

MAKING CONSERVATION HAPPEN

2020 PREVIEW: CONSERVATION ENGAGEMENT AND ACTION PROGRAMS, ACTIVITIES & POLICY OPPORTUNITIES



This webinar is funded by the
Gordon and Betty Moore Foundation

On Today's Agenda

- Welcome & 2 Minute Summary of 2019
Tom Adams, The Ocean Project

2020 PREVIEW

- **Jennifer Keaton, AZA**
 - AZA Advocacy Day
 - 2020 Priorities
- **Kim McIntyre, ACP**
 - What is ACP
 - Conservation Goals
 - 2020 Priorities
- **Bill Mott, The Ocean Project**
 - World Ocean Day
 - Youth Engagement
 - Visitor Engagement Projects and Trainings



Next Webinar on January 10, 2020
Engaging & Elevating the Impact of Climate Change on our Ocean

Two Minute Summary of 2019



Tom Adams
Policy Advisor
The Ocean Project

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2019 Was, Well, Let's Call it Interesting

Notable & Under the Radar

- John Dingell Conservation, Management and Recreation Act signed into law. Among other things, it includes:
 - Reauthorized and expanded species protected by Multi-Species Conservation Fund
 - **Permanent extension of Land and Water Conservation Fund – the primary federal land acquisition program**
 - Reauthorized the Neotropical Migratory Bird Conservation Act

- House Natural Resources Committee has made climate change a focus and priority
 - Water, Oceans, & Wildlife Subcommittee has held 4 national fisheries policy listening session to begin development of “Magnuson-Stevens Reauthorization Act”
 - **3 of the 4 listening sessions were at Aquarium by the Bay, Seattle Aquarium, and National Aquarium**
 - Forage fish management legislation has been introduced and it could pass free-standing or included in a larger bill



The Big Picture, 2020

- House continues to be legislative workhorse –
 - *Passed over 400 bills in 2019 and the Senate has taken no action on 270 of them*
- Senate GOP priority is to fill every existing judicial vacancy possible; hence, the description of it being a legislative graveyard
- FY 2020 appropriations bills not passed & “Continuing Resolution” currently funding the government expires on December 20...*possibly the day the of the House impeachment vote*
- Senate impeachment trial likely concludes in January
 - *House expected to impeach*
 - *Senate expected to acquit*
 - *President remains in office*
- *Oh yeah, there’s this Presidential election thing*



Important Days and Events



- *Feb. 24-25 – AAM Advocacy Day*
- *April 4-9 – AZA Midyear Conference, Palm Springs, CA*
- *April 22 – 50th Anniversary of Earth Day*
- *May 19 & 20 – AZA Lobby Day and Congressional Reception*
- *June 8 – World Oceans Day*
- *June 9-12 – Capitol Hill Oceans Week (CHOW)*
- *September 13-19 - AZA Annual Conference, Columbus, OH*

2020 AZA Preview



Jennifer Keaton

Vice President
Congressional Affairs
Association of Zoos
& Aquariums

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Key Issues for 2020



[H.R.1568: SAVE Right Whales Act](#)

Latest Status: Reported (Amended) by the Committee on Natural Resources. H. Rept. 116-244, Part I. (10/18/2019)

Sponsored by [Rep. Moulton, Seth \[D-MA-6\]](#)

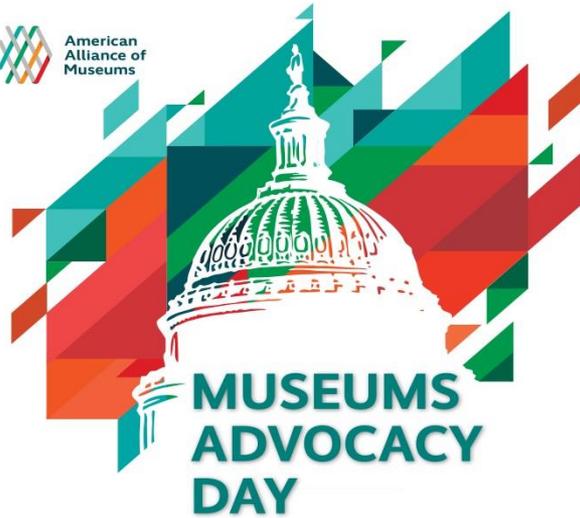
Introduced on March 6, 2019

✓ We support this bill





American
Alliance of
Museums



February 24–25, 2020 | Washington, DC



ASSOCIATION
OF ZOOS &
AQUARIUMS

AZA CAPITOL HILL ADVOCACY DAY

Save the Date!

