

Pole to Pole Campaign 2013-2015

Sustainability Protocol



Campaign Sustainability Protocol

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1. INTRODUCTION

1.1 WHY A CARBON NEUTRAL CAMPAIGN?

It is generally accepted that the Earth is slowly warming and that there has been a severe reduction in the amount of Arctic sea ice. There is still some debate about what is causing these effects but, the majority of scientists agree that the increasing concentration of greenhouse gases such as carbon dioxide, methane and ozone are a major cause ([United Nations World Meteorological Organisation](#), [European Union Climate Action Group](#)).

The United Nations (UN) estimated that in 2011 the European Union emitted 3,743,430.4 gigagrams of carbon dioxide equivalent. Carbon dioxide equivalent is a comparable measure of how much global warming a given type and amount of greenhouse gas may cause i.e. it reflects all the different greenhouse gasses in one figure. By far the most (79.43%) of this vast amount of carbon dioxide equivalent came from activities related to the energy sector ([Summary of GHG Emissions for European Union \(27\)](#)). Consequently it follows that by targeting a reduction in activities related to energy production /consumption there is the potential for the biggest impact on climate change. This is one of the reasons why energy reduction activities have been chosen as a target action for the Pole to Pole campaign.

Human activities directly or indirectly increase the amount of greenhouse gases in the atmosphere, for example heating/cooling of houses, production/use of electricity, transportation. Many of the activities associated with developing and running a campaign will generate increased greenhouse gasses e.g. travel for meetings, production of resources. In order to support and reinforce the aims of the Pole to Pole campaign, and provide guidance for future campaigns to be as sustainable as possible, these guidelines have been produced. There are two main ways to try to balance out the impact of greenhouse gases:

- Produce minimal greenhouse gases in the first place (further guidance is given in this protocol)
- Offset the amount of greenhouse gases produced by finding ways to remove as much of them from the atmosphere as was put in to it – usually in the form of carbon dioxide offset activities (further information on this can be found on the [Sustainability in Action](#) pages of the EAZA website).

Many species will be affected by changes in the temperature of the Earth; one high profile example is the polar bear. Research shows that two-thirds of the world's polar bears could be extinct by the mid twenty first century, largely due to the loss of sea ice. However, a significant decrease in emissions of greenhouse gasses could help maintain sea ice and prevent extinction ([Amstrup et al. 2010](#)). This is just one example of a species affected by climate change but there are many more. If we want to maintain the wonderful biodiversity of polar species action needs to be taken to preserve their habitats and slow down the effects of climate change upon them.

The above overview gives reasons why it is important to not only campaign for changes in energy use and a decrease in green house gasses, but also to ensure that all the associated campaign activities are as carbon neutral and sustainable as possible.

1.2 DEFINITION OF SUSTAINABILITY

The [Oxford English Dictionary](#) (online) defines sustainability as being 'able to be maintained at a certain rate or level'. When applied to nature this can be thought of as being able to conserve an ecological balance by avoiding depletion of natural resources. This EAZA Campaign aims to be as sustainable as possible, thereby minimising the impact of campaign activities on natural resources. Details contained in this protocol are primarily focused on encouraging sustainable actions linked to minimising production of greenhouse gases; however other sustainable activities linked to maintaining an ecological balance are also highlighted where appropriate.

With over 140 million people visiting the 340+ EAZA institutions every year there is a fantastic opportunity to not only engage the public in learning more about sustainability, but also to lead by example.

1.3 AIMS OF THE CAMPAIGN

Aim 1: Persuade zoo visitors, people working in zoos and their wider communities to adopt a more sustainable lifestyle

Objective 1: To affect behaviour change amongst a significant proportion of zoo visitors by persuading them to adopt one single action with a positive impact on the environment.

Objective 2: To secure the participation of as many zoos and aquariums in as many countries as possible.

Objective 3: To run as near a carbon-neutral campaign as possible.

Aim 2: Affect policy change on a global level (starting in Europe and the USA) to curtail further growth of CO₂ emissions and return atmospheric CO₂ concentrates to below 350ppm.

