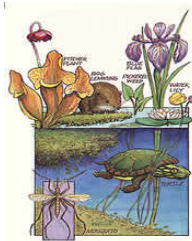


ENVIRONMENTAL IMPACTS OF CONSUMPTION

Strategies for RAISING CONSUMER AWARENESS and PROMOTING ENVIRONMENTALLY RESPONSIBLE CONSUMER BEHAVIORS



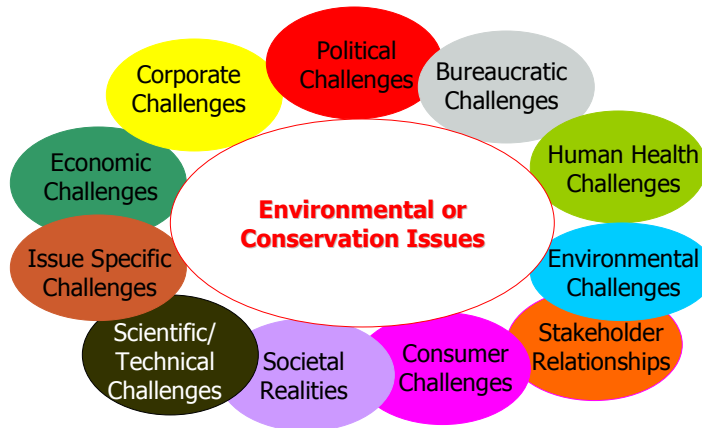
Joe Starinchak
U.S. Fish and Wildlife Service



Objectives

- Describe the complex challenges of environmental issues.
- Propose a new relationship between the primary stakeholders.
- Frame the short-term and long-term challenges.
- Highlight the key opportunities
- Offer a comprehensive solution.

Focal Areas Contributing To Issue Complexity



Political Challenges

- Powerful commercial interests sell consumer products.
- Our market-based economy provides significant benefits and freedoms.
- Consumption's multiple impacts compete with each other and take away from the larger political issue – **the Environment.**



Human Health Challenges

- Personal consumption is a driver of western society.
- Consumer product add considerably to the U.S. quality of life.
- Human health, safety and security aspects also exist with these issues.

Take medications consistently and as directed by your doctor



Economic Challenges

- Various industry sectors add significant value to our national economy.
- The cost of consumer products continue to escalate.
- U.S. government programs help expand consumerism.



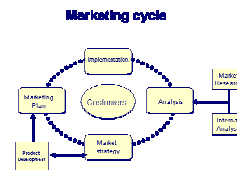
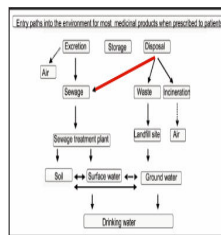
Environmental Challenges

- Growing scientific suspicion/mounting evidence of environmental impacts associated with personal consumption.
- Lack of/incorrect consumer product advice relating to product use and disposal may be contributing to environmental harm.
- Many unknowns exist with these issues.



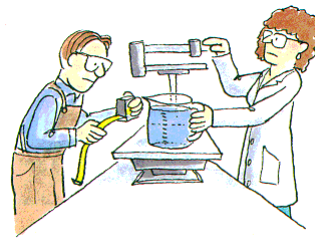
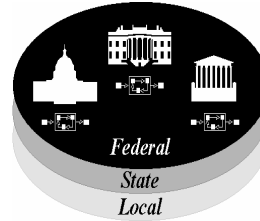
Scientific/Technical Challenges

- Lack of data/consensus @ viable disposal alternatives creates inertia.
- Research has yet to address acceptable use and disposal for many consumer products.
- Environmental research needs to be expanded to address the human element.



Bureaucratic Challenges

- Multiple authorities, multiple agencies.
- Limited tools, limited support, limited effectiveness for changing behaviors.
- Potential legal and regulatory obstacles.
- Passive, immeasurable outreach.



Consumer Challenges

- Consumerism dominates our society.
- Commercial branding and consumer messaging are very powerful.
- Consumers are not aware of their potential societal impacts.
- Current consumer advice may be causing environmental harm.