May 2020

Washington, DC

Please contact Jennifer Keaton
(jkeaton@aza.org) to RSVP

Supported by



Aquarium Conservation Partnership (ACP) 2020 Preview



Kim McIntyre
Director
Aquarium Conservation
Partnership

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Aquarium Conservation Partnership

An underwater photograph looking up at the surface of the water. Sunlight filters through the ripples, creating a shimmering, dappled light effect. The water is a deep, clear blue.

Increasing our Collective Conservation Impact

Aquarium Conservation Partnership

ACP Vision

Use the Collective Power of Aquariums to Increase Ocean & Freshwater Conservation Impact.



21 U.S.
Aquariums
...and growing!



Since Launching in 2016, ACP Helped:

- ✓ Increase public recognition of the conservation leadership of aquariums
- ✓ Create opportunities for aquarium action on urgent conservation issues
- ✓ Develop new capacity for aquariums to accomplish long-term conservation impact



ACP 2018-19 Conservation Goals

1. Reduce the sources of ocean and freshwater plastic pollution.
2. Increase ocean and freshwater ecosystem protection.
3. Improve sustainability of fisheries and aquaculture.



Protecting Ecosystems

- ✓ Marine National Monument and National Marine Sanctuaries
- ✓ Offshore oil and gas and seismic testing
- ✓ Clean Water Act
- ✓ Coral Reef Restoration



Virginia Aquarium & Marine Science Center
March 7 at 1:22pm

Offshore oil drilling poses an unacceptable risk to our coastal communities and ocean wildlife. That's why we've joined with 35 of our fellow aquariums & zoos across the U.S. to protect our coasts from new offshore drilling. There are only a few days left to let officials know you don't want to risk our wildlife for refineries. Submit your public comment by this Friday on <https://www.protectourcoastnow.com>

Welcome
In early January, the Trump administration announced plans to open the Southeast coast to risky offshore drilling for the first time – despite the fact that coastal communities strongly oppose this and our state and local leaders have asked the...
[PROTECTOURCOASTNOW.COM](https://www.protectourcoastnow.com)

Like Comment Share

You and 23 others 3 Shares

WAVE Foundation
Newport 7 hrs

Today, on World Water Day, we team up with the Aquarium Conservation Partners around the country to raise awareness for the Clean Water Act. Federally proposed changes would significantly reduce the amount of protected waterways in our nation. Follow along today as we share some highlights of waterways in our area that benefit from these protections and join us by signing this pledge to advocate for national waterways. #CleanWaterAct

AQUA.ORG
National Aquarium | Clean Water Act: What Is It and What's At Risk?
The Clean Water Act was established in 1972 to safeguard water quality and watershed health across the United States, but proposed changes...

You and 9 others 3 Shares

Like Comment Share

Beyond the Aquarium

Seismic Surveys Pose Threat to Atlantic's Marine Life

Thursday, December 6, 2018 by New England Aquarium

Aquariums join State Leaders in Opposition to Offshore Oil and Gas Exploration

East Coast states have made it clear: No drilling off our coast.

With the exception of Maine and Georgia, every governor from Florida to New Hampshire has publicly denounced the current administration's proposal to allow offshore oil and gas exploration, development, and production in the U.S. Atlantic Exclusive Economic Zone—the area within 200 miles of the U.S. coastline.

Yet on Friday, November 30, 2018, the National Oceanic and Atmospheric Administration (NOAA) gave the green light for the Bureau of Ocean Energy Management to launch a series of seismic surveys by private companies along the Atlantic coast. These surveys use extremely loud seismic airgun blasts to map the seafloor and are the first step to finding oil and gas deposits. Seismic surveys—and the subsequent offshore oil and gas production they make possible—will negatively impact commercial fisheries, marine ecosystems,

Promoting Sustainable Fisheries

- ✓ Magnuson-Stevens Fishery Conservation and Management Act
- ✓ CITES listings for shark and ray species

February 6, 2018

The Honorable John Thune
Chairman
Senate Committee on Commerce, Science,
& Transportation
U.S. Senate
Washington, DC 20515

The Honorable Bill Nelson
Ranking Member
Senate Committee on Commerce, Science,
& Transportation
U.S. Senate
Washington, DC 20515

Dear Chairman Thune and Ranking Member Nelson,

On behalf of the nation's leading aquariums and zoos, and our hundreds of millions of members and visitors, we are writing to express our strong opposition to S. 1520, the Modernizing Fisheries Management Act of 2017, as introduced, and all attempts to weaken science-based management measures in the reauthorization of the Magnuson-Stevens Fishery Conservation and Management Act (Magnuson-Stevens Act). We urge you to continue the tradition of bipartisanship in ensuring strong, science-based management of America's fisheries.

