

Sustainable Palm Oil City:

Using community engagement to make a difference



- 
- A photograph showing a person's hand holding several cross-sections of palm oil fruit. The fruit slices are orange with a white seed in the center. The background is a large, out-of-focus pile of similar palm oil fruit.
- Orangutan conservation: preventing extinction
 - An introduction to the conservation work of the zoo and partners
 - Sustainable Palm Oil Challenge
 - How campaigns can help to save rainforest species
 - The City Project
 - How collaborative community action can make a difference



Orangutan Conservation: Preventing Extinction

We're not just a zoo...

CHESTER ZOO





Biodiversity Surveys & Ecological Monitoring



Conservation Breeding & Management



Human-Wildlife Conflict



Livelihoods & Sustainable Development



Visitor & Community Engagement



Wildlife Health & Wellbeing

Negative impacts of palm oil



Habitat fragmentation



Deforestation



Pollution



Forest fires



Social impacts



Climate change

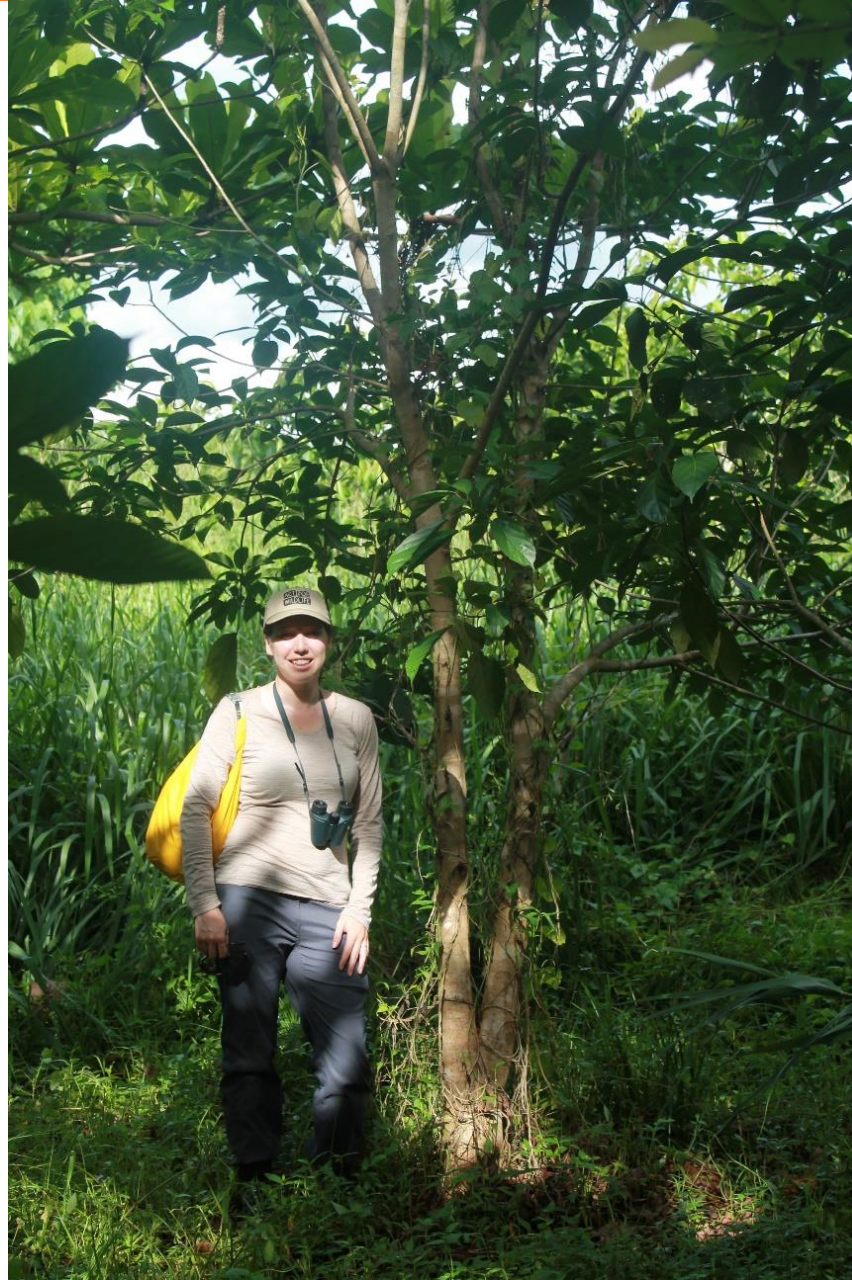
Kinabatangan Orangutan Conservation Programme

