

How Zoos and Aquariums are Engaging Consumers to Push Companies Towards 100% CSPO

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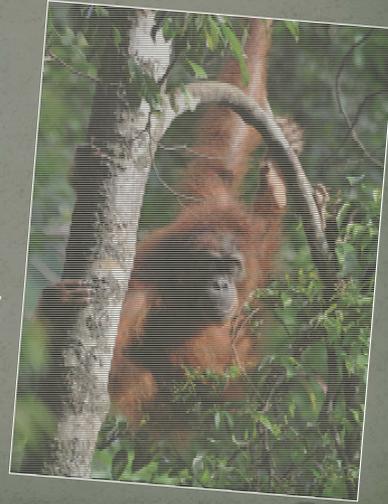
Cheyenne Mountain Zoo's Palm Oil History



- 2008—Began researching the challenges with palm oil production
- 2010—Took our first trip to Indonesia/Malaysia to learn more about the palm oil industry
- 2011—Joined the RSPO (First Zoo to join)
- 2011-ongoing—Advocating for sustainable palm oil and working towards having all zoos and aquariums speak with one voice

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

- Confusion in messaging and lack of consistency results in much slower market uptake
- Association of Zoos and Aquariums (AZA) member institutions have over 180 million guests each year (Power in numbers!)



Creating Unified Messaging

- AZA Created a Palm Oil Task Force (POTF) in January 2014
- CMZ co-hosted the AZA Palm Oil Task Force Meeting in April 2014
 - Established important groundwork for the AZA Palm Oil Position Statement

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



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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.
- By facilitating change through audience and stakeholder engagement, AZA-accredited zoos and aquariums are well positioned to help break the link between palm oil production and deforestation.



AZA Position Statement Continued

- Although there are many steps needed across multiple sectors to ensure that palm oil certified as sustainable by the RSPO is deforestation-free, **AZA understands that the RSPO is a critical part of the solution to the palm oil conservation crisis.**
- **AZA also recognizes that the production and uptake of existing CSPO is a key first step to stemming the tide of tropical deforestation.** However, in order to drive the global market toward CSPO that is truly deforestation-free, a push for transformation must come from the citizens of Europe, USA and Australia, who together consumed nearly 17% of the world's palm oil in 2011.



AZA Position Statement Continued

- AZA feels the negative consequences associated with a boycott may be too great and **does not recommend boycotting palm oil** as a strategy to drive change that will reduce deforestation and protect habitat.

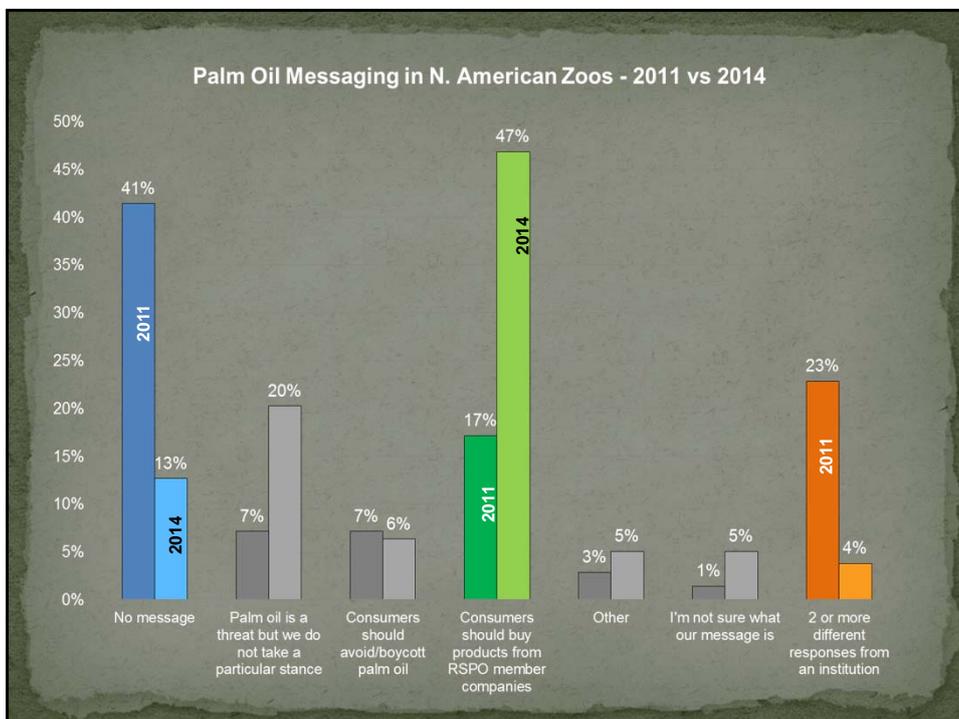


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Messaging at Zoos & Aquariums

For four years (2011-2014) Cheyenne Mountain Zoo has facilitated a palm oil awareness survey of US Zoos.





What is Cheyenne Mountain Zoo Doing?