Virginia Aquarium & Marine Science Center
Page Liked · 3 hrs ·

Strong, science-based fishery management is the best way to prevent overfishing. Help us keep U.S. seafood sustainable by asking your Congressional representative to vote NO on Wednesday's vote on H.R. 200: <https://whoismyrepresentative.com/> #AquariumsForFish



Reducing Plastic Pollution

- ✓ Federal Plastic Policy Reduction legislation
- ✓ Coordination & sharing best practices on state and local policies
- ✓ Collective business commitments
- ✓ Consumer campaigns



JULY 18, 2019

Udall, Lowenthal Release Outline of Legislation to Tackle Plastic Waste Pollution Crisis

Lawmakers seek input from stakeholders ahead of planned Fall 2019 introduction



ACP Plastic Pollution Campaign In Our Hands

From July 10 to August 24, 2017



NINETEEN TOP U.S. AQUARIUMS JOIN FORCES TO TACKLE GROWING PLASTIC POLLUTION THREAT FACING OCEAN, RIVERS, GREAT LAKES

Aquariums from coast to coast shift away from single-use plastic products and packaging, rally consumers to build market demand for innovative alternatives.

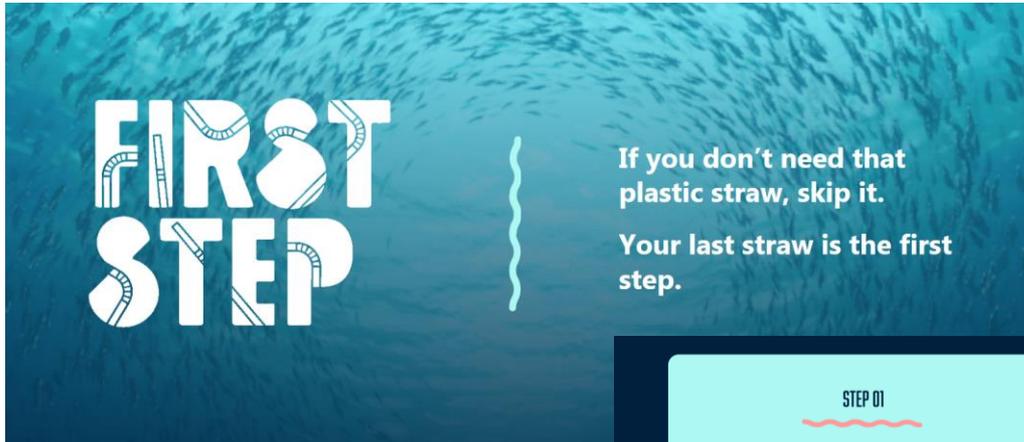


180 
posts, with
167,500
 **Likes**
reaching over
2.2 **million**
people



ACP Plastic Pollution Campaign First Step

From September 2018 to April 2019



If you don't need that plastic straw, skip it.
Your last straw is the first step.

New England Aquarium
@NEAQ
A huge THANK YOU to our friends @WarehouseBoston for joining us in protecting the blue planet by pledging to skip the straw!

Be part of the movement, and sign the pledge: pledge.ourhands.org



- Go Plastic-Free

Every small change causes a ripple effect.
Are you ready to make a splash?

Text
STRAWFREE
to
49767

Sign-up for a week of helpful tips and friendly reminders with our plastic-free challenge.

Plastic can be found in every aquatic habitat on earth and causes harm to wildlife.

Join aquariums across the country in reducing plastic waste.
For more information visit: pledge.ourhands.org



New England Aquarium
@NEAQ
The Straw's Club House staff

STEP 01

Pledge to skip the straws you don't need

JOIN THE OTHER
151,760
WHO HAVE TAKEN THE PLEDGE

email

choose local aquarium

What's Coming up in 2020

- ✓ Continue and deepen policy work
- ✓ Move to smaller, more focused campaigns
- ✓ Set conservation goals mid-December



A large school of fish swimming in the ocean, viewed from above, with a white circular overlay containing text.

