

	Target Audience	Key Messages	Method of Delivery	Lead	Participants	Timeline	Budget		
Insufficient awareness of the lack of ability of aquatic plants and animals to survive upon release.	Retail stores Aquarists	Aquarists. Most aquarium fish are from tropical and subtropical regions and will not survive environmental conditions in North America. Aquarists and retail stores. Protect the Environment - Choose species that are not considered invasive in your state.	Social media posts Hobbyist group newsletters Information on sales packaging Direct outreach to retail stores in N. America	Retail store Importers Exporters	Aquarists	July 2024	\$100,000	By 2027, a minimum of 80% of non-native species bought and sold for aquariums in North America have labeling relative to risk as well as appropriate methods to deal with unwanted aquatic plants and animals.	
1. Insufficient public knowledge and options re: unwanted live plants and animals (e.g., disposal, sharing with someone else)	General public	Develop messages for the public that re-frames issues from negative to positive. Use proven public education foundations of: <ul style="list-style-type: none"> Engage as stakeholders in common cause Empower knowledge with discovery base on the Critical Question Provide them an education "discovery journey" that empowers their critical thinking about the issue and their realistic roles to make a difference. Applies to #2 and #3 below	Top delivery methods score the highest when: Long format greater than 5 minutes but less than 30 Mass distribution on networks that make impressions - PBS Television either "educational" or "documentary" Applies to #2 and #3 below	Educational media developers and distributors Applies to #2 and #3 below	Established producers of PBS educational television and PBS LearningMedia that have the ability to reach 5-10 million views/impression per content Applies to #2 and #3 below	September 2024	\$73,000	Make 5-10 million impressions per 30-minute educational program, offered freely to PBS nationally; plus 5-10 minute classroom video with hands-on HS lesson activity correlated to CC and NGSS standards for PBS LearningMedia (20 million users) Applies to #2 and #3 below	Established Emmy-winning series, production company and active PBS distribution system. Ad partners only fund production cost and education network and PBS carry distribution costs Applies to #2 and #3 below
		Focus on activity: <ul style="list-style-type: none"> Never let anything loose in the wild that has lived in your pond or aquarium. What is safe in your aquarium or pond can cause damage in the environment. Pets and live food can cause destruction in the wild. Releasing pets is a death sentence. Never move a plant or animal from one body of water to another 	Develop an app/website that provides the messaging and the information people need, all in one place <ul style="list-style-type: none"> What is safe and what is invasive Rehoming options Best practices 	App jointly developed by industry and government.	Pet advocacy organizations	App/website piloted: March 2024	App/website: \$100,000 for development, owner can license to States and Provinces	# of States and Provinces using, # of industry entities participating, hits and clicks	
	Retailers	Create an international North American network of retailers, organizations, hobbyists, and others to help consumers with orphaned/unwanted aquatic plants and/or animals. Register as an org that will take back certain animals	Prompted by retailers, hobby clubs, societies, governments Social media, outdoor, signage, television	Verling Peiner Direct mailers, social media, website updates, in-shop posters	Federal and provincial agencies?	States, industry, retailers, organizations, hobbyists	Registry completed by December 2024		North American registry of entities that will take back certain animals

