



Council Action Plan



ZEBRA & QUAGGA MUSSELS
Photo: Monica Herndon



JAPANESE KNOTWEED
Photo: Dominique Sigg



GIANT HOGWEED
Photo: B.C. Coastal Invasive Species Committee

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BACKGROUND

The **Canadian Council on Invasive Species** was registered with the Canadian Non-Profit Corporations Act in November 2012. The direction and agreement to form the national council was finalized at the National Invasive Species Forum held in Ottawa, February 2012.

Canada is in the process of developing national biodiversity goals and targets for 2020, one of which is on invasive species. These 2020 goals and targets will help Canada to focus on biodiversity priorities and provide the basis for measuring and reporting on progress. Similarly, Canada continues to support the *Invasive Alien Species Strategy* (the Strategy), which calls for coordination mechanisms to prevent the introduction of invasive alien species and to respond to such challenges. The Canadian Council on Invasive Species serves as the key national network that builds collaboration and shares information across provinces and territories related to invasive alien species.

PURPOSE

The Council aims to build strong linkages across provinces and territories, governments and non-governments in order to increase collaborative actions that reduce the introduction and spread of invasive species across Canada. Our approach is to increase awareness across the public and professionals—to build consistent messaging and programs across Canada and create a stronger national voice on the need for effective coordinated actions on invasive species prevention and management within Canada and beyond. With a strong focus on pathways and vectors, the Council aims to work in partnerships with governments and businesses to prevent further introductions and spread of high risk invasive species. There is no doubt, that partnerships and coordination are foundation to success in reducing the negative impacts of invasive species.

CCIS KEY PRIORITIES *(based on available funding)*

1. NATIONAL NETWORK:

Bring together leaders from across Canada to facilitate exchange of expertise, emerging trends and shared needs on invasive alien species management and coordination in Canada. The Council will also continually review progress and update this CCIS National Invasive Species Action Plan. Specific activities include:

- a. Work closely with federal government to ensure that the Alien Invasive Species Strategy for Canada and related issues are recognized as high priority
- b. Work with governments on a North American Invasive Species Framework
- c. Gain recognition as a national collective voice within Canada and beyond
- d. Serve as a national hub providing profiles and linkages to invasive species organizations across the country
- e. Serve as a national voice and support building capacity for strong provincial/territorial councils across the country

Short-term Actions:

1. Meet with federal government leaders and call for support of this National Action Plan and replacement of the Invasive Alien Species Partnership Program (IASPP)
2. Work with the International Planning Team for a North America Invasive Species Forum and Framework
3. Work with Atlantic Canada, Manitoba and others, to help strengthen the provincial councils
4. Develop critical resources for the CCIS:
 - a) To maintain a strong and current website that serves as a clearing house of resources with links to other key partners
 - b) To release at least 2 reports or media releases each year on the work of the Council
 - c) To create 1-2 press releases during the year highlighting invasive species issues and actions
 - d) Prepare an 'Annual Report' on the work of the CCIS
5. Complete a CCIS promotion tool kit that includes a display, brochure, and decals, for use by Board at events.
 - a) To produce a 'brochure' on the Council, its strength and programs
 - b) To develop a CCIS PowerPoint and work templates for use by Board

2. NATIONAL COMMUNICATION STRATEGY

Across Canada, there is a clear call for improved coordination and awareness of current and upcoming communication initiatives. There is a demand for a 'central clearing house' of information on invasive species that includes both governments and non-government information. Effective communication requires the use of consistent messaging across key target audiences, particularly about pathways of invasion. The Canadian Council is well positioned to facilitate and provide this national leadership while working in partnership with federal government and others.

- a. Develop a **National Communication Strategy** that identifies key target audiences (focused on pathways), key messages and key program areas. Specific areas to be included are:
 - A media tool kit and resources
 - Commitment to both French and English work of CCIS
 - Strong social media presence that profiles the work and mandate of the CCIS
 - A strong connection with federal government for national campaigns
 - Identification of other national partners for communication such as Nature Conservancy, Ducks Unlimited, Canada Wood Council, Canadian Landscape & Nursery Assoc. etc.
 - Facilitation of National Invasive Species Week, possibly aligned with the United States
 - Information for national leaders
 - Information and resources for Aboriginal leaders and communities
 - The need for youth programs
- b. Call for national action on key issues such as regulation, as identified by Board and/or CCIS members

Short-term Actions:

1. Seek input on the CCIS National Communication Strategy and finalize
2. Meet with federal leaders calling for collaboration on National Communication Strategy
3. Seek national recognition for the first Invasive Species Week for February 2017
4. Ensure timely planning for National Invasive Species Forum in Ottawa in Feb. 2017
5. Attract funding to support key communication activities including national forum, website and Invasive Species Week

3. NATIONAL EDUCATION AND AWARENESS

Across Canada, Council members will work to build common approaches to help improve consistent messaging and effective programs that lead to ‘on the ground changes’. The Council is committed to engaging more Canadians in awareness and responsible actions to reduce the negative impacts of invasive species. Closely linked to the National Communication Strategy, **National Education and Awareness** initiatives are specialized programs that provide resources and tools that result in closing the pathways of spread through increased involvement and responsible actions of key target audiences. All programs will strive to ensure common messaging and approaches across the country.

