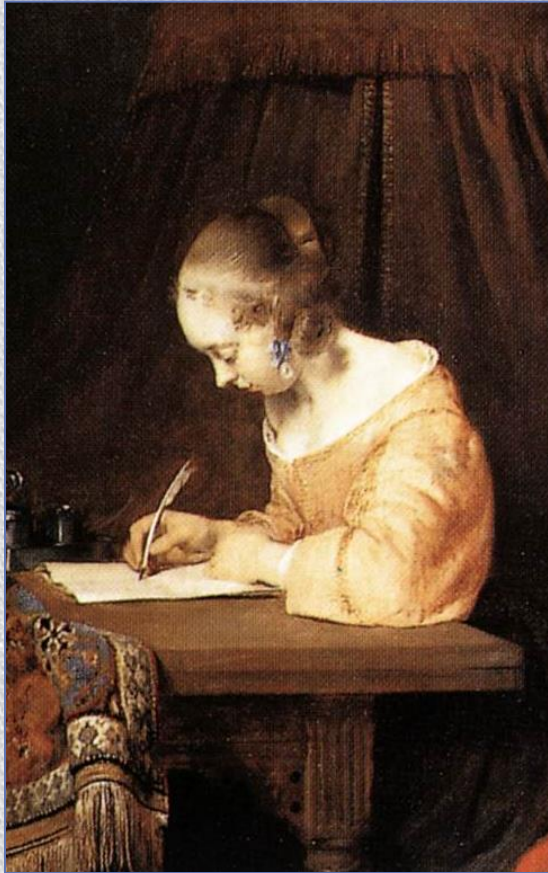


**Palm oil produced in a NON-sustainable way has a negative impact on the planet.**

- Millions of acres of rainforest are burned or clear-cut every year. This releases huge amounts of carbon and pollutes the atmosphere.
- Many species lose their homes when rainforest is destroyed, including orangutans, elephants, tigers and hundreds of other species.
- Local people lose their land and livelihoods to non-sustainable palm oil production.



# New letters –focused on the journey



- Tailored to the company's progress; keeping up to date (change our 'ask')
- Thanking company and asking them to take the next step
- End goals:
  - 100% physical CSPO that is deforestation free
  - Improve CSPO uptake
  - Move past GreenPalm (not 100% possible with derivatives yet...)
- Use RSPO logo on packaging

# Example New letters



Mr. Doug McMillon  
Walmart  
702 SW 8<sup>th</sup> Street  
Bentonville, AR 72716-8611

Dear Mr. McMillon,

Thank you for taking the first steps in your journey toward sustainable palm oil by being an active Roundtable on Sustainable Palm Oil (RSPO) member. Orangutans and other wildlife are counting on your commitment to help break the link between palm oil and deforestation.

I hope you will continue your sustainable palm oil journey by taking the following actions:

- Use only 100% physical certified sustainable palm oil (CSPO) that is deforestation-free.
- Report your progress by submitting your ACOP (Annual Communication of Progress) report to the RSPO.
- Publicly share your progress through media releases and social media.
- When you begin using 100% physical CSPO, label your products with the RSPO trademark. You will be advertising how environmentally conscientious you are!



I hope to remain one of your loyal customers; however I am committed to supporting only those companies that continue their journey toward deforestation-free palm oil.

Thank you for your consideration.

# Also in the tool kit:

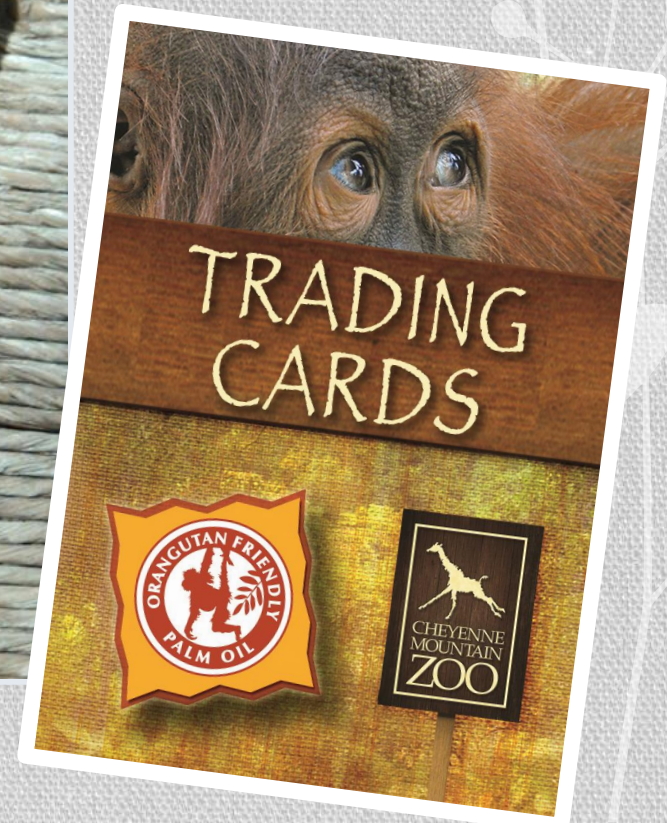
## Power Point Presentation

- Ideal for introducing your staff, docents and volunteers to palm oil
- 57 slides
- You can remove more detailed slides if this is a first introduction to the topic
- Can be adapted for teachers' workshops or junior zookeepers



# New in the tool kit

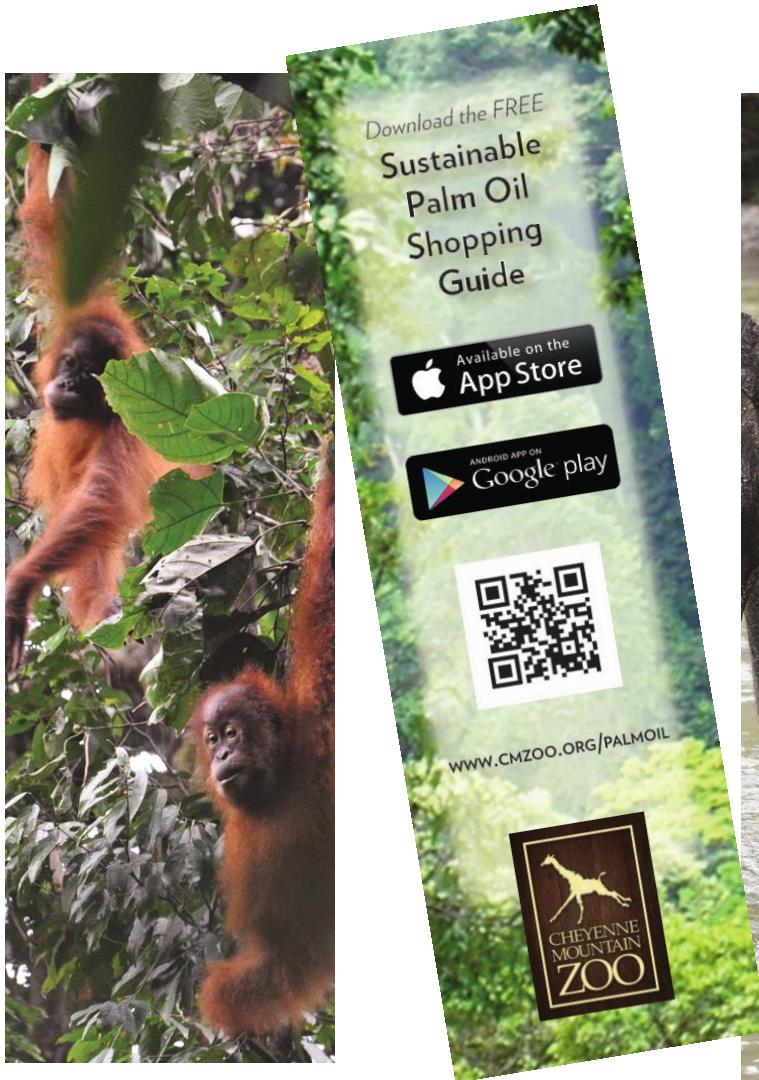
- Template for kids' trading cards
- Tailor to your zoo's animals
- Include a palm oil message





