

Using community and
business engagement to
prevent extinction

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Chester Zoo

OVERVIEW

Preventing extinction: orangutan conservation

The palm oil story: our perspective

Our communications approach

The sustainable palm oil challenge



Biodiversity Surveys & Ecological Monitoring



Conservation Breeding & Management



Human-Wildlife Conflict



Livelihoods & Sustainable Development



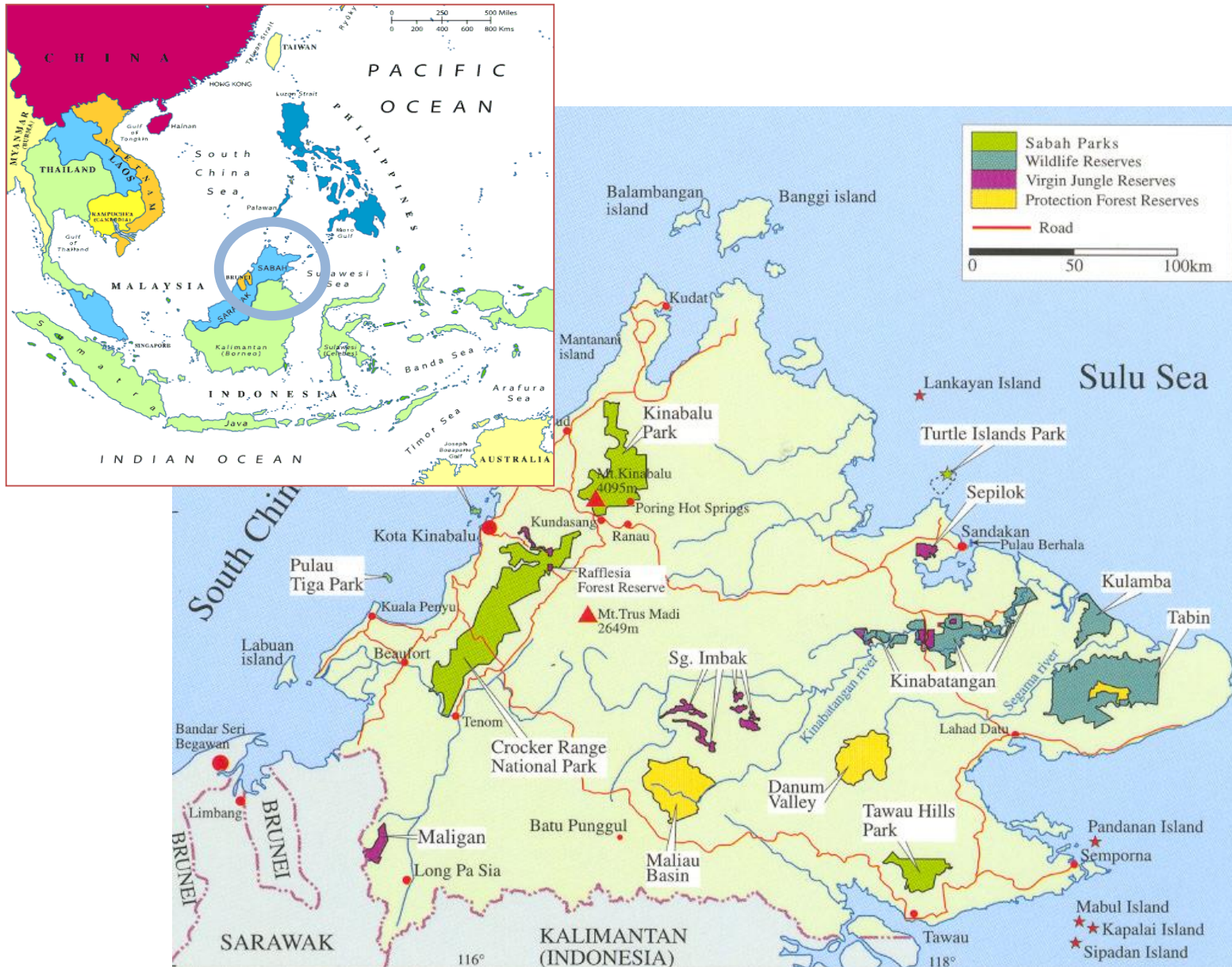
Visitor & Community Engagement



Wildlife Health & Wellbeing

PREVENTING EXTINCTION

ORANGUTAN CONSERVATION





Kinabatangan Orangutan Conservation Programme

- Project focusses on Kinabatangan river landscape
- Secondary forest (logged around 35 years ago)
- Started as research project
- Approx 11 000 orangutans in Sabah ~800 of these are in the Kinabatangan landscape







A lush palm oil plantation with rows of tall palm trees and a path leading through them. The trees are densely packed, and the ground is covered with fallen palm fronds and debris. The lighting is soft, suggesting an overcast day.

