



GREEN PRACTICES STRATEGIC PLAN

Inspiring passion for wildlife in every guest, every day



The Conservation Garden and Green Roof at the Tulsa Zoo introduce zoo visitors to sustainable landscaping alternatives. The Conservation Garden incorporates rain, pollinator, and water-wise gardens. These gardens, along with our green roof, help zoo visitors appreciate the role native plants play in regional ecology, and will support efforts to incorporate native plants and water conservation into one's home landscape.

GREEN PRACTICES AT THE TULSA ZOO

OUR MISSION

Inspiring passion for wildlife in every guest, every day.

OUR VISION

To be the premier family recreation destination and leading wildlife education and conservation resource in Oklahoma.

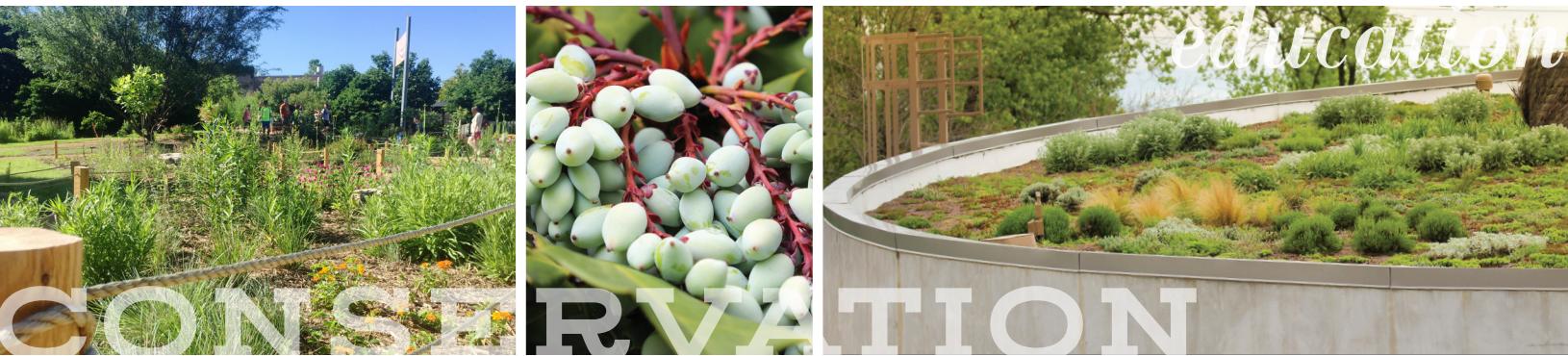
OUR PLAN

We define green practices as a fundamental value that moves us toward our goal of environmentally neutral operations. This includes participating in opportunities such as:

- Energy and resource efficiencies.
- Stewardship of resources.
- Knowledge of and sensitivity to our impacts on the environment.
- Practicing more sustainable consumer options.
- Reducing our ecological footprint through on-site initiatives and community partnerships that foster green practices.

Tulsa Zoo Management, Inc. (TZMI) will work to reduce its negative impact on the environment and lead by example in the city, county, state, as well as, the larger zoo and aquarium community by embracing green practices in our everyday operations.





OUR EFFORTS

Water

Decrease water usage by increasing conservation and efficiency measures.

Atmosphere & Energy

Decrease greenhouse gas and air pollution emissions by increasing energy conservation and efficiency measures, initiating renewable energy use, and emphasizing on sustainable transportation choices.

Materials & Products

Increase percentage and variety of environmentally responsible products and materials used at the Tulsa Zoo. Use a green approach with the collective construction management strategy and on-site construction projects.

Waste

Divert maximum amount of waste away from landfills through source reduction, reuse, composting, recycling and waste to energy programs.

OUR STRATEGY

Our comprehensive green practices strategy:

- Guides our operations.
- Is the plan by which we refine and improve our facilities and daily practices.
- Helps develop new policies and programs.
- Improves green literacy in our community.

Use environmentally sound waste management

- Minimize the total production of waste.
- Manage separation of waste at source to encourage maximum re-use and recycling.
- Minimize the risk of polluting.

Be energy efficient

- Maximize energy efficiency in all on-site operations.
- Reduce travel-related energy consumption.
- Maximize the efficient use of energy that is produced and distributed, especially from renewable sources.
- Apply the four Rs – reduce, reuse, recycle, rethink – in improving our efficiency.

Use natural resources responsibly

- Use products that embody the most efficient and least environmentally damaging use of renewable and nonrenewable natural resources. This applies to products from major construction materials to daily consumable items, and should apply back along the supply chain to source.
- Ensure animal acquisitions and dispositions are environmentally sustainable.

Put local consumption first

- Maximize the proportion of goods and services that come from local providers with acceptable environmental practices.
- Reduce the environmental impact of transportation when feasible.
- Include in RFPs language to determine vendors' commitment to conservation.

Apply the precautionary principle

- Obtain and analyze as much information as possible when making a decision.
- When in doubt, put in place measures to reduce environmental impact.

Encourage staff and public in awareness and participation

- Help people understand why changes are important and what they can do personally to live in a sustainable manner.
- Set an example for Earth friendly operations and become a resource and collaborator with other like-minded businesses.



CONSERVATION *recovery* EVALUATION STRATEGIES RESEARCH *education*

OUR EVALUATION

When implementing new green standards and practices, staff will be asked to alter the way it currently works, so its support is vital. The people on the ground have the best chance of identifying opportunities for Earth friendly improvements, centered on our daily operations.

TZMI's Earth Friendly Committee is a group of staff with an interest in green practices and conservation, who champions the cause within the Zoo. Interested TZMI and Service Systems Associates staff makes up the committee – chaired by the Conservation & Research Manager.

The Earth Friendly Committee identifies priority issues and generally creates an atmosphere of awareness within the Zoo. Listed below are a few examples of the topics and priorities:

- Research green options in all operations of the Zoo.
- Provide resources for self-evaluations of Zoo employees' daily operations and work areas.
- Assist in implementing the environmental policy and guiding principles.
- Assist in developing an internal communications plan to provide and receive clear and consistent communication with staff.
- Assist in developing an external communications plan to provide and receive clear and consistent communication with visitors, vendors, and the community.
- Assist Conservation & Research Manager in completing the annual Association of Zoos and Aquariums Sustainable Practices Survey.
- Assist TZMI employees in answering questions, gathering materials or directing other staff about our on-site recycling program.

TZMI approaches its green practices strategic plan as a fundamental value that moves us toward our goals of environmentally neutral operations. We accomplish these by emphasizing goals and initiatives that allow us to be resourceful and mindful of our natural resources. Through our actions and by fostering community relationships we will be successful in reducing our ecological footprint.

OUR ENVIRONMENTAL EDUCATION

Amplify the frequency and variety of environmental education efforts.

Partner with other organizations and get involved with green-related community involvement projects, programs, events and activities that meet TZMI's green policy standards and enhance the educational goals of the program.

The Conservation & Research Department will work with TZMI's Education Department to create a blueprint that determines which green practices should be introduced to specific age groups in a tiered learning system to ensure optimal understanding and adoption of the green practice actions. The blueprint will be used to inform all decisions made for green practice curriculum in existing programs and for future planning.

The partnership between the Conservation and Education Departments will be ongoing as green practices educational goals are created and reviewed on an annual basis and decisions are made on educational partnerships within the Zoo and the community to promote green practice literacy.