# New in the tool kit

- Bookmarks with app information on the back



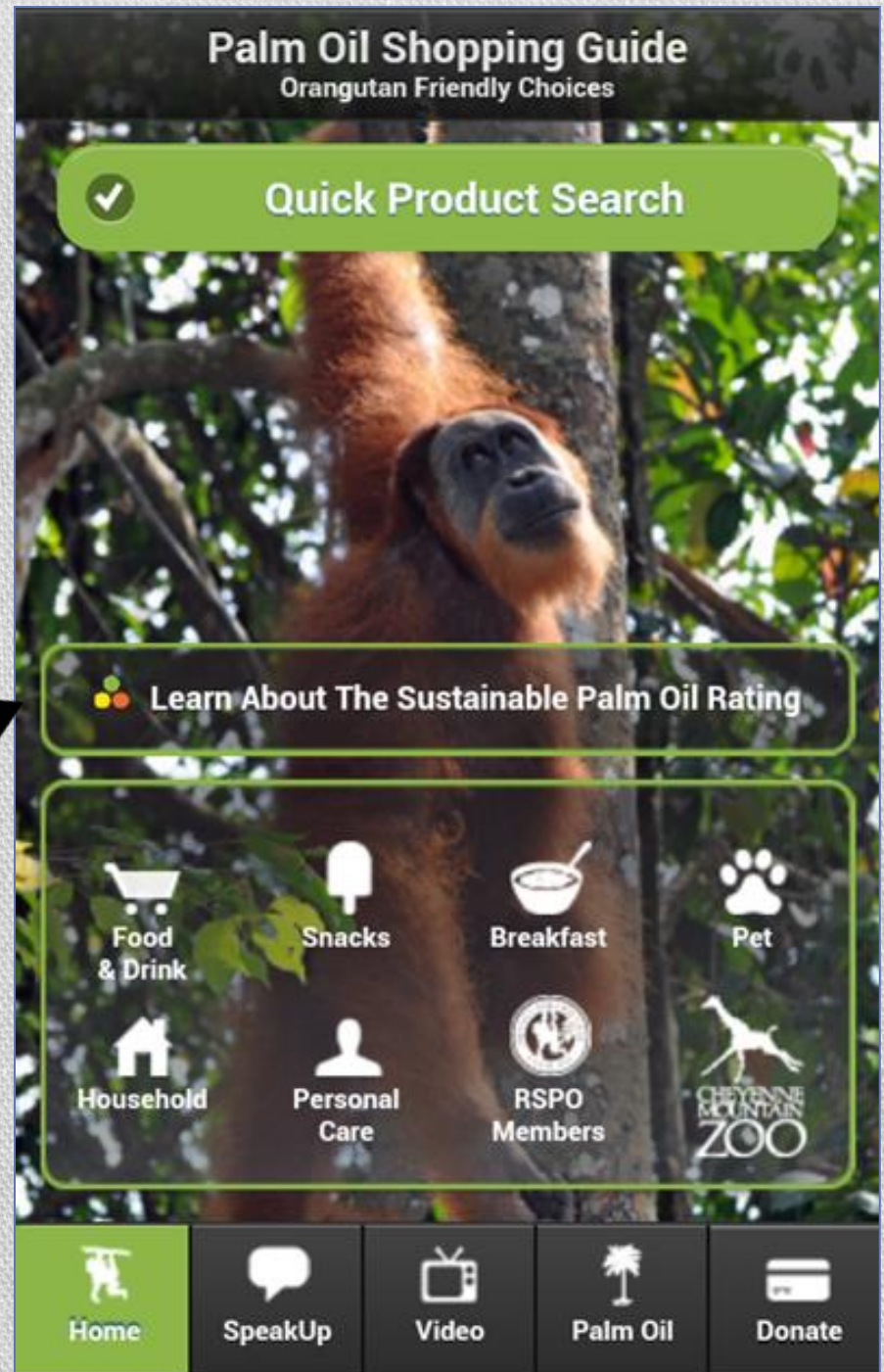
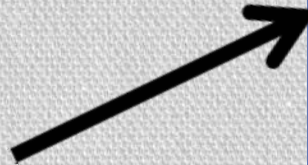
# Our most exciting upgrade!!!