Take Action - Behaviour Change Action Plan

There is a clear desire to activate more Canadians to take responsible actions to reduce the spread of invasive species. Work is currently underway related to the gardening and landscaping pathway with the CCIS Horticulture program, that aims to direct both the gardening public and horticulture industry to decrease the dispersal of invasive horticulture plants. Over time, the goal is to have a rich range of resources that are used across Canada with the same key messages targeting specific audiences. This Take Action Plan will provide the foundation for the development of specific program areas such as the horticulture program, and other actions to consider are to:

- a. Inventory current ‘behaviour change’ programs in Canada
- b. Create a national ‘Take Action’ plan, build on the principles of behaviour change and that clearly identify key current and future programs initiatives for CCIS
 - Current examples could include Clean, Drain, Dry; PlantWise, and Play Clean Go.
- c. Create a central source and hub for ‘behaviour change’ programs including messaging and resources that can be used across the country
 - Build common messaging for key target audiences
 - Create templates of resources and branding information to create a consistent message and image across jurisdictions
 - Establish a partnership system to enable easy access by provincial or territorial organizations
 - Establish and monitor success of each program
- d. Seek national partners, including government and business, for the development of national Take Action programs

Youth Resources

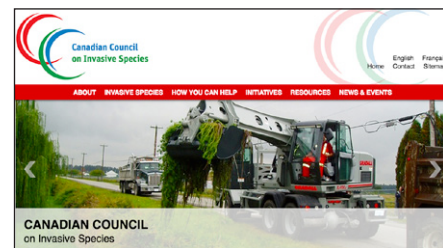
Youth are a key target audience across Canada and have the ability to make a major contribution to reducing the spread of invasive species within their formal education years and beyond.

- a. Inventory current youth education programs and resources on invasive species across Canada
- b. Establish a hub of current youth education materials and resources available to youth and youth leaders, including the education system
- c. Develop a national youth initiative that will be available across the country including:
 - Invasive Free Schools and Community Parks
 - Volunteer Youth Spotters
 - Invasive Species ‘Toolkits’ for Teachers
- d. Develop youth resources that can be shared across the country including:
 - National program information for organizations such as Girl Guides, Scouts, 4-H
 - Online interactive games and resources



Website

Interested Canadians need easy access to information on invasive species in Canada. The CCIS website can serve as a main source of information along with serving as a hub for national and provincial/territory information on invasive species. The website will provide links to technical databases and reference information along with links to provincial and territorial councils and governments.



Short-term Actions:

- a. Expand the current website to establish a central source of information linking to federal and provincial initiatives on shared national issues including pathways, priority species and management resources
- b. Provide a ‘hub’ of information on key priority species and emerging issues in Canada such as:
 - Zebra and quagga mussels in Canada
 - Forestry and invasive species
- c. Provide a ‘hub’ of information on CCIS national programs and resources

Forum and Workshops

Bringing organizations and leaders together is important to help build common directions and to share approaches on emerging issues. All forums and workshops will aim to create recommended actions to improve invasive species management, coordination and actions within Canada and beyond.

- a. Host a bi-annual forum linking leaders across Canada from all levels of governments, non-government organizations and industry on invasive species management and issues



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- b. Hold a bi-annual workshop(s) with a regional or provincial focus on specific topics. This workshop (or webinar) would also be linked in with the CCIS Annual Meeting.

Webinars

To maintain momentum and encourage information exchange, the CCIS will host webinars on key national issues throughout the year.

- a. To host 1-2 webinars each year on key areas such as:
- Key areas of the Alien Invasive Species Strategy for Canada
 - Emerging issues identified across provinces/territory councils or at national forums
 - Could also be linked with the CCIS Annual Meeting



Short-term Actions:

1. Review the Take Action plan and ensure a priority listing and timeframe for development of new campaigns
2. Plan, promote and host a successful National Invasive Species Forum in Ottawa
3. Host 1-2 webinars (or regional forums) in Canada
4. Develop a youth program that is available to youth and youth leaders across Canada
5. Expand the CCIS website to provide resources on at least 2 Take Action campaigns, along with a 'micro-site' on invasive mussels
6. Explore partnerships with Play Clean Go and establish CCIS as the central hub for Canada

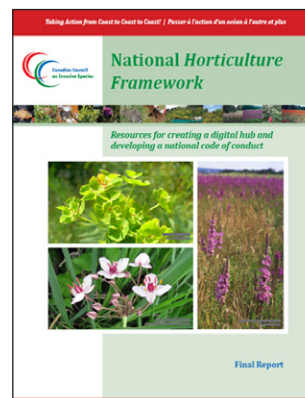
4. SPECIAL PROJECTS

Work is underway on a number of key programs that have been identified as high priority across Canada. Across Canada, the horticulture pathway was identified as a shared national priority where consistent messaging is vital due to the national scope of the industry.

