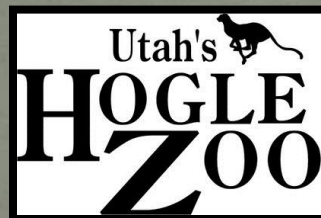
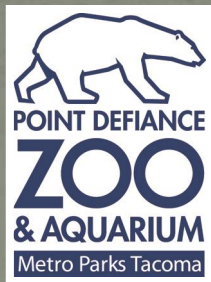


# Engaging Our Guests: Interactive Sustainable Palm Oil Programs

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- Guest Education & Engagement
- Web/Mobil App
- Zoo Accountability



# Guest Education & Engagement

- Summer campers and guests learn about sustainable palm oil
- Letter writing to organizations that are not members of the RSPO
- Business cards with QR codes for guests to download shopping app
- App featured in Jungle Trails signage
- Video

## SAVING ORANGUTANS

As a large animal with a hefty appetite for fruit, I need large areas of forest to find enough to eat. Unfortunately, unsustainable oil palm plantations are rapidly replacing my Southeast Asian rainforest home.

### You Can Help!

As a consumer, you can help protect my forest by using the Sustainable Shopper app to choose products made with Certified Sustainable Palm Oil.

Simply scan the QR code to download the app onto your mobile phone and take it with you to the grocery store. Then consult the app to make sure the items in your shopping cart are on the list.





# Web App

Opportunities to Engage in Conservation

Shopping Guide and Information



sustainable  
shopper

The Power to Protect Orangutans in the Palm of your Hand

Go Shopping >

Why Sustainable Palm Oil? >

About the Animals >

Video >

©2012 -The Cincinnati Zoo & Botanical Garden

Smartphone  
Web App  
Shortcut





# Zoo Accountability

- Currently working with SSA and their purchasing department to source only sustainable palm oil products

**Contact: Scott Wingate**  
**[scott.wingate@cincinnatiatizoo.org](mailto:scott.wingate@cincinnatiatizoo.org)**





*Has applied for  
RSPO membership*

- Palm Oil Task Force
- Guest Messaging
- Zoo-wide Program Support



# First Steps

- Forming a Zoo Palm Oil Task Force



- First meeting in September



# Guest Messaging

- Planned graphics overhaul in ape building
- Summer ape table





# Zoo-Wide Support

Orangutans solidified as one of the six cornerstone species for the Zoo



Sale of orangutan bracelets



Contact: Bobbi Gordon  
[bgordon@hoglezoo.org](mailto:bgordon@hoglezoo.org)






- Guest Action/Interaction
- Social Media
- Partnerships



# Guest Action





Use Your Reach Twitter Facebook Email WhatsApp



**Help break the link between palm oil and deforestation.**  
Orangutans, elephants and many other species are losing their forest habitats to the production of palm oil, an ingredient found in everyday products like toothpaste, margarine and candy.

Palm oil may be a fact of life, but some companies are taking steps to ensure it doesn't lead to more deforestation. By letting these companies know you're paying attention, you can encourage them to do the right thing for wildlife.

Click a logo to send a message.

**Related links:**

- See how other companies rank on their commitment to zero deforestation palm oil
- Find out which everyday products contain palm oil
- Follow the Oregon Zoo on Facebook for more opportunities to take action for wildlife

← Use Your Reach: Guests are able to send messages through the Zoo to Starbucks, L'Oreal, General Mills, and Kraft regarding their commitment to sustainable palm oil.



# Guest Interaction

## Volunteer palm oil iPad/ interactive cart:

Interacting with guests about everyday buying decisions and how they can help protect wildlife worldwide – including how palm oil is an often unknown part of everyday life and how small actions can make a big impact.






# Social Media

- Actively engaging users in conservation messages via social media
- For example: On an animal's birthday that is affected by palm oil, have guests send a letter as a "gift"

Post Details

**Oregon Zoo**  
August 3 · Edited [?] ·

At some point today, you will probably consume palm oil, and there's no way of knowing whether that palm oil cost an orangutan its home. Here's something you can do about it, and it only takes 30 seconds:  
[www.oregonzoo.org/reach](http://www.oregonzoo.org/reach)



63,552 people reached [Boost Post](#)

Unlike · Comment · Share · 1,017 31 288

**63,552** People Reached

**1,891** Likes, Comments & Shares

<b>1,435</b> Likes	<b>1,017</b> On Post	<b>418</b> On Shares
<b>153</b> Comments	<b>36</b> On Post	<b>117</b> On Shares
<b>303</b> Shares	<b>288</b> On Post	<b>15</b> On Shares

**2,145** Post Clicks

<b>572</b> Photo Views	<b>672</b> Link Clicks	<b>901</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>28</b> Hide Post	<b>4</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



# Partnerships

Oregon Zoo and Point Defiance Zoo & Aquarium asked the public to storm social media with "coffee selfies" prior to National Coffee Day on Sept. 29 to spotlight Starbucks' commitment to using sustainably produced palm oil and its benefits to tigers, orangutans, and other wildlife. The hope being that the attention will spur other companies into action.