We added a rating system to our shopping guide app



# New shopping guide app

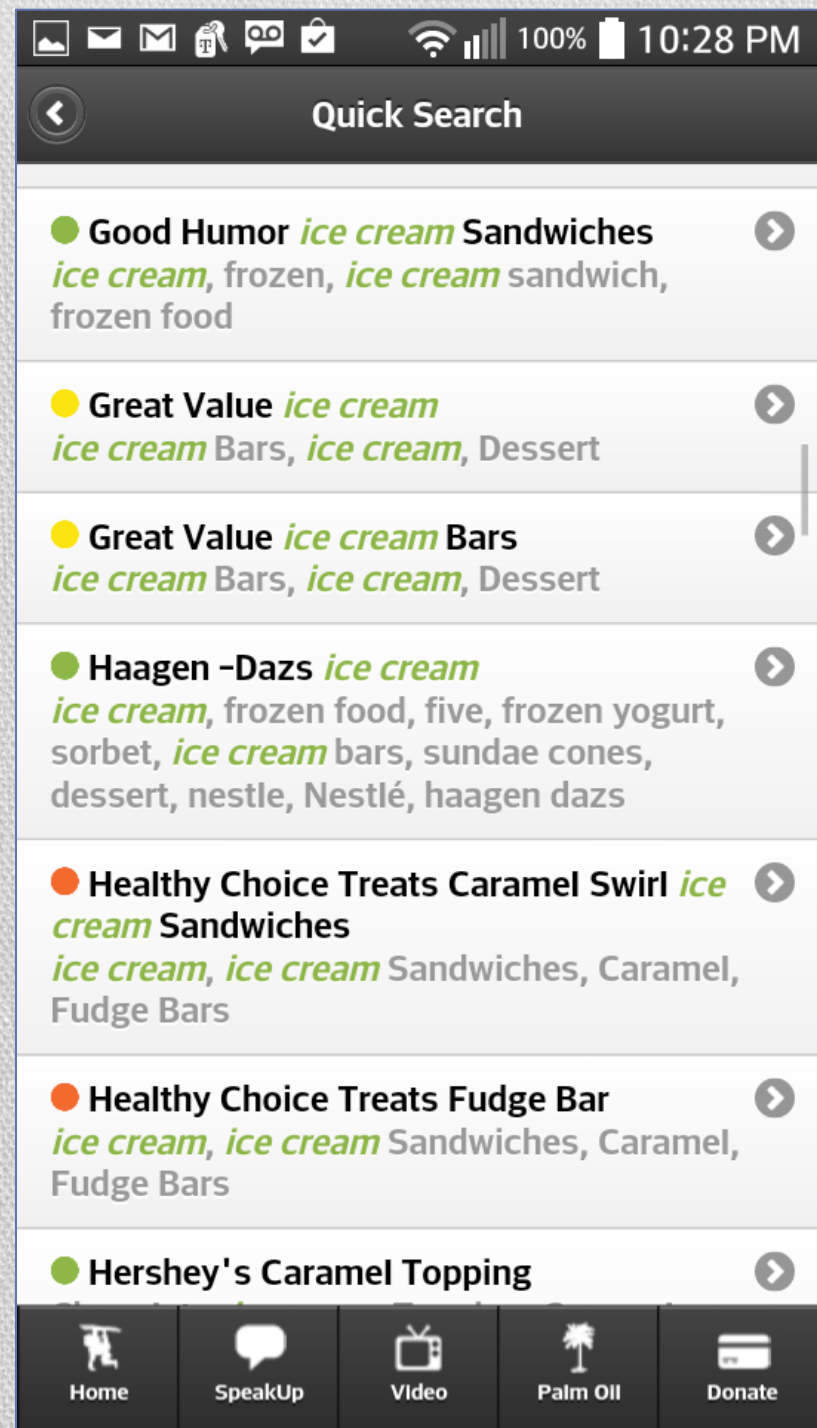
- How do you know if you have the updated app?
- Look for this bar on the home screen




# Rating System


- Green = Excellent
- Yellow = Good
- Orange = Needs Improvement

All green, yellow and orange choices are manufactured by RSPO member companies



Product 1936 

This product is orangutan friendly!



To learn more about our rating system [tap or click here.](#)






**Product Name**  
Heath Candy Bar


**Sustainable Palm Oil Rating**  
● Excellent

**RSPO Member Company Name**  
Hershey's

**Keywords**  
Candy Bar, Chocolate Toffee Candy Bar, Toffee, Chocolate, Hersheys, Hershey's, The Hershey Company

**Product ID**  
1936

 Home  SpeakUp  Video  Palm Oil  Donate

Product 39 

This company has taken only the minimum steps toward orangutan friendly palm oil. A better choice would be yellow or green products.

To learn more about our rating system [tap or click here.](#)






**Product Name**  
Avon Advance Techniques Damage Repair

**Sustainable Palm Oil Rating**  
● Needs Improvement

**RSPO Member Company Name**  
Avon

**Keywords**  
Hair Care, Hair, Hair Products

**Product ID**  
39

 Home  SpeakUp  Video  Palm Oil  Donate

## Sustainable Palm Oil Rating System

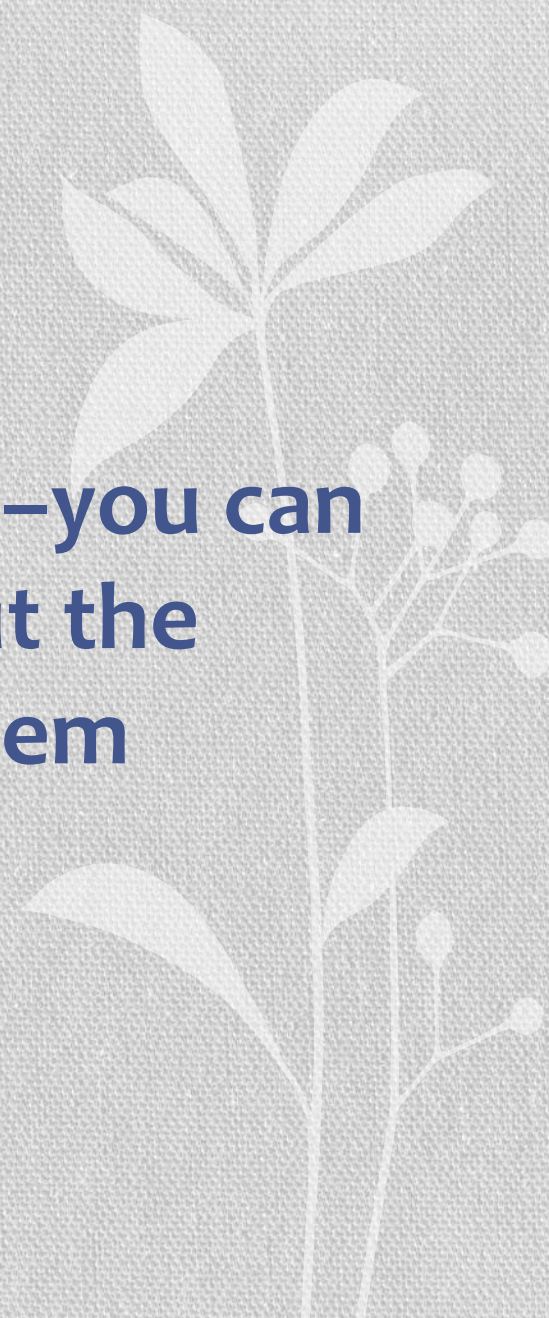
Cheyenne Mountain Zoo acknowledges that all companies listed in this app are in different places on their journey toward sustainable palm oil. We want to recognize those companies that are doing well and encourage those that need improvement.

We hope that by creating this rating system we will accomplish this task and assist consumers with making the most educated shopping choices in regards to sustainable palm oil.

A company had the opportunity to obtain 100 points through 5 categories as follows:

1. Membership in the Roundtable on Sustainable Palm Oil (RSPO) is 10% of the company's score.
2. Submitting the most recent Annual Communication of Progress (ACOP) report to

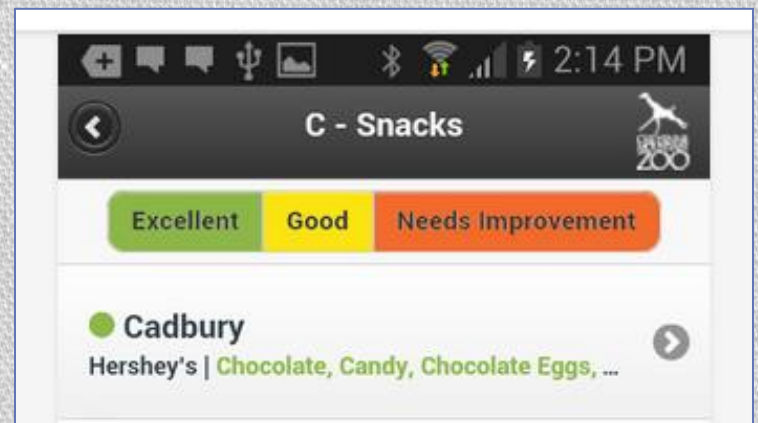
In the app –you can learn about the rating system



# App Rating System

Cheyenne Mountain Zoo acknowledges that all companies listed in this app are in different places on their journey toward sustainable palm oil.