1.4 CREDIBILITY

The concepts of climate change and global warming are often difficult to explain. Research on these subjects produces a variety of facts and predictions, all of which have been used by different people to support their own agendas. This means that it can be extremely difficult to find and use credible sources and resources when informing people. This difficulty should not be an excuse to do nothing. It is accepted that for some situations admissions need to be made that the information on a particular topic is conflicting or uncertain. Nevertheless, the campaign should make every effort to find and use only credible information; all the credible information in a campaign can quickly be undermined by one piece of inaccurate information. There is a useful guide to avoiding 'greenwashing' i.e. making inaccurate claims about sustainability, and a summary of the '[seven sins of greenwashing](#)' available from [The sins of greenwashing website](#).

2. CAMPAIGN COMMITTEE MEETINGS

2.1 FACE TO FACE MEETINGS

Face-to-face meetings

The campaign subgroup will meet several times during the year preparing for the campaign. For those face-to-face meetings it is important to consider some key questions:

- What will be discussed?
- Who needs to be present for the discussions?
- Could this be discussed from long distance or is a face-to-face meeting necessary?
- Which location requires the least amount of travel for those present at the meeting?
- Which alternatives in travelling mode can be sought? (Air vs. Train vs. Car vs. Bike, you can use the rule of thumb to ban all short haul flights where an equivalent journey by train of less than six hours is available.)

- If an important participant lives further away than the rest of the core group, could that person be present at the meeting via Skype (taking into consideration that the use of Skype also consumes a vast amount of energy), rather than requiring him/her to travel to the meeting?

Once determined who should attend the meeting, where it should be held and how to get there, please consider the preparation for the meeting:

- Make participants aware that support documents and notes will only be distributed electronically and ask them to bring their laptop to the meeting.
- In order not to give out hand-outs during the meeting, prepare a beamer to display support documents/slides. If documents are to be printed then consider the use of an ecofont (see Chapter 9, p16).
- Some participants might need an overnight stay. In order to select a hotel you should consider: distance to the meeting venue; travel mode; does the hotel carry-out sustainable initiatives (usually advertised on the hotel's webpage) – including the food offered?
- In order to choose the right food for the breaks at the meeting you could either hire a sustainable catering service or find food that is locally produced and in season and minimally wrapped (usually nature stores have a lot on offer). When in the [Netherlands, this sustainable 'eating-out' guide](#) should be consulted when eating at a restaurant/cafe.
- Drinks offered at the meeting should come from containers that require the least amount of wrapping (for instance use 1.5l water bottles instead of using three 0.5l water bottles). If juices are being used, please try and find a fair-trade/biological alternative. The same applies to coffee and tea.
- If it is possible try to combine the meeting with other events that participants may already be attending e.g. conferences, other meetings. This way overall travel emissions are reduced.

At the meeting, please consider that:

- If participants take notes they should be encouraged to take electronic notes; but if it cannot be avoided, please use recycled paper and eco-friendly pens. Encouragement to write on both sides of the paper also helps reduce the amount of paper used.
- If participants do not wish to take notes then they should be encouraged to consider whether they need their electronic device(s) to be turned on during the meeting. In addition electronic devices such as beamers, phones and laptops should be switched off when not in use.
- If a flipchart needs to be used for brainstorming activities, make sure to use recycled paper and eco-friendly markers.
- Switch off the lights in the room where possible.
- The host should be aware of the recycling/waste practices used by the country/city the meeting is held at and dispose of waste accordingly.

2.2 NON FACE TO FACE MEETINGS

Similar to face-to-face meetings for the non face-to-face meetings, no printed documents should be circulated/ posted to the participants. Emailing support documents would be the preferred alternative.