CHESTER ZOO



Kinabatangan Orangutan Conservation Programme

CHESTER ZOO



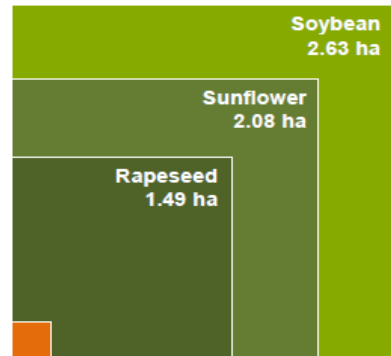
How can we make
a difference in the
UK?



Benefits of palm oil

High yielding

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



Oil Palm
0.27 ha

Versatile



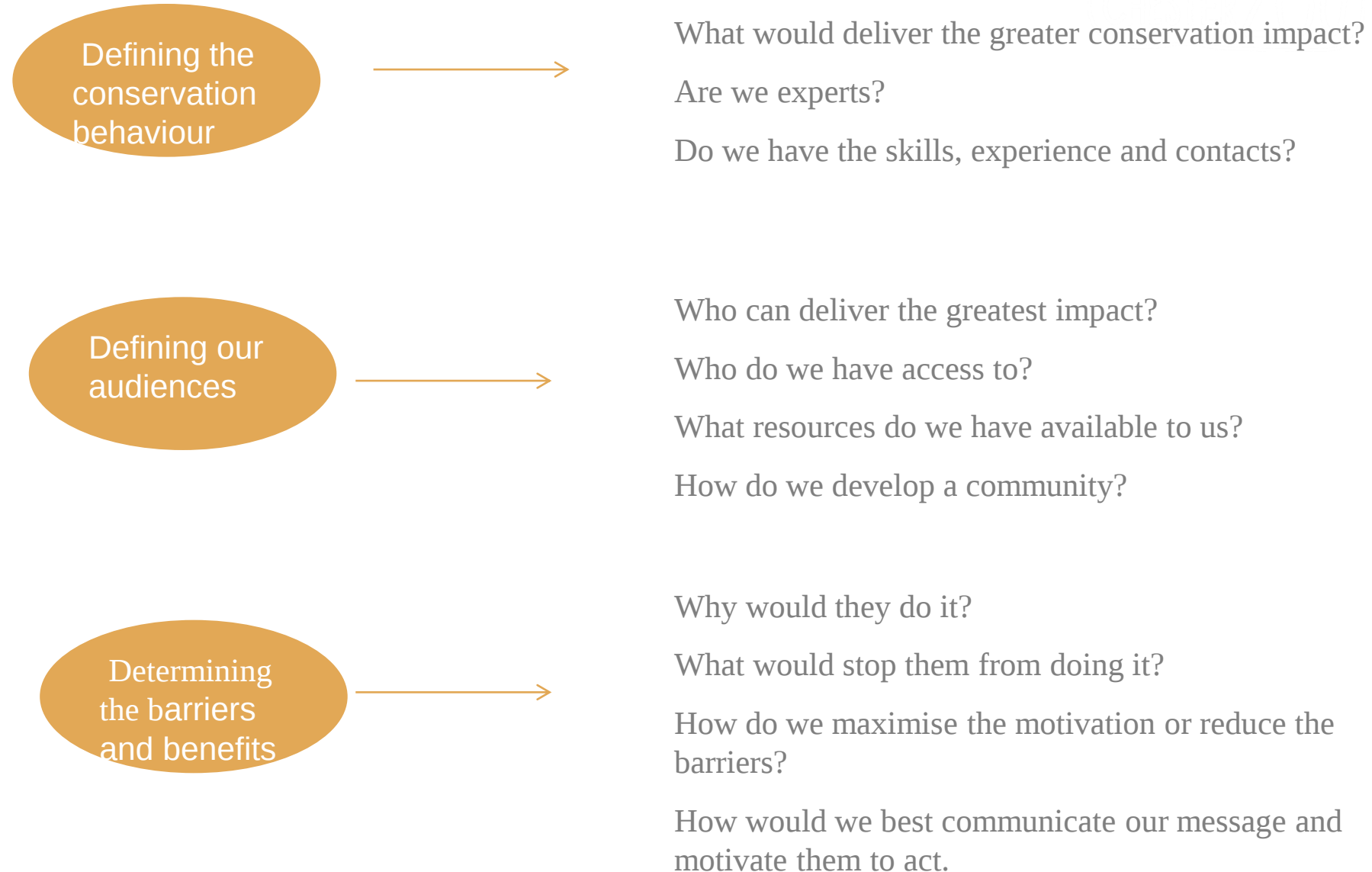
High economic value



Increase demand for sustainable palm oil in the UK market



Social marketing approach





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 farming 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.