			Direct outreach to retail stores in N. America							
1. Insufficient public knowledge and options re: unwanted live plants and animals (e.g., disposal, sharing with someone else)	General public	<p>Develop messages for the public that re-frames issues from negative to positive.</p> <p>Use proven public education foundations of:</p> <ul style="list-style-type: none"> Engage as stakeholders in common cause Empower knowledge with discovery base on the Critical Question Provide them an education "discovery journey" that empowers their critical thinking about the issue and their realistic roles to make a difference. <p>Applies to #2 and #3 below</p>	<p>Top delivery methods score the highest when:</p> <p>Long format greater than 5 minutes but less than 20</p> <p>Mass distribution on networks that make impressions - PBS Television either "educational" or "documentary"</p> <p>Applies to #2 and #3 below</p>	Educational media developers and distributors	Established producers of PBS educational television and PBS LearningMedia that have the ability to reach 5-10 million views/impression per content	September 2024	\$73,000	<p>Make 5-10 million impressions per 30-minute educational program, offered freely to PBS nationally, plus 5-10 minute classroom video with hands-on HS lesson activity correlated to CC and NGSS standards for PBS LearningMedia (20 million users)</p> <p>Applies to #2 and #3 below</p>	<p>Established Emmy-winning series, production company and active PBS distribution system. All partners only fund production cost and education network and PBS carry distribution costs</p> <p>Applies to #2 and #3 below</p>	
		<p>Focus on activity:</p> <ul style="list-style-type: none"> Never let anything loose in the wild that has lived in your pond or aquarium. What is safe in your aquarium or pond can cause damage in the environment. Pets and live food can cause destruction in the wild. Releasing pets is a death sentence. Never move a plant or animal from one body of water to another Fish compatibility and lifestyle - fish were no longer compatible with lifestyle of individual purchasing (habit/attitude lessons learned) 	<p>Develop an app/website that provides the messaging and the information people need, all in one place</p> <ul style="list-style-type: none"> What is safe and what is invasive Returning options Best practices 	App jointly developed by industry and government	Pet advocacy organizations	App/website planned: March 2024	App/website: \$100,000 for development, owner can license to States and Provinces	# of States and Provinces using, # of industry entities participating, hits and clicks		
			<p>Promoted by retailers, hobby clubs, societies, governments</p> <p>Social media, outdoor, signage, television</p>							
		Retailers	<p>Create an international North American network of retailers, organizations, hobbyists, and others to help consumers with orphaned/unwanted aquatic plants and/or animals.</p> <p>Register as an org that will take back certain animals</p>	<p>Direct mailers, social media, website updates, in-shop posters.</p>	Federal and provincial agencies?	States, industry, retailers, organizations, hobbyists	Registry completed by December 2024		North American registry of entities that will take back certain animals	
			<p>Develop, catalogue, share, and promote positive stories about what businesses are doing to reduce the release of unwanted live plants and animals.</p>	<p>Direct mailers, social media, website updates, in-shop posters.</p>		Industry, retailers, organizations, hobbyists	5 Stories are compiled and posted annually		5 positive stories about what businesses are doing to reduce the release of unwanted live animals and plants are posted to "the" website annually	
			<p>Promote the use of bag/tank/shop labels retailers can use to educate customers about</p>	<p>Coordination with</p>			Label templates are			

someone/an organization in evaluating risks associated with aquatic invasive species in commerce.

6. Reach out to representatives / senators / staffers to raise awareness, understanding and support for the importance of AIS in Commerce issues.

Businesses

Develop a decision tree tool that helps entities evaluate risks associated with aquatic invasive species in commerce.

Online decision support tool

Online decision support tool is developed and used by businesses

Policy makers

Create one-to-2 page briefings for legislators and provide to entities that engage with legislators, including annual events

Briefings are developed and shared with legislators annually



		Inform retailers about opportunities for membership in pet advocacy organizations.	Pet Advocacy Networks					pet ac
		Develop or support taxonomic expertise and identification references to accurately identify early life, juvenile and adult stages - training and information for everyone	Online resources, classes, and certifications.					pet ac
		Share best management practices and guidelines with businesses	Industry Trade Organizations					Best n share
<p>5. Lack of checklist/questions available to assist someone/an organization in evaluating risks associated with aquatic invasive species in commerce.</p>	Businesses	<p>Less invasive and native look-alike alternatives are readily available to consumers</p> <p>Develop a list of questions helps businesses evaluate risks associated with aquatic invasive species in commerce (is it legal, will it sell, could it become invasive - where you are at, is it properly identified, would it survive in the wild, how large will it grow, what are its life history needs, how quickly might this species</p>	<p>Retailers</p> <p>Online decision support tool (The Minnesota Invasive Species Advisory Council developed a list aquatic invasive species, many of which are in commerce. This list is not for regulatory purposes: https://static1.squarespace.com/static/57539006044262fce01261c5/1/5e5e6c755eb6fa4a91ec9549/1583246456744/MISAC+Species+L</p>					Online used
<p>6. Reach out to representatives / senators / staffers to raise awareness, understanding and support for the importance of AIS in Commerce issues.</p>	Policy makers	<p>Create one-to-2 page briefings for legislators and provide to entities that engage with legislators, including annual events</p>						Briefing legisla

