

# Goals for Palm Oil Awareness and Activation Workshop

## Introduction:

The conservation world said to the palm oil producers that if they grew sustainable palm oil, we would purchase it at a premium rate to save wildlife. Yet, currently only 19% of all palm oil produced is certified by the RSPO. Less than ½ of this 19% is being purchased at a premium rate. We are not delivering on our promise.

The RSPO and WAZA entered into a MOU to work together to increase the uptake of CSPO as well as build awareness of sustainable palm oil in general. WAZA is committed to working alongside the RSPO to make sustainable palm oil the norm.

**Workshop Goal 1:** Review and update participants on the central issues around palm oil, what certified means and who is the RSPO.

**Workshop Goal 2:** As shown by our experience with the Nestle Corporation, when members work together we can affect change in even the largest companies. Attendees will be invited to sign an MOU stating they agree to become active coalition members. In general, this means members would be socially active in their region whenever there was a call to action to do the following 3 things. This will normally be accomplished by making phone calls, sending letters and using other contacts. The call to action will come from the WAZA Palm Oil Subcommittee Chair.

1. Thank companies doing the right thing.
2. Encourage companies to do better when their progress is slow,
3. Work as "watchdogs" for companies who appear to be "greenwashing" their membership to the RSPO. This means showing up in force as a united group of world-wide zoos and aquariums when companies are not in compliance.
4. Coalition members will also serve as resources and support as we all start or continue our journey toward conversion from non- sustainable products to sustainable products at our own facilities.

**Workshop Goal 3:** Acquaint people with all the tools available to them to start an awareness program and hold their own regional awareness workshop to help other zoos and aquariums in their area to start their own program.

## Agenda

1. Palm Oil 101 – What is it? Why should you care? 20 min – Bob Chastain
2. Who is the RSPO? Why does WAZA think the RSPO is the best partner to save wildlife and biodiversity? 20 min – TBD

3. Why use a RSPO company approach vs a boycott approach, vs a labeling approach or vs a product approach? 15 min – Bob Chastain
4. What are WAZA members already doing? Awareness Programs/Tools/Guest Activation
  - a. Cheyenne Mountain Zoo – 20 min – Bob Chastain
  - b. Wildlife Reserves Singapore – 20 min – Roopali Raghavan
  - c. Zoologicodecali – 20 min - Maria Clara Dominguez
  - d. Chester Zoo – 20 min - TBD
  - e. Taronga Zoo – 20 min - Cameron Kerr
  - f. Other zoo and/or stand and share – 20 min
5. The power of working together – a vision for what that looks like -10 min – TBD
6. Review the Coalition MOU - 10 min – Bob Chastain
7. Small group discussion about ways to accomplish goal #2 - 20 min – Bob facilitates
  - a. What would you need to know to sign the MOU?
  - b. What ideas do you have to accomplish all of goal #2?
  - c. Report back session – 15 min
8. Group discussion – What palm oil awareness tools/programs could work for your organization? What additional information would you need to be successful?