THE PALM OIL STORY

our perspective

NEGATIVE IMPACTS OF PALM OIL



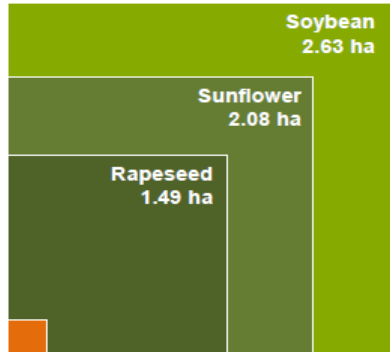
OUR PROBLEM TO SOLVE

100



High yielding

Area required to produce 1 metric ton of vegetable oil for major oil crops.



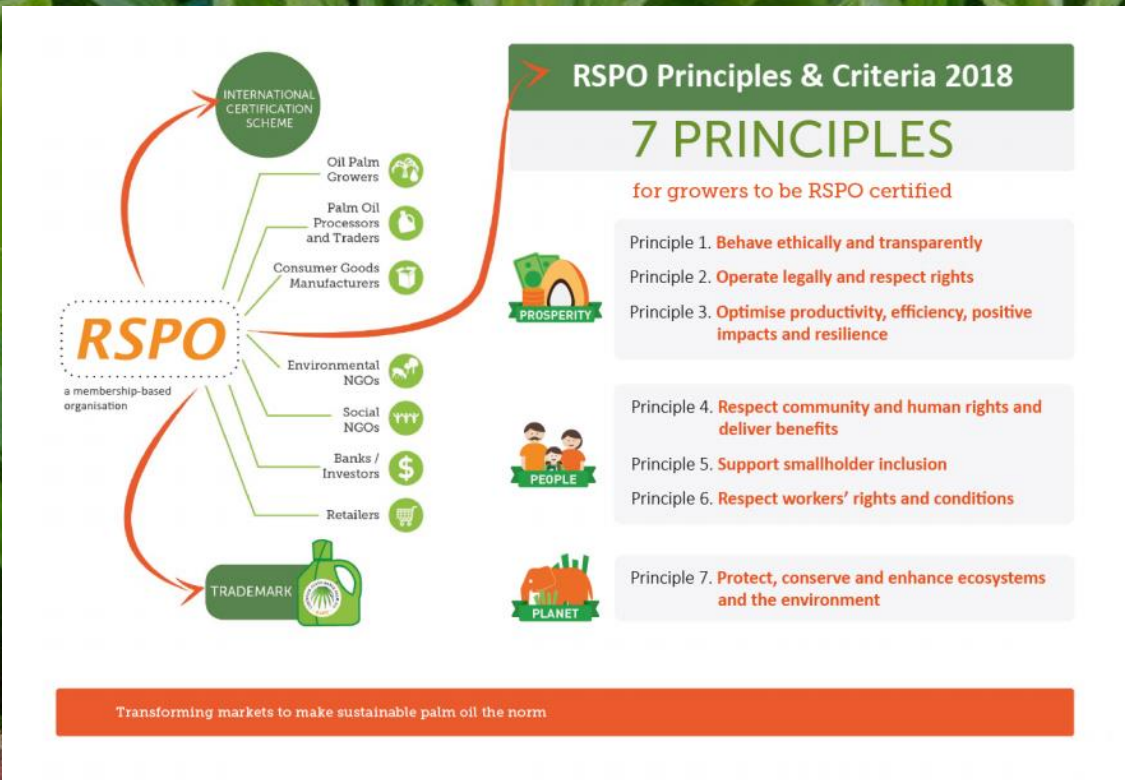
Oil Palm
0.27 ha

Versatile



High economic value





No deforestation
No fires
No planting on peat

OUR COMMUNICATIONS APPROACH

Be a sustainable business

Engage and inspire

Be a voice for change and empower others

STEP 1: MOBILISING

OUR SUPPLY CHAIN SWITCHED TO SUSTAINABLE & PARTNERSHIP BUILDING

STEP 2: INFORMING

IN ZOO EDUCATION

STEP 3: ENABLING

SUSTAINABLE PALM OIL SHOPPING LIST & RESTAURANT GUIDE

STEP 4: ENGAGING

ONLINE RESOURCES, OPINION PIECES, CLASS ROOMS, FUN!