- We want to recognize those companies that are doing well and encourage those that need improvement.
- Assist consumers with making the most educated shopping choices in regards to sustainable palm oil.



# App Rating System

A company had the opportunity to obtain 100 points through 5 categories as follows:

1. Membership in the Roundtable on Sustainable Palm Oil (RSPO) is 10% of the company's score.



2. Submitting the most recent Annual Communication of Progress (ACOP) report to the RSPO accounted for another 20%.

- Half of the possible points were awarded to companies that did not submit an ACOP in the most recent period, but did in the previous.



# App Rating System



3. The company's use of certified sustainable palm oil (CSPO) is 40% of the total score, weighted based on the percentage of CSPO used compared to the total amount of palm oil used by the company.

The score was then penalized based on the amount of book and claim (GreenPalm) that the company used versus physical CSPO.

We believe that it is crucial for companies to move towards physical CSPO.

# App Rating System



4. A company's use of the RSPO logo on their products resulted in an additional 5% of the overall score.
  
5. A company's formal commitment to use only 100% deforestation-free palm oil was worth a possible 25% of the company's score.
  - Points were awarded from 0 for no commitment and up to a full 25 for committing to use only deforestation-free palm oil by 2015.

# Communicating the ratings

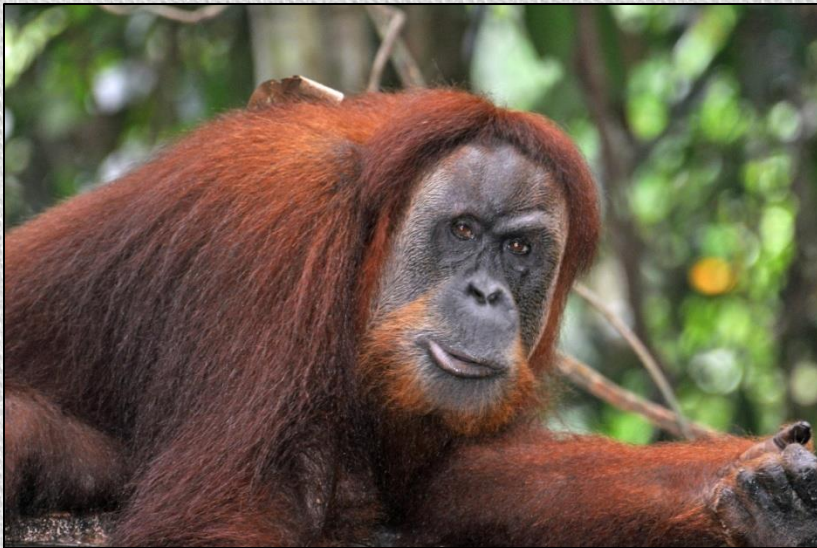
- We sent a letter to every single company in our app, explaining their rating
- We have received responses from numerous companies – starting the dialogue



## Messaging for Zoos & Aquariums:

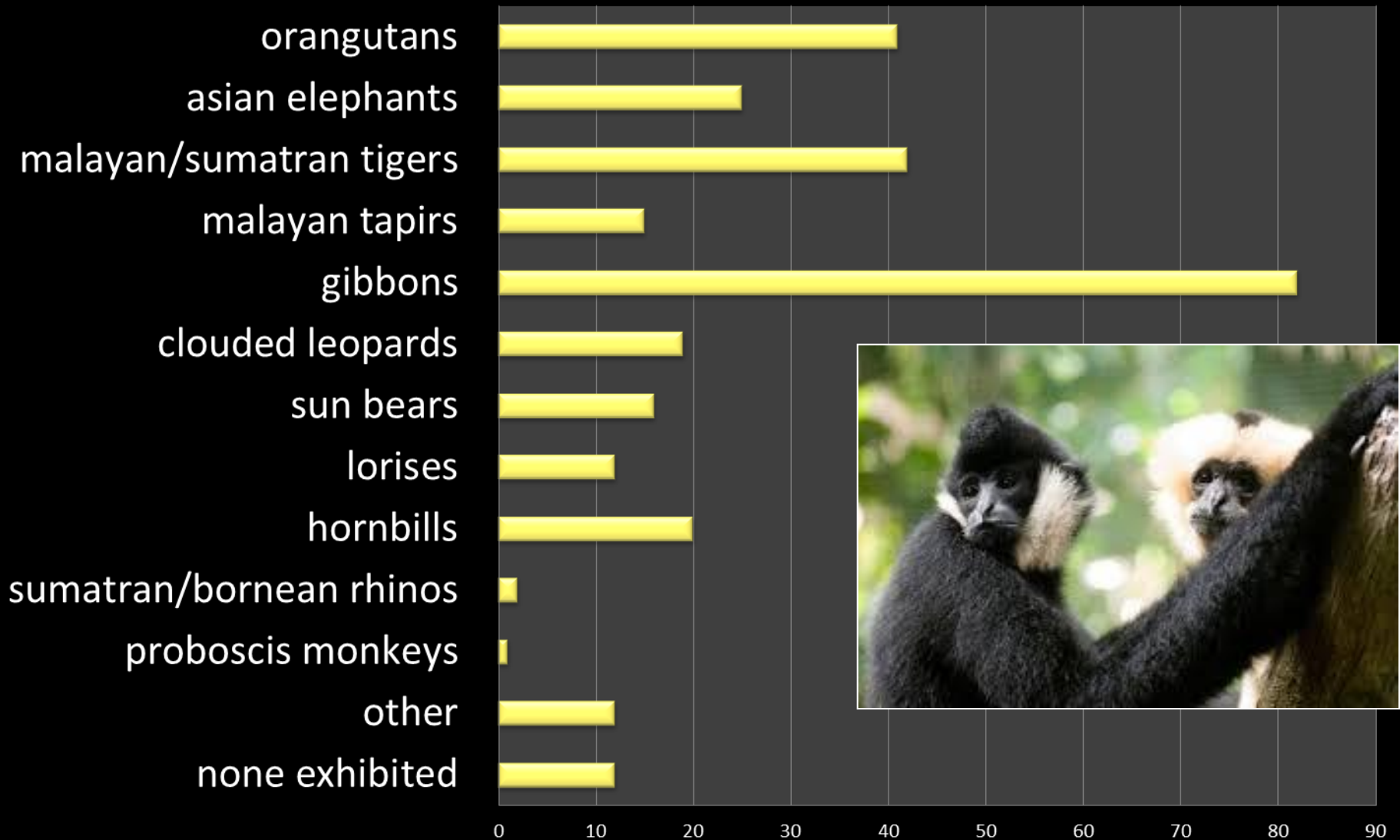
For four years Cheyenne Mountain Zoo has facilitated a palm oil awareness survey of US Zoos.