**National Coffee Day is September 29!**  
Help us thank Starbucks for choosing wildlife-friendly palm oil.

**1** Take a selfie with a coffee



**2** Tweet it or post on Facebook or Instagram with this message:



Thank you @Starbucks for choosing wildlife-friendly palm oil #coffeeday

Don't forget the hashtag!





# National Coffee Day



Contact: Grant Spickelmier  
[grant.spickelmier@oregonzoo.org](mailto:grant.spickelmier@oregonzoo.org)





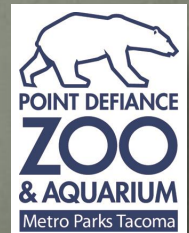
- **Publicity for the palm oil crisis**
- **Guest Action**
- **Paws for the Cause**
- **Zoo Accountability & the Future**

**Member of the RSPO**



# Publicity

- Partnership with Oregon Zoo for National Coffee Day
- The Tacoma News Tribune:
  - Educational piece—online addition
  - “For the Kids” article on palm oil—Sunday printed addition



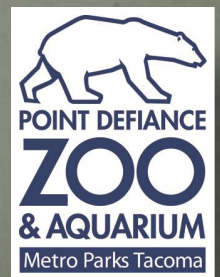
# Guest Action: Company Selection

Criteria used to guide the company selection process~

- **Companies:**
  - With products that have strong relevance to visitors
  - To represent a spectrum of progress on journey to deforestation-free palm oil
  - That would be likely to respond to public interaction
  - That are being targeted in campaigns by other zoos so that there is a unified message from our community of visitors

Selected Companies:

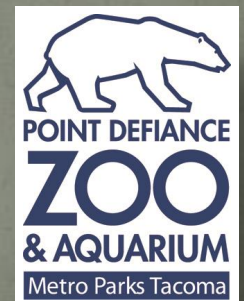
- Kraft Foods
- Starbucks
- General Mills
- Unilever





# Guest Action

Inform our guests of the palm oil issue and assist them in writing positive letters to four targeted companies encouraging them to make specific commitments on the journey to responsible palm oil.





# Guest Action

- During the summer season they engaged visitors both during keeper talks and by using a Mobile Palm Oil Messaging Center to teach about the palm oil issue and facilitate letter writing.
- The initiative continues to be promoted online and during special events.





# Paws for the Cause

- Website Update [www.pdza.org/pawsforthecause](http://www.pdza.org/pawsforthecause)
- Dedicated Paws for the Cause web page focused on the campaign, including information about their target companies and letter writing opportunities.

The screenshot shows the website's navigation menu with 'CONSERVATION' highlighted. The main content area features a large image of a tiger cub and the campaign logo. Below the image is the heading 'THE PROBLEM WITH PALM OIL' and a paragraph explaining the impact of palm oil on wildlife. A smaller image of a tiger is visible on the right side of the text.

POINT DEFIANC  
ZOO  
& AQUARIUM  
Metro Parks Tacoma

VISIT ANIMALS EVENTS EDUCATION **CONSERVATION** SUPPORT US CONNECT

Search

**PAWS FOR THE CAUSE**  
RESPONSIBLE PALM OIL

**CONSERVATION**

HOME  
CONSERVATION & RESEARCH  
HELP SAVE SHARKS  
**PAWS FOR THE CAUSE**  
TALK TO COMPANIES  
NATIONAL COFFEE DAY  
POLAR BEAR 'PAW OF APPROVAL' AWARD  
CLIMATE CHANGE  
IDLE FREE ZOO  
SUSTAINABILITY AT THE ZOO

**THE PROBLEM WITH PALM OIL**

Sumatran tigers, clouded leopards, and a host of other wildlife species depend on tropical forests. In Southeast Asia these forests are rapidly being cut down to make way for our growing appetite for palm oil. But we can [take action](#) to save wild cats and other forest creatures by asking companies to commit to producing and using palm oil responsibly.

Won't you PAWS FOR THE CAUSE and help wild cats today by learning about responsible palm oil? A moment in your life could save theirs!

