MAKING CONSERVATION HAPPEN

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

This webinar is funded by the Gordon and Betty Moore Foundation

The Ocean Project
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
Jkeaton@AZA.org
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 5, 2019
We support this bill
MUSEUMS ADVOCACY DAY

February 24–25, 2020 | Washington, DC

AZA CAPITOL HILL ADVOCACY DAY

Save the Date!
May 2020
Washington, DC

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

Supported by WCS
Aquarium Conservation Partnership
(ACP) 2020 Preview

Kim McIntyre
Director
Aquarium Conservation Partnership

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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
Promoting Sustainable Fisheries

✔ Magnuson-Stevens Fishery Conservation and Management Act

✔ CITES listings for shark and ray species
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.
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.

Pledge to skip the straws you don’t need

JOIN THE OTHER
151,760
HUNDRED PEOPLE HAVE TAKEN THE PLEDGE

email

choose local aquarium

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.aquariums.org

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

Text STRAWFREE to 43767

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

Join aquariums across the country in reducing plastic waste.
For more information visit: pledge.aquariums.org
What’s Coming up in 2020

✔ Continue and deepen policy work

✔ Move to smaller, more focused campaigns

✔ Set conservation goals mid-December
Together, our aquariums are amplifying our conservation impact even more.
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 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!

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.

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.

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