2011-2014

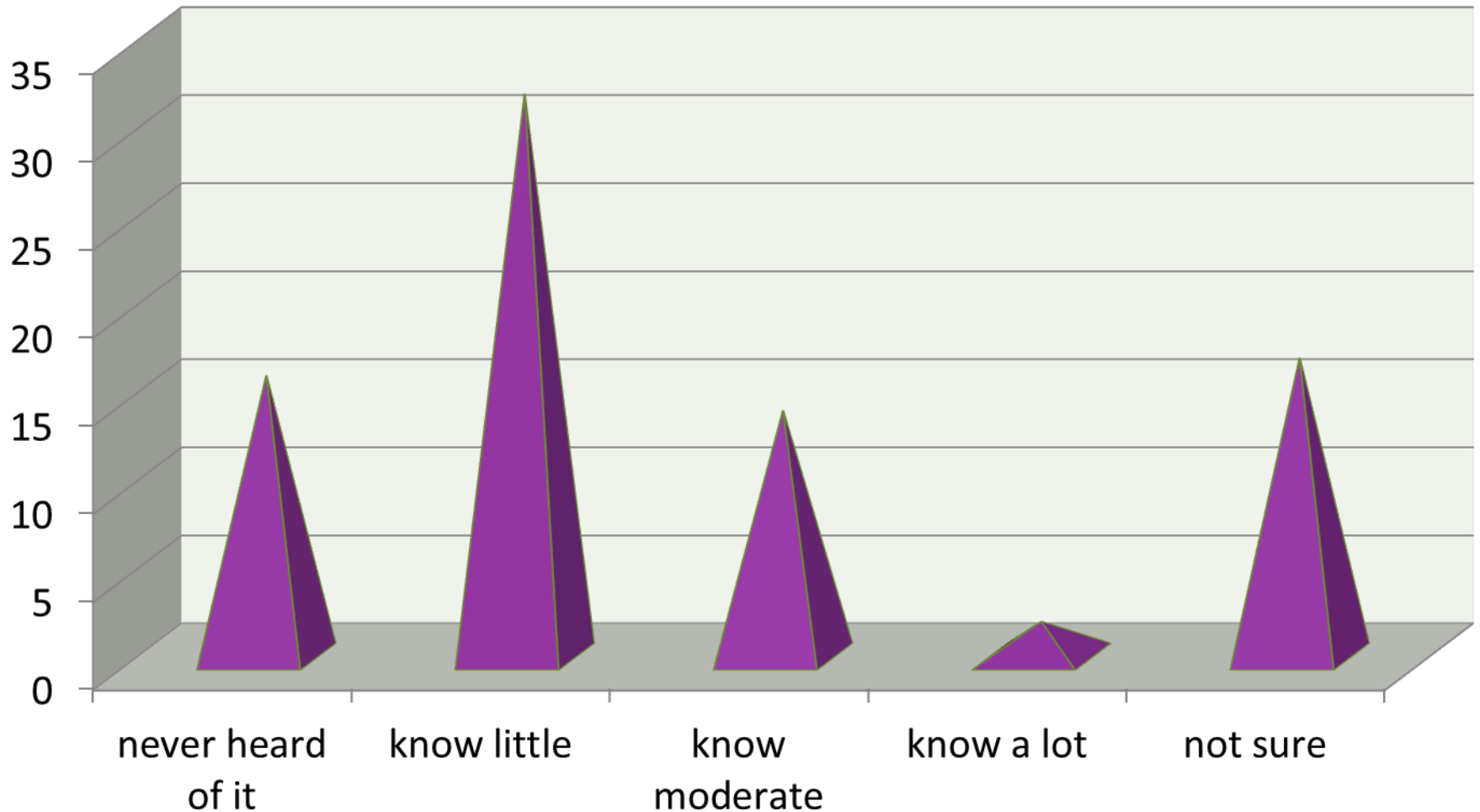


# Which species are exhibited at your facility?

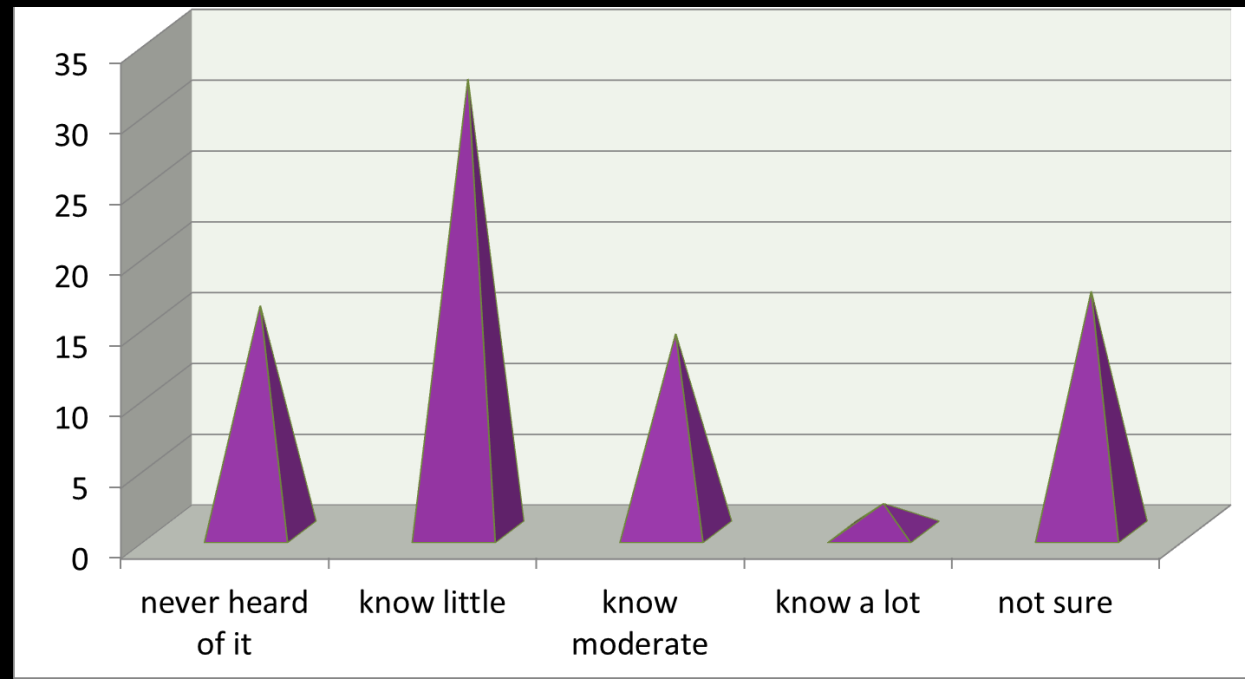
2014 (check all that apply)