AAA | Print | Share

POINT DEFIANC  
ZOO  
& AQUARIUM  
Metro Parks Tacoma



# Paws for the Cause



**PAWS**  
FOR THE CAUSE

POINT DEFIANCE  
ZOO & AQUARIUM



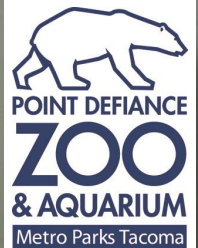
Thank you for raising your paw to help endangered animals like clouded leopards.

Your actions have great power in protecting wildlife and the habitat it depends on.

We will keep you updated on the progress of the company you contacted.

Support Responsible Palm Oil.  
Learn more at [pdza.org](http://pdza.org)

[LEARN MORE](#)

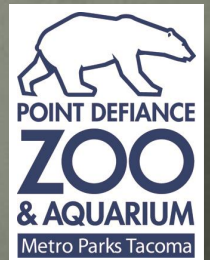




# Zoo Accountability & Future

- Plan to develop an institutional policy and guidelines for food service, gift shop and other vendors to solely source RSPO certified products, emphasizing vendors that embrace transparency in their sourcing practices.
- Palm oil policy will be included in our sustainability plan to meet AZA accreditation standards by 2016.

**Contact: Karen Povey**  
**[Karen.povey@pdza.org](mailto:Karen.povey@pdza.org)**



# Zoological Society of London

Michal Zrust









*Member of the RSPO*

- Three Main Ways of Communicating Information with Graphics
- Guest Interaction with Docents and Naturalists
- Staff Education and Training



# Guest Communications



The “forest diversity” section of the Center has two messages. The left side scrolls the names of hundreds of different foods that the orangutans find in a healthy forest. The right says “oil palm” over and over to describe the monoculture in a palm oil plantation.

The other portion of the display highlights the many other animal species that live in a healthy forest in Malaysia or Indonesia.





# Hutan Heroes:

Flat graphics to identify and celebrate people who are making a difference for orangutans



Ronna Phelps, President of Chandler Farms makers of the palm oil free skin care line



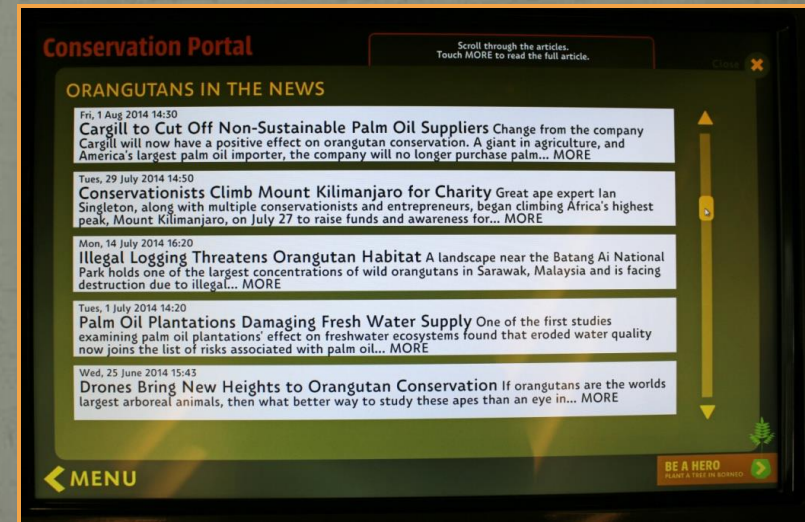
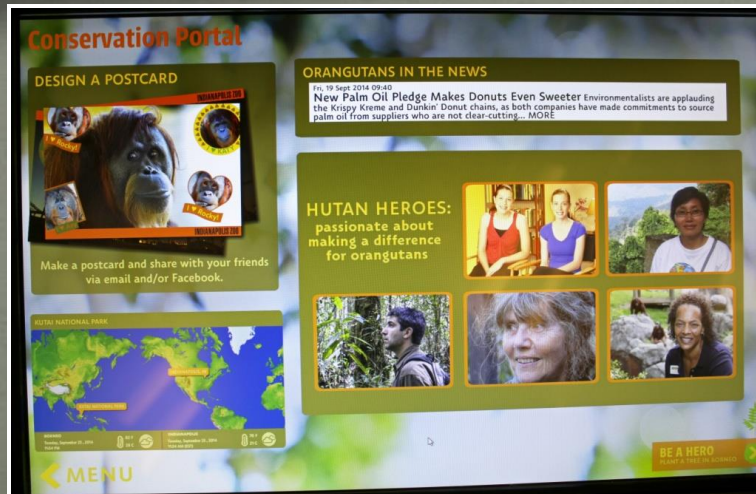
The two young women who have advocated for eliminating palm oil from Girl Scout cookies.