NATIONAL HORTICULTURE FRAMEWORK

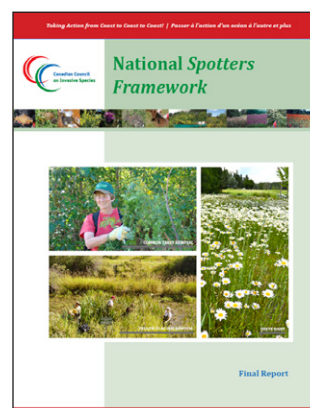
As horticulture is a key pathway for introductions, the Council will:

- a. Develop and implement Phase Two of the Framework
- b. Develop a voluntary national industry program linking various provincial initiatives that could include a standard 'Code of Conduct', common branding and information on key high priority species
- c. Create a national 'central hub' of information for horticulture that identifies common invasive horticulture species in Canada
- d. Provide national information/ messages and resource templates for key target audiences such as gardeners and landscapers to support the national industry program
- e. Identify/provide templates or resources to be used for new horticulture programs



NATIONAL SPOTTER'S FRAMEWORK

Involving Canadians in knowing and taking action to reduce the spread of invasive species is vital. Increasing knowledge of local invasive species is one tool. Using 'citizen science', the Spotters Program is one approach to increase the number of 'eyes' on the ground watching and reporting new invasive species. As this engages the public, a separate technical verification would be required if the information is to be used for 'tracking invasive species'. Whether it serves to engage local citizens or whether it is a tool to gather more data, all Spotters Programs can increase the involvement of Canadians in taking action against invasive species.



- a. Develop and Implement Phase Two of CCIS National Spotters Framework
- b. Link provincial/territory programs focused on engaging Canadians in reporting and taking action on invasive species
- c. Provide national information that supports provincial or territory spotters programs
- d. Establish a 'central hub' of information for spotters across Canada
- e. Identify/provide templates or resources to be used for new spotters programs
- f. Track and report the level of involvement with Spotters Program

Short-term Actions:

1. Meet and work with industry leaders to develop and agree to a national recognition program on 'invasive plant wise' industries. Sample outcomes could be:
 - a. Code of conduct; recognition of invasive wise industry
2. Work with a seeds company to develop and promote an 'invasive free' wildflower seed mix
3. Develop standardized branding and resources that can be adopted by interested provincial organizations and others for both horticulture and spotters
4. Track and review effectiveness of Spotters Program

5. NATIONAL REPORTING

The Council's members from every province and territory will continue to serve as the primary network for contributing to Canada's 2020 biodiversity goals and targets related to invasive species. The Council will support the collection and validation of national information regarding invasive species against Canada's 2020 targets.

Short-term Actions:

1. To review the trend reports against the Biodiversity Strategy and identify key CCIS messages
2. Develop at least two case studies of successful prevention or eradication of an invasive species in Canada

6. GOVERNANCE

The Canadian Council must have a strong internal structure to be effective in delivering external programs. As a national registered society, the Council must ensure that it maintains its registration, is financially robust and ensures good governance.

- a. **BOARD OF DIRECTORS:** To ensure a strong active Board of Directors, hold quarterly calls to review progress and set direction for the activities of the Council
- b. **MEMBERS:** A coast to coast to coast membership is the foundation of CCIS. We will continue to:
 - Recruit/ensure engagement of members from each provincial and territory
 - Recruit membership from Manitoba Invasive Species Council
 - Support next steps in Nova Scotia, Newfoundland, Nunavut and NWT
 - Identify additional aboriginal or national members
 - Involve all members in at least two calls per year with the Board of Directors
- c. **SOCIETY REGISTRATION:** To maintain the federal registration of the Society
- d. **POLICY:** To develop key policies as needed for the CCIS

Short-term Actions:

1. Set Board schedule for each year and identify roles for each Director
2. File annual reports to Industry Canada
3. Complete the annual audit and hold an annual meeting
4. Support the growth of at least one provincial council
5. Establish and update a Director internal portal on the website
6. Develop a policy Action Plan to identify which key policies are needed first

7. FINANCIAL SUSTAINABILITY

Identifying and securing diverse funding is important for the success of the Council. To meet this need, the following to occur;

- a. Prepare a two year budget that reflects funding needs with diverse sources with a growing net revenue for the council
- b. Identify and apply to at least 4 foundations
- c. Identify and secure federal and/or provincial funding to address key actions
- d. Review and consider a 'partner' or 'membership fee'
- e. As based on Financial Policy, continue to support the work of the provincial/territory councils across Canada in moving forward on national priorities
- f. Establish a job description and hire CCIS support for program development and key partnerships while retaining a very active and involved Board

Short-term Action:

- 1. All of the above actions are seen as short term and need to be addressed

8. KEY PARTNERSHIPS

To increase the profile and support for invasive species management in Canada, including the Council, the Council will:

- a. Meet with at least two senior federal officials annually in Ottawa
- b. Board Directors to each meet with at least one federal MP's and provide consistent information and messaging
- c. Establishing an inventory of other national organizations that includes those with similar mandates and others that are key strategic partners
- d. To establish and work with national organizations in the North America to increase collaboration across borders