Corporate Challenges

- Growing recognition @ the negative environmental impacts of consumerism.
- Research shows...
 - A strong business case for Corporate Social Responsibility (CSR).
 - Shareholders want more than just financial returns.
 - Consumers want more than just consumer products and/or services.
- CSR & sustainable business practices are gaining momentum.
- Consumers want to live sustainably.



Societal Realities

- Consumers drive our culture.
- Our country is at war!
- Longstanding adversarial relationships exist between the primary players.
- Increased media coverage polarizes these issues.
- Consumers expect their government to address complex issues.



Issue Specific Challenges

- America is a throw-away society.
- Consumer product use/disposal advice has to be easy.
- Two-fold problem:
 - Promote acceptable use and disposal methods and associated stewardship responsibilities.
 - Effectively communicate this to consumers.
- A time lag accompanies embracing this way of thinking

OUR THROW-AWAY SOCIETY...



**what's
in it
for me?**

So What?

Complex problems require innovative solutions.

- Adopt a strategic perspective and account for the various challenges.

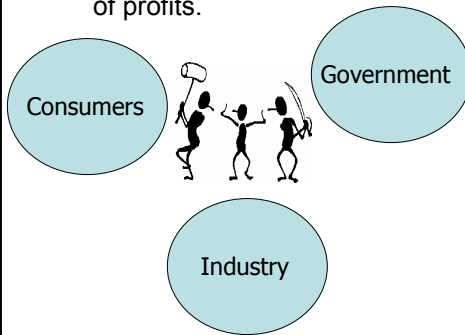
THINK DIFFERENTLY ABOUT EVERYTHING!

- **What are the multiple systems involved with various environmental issues and how can we change them?**
- **With higher priorities and scarce resources, unifying agendas need to be set and collaboration needs to become standard.**
- **Involve the relevant stakeholders in a collaborative, results-oriented process to develop a win-win, sustainable solution.**

Stakeholder Relationships

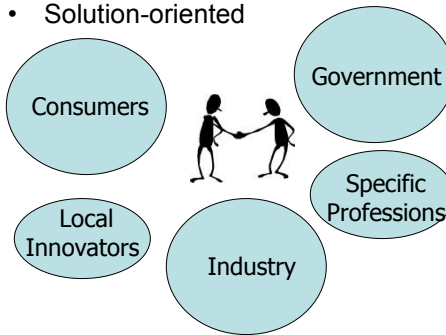
Traditional

- Authoritarian
- Precautionary
- Concerned with safety ahead of profits.



Proposed

- More diverse, better defined stakeholders
- Collaborative and participatory
- Concerned with sustainability
- Solution-oriented



Key Opportunities

- Capitalizing upon and linking CSR with C_NSR and relating this sustainable consumption.
- Expanding sustainability definition to address specific issues.
- Partnering with government to legitimize efforts and avoid “greenwashing” criticism.
- Enhancing/differentiating corporate brands to promote business transparency.

Stop Aquatic Hitchhikers!™

Categories of Traditional and Non-Traditional Partners



STOP AQUATIC HITCHHIKERS!™

Prevent the transport of nuisance species.
Clean all recreational equipment.
www.ProtectYourWaters.net



STOP AQUATIC HITCHHIKERS!™

Prevent the transport of nuisance species.
Clean all recreational equipment.
Particularly waders boots.
www.ProtectYourWaters.net

Government Agencies

- Village or City Governments
- County Public Works Agencies
- County Noxious Weed Boards
- State Fish & Wildlife Agencies
- State Agricultural Agencies
- State Pollution Control Agencies
- State Boating Agencies
- State Parks Agencies
- State Science Agencies
- Federal Resource Mgmt. Agencies
- Military Bases and Coast Guard Units

Businesses

- Resource Restoration Businesses
- Dive Shops
- Marinas/Marine Retail Outlets
- Fly Shops, Guides and Outfitters
- Multi-Media, Marketing, Graphics Publishing and Production companies
- Chambers of Commerce
- Hotels and Resorts
- Tackle and Boat Manufacturers
- Aquaculture companies

Local Organizations

- Lake & Watershed Associations
- Trout Unlimited Chapters
- BASS Federation Chapters
- Zoos

State Organizations

- State Fishery Organizations
- State Environmental Organizations
- State Invasive Species Councils
- State Marine Trade Associations