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

1590

Lower 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 TYPICAL SUPERMARKET SHOP CONTAIN PALM OIL.

1930-2000

THE PRODUCTION OF PALM OIL RAPIDLY INCREASED. WORLD TRADE **250,000** TONS/YEAR → **50 MILLION** TONS/YEAR.

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

2020

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

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.



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 slow diameter at 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 COSMETICS, 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**.

The plants can only grow in areas **10° north or south** of the equator. These are also the most **biodiverse** areas on the planet.

TO GROW PALM OIL TREES YOU NEED:

1,700-2,200mm rainfall per year

2-4 months 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?

Plant	litres of oil per hectare
Palm oil	5,950
Coconut	2,489
Olive	1,232
Rapeseed	1,190
Sunflower	952
Soybean	446

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.

Learning and the curriculum

[PLAN YOUR VISIT](#)[EXPLORE THE ZOO](#)[WHAT'S HAPPENING](#)[CONSERVATION & SCIENCE](#)[SUPPORT US](#)[BOOK TICKETS](#)[SEARCH](#)

LEARNING RESOURCES


Age Group


Subject Area


Topic or Keyword


Resource Type

Your Filters:

Sustainable Palm Oil 

[Clear All filters](#)

You are viewing **15** resources



Palm Oil Conga Singalong
[VIDEO]

Get your whole school to learn the Palm Oil Conga song using this singalong video! Great for **music** & learning about **conservation**.
Age 5+



Sustainable Palm Oil - Geography Collection
[COLLECTION]

Find out about **geography** through exploring Chester Zoo's work around Sustainable Palm Oil!
Age 11+



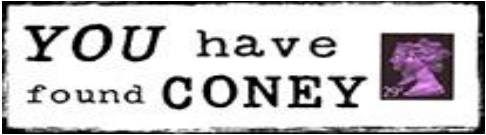
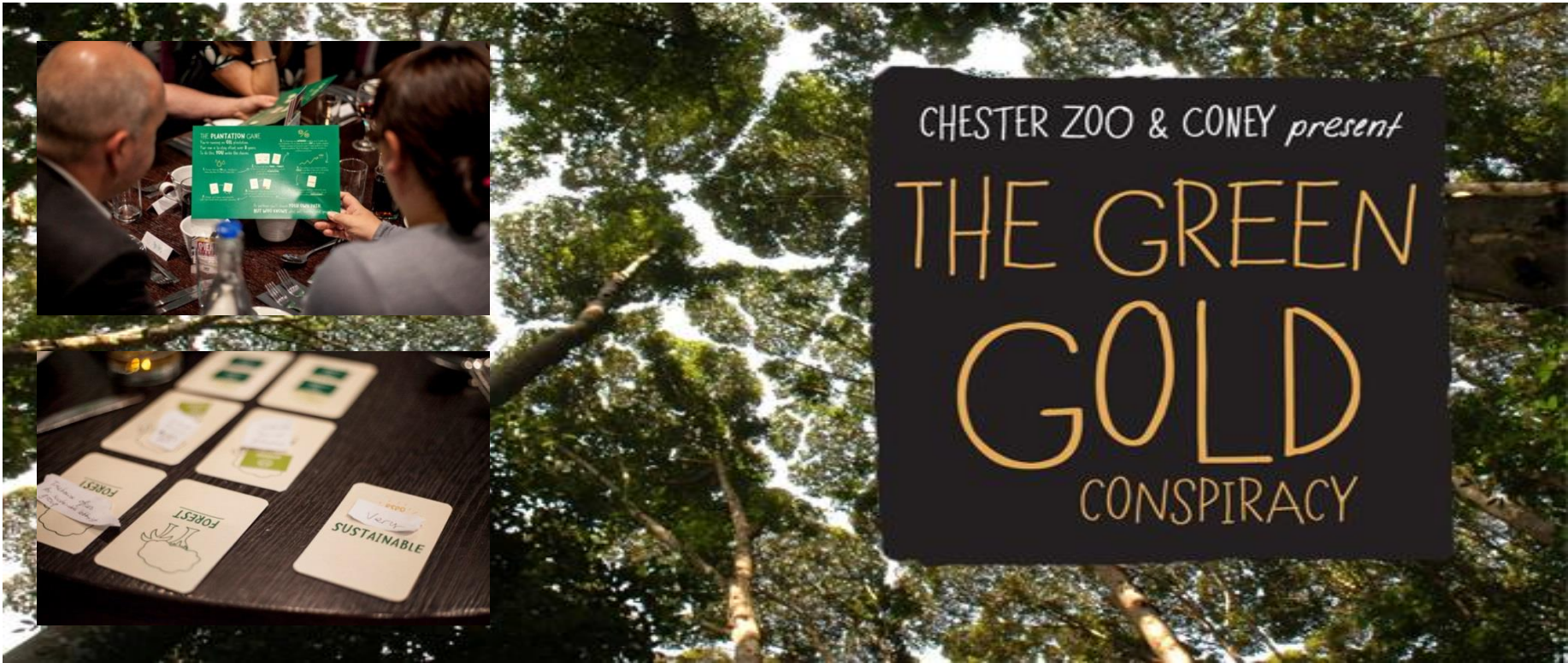
How to be green
[VIDEO]