**Together,
our aquariums are
amplifying our
conservation impact
even more.**

The Ocean Project 2020 Preview



Bill Mott

Executive Director
The Ocean Project
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Baylee Ritter

Youth Coordinator
The Ocean Project
BRitter@TheOceanProject.org



Douglas Meyer

Strategic Advisor
The Ocean Project
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World Oceans Day: *Much More Than a Single Event*

Millions of people, including *hundreds of zoos and aquariums*, across America and around our blue planet got involved in a variety of ways for conservation in 2019.

While June 8 serves as a global day of celebrating and taking action for our ocean, World Oceans Day is much more than a single day, weekend, or even a month



**Together We Are Growing a Global Movement
to Protect and Restore Our Ocean**

For 17 years, World Oceans Day has been organically and collaboratively developing to help people think about their place on the planet, live more sustainable lives, and begin taking action around June 8 to create continuing engagement all 365 days of the year.

Making Waves of Change Across our Blue Planet



2000+
EVENTS



140+
COUNTRIES



365
DAYS A YEAR

Collaborating to Create Positive Change in 2020

ALL NEW ONLINE WORLD OCEANS DAY PLATFORM

To connect people and organizations across the planet around June 8 with a redesigned platform that will enhance the user experience and functionality for year-round conservation action and involvement

EXPANDED SOCIAL MEDIA PRESENCE

To advance World Oceans Day, its global reach and impact, and amplify collaboration with and for aquarium and zoo partners

NEW TEAM OF YOUTH ADVISORY COUNCIL MEMBERS

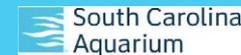
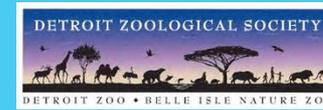
To help rally youth, locally, nationally, and internationally for action around the 8th of June and engagement 365 days of the year

MORE OPPORTUNITIES WITH AQUARIUMS AND ZOOS

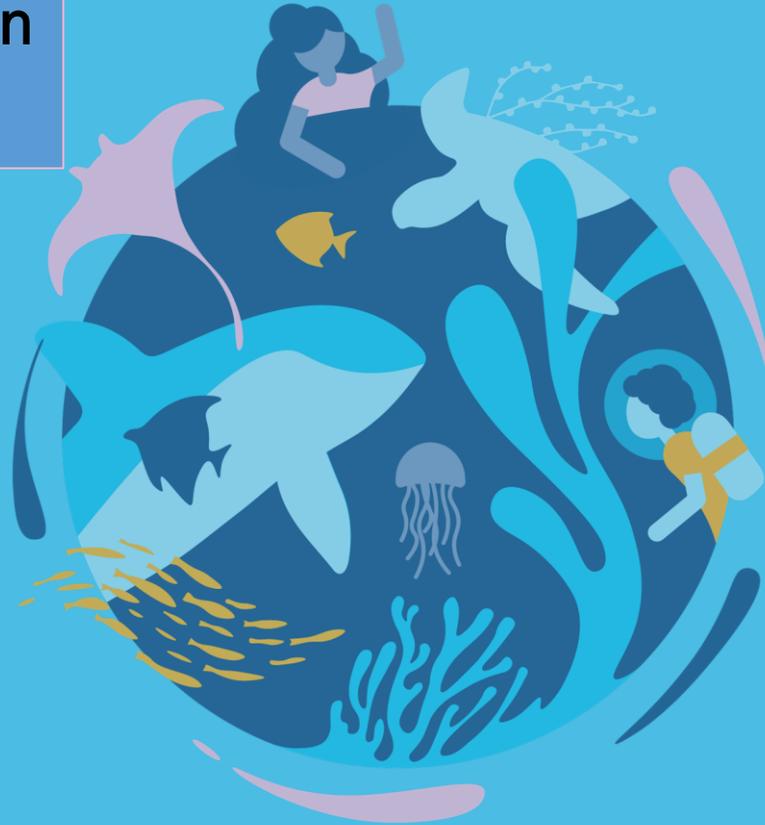
To strengthen and expand partnerships with zoos, aquariums, and socially and environmentally responsible business leaders who wish to support the World Oceans Day mission and advance conservation in their communities



Thank You to Our Supporters!

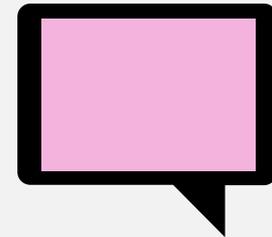
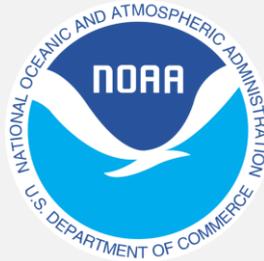


Youth Engagement in 2020 and Beyond!