		Inform retailers about opportunities for membership in pet advocacy organizations.	Pet Advocacy Networks					pet ad
		Develop or support taxonomic expertise and identification references to accurately identify early life, juvenile and adult stages - training and information for everyone	Online resources, classes, and certifications.					pet ad
<p>5. Lack of checklist/questions available to assist someone/an organization in evaluating risks associated with aquatic invasive species in commerce.</p>	Businesses	<p>Share best management practices and guidelines with businesses</p> <p>App/website</p> <p>Less invasive and native look-alike alternatives are readily available to consumers</p> <p>Develop a list of questions helps businesses evaluate risks associated with aquatic invasive species in commerce (is it legal, will it sell, could it become invasive - where you are at, is it properly identified, would it survive in the wild, how large will it grow, what are its life history needs, how quickly might this species</p>	<p>Industry Trade Organizations</p> <p>Retailers</p> <p>Online decision support tool (The Minnesota Invasive Species Advisory Council developed a list aquatic invasive species, many of which are in commerce. This list is not for regulatory purposes: https://static1.squarespace.com/static/575390060442ce01261c5f1/5e5e6c755456744/MISAC+Species+L</p>					Best n share
<p>6. Reach out to representatives / senators / staffers to raise awareness, understanding and support for the importance of AIS in Commerce issues.</p>	Policy makers	Create one-to-2 page briefings for legislators and provide to entities that engage with legislators, including annual events - use state-specific examples for legislators	Agencies	Industries (networks) - PIJAC, e.g.				Online used

		Share best management practices and guidelines with businesses	Industry Trade Organizations				
		App/website					
<p>5. Lack of checklist/questions available to assist someone/an organization in evaluating risks associated with aquatic invasive species in commerce.</p>	Businesses	<p>Less invasive and look-alike alternatives are readily available to consumers</p> <p>Develop a list of questions helps businesses evaluate risks associated with aquatic invasive species in commerce (is it legal, will it sell, could it become invasive - where you are at, is it properly identified, would it survive in the wild, how large will it grow, what are its life history needs, how quickly might this species multiply, how long might this animal live) ... Potentially a sign they could put in when they complete the check that they are "friendly to invasive species" -</p>	<p>Retailers</p> <p>Online decision support tool (The Minnesota Invasive Species Advisory Council developed a list aquatic invasive species, many of which are in commerce. This list is not for regulatory purposes: https://static1.squarespace.com/static/61c7c3096c08a7eb6fa4a91ec9549/1583246456744/MISAC+Species+L</p>				Online used
<p>6. Reach out to representatives / senators / staffers to raise awareness, understanding and support for the importance of AIS in Commerce issues.</p>	Policy makers	<p>Create one-to-2 page briefings for legislators and provide to entities that engage with legislators, including annual events - use state-specific examples for legislators</p>	<p>Agencies, NGOs, and businesses - achieve informed consent on</p>	<p>Industries (networks) - PIJAC, e.g.</p>			Briefing legisla



		Share best management practices and guidelines with businesses	Industry Trade Organizations					
		App/website						
		Less invasive and native look-alike alternatives are readily available to consumers	Retailers					
<p>5. Lack of checklist/questions available to assist someone/an organization in evaluating risks associated with aquatic invasive species in commerce.</p>	Businesses	<p>Develop a list of questions helps businesses evaluate risks associated with aquatic invasive species in commerce (is it legal, will it sell, could it become invasive - where you are at, is it properly identified, would it survive in the wild, how large will it grow, what are its life history needs, how quickly might this species multiply, how long might this animal live) . . . Potentially a sign they could put in windows if they complete the check that they are "not friendly to invasive species" - A benefit they could get from completing the questionnaire.</p>	<p>Online decision support tool (The Minnesota Invasive Species Advisory Council developed a list aquatic invasive species, many of which are in commerce. This list is not for educational purposes: https://static1.squarespace.com/static/57530nnncn8a762fce01261c5/t/eb6fa4a91ec9549/1583246456744/MISAC+Species+L</p>				Online used	
<p>6. Reach out to representatives / senators / staffers to raise awareness, understanding and support for the importance of AIS in Commerce issues.</p>	Policy makers	<p>Create one-to-2 page briefings for legislators and provide to entities that engage with legislators, including annual events - use state-specific examples for legislators.</p>	<p>Agencies, NGOs, and businesses - achieve informed consent on key points to policy makers</p>	Industries (networks) - PAN e.g.			Briefing legisla	