For storing files, the energy use of servers should be considered. If you have your own server, consider installing solar panels or another form of green energy to power it. Alternatively, you can also seek external servers that use green energy to power their devices; Hitachi has put together an in-depth [environmental IT](#)

[practices guide](#). Generally speaking storage of data will always result in some use of energy, therefore make sure to only save what is absolutely crucial. When working on a draft and different versions are being saved in the process, make sure to only keep the final version in the end and delete all other drafts.

For the meeting itself it should be considered whether computer access is absolutely necessary or if the conversations could be held via a phone conference. Note taking should again be encouraged to be electronic, rather than using pen and paper.

3. REGIONAL AND NATIONAL CONTACTS

The campaign committee should appoint early in the process national and/or regional campaign contacts to assist with the translation of campaign materials and encourage colleagues to participate and act as a first point of contact for campaign-related queries. See section 2 for further guidance on meeting guidelines.

4. CAMPAIGN RESOURCES

The campaign infopack is one of the most important documents that will be produced for the campaign, and will act as both an important external and internal communications tool. The information gathered for the infopack will also be used to populate the website. The campaign team needs to think carefully whether the traditional production of an infopack on a CD-ROM which is then posted to every member is the most appropriate and sustainable way. During the Pole to Pole campaign it has been decided to put the infopack wholly on the website. If people have difficulty downloading or accessing required resources in this way they can contact the EAZA Executive Office whereby a CD-ROM will be made and sent to them. The effectiveness and popularity of this change will be monitored for feed-forward to future campaigns.

Information panels should be prepared with the input of the education representatives on the campaign committee and the EAZA Education and Exhibit Design Committee. Information panels, targeted at visitors, should clearly state the aims of the campaign, identifying the problem or crisis, suggesting ways in which visitors can help, and demonstrating the reasons why the zoo or aquarium is participating in the campaign. Resources for campaign-related educational activities in participating zoos should also be provided, and may include species information sheets, face paint templates, mask templates, videos etc.

Campaign resources and access links to them should clearly advise users to think and be sustainable about their use. Asking users to consider, for example, whether they really need a panel, can they use recycled material for games and face masks, what is the best way of recording pledges and actions etc. Information about how to sustainably use and print out resources should be available on the website next to the resources, as well as encouragement to recycle/reuse resources and minimise waste where possible. Carbon offset activities to compensate for resource generation can also be highlighted.

There is some discussion about which carbon offset programmes are most suitable. When deciding which offset programme to invest in it is important to review how much of the donation actually goes to making an impact e.g. how much goes to renewable energy infrastructure and where this infrastructure is located. Further guidance on carbon offsetting activities can be found on the [Sustainability in Action](#) pages of the EAZA website.

5. CAMPAIGN WEBSITE

The colour of the background should be black because monitors require more power to display a white (or light) screen than a black (or dark) screen. Also, the website used should be accompanied by a plugin called 'online leaf'. Once installed on your computer, there are [plugins which can help reduce CO₂ emission](#) by

deactivating the webpage if visitors are inactive. It is like a screensaver that goes off after the user moves the mouse or does any activity. There are also guides available to you [choose a green broadband provider](#).

When searching for a server to host the website, an external server should be sought that uses green energy to power their devices. Hitachi has put together this in-depth [environmental IT practices guide](#).

Encourage the visitors of the website to be mindful about their use of electricity. The EAZA Executive Office Sustainability in Action initiatives available from the AEZA website can be used as guidance.

6. MERCHANDISING

Most campaigns have associated merchandising. It is recommended that when deciding which merchandising should be utilised it is important for it to not only be sustainable but also make good business sense. The campaign team are encouraged to think about how each piece of merchandising contributes to reinforcing and achieving the campaign aims; is the profit from the merchandising items enough to offset the environmental impact of their manufacture and end point etc.

The British and Irish Association of Zoos and Aquariums (BIAZA) have recently published a [BIAZA Sustainability guide for Zoos and Aquariums](#). The section on sustainable procurement gives some helpful guidance on this topic as well as suggesting developing a sustainable procurement policy and outlining what this policy should contain. For example, they suggest comparing life expectancy of products, measuring the impacts on the environment that the product and/or service has over its whole life-cycle. Consideration of availability of information to be able to make these decisions and the level of control over the process is also important when making merchandising decisions.

