Using community and business engagement to prevent extinction

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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
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
THE PALM OIL STORY

our perspective
NEGATIVE IMPACTS OF PALM OIL

- Habitat fragmentation
- Deforestation
- Forest fires
- Pollution
- Social impacts
- Climate change
OUR PROBLEM TO SOLVE

100
BENEFITS OF PALM OIL

High yielding

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

- Soybean: 2.63 ha
- Sunflower: 2.05 ha
- Rapeseed: 1.48 ha
- Oil Palm: 0.27 ha

Versatile

Fatty acids from palm oil can be further processed into methyl esters and fatty alcohols which are then processed to make soaps and detergent intermediates.

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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INCREASE DEMAND FOR SUSTAINABLE PALM OIL ONE BUSINESS AT A TIME
IN ZOO COMMUNICATION

SUSTAINABLE PALM OIL CHALLENGE

AT THE ZOO

IN ZOO COMMUNICATION

SUSTAINABLE PALM OIL CHALLENGE

AT THE ZOO

THROUGH TIME

ORIGINS

It is originally from West Africa and has been introduced to SE Asia. There is also a distinct but closely related species native to Gabon, Angola.

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 newly opened shop contain palm oil

The production of palm oil rapidly increased.

World Trade

260,000 → 50 Million

2000

2010

The demand for palm oil keeps increasing and is expected to reach 260 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.

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1950

1990

1990

It is now 100% clear that palm oil was used in World War I. It was used to make soap and cooking oil in the United States during the war.

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Today

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65% of the vegetable oil trade is palm oil

50% of products in a newly opened shop contain palm oil

Worldwide demand for palm oil is expected to increase to 60 million tonnes by 2020.

THE BASICS

Palm oil can be extracted from tree fruits in the fruit flesh after the oil is pressed.

Palm kernel oil is the hard, inconsistent edible palm oil which is not as good for frying but is good for cold pressing.

OIL CAN BE EXTRACTED FROM PROPERLY DRIED PALM FRUITS.

Palm oil is an oil that is used for both cooking and industrial purposes.

The plant can only grow in areas 10° north or south of the equator.

The plants are the most beautiful areas on the planet.

...the COMPARISON

Olive oil isn’t the only vegetable oil yet to look for your fruit for this year or tomorrow which is it produced?

Which plant produces the most oil?

Palm oil

The 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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INCREASE DEMAND FOR SUSTAINABLE PALM OIL ONE BUSINESS AT A TIME
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
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.
Impacts

- **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
Project guidelines
Led by Chester Zoo

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 oil 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 agreed on 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.
THANK YOU!

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