# Conservation Kiosks

Three kiosks that have lots of information on orangutan conservation that are updated regularly.





# Visitor Interaction

- Create awareness for guests through activities such as reading labels and sharing information about the RSPO
- Encourage families to take action by donating at the kiosk: Kutai Reforestation Project



- Orangutan Conservation and Palm Oil topics included in school programs and teacher kits
- Blog posts about current events related to Orangutan Conservation
- Social media posts/tweets about current events





# Staff Education and Accountability



- Educational Staff Training on Conservation issues: Palm oil, deforestation, and orangutan conservation
- All staff Training: Zoo's Palm Oil Statement (Using AZA's position statement)
- Using orangutan friendly candy at ZooBoo
- Currently conducting an internal audit of palm oil use on grounds

**Contact: Rob Shumaker**  
**[rshumaker@indyzoo.com](mailto:rshumaker@indyzoo.com)**





- Visuals
- Guest Action
- Staff Education
- Zoo Accountability
- Future Plans



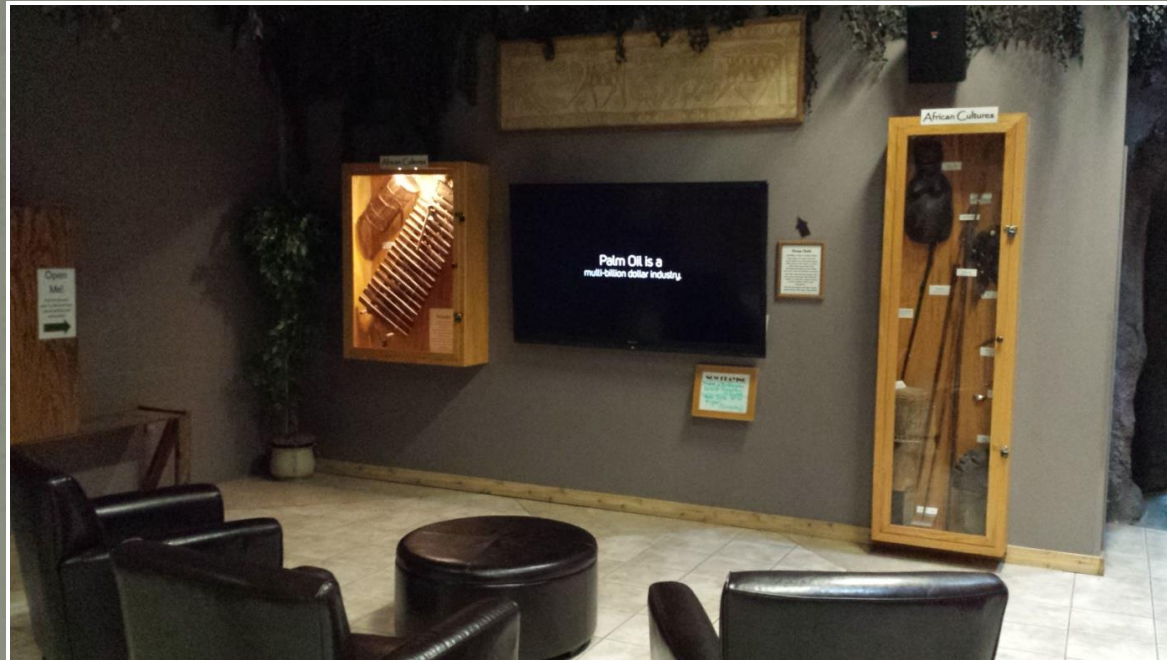
# Interpretive Stations



Apes Building includes large display of products and companies that are RSPO members. Providing a visual and tactile way for people to know what is best to buy.

# Interpretive Stations

Cheyenne Mountain Zoo's palm oil video on two televisions in the Apes Building





# Guest Action

- Table for information about the palm oil crisis and petitions to sign urging companies to join the RSPO
- World Orangutan Day table with letters for kids and adults to complete and send
- Cell phone recycling to raise money for Orangutan conservation
- QR codes in Apes Building to CMZoo's Shopping App



# Staff Education & Zoo Accountability

- Information available in keeper break room
- Evaluating concessions and plan to only be using RSPO member products by Spring of 2015





# Future Plans



- Palm Oil Awareness station for Boo-At-The-Zoo Saturdays in October
- Developing own Palm Oil Awareness video to focus on what people can do in Kansas to help
- Portion of November Conservation Connection (monthly evening event) will focus on Palm Oil Awareness

**Contact: Mary Haberstich**  
**[mhaberstich@topeka.org](mailto:mhaberstich@topeka.org)**





Thank you for making a difference for  
Orangutans and other wildlife!!