Open link 14

Samantha Hamilton

miro Information and Education		external presenters		Present				Share
2. Insufficient public understanding of consequences of releasing unwanted live plants and animals. (COMBINE)	General public	Describe the range of impacts associated with the consequences of releasing unwanted aquatic plants and animals, including: <ul style="list-style-type: none"> • environment/ecosystem • animal welfare • legal • other impacts Illustrate those impacts using case studies.	Nature documentaries?					The con and a in a
		Create point-of-sale outreach documents for specific target audiences (e.g., cultural food markets) that highlight the concerns re: release of animals.	Point of sale outreach documents					Point and unwa
3. Insufficient public access to information and outreach about aquatic plants and animals.	General public	Develop, catalogue, and make available information about aquatic plants and animals in trade, including guides and tools to correctly label species, legal issues, life history needs, and risks caused by trade.	Guides and other tools		Academic and agency experts			Gui
		Make USER-FRIENDLY, easily understandable, updated, a one-stop shop, information available on interjurisdictional laws that exist across states and provinces re: sales and possession of species.	Compilation of interjurisdictional laws (updated)					Upda
		Conduct a high-profile, consistent national (North American) outreach campaign on aquatic plants and animals in trade, including information on why invasive species are important to address.	Outreach campaign					A
		Targeted local ad messaging using geofencing technology in the form of public service announcements. Public can receive alerts on	Alert/ ad via smart phone Social media Partner with local media iHeart Media Michael Tuohy (TV, radio, newspaper)					

	Strategy c. Work with states and provinces to achieve, at least on a regional basis, some level of uniformity associated with the types of allowable and restricted species lists provided.	National Sea Grant Law Center, Conservation Collaborations, LLC and Creative Resource Strategies, LLC
Lack of one location that identifies where species cannot legally be shipped.	Strategy a. Compile updated location list. Strategy b. Share location lists. Strategy c. Develop a strategy to maintain updated location lists.	
Lack of easily accessible, online, and understandable species lists by state/province	Strategy a. Combine this with number 5? While there are entities that can ship to many states, each such entity usually only has one location of operations.	
Insufficient networks (lack of knowledge of existing networks, and lack of sufficient collaboration across those networks) and information access and sharing across regional, national, and international organizations.	Strategy a. Compile list of existing networks. Strategy b. Conduct an analysis to determine how best these networks, including regulatory networks, intersect and have the potential for collaboration and cooperation. Navigate issues associated with private data and information.	
Lack of a clearinghouse/portal (that has regulatory review prior to launch) that shares information about regulations, species, pet ownership, rehoming, unwanted pet disposal, etc.	Strategy a. Develop the framework for a clearinghouse/portal. Strategy b. Share beta portal with regulatory and other groups to ensure accurate information is portrayed. Strategy c. Develop protocols for maintaining updated information.	
Lack of directories of aquatic species in trade entities throughout the supply	Strategy a. Develop a comprehensive directory of aquatic species in trade entities. Strategy b. Develop protocols for maintaining updated information.	

<p>find lists of allowable, or restricted, aquatic plants and animals by state and province</p>	<p>Strategy b. Create a one-stop shop location on the Internet where buyers, sellers, and others can obtain state and provincial allowable and restricted aquatic plant and animal lists. Note: This one-stop shop will link directly to state and provincial pages.</p>	<p>Resource Strategies, LLC</p>
	<p>Strategy c. Work with states and provinces to achieve, at least on a regional basis, some level of uniformity associated with the types of allowable and restricted species lists provided.</p>	<p>National Sea Grant Law Center, Conservation Collaborations, LLC and Creative Resource Strategies, LLC</p>
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<p>Lack of a clearinghouse/portal (that has regulatory review prior to launch) that shares information about regulations, species, pet ownership, rehoming, unwanted pet disposal, etc.</p>	<p>Strategy a. Develop the framework for a clearinghouse/portal. Strategy b. Share beta portal with regulatory and other groups to ensure accurate information is portrayed. Strategy c. Develop protocols for maintaining updated information.</p>	