Regional Organizations

- Multi-State Resource Organizations
- Regional Park Foundations
- Marine Fishery Commissions

National Organizations

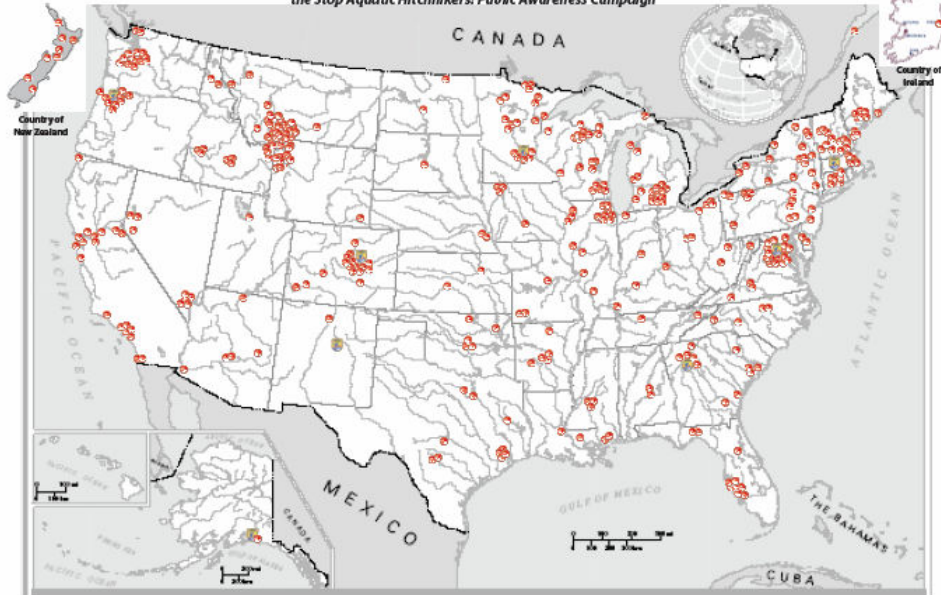
- Boating Organizations
- Environmental Organizations
- Conservation Organizations
- Trade Associations
- Professional Societies

Universities

- Extension Services
- Sea Grant Institutes

Tribal and Foreign Governments

A Geographic Distribution of the Partner Organizations Participating In the Stop Aquatic Hitchhikers! Public Awareness Campaign



STOP AQUATIC HITCHHIKERS!™
Prevent the transport of nuisance species.
Clean all recreational equipment.
Particularly waders boots.
www.ProtectYourWaters.net



STOP AQUATIC HITCHHIKERS!™
Prevent the transport of nuisance species.
Clean all recreational equipment.
www.ProtectYourWaters.net

Habitattitude™



Habitattitude™
PROTECT OUR ENVIRONMENT
DO NOT RELEASE FISH AND AQUATIC PLANTS



www.Habitattitude.net

PETCO's Commitment To Protect Our Environment



Habitattitude™

At PETCO, Animals Always Come First!

Habitattitude™ is a "conservation state-of-mind" that commits to environmental protection by not releasing unwanted fish or aquatic plants into public areas.

PETCO fully supports Habitattitude™. Habitattitude™ is a national initiative developed by the Aquatic Invasive Species (AIS) Task Force in partnership with the Pet Industry Joint Advisory Council (PIJAC), U.S. Fish and Wildlife Service, Sea Grant and NOAA.

Protecting Our Environment

In order to continue enjoying our natural resources, we must protect them. Some people, as well as commercial and governmental groups, have knowingly and/or accidentally introduced aquatic invasive species to our waters. An invasive species or "aquatic hitchhiker" is a species not native to a body of water and causes ecological harm.

If these species become established, they can cause environmental damage, degrade aquatic resources and make waters unusable for recreation.

Collectively these species, both terrestrial and aquatic, cost our country billions of dollars in damages every year. Their impact reduces fish populations, ruins boat engines, makes lakes unusable by boaters and swimmers, increases operating costs of water treatment, power and industrial processing plants, reduces native species, degrades ecosystems, and reduces property values.