# Do you think that the restaurant/FOOD VENDOR managers at your facility are educated about the palm oil crisis?



Please note –  
this is a  
perception  
question

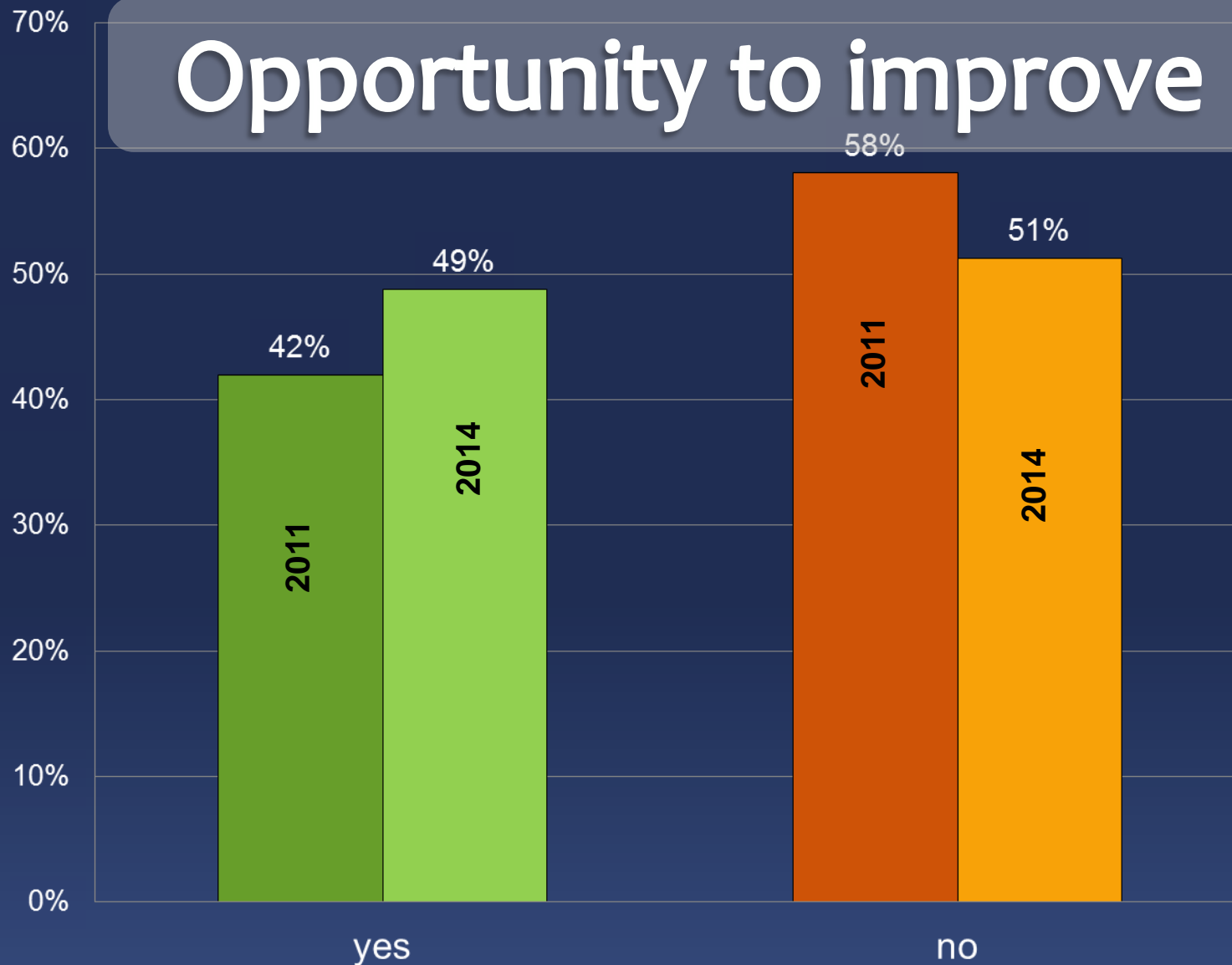


## ■ Opportunities

- Vendors can learn more
- Vendors can share their efforts with their host/contract institutions
- Vendors can be proactive in changing sourcing & contracts
- Vendors can join the RSPO!

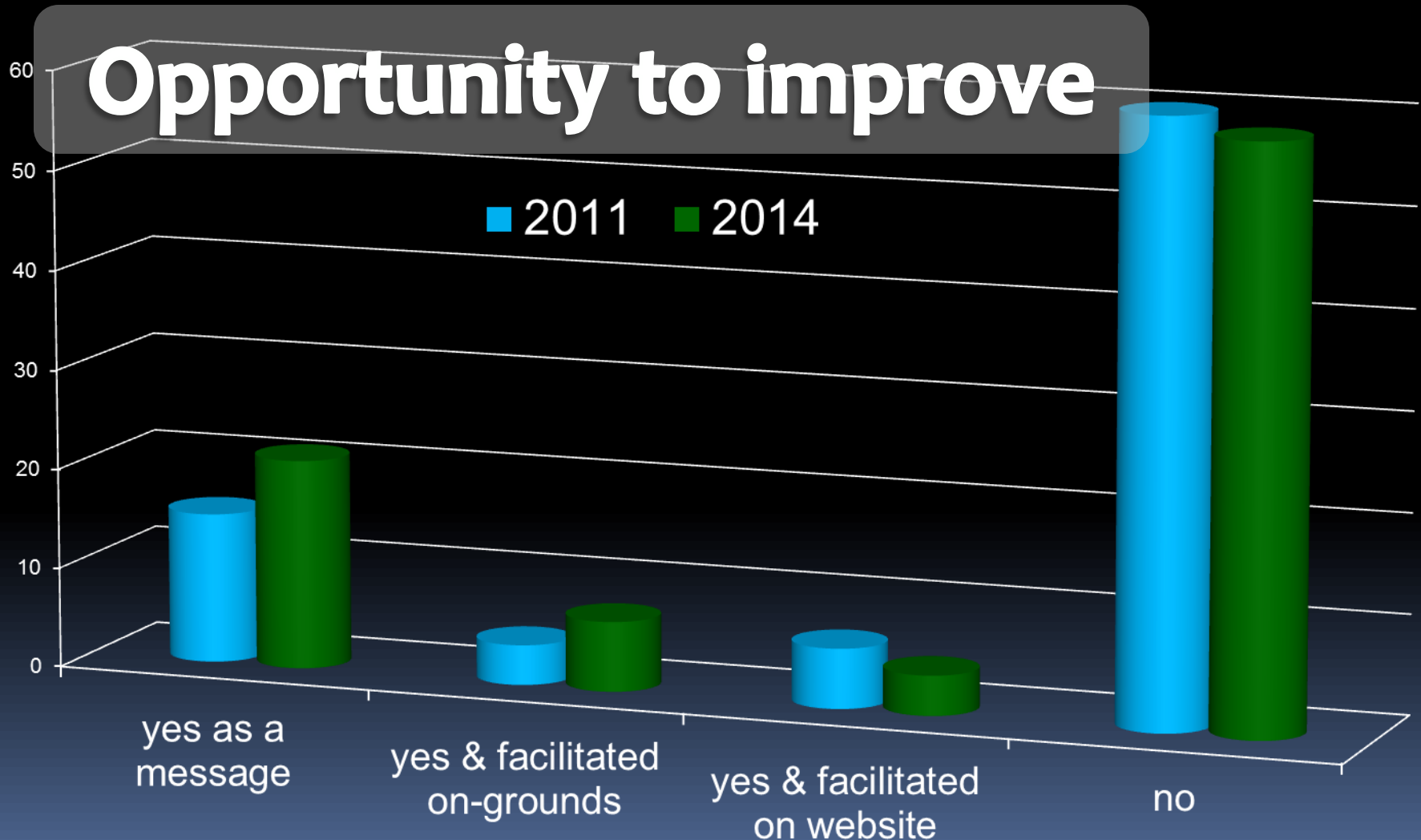
# Are there any GRAPHICS/SIGNS that discuss palm oil at any of your exhibits?