<p>find lists of allowable, or restricted, aquatic plants and animals by state and province</p>	<p>Strategy b. Create a one-stop shop location on the Internet where buyers, sellers, and others can obtain state and provincial allowable and restricted aquatic plant and animal lists. Note: This one-stop shop will link directly to state and provincial pages.</p>	<p>Resource Strategies, LLC</p>
	<p>Strategy c. Work with states and provinces to achieve, at least on a regional basis, some level of uniformity associated with the types of allowable and restricted species lists provided.</p>	<p>National Sea Grant Law Center, Conservation Collaborations, LLC and Creative Resource Strategies, LLC</p>
<p>Lack of one location that identifies where species cannot legally be shipped.</p>	<p>Strategy a. Compile updated location list. Strategy b. Share location lists. Strategy c. Develop a strategy to maintain updated location lists.</p>	
<p>Lack of easily accessible, online, and understandable species lists by state/province</p>	<p>Strategy a. Combine this with number 5? While there are entities that can ship to many states, each such entity usually only has one location of operations.</p>	
<p>Insufficient networks (lack of knowledge of existing networks, and lack of sufficient collaboration across those networks) and information access and sharing across regional, national, and international organizations.</p>	<p>Strategy a. Compile list of existing networks. Strategy b. Conduct an analysis to determine how best these networks, including regulatory networks, intersect and have the potential for collaboration and cooperation. Navigate issues associated with private data and information.</p>	
<p>Lack of a clearinghouse/portal (that has regulatory review prior to launch) that shares information about regulations, species, pet ownership, rehoming, unwanted pet disposal, etc.</p>	<p>Strategy a. Develop the framework for a clearinghouse/portal. Strategy b. Share beta portal with regulatory and other groups to ensure accurate information is portrayed. Strategy c. Develop protocols for maintaining updated information.</p>	

<p>Information Access and Sharing</p> <p>ble, or restricted, aquatic plants and animals by state and province</p>	<p>Strategy b. Create a one-stop shop location on the Internet where buyers, sellers, and others can obtain state and provincial allowable and restricted aquatic plant and animal lists. Note: This one-stop shop will link directly to state and provincial pages.</p>	<p>Resource Strategies, LLC</p>	<p>agency staffs, AFWA</p>
	<p>Strategy c. Work with states and provinces to achieve, at least on a regional basis, some level of uniformity associated with the types of allowable and restricted species lists provided.</p>	<p>National Sea Grant Law Center, Conservation Collaborations, LLC and Creative Resource Strategies, LLC</p>	<p>State and provincial agency staffs, AFWA</p>
<p>Lack of a one-stop online shop where people can access information on where species cannot legally be imported or shipped.</p>	<p>Strategy a. Compile updated location list. Strategy b. Share location lists. Strategy c. Develop a strategy to maintain updated location lists.</p>		
<p>Lack of easily accessible, online, and understandable species lists by state/province</p>	<p>Strategy a. Combine this with number 5? While there are entities that can ship to many states, each such entity usually only has one location of operations.</p>		
<p>Insufficient networks (lack of knowledge of existing networks, and lack of sufficient collaboration across those networks) and information access and sharing across regional, national, and international organizations.</p>	<p>Strategy a. Compile list of existing networks. Strategy b. Conduct an analysis to determine how best these networks, including regulatory networks, intersect and have the potential for collaboration and cooperation. Navigate issues associated with private data and information.</p>		
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<p>Information Access and Sharing</p> <p>ble, or restricted, aquatic plants and animals by state and province</p>	<p>Strategy b. Create a one-stop shop location on the Internet where buyers, sellers, and others can obtain state and provincial allowable and restricted aquatic plant and animal lists. Note: This one-stop shop will link directly to state and provincial pages.</p> <p>Strategy c. Work with states and provinces to achieve, at least on a regional basis, some level of uniformity associated with the types of allowable and restricted species lists provided.</p>	<p>Resource Strategies, LLC</p> <p>National Sea Grant Law Center</p> <p>Creative Resource Strategies, LLC</p>	<p>agency staffs, AFWA</p> <p>State and provincial agency staffs, AFWA</p>
<p>Lack of a one-stop online shop for states and provinces where people can access information on where species cannot legally be imported or shipped.</p>	<p>Strategy a. Compile updated location list.</p> <p>Strategy b. Share location lists.</p> <p>Strategy c. Develop a strategy to maintain updated location lists.</p> <p>Strategy d. Provide training/handbook for retail staff.</p>	<p>Canadian Food and Inspection Agency (provides import information for products); Fisheries and Oceans (list)</p>	
<p>Lack of easily accessible, online, and understandable species lists by state/province</p>	<p>Strategy a. Combine this with number 5? While there are entities that can ship to many states, each such entity usually only has one location of operations.</p>		
<p>Insufficient networks (lack of knowledge of existing networks, and lack of sufficient collaboration across those networks) and information access and sharing across regional, national, and international organizations.</p>	<p>Strategy a. Compile list of existing networks.</p> <p>Strategy b. Conduct an analysis to determine how best these networks, including regulatory networks, intersect and have the potential for collaboration and cooperation. Navigate issues associated with private data and information.</p>		
<p>Lack of a clearinghouse/portal (that has regulatory review prior to launch) that shares information about regulations, species, pet ownership, rehoming, unwanted pet disposal, etc.</p>	<p>Strategy a. Develop the framework for a clearinghouse/portal.</p> <p>Strategy b. Share beta portal with regulatory and other groups to ensure accurate information is portrayed.</p> <p>Strategy c. Develop protocols for maintaining updated information.</p>		
	<p>Strategy a. Develop a comprehensive directory of aquatic species in</p>		