The Association of Zoos and Aquariums ([AZA green guide](#)) also has some practical advice about making merchandising decisions. This includes things like: being clear with suppliers that you do not want items shipped with excessive or non-recyclable materials such as Styrofoam, choosing local suppliers wherever practical to reduce emissions and conserve energy, choosing compostable plastics or recycled content plastic items etc.

7. JOINT AWARENESS AND FUNDRAISING ACTIVITIES

One or more campaign participant-wide awareness and fundraising activities should be an integral part of the delivery of the campaign. Examples from past campaigns include Ape Week and Saola Awareness Month. Activities linked to the campaign should reinforce the aims of that campaign. In the case of the Pole to Pole campaign whereby the aim is to encourage people to adopt a more sustainable lifestyle then activities should where possible involve, highlight and encourage the following:

- Sustainable sourcing of materials and resources used during PR campaign, awareness raising/fundraising event(s)
- If the activity aims to generate additional visitors then this could be an opportunity to reinforce the use of alternate transport to the institution and e-ticketing systems to minimise the carbon footprint of the activity(s)
- Investigate the most sustainable way of acknowledging actions and efforts of participants e.g. use of recycled paper or electronic production for certificates.
- If you are collecting money aim for donations to be collected via cashless means e.g. electronic transfers. Also explore the possibility of using a sustainable bank (see section 11)

8. CAMPAIGN LAUNCH

The launch of a campaign is usually preceded or followed by a mailing of the campaign infopack to all EAZA members. The suggestion is to minimise the environmental impact of this infopack by investigating alternatives e.g. web-based download (see section 4 for further guidance).

During the official launch at EAZA Annual Conference it is recommended that speakers travel in as sustainable manner as possible. This may mean sourcing speakers as local to the launch venue as possible, allowing additional time for speakers to travel by land/sea rather than by air, investigating joint travel opportunities, use of a video or web link for speakers rather than travelling in person. If none of these possibilities are practicable then the travel should be carbon offset appropriately.

Production of resources associated with the launch e.g. presentation handouts, should be kept to a minimum and use sustainably sourced materials. Visual presentations, such as PowerPoint, should utilise appropriate colour backgrounds to minimise energy use.

9. CAMPAIGN LOGO

When selecting an appropriate campaign logo, consideration should be given to designs that use the least amount of ink and can be reproduced to a high quality using [ecofont](#). Logos that have a transparent background design and still work when used against a variety of background formats should also be explored to help minimise the depletion of natural resources used in ink production.

10. COMMUNICATIONS

Wherever possible the use of new technologies such as social media are preferred over paper based communications as a more sustainable way to generate publicity and interest related to the campaign. In addition, section 5 of this protocol contains further guidance about sustainable website design.

In relation to the specific actions of the Pole to Pole campaign being about minimising energy usage the above advice encouraging increased use of electronic media for communication may seem to be conflicting. However, it is widely accepted that social media is an established part of current culture and one of the most effective ways to reach the widest audience. Consequently, whilst the use of electronic media for communications and resource sharing is encouraged this comes with the additional recommendation that information about use of energy saving standby or sleep mode settings, turning devices off rather than to standby, and unplugging devices once charged should be highlighted as part of these communications.

11. CAMPAIGN FUNDS

Where funds are raised, explore the possibility of using a sustainable bank. It is difficult to find a generally accepted definition of a sustainable bank, however, Wikipedia states that [an ethical bank is](#) “also known as a social, alternative, civic, or sustainable bank... is a bank concerned with the social and environmental impacts of its investments and loans.”

These ethical banks are becoming more and more common as sectors of society demand more social and environmental responsibility from the financial sector. This change in the views of society includes areas such as: ethical investment, socially responsible investment, corporate social responsibility, and is also related to such movements as the fair trade movement, ethical consumerism, boycotting, etc.