- CMZ hosted a Sustainable Palm Oil Symposium in April 2014

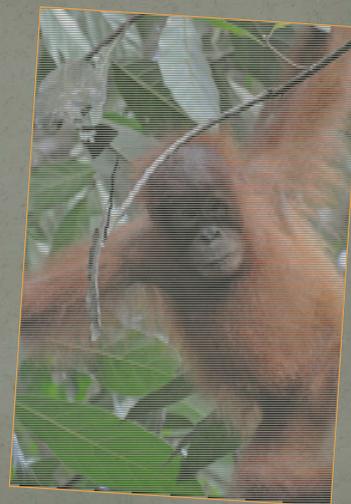


Sustainable Palm Oil Symposium

- Discussions included:
 - Unified Messaging
 - How to engage companies
 - Guest interactions/letter writing

Unified Messaging

- No boycotting
- Increase uptake of CSPO
- Advocate for 100% CSPO that is deforestation-free



Company Engagement/Letter Writing



- Lots of discussion about letter writing
 - It works
 - Best way zoo guests can help make change
 - Zoos can have common language in their letters—companies will start to recognize we are working together

Letters –Focused on the “Journey”

- Tailored to the company’s progress; keeping up to date (change our ‘ask’)
- Thanking companies and asking them to take the next step
- End goals:
 - 100% physical CSPO that is deforestation-free
 - Increase CSPO uptake
 - Move past GreenPalm (We know this is not 100% possible with derivatives yet)

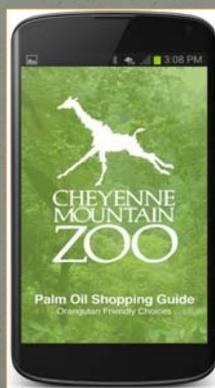


Cheyenne Mountain Zoo's Tool Kit

- Unlisted website intended for sharing tools with zoos and aquariums and other NGO's
- cmzoo.org/palmoiltoolkit
- Tool kit includes:
 - Sample Letters
 - Graphics
 - Kids Activities
 - Photo Library
 - Video Library

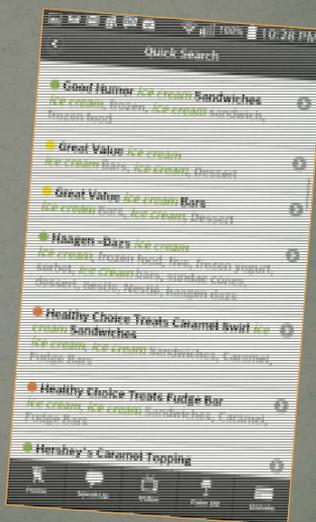
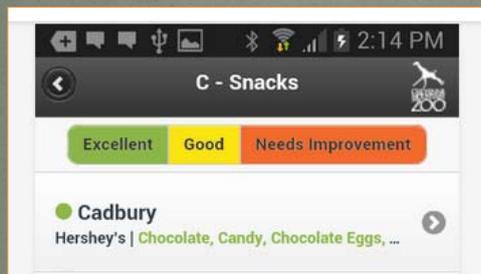


Cheyenne Mountain Zoo's Sustainable Palm Oil App

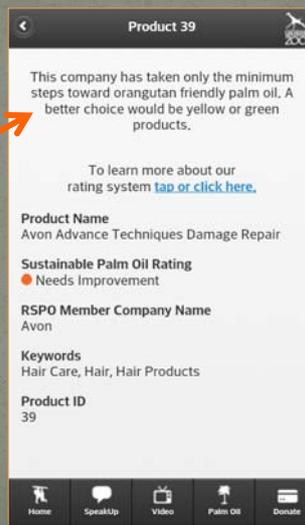
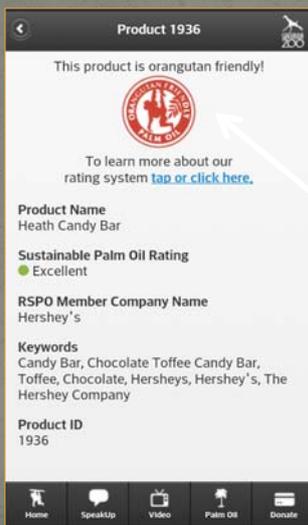


- Launched in 2013
- Upgraded in 2014 (New Rating System)
- Contains all RSPO member companies

New Rating System



New Rating System Continued



New Rating System Continued

- Cheyenne Mountain Zoo acknowledges that all companies listed in this app are in different places on their “journey” towards sustainable palm oil
- We want to recognize companies that are doing well and encourage those that need improvement
- We want to Assist consumers with making the most educated shopping choices in regards to sustainable palm oil



New Rating System Continued

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%.
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

New Rating System Continued

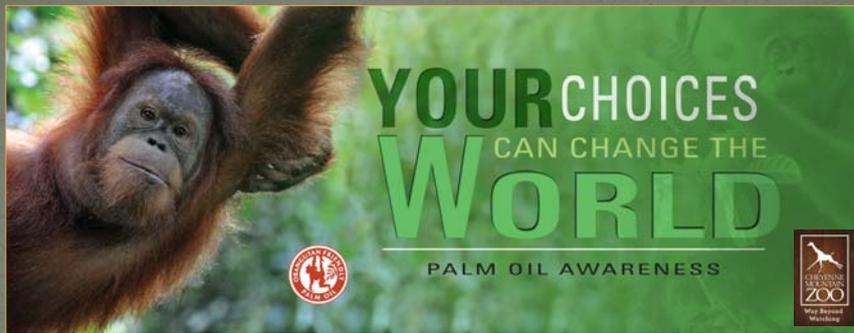
4. A company's use of the RSPO logo on their products resulted in an additional 5% of the overall score.
5. A company's formal commitment to use only 100% deforestation-free palm oil was worth a possible 25% of the company's score.



Communicating Company Ratings

- We sent a letter to every company in our app, explaining their rating
- We have received responses from numerous companies—all interested in giving us updates or understanding how they can improve their rating





- Contact Information
 - Website: cmzoo.org/palmoil
 - Tool kit: cmzoo.org/palmoiltoolkit
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