Information Access and Sharing	animals by state and province	buyers, sellers, and others can obtain state and provincial allowable and restricted aquatic plant and animal lists. Note: This one-stop shop will link directly to state and provincial pages.	
	Strategy c. Work with states and provinces to achieve, at least on a regional basis, some level of uniformity associated with the types of allowable and restricted species lists provided.	National Sea Grant Law Center, Conservation Collaborations, LLC and Creative Resource Strategies, LLC	State and provincial agency staffs, AFWA
Lack of a one-stop online shop for states and provinces where people can access information on where species cannot legally be imported or shipped.	Strategy a. Compile updated location list. Strategy b. Share location lists. Strategy c. Develop a strategy to maintain updated location lists. Strategy d. Provide training/handbook for retail staff.	Canadian Food and Inspection Agency (provides import information for products); Dept. Fisheries and Oceans (list), CCC (Canada) - all have import information	
Lack of easily accessible, online, and understandable species lists by state/province	Strategy a. Combine this with number 5? While there are entities that can ship to many states, each such entity usually only has one location of operations.		
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<p>Information Access and Sharing</p> <p>for states and provinces where people can access information on where species cannot legally be imported or shipped.</p>	<p>Strategy a. Compile updated location list.</p> <p>Strategy b. Share location lists.</p> <p>Strategy c. Develop a strategy to maintain updated location lists.</p> <p>Strategy d. Provide training/handbook for retail staff.</p>	<p>Can: (provides import information for products); Dept. Fisheries and Oceans (list), CCC (Canada) - all have import information</p>
<p>Lack of easily accessible, online, and understandable species lists by state/province</p>	<p>Strategy a. Combine this with number 5? While there are entities that can ship to many states, each such entity usually only has one location of operations.</p>	<p>OpenSea</p>
<p>Insufficient networks (lack of knowledge of existing networks, and lack of sufficient collaboration across those networks) and information access and sharing across regional, national, and international organizations.</p>	<p>Strategy a. Compile list of existing networks.</p> <p>Strategy b. Conduct an analysis to determine how best these networks, including regulatory networks, intersect and have the potential for collaboration and cooperation. Navigate issues associated with private data and information.</p>	
<p>Lack of a clearinghouse/portal (that has regulatory review prior to launch) that shares information about regulations, species, pet ownership, rehoming, unwanted pet disposal, etc.</p>	<p>Strategy a. Develop the framework for a clearinghouse/portal.</p> <p>Strategy b. Share beta portal with regulatory and other groups to ensure accurate information is portrayed.</p> <p>Strategy c. Develop protocols for maintaining updated information.</p>	
<p>Lack of directories of aquatic species in trade entities throughout the supply chain.</p>	<p>Strategy a. Develop a comprehensive directory of aquatic species in trade entities.</p> <p>Strategy b. Develop protocols for maintaining updated information.</p>	
<p>Lack of well-identified and implemented best management practices associated with minimum/consistent information</p>	<p>Strategy a. Develop BMPs associated with aquatic invasive species in commerce information standards.</p> <p>Strategy b. Develop, share, and use consistent definitions and terms.</p>	