Let's Connect!
britter@theoceanproject.org

Why Youth?



Research conducted by The Ocean Project found that youth not only have a higher level of awareness of ocean-related issues but are more likely to modify behaviors and engage in advocacy than adults!

TOP awarded partner ZAMs approx. \$300,000 in grants to develop innovative local and regional ocean conservation solutions and stewardship initiatives

Key Takeaway: Youth can and will take conservation efforts to the next level! Engaging them is critical.

Numerous TOP featured and coordinated AZA Panels on the importance of youth engagement

- 2019
- 2016
- 2010

World Oceans Day Youth Advisory Council



- Welcomed 12 new members to bring the Council to 25 members from 21 countries
- Council members developing campaigns and events to target individual behavior and action for community and societal change for June 8, 2020 and year round

Sea Youth Rise Up



- Delegates selected as the 2020 Keynote Speakers for the Clean Water Celebration on Earth Day in Peoria, IL
- Accepting applications for the 2020 delegation in early May

2020 and Beyond...

We have exciting plans for 2020 and we would love to talk to collaborate more on youth engagement to better connect, unite, mobilize, and activate youth for our blue planet!

Let's Talk!

Baylee Ritter

Youth Coordinator

britter@theoceanproject.org



Engaging the Public in Fisheries Policy

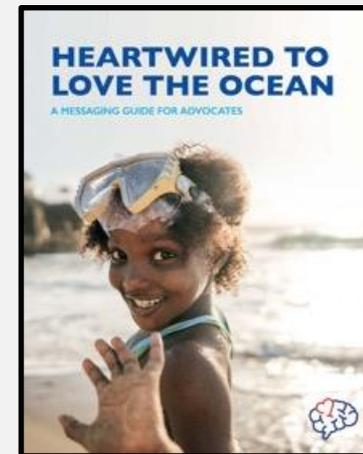


By working together we can encourage policymakers to maintain a science-based approach to fisheries policies with a strong show of support from our visitors.

The Approach: Tell a compelling two-minute story based on an established four-part framework to a large group gathering, and then ask guests to sign a comment card.

Compelling Results from Field Testing Demonstrated that Engaged Visitors:

- ✓ *Were very willing to sign the cards – average of 23% of those asked signed comment cards*
- ✓ *Consistently expressed higher awareness and support for the issues – with a greater belief that their actions mattered*
- ✓ *Consistently expressed more recognition and appreciation for aquariums as conservation leaders – with a higher likelihood of recommending a visit!*
- ✓ *...and staff enjoyed engaging their visitors too!*



Next Step in 2020: We need you!



The Aquarium
Conservation Partnership

With thanks to ongoing support from the Gordon & Betty Moore Foundation!

Growing Support for Sanctuaries



Working with four aquariums, we will aim to increase support for sanctuaries, and test the efficacy of the approach across age, gender, race, and ‘mindset.’

The Approach: Use a similar engagement, tell a compelling story and ask for a show of support

Desired Outcomes in Field Testing:

- *Increase awareness, and obtain a measurable show of support for sanctuaries*
- *Enhance recognition and appreciation for aquariums as conservation leaders (with a higher likelihood of recommending a visit)*
- *Improve our collective understanding of the effects across the full array of visitors*

Next Step in 2020: Testing in the Spring; anticipating results and proposing a training in the approach at the Midyear Meeting in April.



The Aquarium
Conservation Partnership



With thanks to support from “Heartwired,” made possible by the Packard Foundation

Advocacy Training & Engaging Policymakers

- First Friday Webinar Series
- After success of advocacy and engagement boot camp at 2019 AZA Conference, exploring more such sessions at appropriate times and places – including onsite training session at zoos and aquariums
- Continue linking zoos and aquariums to potential partners, policy issues, and/or events affecting the health of our oceans
- *Pro Bono* advice on policy issues, public official meeting preparation, and engagement tactics



Thank you!

This Webinar is funded by the *Gordon and Betty Moore Foundation*

This webinar has been recorded. To rewatch it or share it with a friend or colleague, it is posted at www.theoceanproject.org.

A PDF version of the slides also will be available on our website.

If you have any follow up questions, need information or advice on possible engagement activities, please contact Tom Adams at tadams@theoceanproject.org



Next Webinar on January 10, 2020.

Engaging & Elevating the Impact of Climate Change on our Ocean