## Opportunity to improve

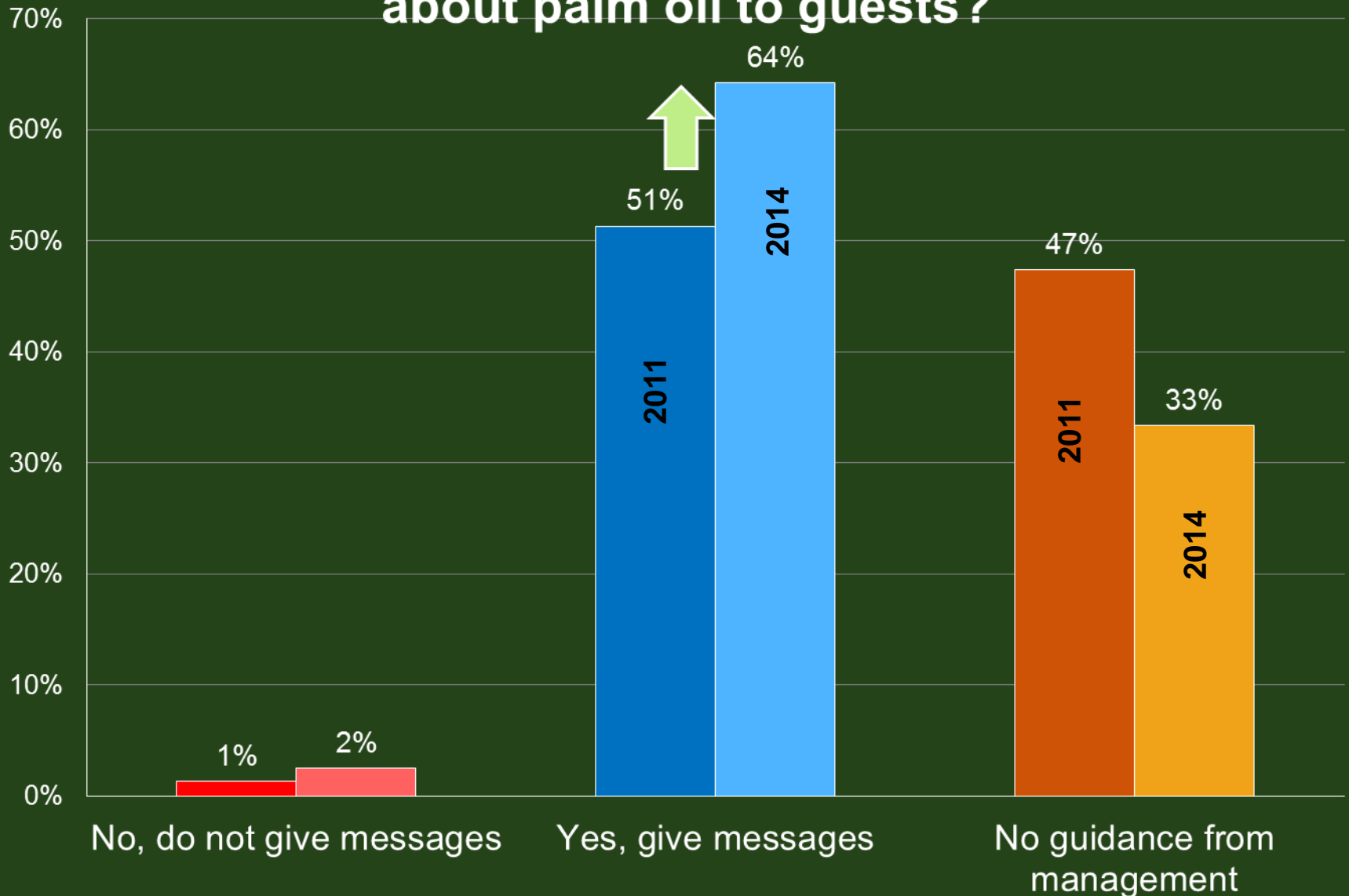




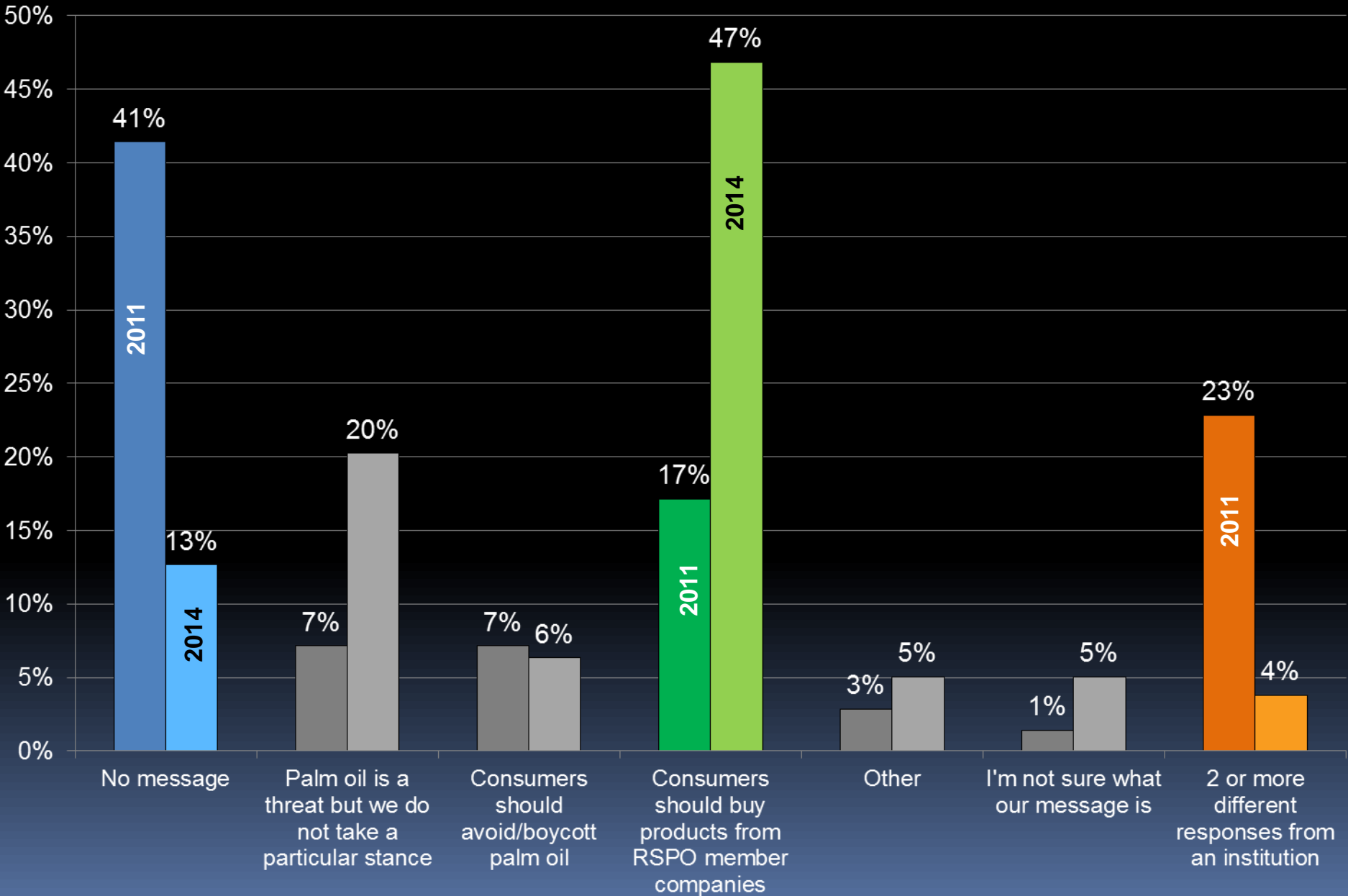
Does your institution encourage LETTER or EMAIL WRITING as an action step for guests to make a difference with the palm oil crisis? (check all that apply)



# Are staff at your facility ENCOURAGED by supervisors/management to give MESSAGES about palm oil to guests?



# Palm Oil Messaging in N. American Zoos - 2011 vs 2014



# Why does it matter whether or not we all share the same message?

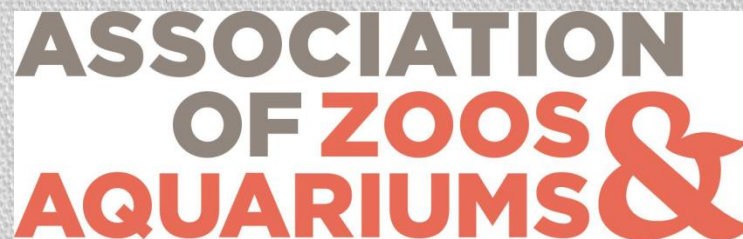
- Confusion in messaging and lack of consistency results in much slower market uptake.



# AZA's Palm Oil Position Statement

Approved by the AZA Board of Directors in July 2014.

- AZA recognizes that unsustainable palm oil production results in massive deforestation, rapid biodiversity loss in tropical ecosystems, and significant greenhouse gas emissions.
- Global consumption of palm oil and its derivatives is increasing, requiring strong conservation action to save species.



# Vendors at your zoo

- We met with the vice president of procurement with our vendor (restaurant, catering, gift shop)
- They are applying for RSPO membership
- Utilize the power of the AZA – the palm oil position statement may help your zoo take a firmer stand



# What Zoos Can Do

Connect Guests, Share Messages & Action Steps

Shows, Demos & Keeper Talks



# What Zoos Can Do: Facilitate Action



- Letter writing (staff & guests):
  - Companies that are not RSPO members -ask them to join