<p>Information Access and Sharing</p> <p>for states and provinces where people can access information on where species cannot legally be imported or shipped.</p>	<p>Strategy a. Compile updated location list. Strategy b. Share location lists. Strategy c. Develop a strategy to maintain updated location lists. Strategy d. Provide training/handbook for retail staff.</p>	<p>Can: (provides import information for products); Dept. Fisheries and Oceans (list), CCC (Canada) - all have import information</p>	
<p>Lack of easily accessible, online, and understandable species lists by state/province</p>	<p>Strategy a. Combine this with number 5? While there are entities that can ship to Subsistence harvesting only has one location of operations.</p>		
<p>Insufficient networks (lack of knowledge of existing networks, and lack of sufficient collaboration across those networks) and information access and sharing across regional, national, and international organizations.</p>	<p>Strategy a. Compile list of existing networks (network mapping - flows of information and communication - who is exchanging information and who can share it - how do they share it). Network Strategy b. Conduct an analysis to determine how best these networks, including regulatory networks, intersect and have the potential for collaboration and cooperation. Navigate issues associated with private data and information.</p>	<p>Extension programs, academia</p>	
<p>Lack of a clearinghouse/portal (that has regulatory review prior to launch) that shares information about regulations, species, pet ownership, rehoming, unwanted pet disposal, etc.</p>	<p>Strategy a. Develop the framework for a clearinghouse/portal. Strategy b. Share beta portal with regulatory and other groups to ensure accurate information is portrayed. Strategy c. Develop protocols for maintaining updated information.</p>		
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<p>Lack of well-identified and implemented best management practices associated with minimum/consistent information standards for information</p>	<p>Strategy a. Develop BMPs associated with aquatic invasive species in commerce information standards. Strategy b. Develop, share, and use consistent definitions and terms.</p>		

<p>online shop for states and provinces where people can access information on where species cannot legally be imported or shipped.</p>	<p>Strategy a. Compile updated location list. Strategy b. Share location lists. Strategy c. Develop a strategy to maintain updated location lists. Strategy d. Provide training/handbook for retail staff.</p>	<p>(provides import information for products); Dept. Fisheries and Oceans (list), CCC (Canada) - all have import information</p>
<p>Lack of easily accessible, online, and understandable species lists by state/province</p>	<p>Strategy a. Combine this with number 5? While there are entities that can ship to many states, each such entity usually only has one location of operations.</p>	<p>Extension programs, academia</p>
<p>Insufficient networks (lack of knowledge of existing networks, and lack of sufficient collaboration across those networks) and information access and sharing across regional, national, and international organizations.</p>	<p>Strategy a. Compile list of existing networks (network mapping - flows of information and communication - who is exchanging information and who can share it - how do they share it). Networks could include enforcement, importers, trans-shippers, wholesalers, retailers, GLADIATR) Strategy b. Conduct an analysis to determine how best these networks, including regulatory networks, intersect and have the potential for collaboration and cooperation. Navigate issues associated with private data and information.</p>	<p>Extension programs, academia</p>
<p>Lack of a clearinghouse/portal (that has regulatory review prior to launch) that shares information about regulations, species, pet ownership, rehoming, unwanted pet disposal, etc.</p>	<p>Strategy a. Develop the framework for a clearinghouse/portal. Strategy b. Share beta portal with regulatory and other groups to ensure accurate information is portrayed. Strategy c. Develop protocols for maintaining updated information.</p>	
<p>Lack of directories of aquatic species in trade entities throughout the supply chain.</p>	<p>Strategy a. Develop a comprehensive directory of aquatic species in trade entities. Strategy b. Develop protocols for maintaining updated information.</p>	
<p>Lack of well-identified and implemented best management practices associated</p>	<p>Strategy a. Develop BMPs associated with aquatic invasive species in commerce information standards.</p>	