Some tips and tricks on how to be more green in your daily life. Links to **science, geography** and **citizenship**. Age 7+



Palm Oil Supply Chain?
[VIDEO]

Follow the **supply chain** of palm oil from the fruit on the tree to the product you can buy. Links to **geography, citizenship** and **business studies**. Age 11+



Enabling action



Palm oil has the potential to be very environmentally friendly if it is grown sustainably, as it requires far less land to meet our needs than alternatives such as coconuts, olives, sunflowers and maize. It produces twice as much as coconut oil and over thirty times as much as maize!

We need YOU to use your purchasing power to help us support sustainable manufacturers! Buying only products that contain certified palm oil is an important step in helping to protect animals like orangutans and other species that share their rainforest habitat.

The brands featured in our shopping list below source 100% of their palm oil directly through RSPO-certified physical supply chains. Our list does not include brands from manufacturers that purchase Book and Claim certificates.

**ACT FOR
WILDLIFE**

LED BY **CHESTERZOO**

www.actforwildlife.org.uk





PALM OIL SUPPLIER QUESTIONNAIRE

Introduction

Chester Zoo's mission is to be a major force in conserving the living world. We recognise that an ever-increasing demand for natural resources is putting tremendous pressure on ecosystems and wildlife globally. We are committed to improving environmental performance, including sustainable resource use, in all of our business operations. We are concerned with deforestation, loss of biodiversity and greenhouse gas emissions which result from the unsustainable production of palm oil. Creating a market for Certified Sustainable Palm Oil (CSPO) is the first step to ensuring that the palm oil industry impacts as little as possible on the biodiversity of the regions it is grown in. The Roundtable on Sustainable Palm Oil (RSPO) has set the most widely recognised certification standards.

We will be carrying out an annual audit of palm oil in our supply chain and are fully committed to working with suppliers who source certified sustainable palm oil.

Questionnaire

This short questionnaire is designed to establish what products you are providing us with, which of those contain palm oil, where it is sourced and what your plans are to move towards a target of 100% sustainably sourced palm oil. For your assistance, Appendix 1 contains a breakdown guide of palm oil's uses along with a list of common names and derivatives that palm oil is traded under. Appendix 2 provides descriptions of the Roundtable on Sustainable Palm Oil (RSPO) supply chain models.

Do you supply Chester Zoo with any products that contain palm oil? Yes ☐ No ☐

If 'yes', please state which products

Are all products containing palm oil from a sustainable source? Yes ☐ No ☐

If 'yes', please state which supply source the palm oil was obtained from (please tick all that apply) (see Appendix 2 for descriptions)

☐ Segregated
☐ Identity Preserved
☐ Mass Balance
☐ Book and Claim

Do all products supplied to Chester Zoo state that they use palm oil either on the packaging or the product itself? Yes ☐ No ☐

