



E - C O M M E R C E

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O V E R V I E W

- E-commerce is “a term that covers everything a business does online to sell to consumers, both domestically and overseas. It includes: the sale through a website, the online advertising that leads to a sale, and the brand building that helps tie it all together as a narrative for consumers.”



CHALLENGES

- E-Commerce is:
 - Global and ubiquitous;
 - Fast-paced and ever-changing;
 - Hard to regulate and monitor
- Laws cannot keep up;
 - Inconsistency
 - Anonymity of buyers/ sellers
 - Monitoring & Enforcement
- Lack of liability
- Availability of information



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SOLUTIONS/VOLUNTARY MEASURES

- Regulation – **channels** of e-commerce
- Voluntary monitoring by third-party platforms
- Seller education
 - Labeling, acknowledgements, invasive species lists
 - Increase buyer education/ awareness





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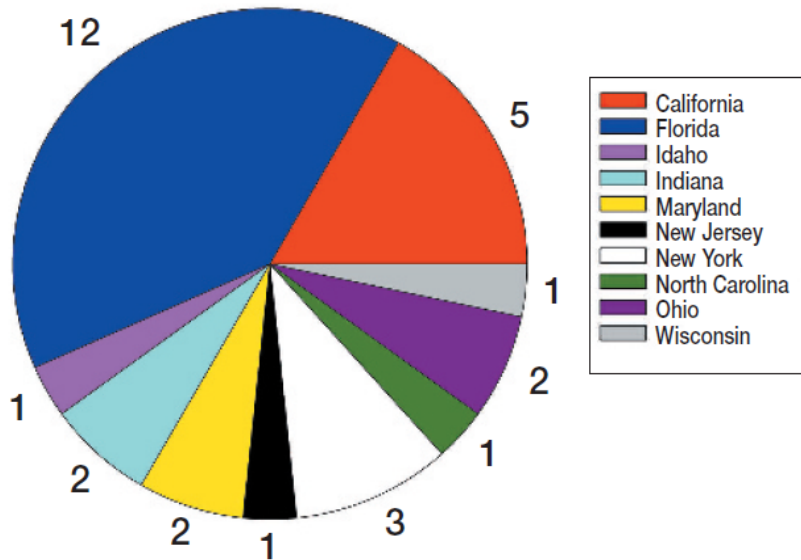
E-COMMERCE AND
HUMAN-MEDIATED
DISPERSAL OF
AQUARIUM SPECIES

- *What we did:*
 - *Purchased the popular green macroalga *Caulerpa* from 30 internet retailers and 60 internet auction sites*
 - *Purchased “live rock” from 30 sites: 10 internet retailers, 10 internet auction sites, 10 local retailers – all kept in separate aquaria for 1 month*
 - *Involved 22 volunteers and 200+ search hours online*

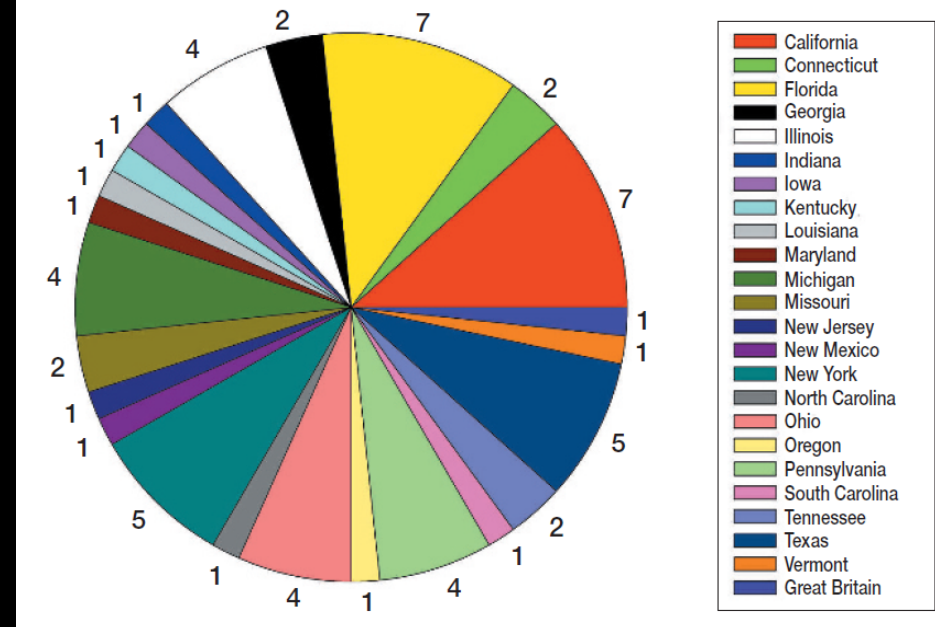
WHAT DID WE FIND FOR CAULERPA?