<p>Information Access and Sharing</p> <p>ible, online, and understandable species lists by state/province</p>	<p>Strategy a. Combine this with number 5? While there are entities that can ship to many states, each such entity usually only has one location of operations.</p>		
<p>Insufficient networks (lack of knowledge of existing networks, and lack of sufficient collaboration across those networks) and information access and sharing across regional, national, and international organizations.</p>	<p>Strategy a. Compile list of existing networks (network mapping - flows of information and communication - who is exchanging information and who can share it - how do they share it). Networks could include enforcement, importers, trans-shippers, wholesalers, retailers, GLADIATR)</p> <p>Strategy b. Conduct an analysis to determine how best these networks, including regulatory networks, intersect and have the potential for collaboration and cooperation. Navigate issues associated with private data and information.</p>	<p>Extension programs, academia</p>	
<p>Lack of a clearinghouse/portal (that has regulatory review prior to launch) that shares information about regulations, species, pet ownership, rehoming, unwanted pet disposal, etc.</p>	<p>Strategy a. Develop the framework for a clearinghouse/portal.</p> <p>Strategy b. Share beta portal with regulatory and other groups to ensure accurate information is portrayed.</p> <p>Strategy c. Develop protocols for maintaining updated information.</p>	<p>Microbial Threats</p>	
<p>Lack of directories of aquatic species in trade entities throughout the supply chain.</p>	<p>Strategy a. Develop a comprehensive directory of aquatic species in trade entities.</p> <p>Strategy b. Develop protocols for maintaining updated information.</p>		
<p>Lack of well-identified and implemented best management practices associated with minimum/consistent information standards for information interoperability and sharing.</p>	<p>Strategy a. Develop BMPs associated with aquatic invasive species in commerce information standards.</p> <p>Strategy b. Develop, share, and use consistent definitions and terms.</p>		
<p>Lack of identification of entities and</p>	<p>Strategy a. Host a summit to convene entities with responsibilities</p>		

<p>Insufficient networks (lack of knowledge of existing networks, and lack of sufficient collaboration across those networks) and information access and sharing across regional, national, and international organizations.</p>	<p>of information and communication - who is exchanging information and who can share it - how do they share it). Networks could include enforcement, importers, trans-shippers, wholesalers, retailers, GLADIATR) Strategy b. Conduct an analysis to determine how best these networks, including regulatory networks, intersect and have the potential for collaboration and cooperation. Navigate issues associated with private data and information.</p>	<p>Extension programs, academia</p>
<p>Lack of a clearinghouse/portal (that has regulatory review prior to launch) that shares information about regulations, species, pet ownership, rehoming, unwanted pet disposal, etc.</p>	<p>Strategy a. Develop the framework for a clearinghouse/portal. Strategy b. Share beta portal with regulatory and other groups to ensure accurate information is portrayed. Strategy c. Develop protocols for maintaining updated information.</p>	
<p>Lack of published comprehensive directories of entities trading in aquatic species (e.g., Pet Product News)</p>	<p>Strategy a. Develop a comprehensive directory of entities trading in aquatic species. Strategy b. Develop protocols for maintaining updated information.</p>	
<p>Lack of well-identified and implemented best management practices associated with minimum/consistent information standards for information interoperability and sharing.</p>	<p>Strategy a. Develop BMPs associated with aquatic invasive species in commerce information standards. Strategy b. Develop, share, and use consistent definitions and terms.</p>	
<p>Lack of identification of entities and processes responsible for long-term sustainability and funding of activities associated with addressing aquatic invasive species issues in commerce.</p>	<p>Strategy a. Host a summit to convene entities with responsibilities (regulatory, administrative, etc.) for AIS in Commerce to discuss the current state of funding, gaps and overlaps in that funding, and a path forward to provide long-term sustainable funding to reduce AIS in Commerce.</p>	