STEP 5: CHAMPIONING

INCREASE DEMAND FOR SUSTAINABLE PALM OIL ONE BUSINESS AT A TIME



OUR POSITION ON PALM OIL

COLLABORATION IS KEY



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IN ZOO COMMUNICATION

THROUGH TIME

ORIGINS

It's originally from West Africa and has been **INTRODUCED TO SE ASIA**. There's also a *distinct* but closely related species native to *Latin America*.

People in **WEST AFRICA** were forming palm oil as early as about **3,500 YEARS AGO**

ALL of the palm oil trees in SE Asia are descended from the seeds of **ONLY FOUR TREES PLANTED IN JAVA IN 1848**

SUSTAINABLE PALM OIL CHALLENGE AT THE ZOO



3700BC

Palm oil residue has been found in **5,000 YEAR OLD EGYPTIAN TOMBS**

James Welsh first brought **32 BARRELS** of palm oil to England in **1590**



19TH CENTURY

By early 19th Century, palm oil was used to make **SOAP** and **CANDLES**, later it was used for **HEATING** and **COOKING** and in products ranging from **DYNAMITE** to **MARGARINE**



TODAY

IT IS NOW ESTIMATED THAT **PALM OIL HAS BECOME THE MOST WIDELY USED VEGETABLE OIL IN THE WORLD**

65% OF THE VEGETABLE OIL TRADE IS PALM OIL



50% OF PRODUCTS IN A WEEKLY SUPERMARKET SHOP CONTAIN PALM OIL



1930-2000

THE PRODUCTION OF PALM OIL RAPIDLY INCREASED

WORLD TRADE **250,000** → **50 MILLION** tons/year

due to the development of industrial techniques and an increasing worldwide demand for oil

Worldwide **DEMAND FOR OIL** KEEPS INCREASING and is expected to reach **240 MILLION** tonnes by 2050. If **PALM OIL ISN'T PRODUCED SUSTAINABLY** TO MEET THIS DEMAND, other crops **MORE DEMANDING ON THE ENVIRONMENT** will take its place

↑

2020 World production of palm oil is expected to **INCREASE** to **60 MILLION** tonnes by 2020



the BASICS



They are **REALLY TALL**, single-stemmed trees which grow between **8 AND 20M HIGH**

They need **space** to breathe. They prefer loads of light with open canopy conditions

They have a stem diameter of as much as **0.5m**

OIL CAN BE EXTRACTED FROM TWO PARTS OF THE FRUIT: THE OUTER FLESH AND THE SEED, OR KERNEL



Palm oil from the flesh produces **EDIBLE PALM OIL** which you'll find in food products

Palm kernel oil or its derivatives are mainly used in **INCOSMETICS**, **DETERGENTS** and **CHEMICALS**

Palm oil kernels **CAN BE ROASTED AND EATEN** or ground into flour

EACH INDIVIDUAL PIECE OF **FRUIT CONTAINS 50% OIL** and the fruit can be **HARVESTED ALL YEAR ROUND**. In well-managed plantations, palm oil **FRUIT PRODUCES 3-8 TIMES MORE OIL** from a given area than **ANY OTHER TROPICAL** or **TEMPERATE OIL CROP**

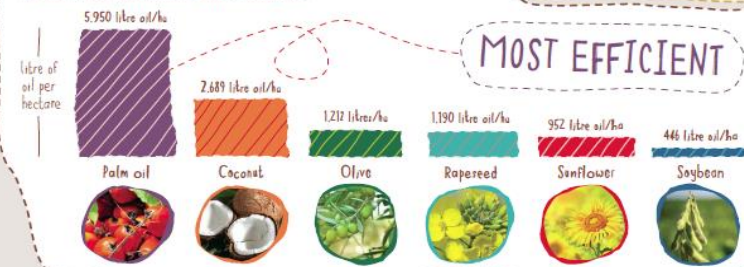
TO GROW PALM OIL TREES YOU NEED:

- 1780-2,280mm rainfall per year
- 2-4 month dry period
- 21-24°C mean minimum temperature

...the COMPARISON

Palm oil isn't the only vegetable oil you'll find in your food. But how does it compare?