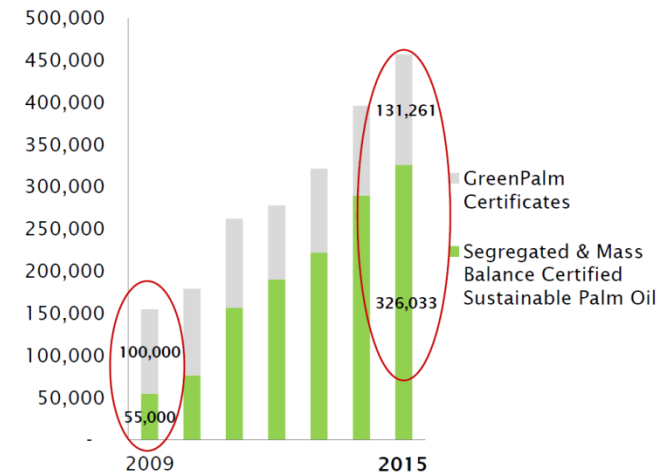
Do you use RSPO / CSPO trademarks on your products or its packaging? Yes ☐ No ☐

Does your company have a palm oil policy and/or a time bound plan to source 100% CSPO? Yes ☐ No ☐

If 'yes', please give details.

- UK 2015 commitment
- Amsterdam Declaration

Findings: UK CSPO



“As European countries we take note and declare ourselves supportive of the private sector-driven “Commitment to Support 100% Sustainable Palm Oil in Europe”, as signed by European national sector organisations engaged with the palm oil supply chain at the Amsterdam Conference on the “EU and Global Value Chains”.

“An investigation into the knowledge and use of sustainable palm oil in Chester’s hospitality industry”





SUSTAINABLE
PALM OIL
CITY

Let's make Chester the WORLD'S FIRST
sustainable palm oil city

ORANGUTAN LAND TRUST *chez jules*
RESTAURANT FRANÇAIS

SOS Sumatran
Orangutan
Society



STEP 1

Make your pledge

STEP 2

Make one 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.

Star 1

25 Restaurants, cafes, hotels and fast food outlets (inclu. Fish and chip shops)

Star 2

5 workplaces that offer staff catering services

Star 3

2 of 5 Schools (local authority, catering provider for the majority of schools or consortium of schools), Colleges, Universities, council food outlets (a key catering provider to a large proportion of council outlets) and hospitals (key catering provider).

Star 4

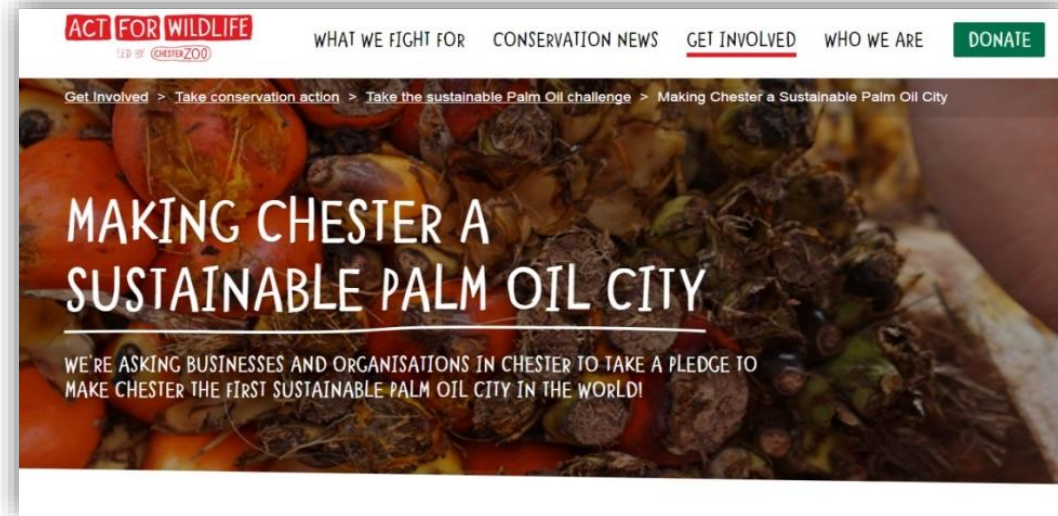
3 visitor attractions or leisure facilities (zoo, aquarium, football club, gym)

Star 5

3 manufacturers or retailers based in the city.

