CHESTER: SUSTAINABLE PALM OIL CITY

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Overview

Who we are?
Why palm oil?
The city project
• Largest zoo in the UK
• 2 million visitors a year
• Most visited paid for attraction outside of London
• Conservation Charity
• Prominent role in European Zoo Network
PREVENTING EXTINCTION

ORANGUTAN CONSERVATION
WHERE IS PALM OIL FOUND
NEGATIVE IMPACTS OF PALM OIL

- Social Impacts
- Habitat Fragmentation
- Forest Fires
- Deforestation
- Pollution
- Climate Change
BENEFITS OF PALM OIL

High Yielding

Versatile

High Economic Value
SUSTAINABLE PALM OIL

No deforestation
No fires
No planting on peat
COLLABORATION IS KEY
OUR STRATEGY
SUSTAINABLE PALM OIL CITY PROJECT
BEHAVIOUR CHANGE MODEL

- Selecting the behaviours or goals
- Identifying and understanding our audiences
- Defining the barriers and benefits
- The communications strategy
- Evaluate, reflect and refine
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.
• 25 Restaurants, cafes, hotels and fast food outlets

• 5 workplaces that offer staff catering services

• 2 of 5 Schools, Colleges, Universities, council food outlets and hospitals (key catering provider of each).

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

• 3 manufacturers or retailers based in the city.
• Individual restaurant
• Social norm in the community

• Manufacturer
• Sells nationally to Boots PLC and others

• 5 million school meals
• RSPO certification

• National caterers TUCO
• TUCO RSPO certification in progress
IMPACTS

LAUNCH EVENT & HIGH PROFILE SUPPORT

127 people from 68 organisations

Representing palm oil industry, Manufacturers, retailers, NGOs and the food service industry
• Invited talks at industry events around Europe

• Two cities signed MOU

• Four in discussions including International

• Two BIAZA awards

• Network of over 200 businesses

• BBC Breakfast and BBC documentary

• Champions continually added

• Network of over 200 businesses
Thank you

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