WHICH PLANT PRODUCES THE MOST OIL?



MOST EFFICIENT

IF DEMAND FOR OIL ISN'T MET BY PALM OIL, OTHER CROPS MORE DEMANDING ON THE ENVIRONMENT WILL TAKE ITS PLACE

BECAUSE OTHER CROPS ARE LESS EFFICIENT, THIS WILL CONVERT EVEN MORE LAND INTO USE FOR AGRICULTURE



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Sustainable Palm Oil Toolkit

Download our Sustainable Palm Oil Toolkit and find out how you can become one of our sustainable palm oil partners.



Chester Sustainable Palm Oil Map

Download our Chester sustainable palm oil city map and support our Sustainable Palm Oil Champions by visiting their restaurant, shop or business!



AT SCHOOL

Sustainable Palm Oil Campaign Booklet

Our sustainable palm oil campaign booklet has loads of information to help you learn all about the subject of palm oil.



ACTIVITY

Sustainable Palm Oil Shopping List

Curious about which products have palm oil in them, and which ones are sustainable?



VIDEO

Sustainable Palm Oil Science Rap

Discover our Sustainable Palm Oil campaign through music! Listen, watch and join in our...



ACTIVITY

Sustainable Palm Oil Challenge – Teacher's Pack

Get your whole school involved with our Sustainable Palm Oil Challenge and put conservation at the heart of curriculum learning with our handy teachers' pack! Covering all aspects of the curriculum including english, maths, science, art & music



The Supply Chain of Palm Oil



Follow the supply chain for palm oil from the...



ACT FOR WILDLIFE

RACE FOR THE RAINFOREST

Rob McKay, Managing Director of Sherrington Associates in Chester, is trailblazing an incredible fundraiser for our conservation work in Borneo.

25 Sep 2019



ACT FOR WILDLIFE

CHESTER NAMED WORLD'S FIRST SUSTAINABLE PALM OIL CITY

08 Mar 2019



ACT FOR WILDLIFE

SUSTAINABLE PALM OIL AND THE FIGHT TO SAVE ORANGUTANS: UK FOOD INDUSTRY TO GATHER AT FIRST EVER WESTMINSTER SUMMIT

It is the first major gathering ever held at the Houses of Parliament to unite wide ranging experts on the ...

12 Jun 2018



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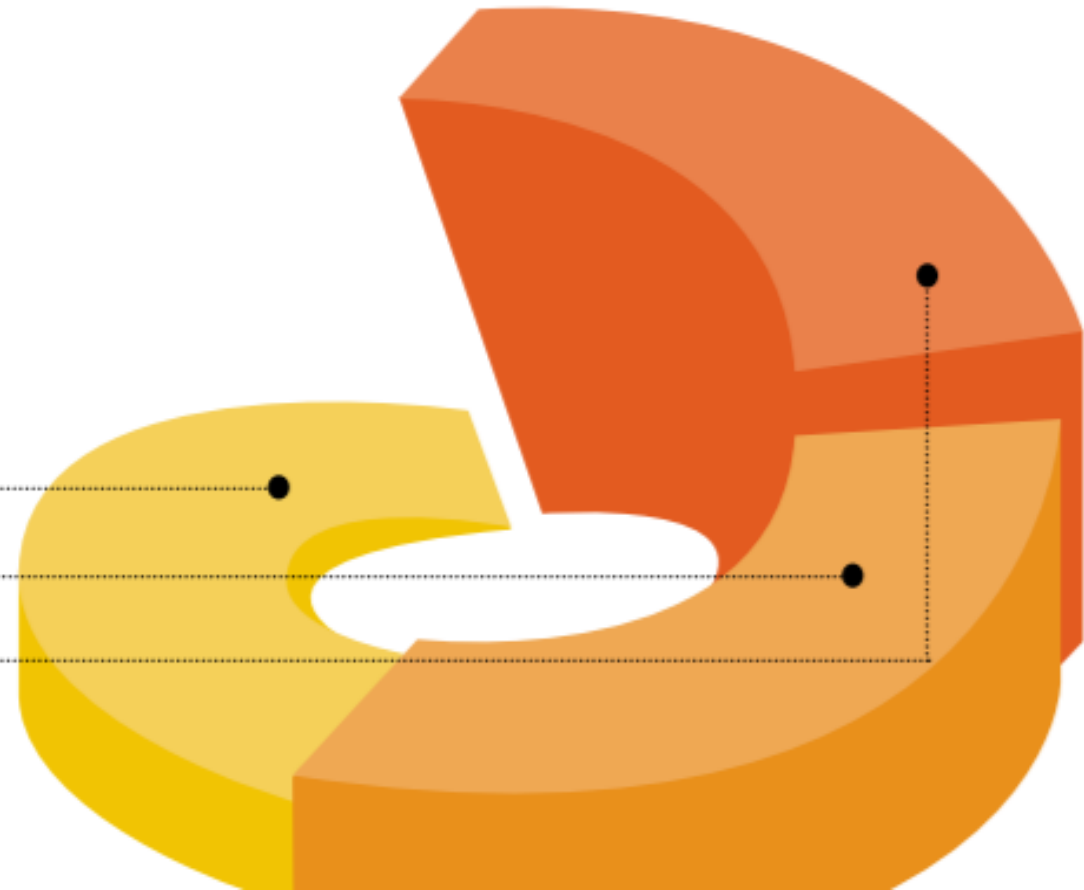