  - Use only 100% segregated certified sustainable palm oil (CSPO) that is deforestation-free in your products.
  - Ask companies to use RSPO's trademark



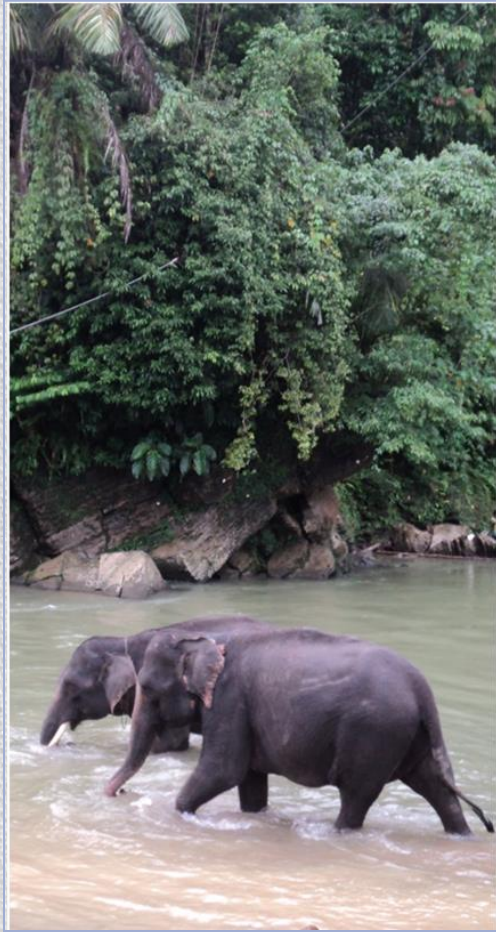
# What Zoos Can Do to Help



- Share sustainable palm oil messages & action steps on social media



# Join the RSPO: Be part of the solution with your voting power.



- Zoos have joined the RSPO
  - Cheyenne Mountain Zoo
  - Zoological Society of London
  - San Diego Global
  - Indianapolis Zoo
  - Point Defiance Zoo & Aquarium
  - At least 3 more zoos have applied
- Joining the ranks of many respected conservation organizations

# How to join the RSPO

- [www.rspo.org](http://www.rspo.org)
- Choose ordinary member (vs. affiliate)
  - This enables you to vote
- Choose E-NGO (environmental non-governmental organization)
- Contact rspo secretariat to request non-profit discount. You may be able to use your conservation budget vs. entire zoo budget for calculating discount.
  - Email [rspo@rspo.org](mailto:rspo@rspo.org)
- Fill out application. Wait...



# Traveling to Indonesia & Malaysia, Nov 2014

- CMZ's 4<sup>th</sup> trip to SE Asia
- Attending the RSPO meeting in Kuala Lumpur
- Revisiting west Kalimantan (2010), touring certified and non-certified palm oil plantations
- CMZ & San Diego Global





**YOUR CHOICES**  
CAN CHANGE THE  
**WORLD**



PALM OIL AWARENESS



**Website:** [cmzoo.org/palmoil](http://cmzoo.org/palmoil)

**Tool kit:** [cmzoo.org/palmoiltoolkit](http://cmzoo.org/palmoiltoolkit)

**Email:** [palmoil@cmzoo.org](mailto:palmoil@cmzoo.org)