Supporting our champions

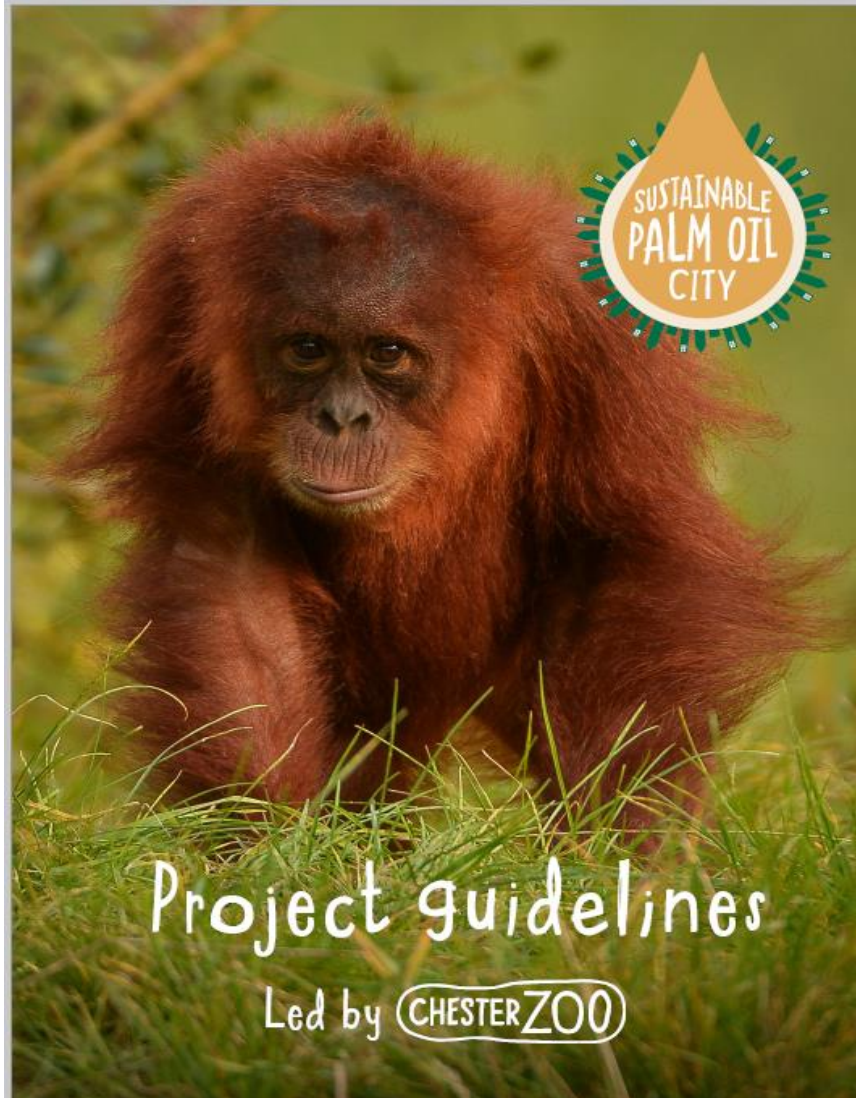
- Website
 - Step by step
 - **Resources!**
- Facebook group
 - Experts
 - Create a community
 - Successes – social norm
- Events
 - **Networking and talks!**
 - Collaboration
- Window stickers
 - Social norm
 - Tool for public – website guide



- ✓ 4 networking events
- ✓ Network of over 200
- ✓ 126 toolkit downloads
- ✓ 274 individual pledges
- ✓ 20 champions completed
 - ✓ 11 restaurants
 - ✓ 1 workplace
 - ✓ 3 manufacturers
 - ✓ 2 tourist attraction/ leisure facilities
 - ✓ 3 school/ council food outlet/ university
- ✓ 41 companies going through the process
- ✓ March 2019?!
- ✓ Member of Parliament (MP) for Chester
- ✓ National level engagement – Westminster event







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.



University becomes a Chester Zoo Sustainable Palm Oil City Champion

Posted on 6th August 2018

Chester is one step nearer to becoming the world's first Sustainable Palm Oil City, with thanks to the efforts of one of the largest organisations in the area.



WHO'S INVOLVED?

We would like to thank:

OUR CHESTER SUSTAINABLE PALM OIL CHAMPIONS

[Chester Zoo](#)

[Chez Jules](#)

[Nine Brand](#)

[49 Watergate Street](#)

[Chef's Table](#)

[University of Chester](#)

[Fish and Chips at Weston Grove](#)

[Brio Leisure](#)

[Cheshire Dining Experience](#)

[Meltdown](#)

[Crumbs](#)

[Artichoke](#)

[The Firs School](#)

[Edsential](#)

[Oddfellows Chester](#)

[Mamma K's](#)

[Hillyer McKeown](#)

CELEBRATING SUCCESS

<https://www.youtube.com/watch?v=1jHNRJ9Ogl>



CHESTERZOO

I AM A



CHAMPION

In partnership with



www.actforwildlife.org.uk/sustainablecity

THANK YOU!

c.barton@chesterzoo.org

@cat_barples