What You Can Do To Help

Aquarists, pond owners and water gardeners all share a common responsibility to our water resources and to the live species they own. By having these species, we must accept certain responsibilities:

- To care for the species well-being and provide a suitable environment
- To maintain and take the appropriate steps to keep the species in our privately-owned enclosures contained
- To properly dispose these species, fish or plants, if they are not native to our aquatic system
- To follow the laws of your state regarding the acquisition, collection, possession, purchase, sale, release and transfer of ownership of these non-native plants and fish species

If you have acquired an undesirable, non-native aquatic plant or fish species for your aquarium or water garden, it is important not to release these plants or animals into the environment including not flushing them into the city sewer system.

Habitattitude™ encourages you to choose one of these alternatives:

- Contact the store where the plant or fish was purchased for proper handling advice or possible return
- Give or trade with another aquarist, pond owner, or water gardener
- Donate to a local aquarium society, school, or aquatic business
- Use aquatic plants in plastic bags and dispose in trash
- Contact a veterinarian specializing in exotics for guidance on humane disposal of fish

Habitattitude™ is about consumer awareness and responsible behaviors. We must all work together to prevent the proliferation of harmful plants, fish and other animals throughout our country. Stopping the spread of these species represents one of our greatest natural resource challenges.

SMAR_xT DISPOSAL



U.S. Pharmacoepia
 The Standard of Quality™

Time

Short-Term Challenges

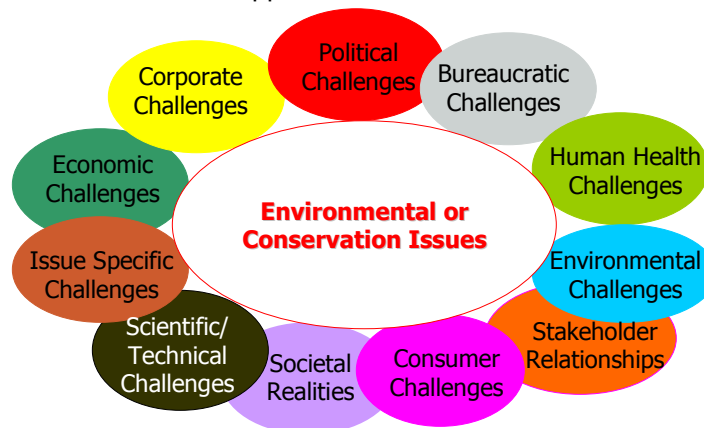
- Lack of consumer awareness.
- Potential legal obstacles.
- Many scientific unknowns.
- Non-traditional government response takes time for acceptance.
- Willingness to support and “interim product use advice and disposal alternatives.”

Long-Term Challenges

- Ongoing research needs to be a component of the solution.
- Future research could possibly change consumer advice.
- Cost – who’s going to pay for these efforts?

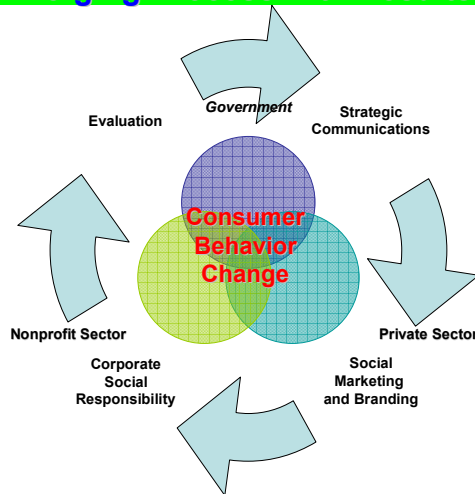
Comprehensive Solution

To be proactive and responsive with this issue, we have to maximize the opportunities within each of these challenges.



Ultimately, a public awareness campaign will help to lay the groundwork for a more sustainable solution.

The Keys Merging Process with Results



Overall Benefits

- Non-regulatory.
- Collaborative and partnership driven.
- Capable of unifying the entire conservation community to speak with one voice.
- Provide vehicles to secure external funding.
- Elevates and enhances visibility of the environment and what citizens can do to protect it.
- Provides biologists/environmental specialists with another tool.
- Benefits private sector partners through brand enhancement.
- Expands stewardship behaviors beyond traditional constituencies.

Leverage



Seizing These Opportunities...

- Expands communications capabilities.
- Mainstreams conservation messages.
- Elevates environment's visibility and stature.
- Lends themselves to measuring effectiveness for government outreach