- 1. Selecting the behaviours or goals**
- 2. Identifying and understanding our audiences**
- 3. Defining the barriers and benefits**
- 4. The communications strategy**
- 5. Evaluate, reflect and refine**

THE LEVELS OF INFLUENCE

Building a culture of conservation occurs through constant communication with three discrete groups.

-  **STAFF AND GOVERNING AUTHORITIES**
-  **VISITORS**
-  **THE WIDER COMMUNITY**





127 people from 68 organisations

Representing palm oil industry, manufacturers, retailers, NGOs and the food service industry



STEP 1

Make your pledge

STEP 2

Make a change

STEP 3

Tell everyone about it!

**YOU ARE NOW A SUSTAINABLE
PALM OIL CITY CHAMPION!**



WANT A GOLD STAR?

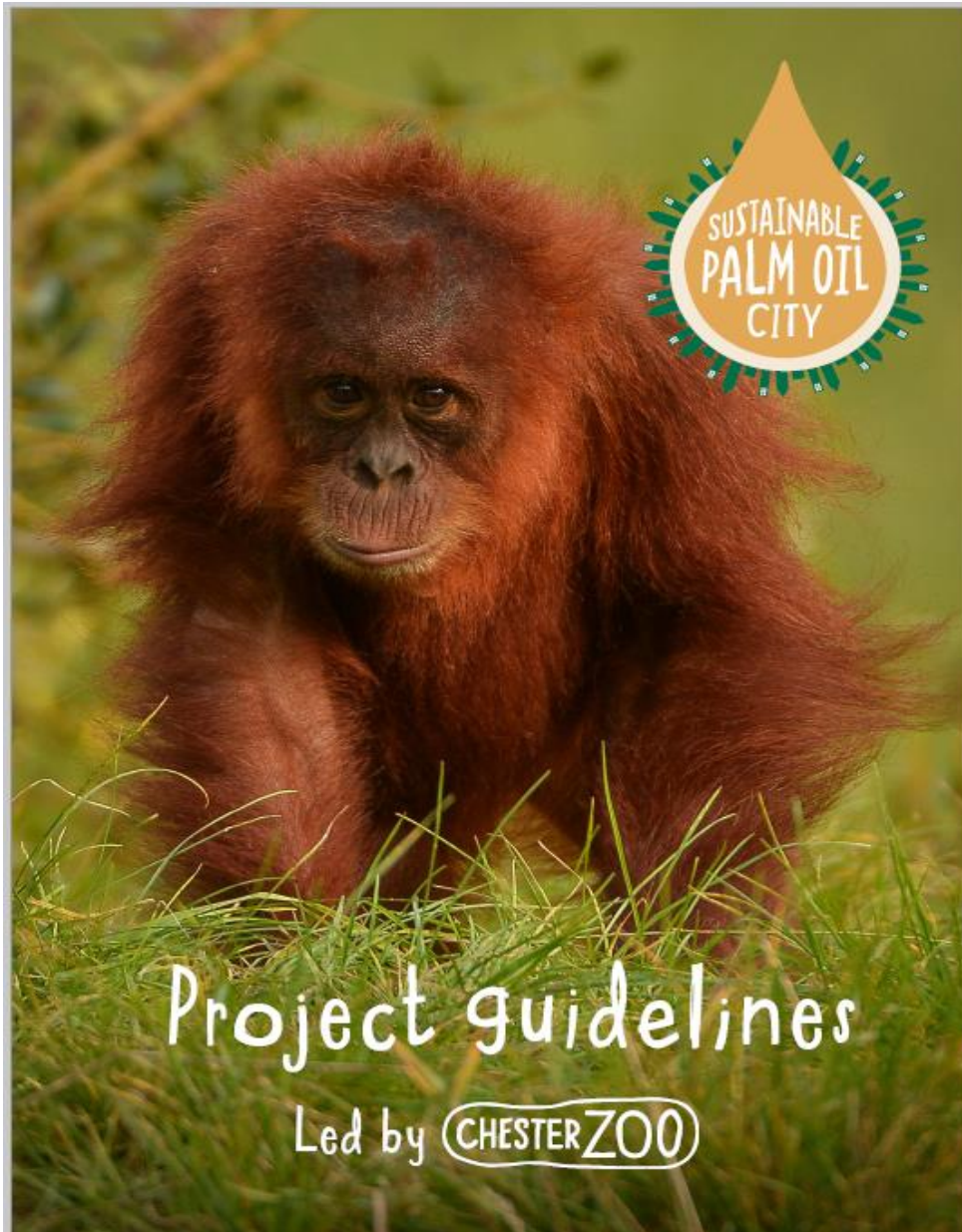
STEP 4

Send a Palm Oil Audit form to your suppliers.

STEP 5

Repeat the audit every year and ensure that any new products that you source are sustainable.

- ✓ **53** champions (35 gold star)
- ✓ **Map** of Chester sustainable palm oil champions
- ✓ Network of over 200 businesses
- ✓ **3.5** million views of our resources
- ✓ 2 slots on **BBC** Breakfast, 1 **BBC** documentary and many more media opportunities
- ✓ Invited talks at industry events around **Europe**
- ✓ Impact on the **school curriculum**
- ✓ **Parliamentary** event and many **industry** events run by CZ and partners
- ✓ **2** confirmed national suppliers are now RSPO certified...and more on the way
- ✓ **2** new cities signed MOU as the next sustainable cities...and more on the way



Thank you so much for your interest in becoming part of the sustainable palm oil city movement. When we began this project we had high hopes that we could join together as a community, committed to sustainable palm oil and delivering real conservation impact. We've been working for many years to increase knowledge and to stimulate demand for sustainable palm oil and this project marks a significant step forward for us in our journey. The team at Chester Zoo are here to support you along the way and we look forward to working with you. Together we can make a difference.

Good luck, from all at Chester Zoo.



Step by Step Guide to get your project off the ground

1. Define your city or region – restaurants might be in the city or town centre but schools and tourist attractions may be further afield. Ensure you define this.
