

Taking Action from Coast to Coast to Coast!

PlayCleanGo – The Future Stage



Presented by Barry Gibbs, Co-Chair, CCIS

Canadian Council on Invasive Species

Background

- Originally the 'National Invasive Species Working Group'
- Created after a joint meeting in 2009 at the call of ten provinces and two territories
- 'Canadian Council on Invasive Species' (CCIS) established in 2012
- Formed as a Society in 2014



CCIS Partners

Working together to improve coordination among provinces and territories across Canada, and beyond borders



Canadian Council on Invasive Species

What We Do

- Link non-government councils and provincial/territorial governments coast to coast to coast
- Work on national action plans
- Focus on pathways (i.e. horticulture, recreational boating)
- Educational events (i.e. forums, Spotters Network training)
- Improve coordination among provinces and territories across Canada and beyond borders



2012 National Invasive Species Forum



2014 Weeds Across Borders

National Taking Action Plan

The *National Taking Action Plan* outlines the main education and outreach strategies recommended for invasive species management plans across Canada and identifies the following **goals and objectives**:

- Canadians adopt new behaviours that block targeted pathways for the introduction and spread of invasive species
- Consistent messaging and branding across Canada for all programs
- Community Based Social Marketing (CBSM) principles and practices become the cornerstone for development of pathway focused prevention programs

National Taking Action Plan

Goals and Objectives (cont'd):

- Collaboration with key pathway partners and stakeholders
- Development of a website-based national resource centre highlighting targeted pathways of introduction and spread:
 - Horticulture - gardening, landscaping
 - Recreation - trail-use, hunting, fishing, camping, bicycling
 - Field work and equipment movement
 - Boating and water activities
 - Pet and Aquarium trade
 - Forestry and Firewood



Minnesota Dept. of Natural Resources

- Goal: To prevent introduction & spread of invasive species in natural areas and parks

Unique approach;

- Encourage partners to join
- Agree to follow graphic standards
- Free use of brand & graphics
- Partners on Steering Committee



**STOP INVASIVE SPECIES
IN YOUR TRACKS.**

PlayCleanGo.org

4 years later.....

- Over 300 partners
- Across US & Canada
- Widespread use of materials
- Grown too big!!
- Beyond mandate of Minnesota DNR



Importance of Branding

- Improves message recognition
- Supports communications tactics
 - strengthens the message
- Builds value
- Save money



November 2016

- CCIS signed a MOU with Minnesota DNR
- CCIS is now the manager of PlayCleanGo in Canada



What does this mean?

- Canadian website (playcleango.ca)
- Canadian PCG Steering Committee
- Canadian Partnership program
- Registered Canadian trademarks
- Everything in both official languages!
- Canadian Graphic Standards
- Canadian resources



CCIS and PlayCleanGo

- Developing marketing and implementation plan
- Developing launch & outreach campaigns
 - Engage and enroll Canadian partner organizations
- Secure Canadian funding.
- Rollout new website
- Liaise with Minnesota DNR & US Steering Committee



Benefits



- Stop the spread of invasive species
- Allow PlayCleanGo to continue to grow
- Grow a North American brand
- Brand recognized by recreationists everywhere!
- PlayCleanGo for all Canadians – both languages
- Engage national Canadian organizations

Upcoming Events

National Invasive Species Forum

Ottawa Sheraton Hotel

February 28th – March 2nd, 2017

- National and provincial updates on invasive species management
- Discuss key priorities for the future
- Sharing success stories



CCIS Executive

- **Barry Gibbs**, CO-CHAIR, CCIS, *Alberta Invasive Species Council*
- **Gail Wallin**, CO-CHAIR, CCIS, *Invasive Species Council of British Columbia*
- **Chet Neufeld**, TREASURER, CCIS, *Saskatchewan Invasive Species Council*
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