- 12 species of *Caulerpa* transported to Orlando via e-commerce
- Purchased from Great Britain + 25 states (52% landlocked)
- Florida was origin of 40% internet retailers, 12% internet auctions
- 2 suppliers for education contracted with south Florida harvesters
- Only 10.6% of sellers provided correct genus and species names

Internet retail sites selling *Caulerpa*



Internet auction sites selling *Caulerpa*

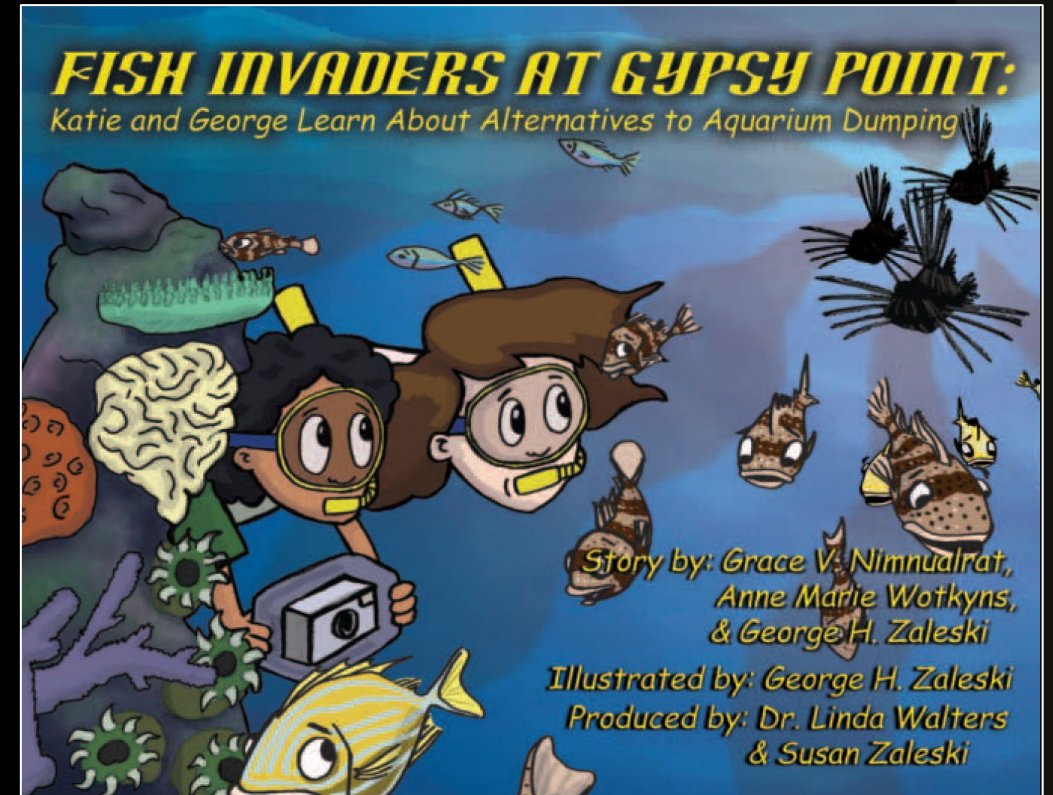




WHAT
DID WE
FIND FOR
"LIVE
ROCK" ?

- *Included hard corals harvested from reefs & cured aquaculture rocks*
- *Reported origins: Haiti, Caribbean, Florida Keys, Marshall Islands, Pohnpei, Fiji, Tonga, Samoa, Vanuatu*
- *We found 4 species of Caulerpa (not visible until week 4 of cultivation)*
- *We found 53 additional marine species*
27 invertebrate species, 25 species of macroalgae, cyanobacteria

Best tool for preventing unwanted “aquarium dumping” : EDUCATION



Digital copies of books available at: stars.library.ucf.edu/ceelabbooks/