2. Define your targets – how many of each type of organisation. Eg. restaurants, workplaces, public institutions.

Do some research in advance to see which kinds of organisations could come on board or support you through the process. Check if there are already organisations working on sustainable palm oil in your area.
3. Think about evaluation – how will you prove that you've succeeded and what the conservation impact will be. This will determine what kind of questions you'll need to ask of the people who become your champions. It would be useful to think about how much sustainable palm is being purchased as a result of the changes your partners put in place.
4. Think about launching your project and how you'll communicate with the potential partners and supporters. Write up a communications plan which will include all of the information you'll release to the public and potential partners. Think about website copy, email plans, networking events, press releases, partner database management and how you'll promote your partners once they are on board etc.

Please include this detail in your action plan so that you can sense check that the public will get the right information and the support they need before they begin. We would recommend a step by step process which has a public pledge as a requirement of their membership. See Chester Zoo step by step guide for details.

5. Send Chester Zoo your action plan. By working together to develop a consistent approach to sustainable palm oil cities we ensure it retains its meaning and credibility. Please let us check your action plan and we can offer advice and support along the way (including promotion of your city on our website). Once we've signed off your action plan we'll send over the logo and resources for you to use to promote your project.
6. Keep in touch – let us know how you'd like us to keep in touch with you. We'd love to have a forum in which we can swap ideas, celebrate success and support each other along the way.





<https://www.youtube.com/watch?v=1jHNRJ9OgI>



CHESTER ZOO

I AM A



CHAMPION

In partnership with



www.actforwildlife.org.uk/sustainablecity

THANK YOU!

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