In some established commerce areas, such as fair trade, there are comprehensive codes and regulations to which all industries that wish to be certified under this name must comply with. Currently ethical banking has not developed to this point; this is one of the reasons why a generally accepted definition is still quite broad. It

can still be difficult to clearly define what is different between an ethical bank and a conventional bank. Nevertheless, ethical banks are regulated by the same authorities as conventional banks and have to abide by the same rules. Various ethical banks may have different focuses (social impacts, environmental impacts etc.) but they usually do share a common set of principles, not least transparency of the social and/or environmental aims of the projects they finance.

In the Netherlands [Triodos](#) is an example for a sustainable/ethical bank.

12. ACTION TO AFFECT POLICY CHANGE

Meetings related to actions associated with affecting policy change should take place as according to the guidance sent out in section 2 of this document. Innovative low carbon strategies should be investigated as an alternative to usually paper based lobbying activities – both direct lobbying and encouraging others support lobbying efforts. The dissemination of the results of lobbying activities should be carried out in a sustainable manner.

13. EVALUATION OF CAMPAIGN ACTIVITIES

Evaluation is essential if we want to truly measure the impact of campaign resources and activities. To be fully effective how the evaluation will be carried out needs to be incorporated into the design and planning stage of any resource or activity. In addition, how best to carry out these evaluations in a sustainable manner should also be considered during the planning phases.

Where possible, surveys should be carried out using electronic rather than paper distribution and collection methods. So called ‘quick and dirty’ evaluations using tokens or similar to identify public opinion or understanding work well but care should be taken to ensure that the materials used have the lowest environmental impact and are recyclable.

Publication of the results of evaluation(s) should also be carried out in a sustainable manner.

14. EVALUATION OF CAMPAIGN SUSTAINABILITY

An assessment will be made of the contributions of campaign organisers and participants to making their activities associated with the campaign as carbon neutral as possible. Details related to travel, number of meetings etc. by the campaign team and for launch events will be recorded. These details can then be converted into amounts of carbon dioxide, or better still equivalent carbon dioxide (CO₂e) which takes into account other greenhouse gases like methane, generated. Currently converting to CO₂e is considered to be best practice. These values can act as a benchmark to be compared to future campaigns as well as providing data for carbon offset.

Evaluating the sustainability of actions carried out by participating institutions will be carried out by means of surveys and record sheets. Before the start of the campaign questions will be asked of a sample of institutions about how they plan to run the campaign in their zoo and ideas for alternatives to be more sustainable. This is to encourage people to start thinking sustainability from the start. Once the campaign is running sustainability recording sheets will be distributed and further surveys will take place. These will detail the amount of resources used, activities associated with advertising the campaign and any actions taken to reduce their impact. A standardised reporting format will be adopted, with the aim to involve as many participants as possible. These results can be extrapolated to generate values for approximate amounts of carbon dioxide or equivalent carbon dioxide generated, which again can then be used to provide comparable data for future campaigns and for carbon offset.

Results of the evaluations of the sustainability of the campaign will be disseminated through EAZA publications such as the website and Zooquaria.

15. REFERENCES AND ADDITIONAL RESOURCES

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Ecofont (system that reduces amounts of ink used when printing). Located at: <http://www.ecofont.com/>

European Association of Zoos and Aquaria (EAZA) Sustainability in Action webpage. Located at:
<http://www.eaza.net/ACTIVITIES/SUSTAINABILITY/Pages/ActionsArchive.aspx>

European Union Climate Action. Located at: http://ec.europa.eu/clima/policies/brief/causes/index_en.htm

Green broadband provider guide. Located at: <http://crispgreen.com/2011/05/a-guide-to-choosing-a-green-internet-provider/>.

Hitachi environmental IT practices guide. Located at: <http://www.hds.com/assets/pdf/hitachi-white-paper-strategies-for-greater-sustainability-in-data-center.pdf>

Onlineleaf (plugin to help reduce reduce CO₂ emission of webpages). Located at: <http://www.onlineleaf.com/>

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