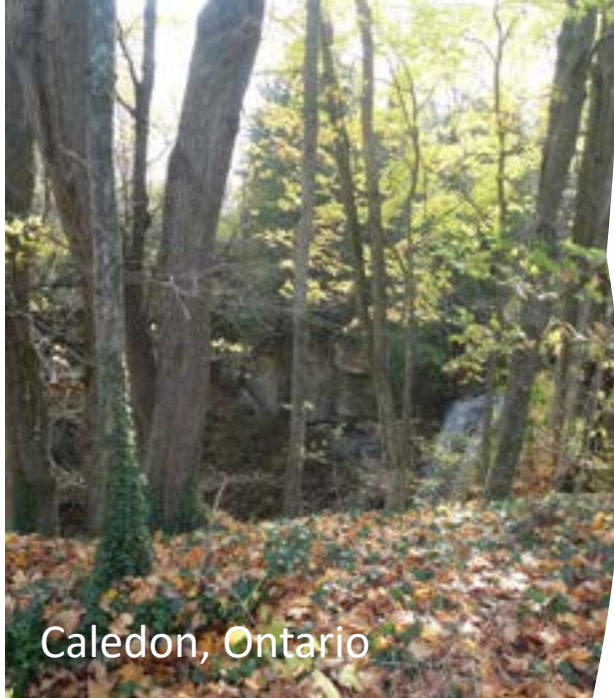




Sheridan nurseries product  
Photo: Forest Walker

# CCIPR Team Meeting May 29, 2023





Caledon, Ontario



Victoria, British Columbia

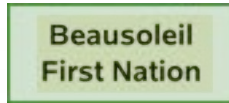
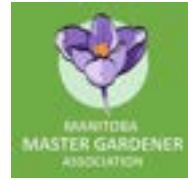


Lunenburg, Nova Scotia

# Agenda

- Greetings and Introductions
- Progress report
  - Over 70 organizations pledging support
  - White paper release
- Responding to Canada's Biodiversity Strategy 2030 survey
- CCIPR PR campaign strategy
- Letters to nurseries
- Plant lists - potential AI solution
- Questions and Discussion

English ivy escaping cultivation from coast to coast



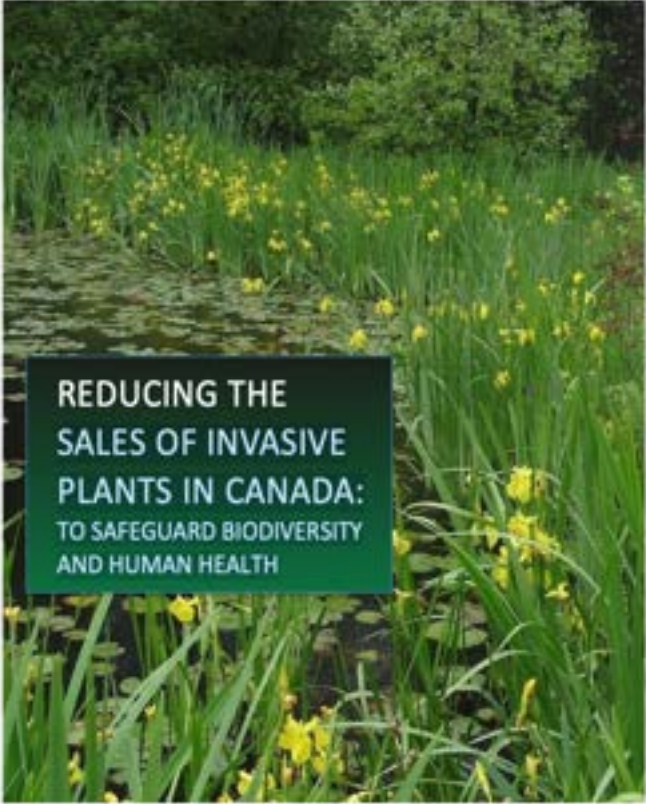
# Partners & Supporters



# The White Paper and Appendices Released May 9th

Now posted to [CCIPR.ca](https://ccipr.ca)  
The document, with a feedback  
form, has been shared with  
numerous organizations


A French executive summary has  
been prepared



**REDUCING THE  
SALES OF INVASIVE  
PLANTS IN CANADA:  
TO SAFEGUARD BIODIVERSITY  
AND HUMAN HEALTH**

Yellow flag iris (*Iris pseudacorus*). Source: Donald Cameron & the Native Plant Trust.

Prepared by Cathy Kavassalis and Claudette Sims with editorial assistance from Katherine Baird, Candi Jeronimo, Lynne Patenaude, Renee Sandelowsky, and Freyja Whitten - May 10, 2023.  
On behalf of the Canadian Coalition for Invasive Plant Regulation - [CCIPR.ca](https://ccipr.ca)



# Government Outreach for White Paper

- Federal government: Environment and Climate Change, Canada Food Inspection Agency, Fisheries and Oceans, Natural Resources, Health Canada (Minister, Deputy Minister, Assistant DM, Directors, Managers)
- Federal/Provincial/Territorial (FPT) Committee on Invasive Species
  - Distributed by ECCC Secretariat to FPT members, but list not shared with CCIPR
- Biodiv Canada (coordinating body)
- Follow-up this week to try to set up meetings in June

# Other Outreach

- CCIPR Partners, Supporters and Team members
- National Non-Governmental Organizations (NGOs)-
  - Canadian Environmental Law Association, Canadian Wildlife Federation, Canada Parks and Wilderness, Friends of the Earth, Nature Conservancy of Canada, David Suzuki already a partner
- Invasive Species Councils
- Horticultural Societies
- Master Gardeners
- Outstanding:
  - Naturalists groups, Friends of ....National and Provincial Parks, Conservation Areas, Local and regional NGOs

# Canada's 2030 Biodiversity Strategy Survey. Please recommend invasive plant regulation.

- ECCC released a short [Discussion Paper](#) in mid-May  
not specific and provides no indication of the government's current plans
- They have set up a [survey](#) form for people to use to provide input [by July 14](#).
- CCIPR will provide a template for responses in case people are looking for support to submit input on invasive plants.



The screenshot shows the Government of Canada website. At the top, there is a navigation bar with the Canadian flag, the text 'Government of Canada' and 'Gouvernement du Canada', and a language selector for 'Français'. Below this is a 'MENU' dropdown. The main content area features the breadcrumb 'Home > Environment and Climate Change Canada' and the title 'Engaging Canadians on the 2030 Biodiversity Strategy for Canada'. A language selector for 'English' is visible on the right. The page content includes a progress bar showing '0%' and text explaining that in December 2022, the 15th Conference of the Parties (COP15) to the United Nations Convention on Biological Diversity (CBD COP15) adopted the Kunming-Montreal Global Biodiversity Framework (GBF). It states that parties are expected to update their National Biodiversity Strategy and Action Plans (NBSAP) to reflect implementing the GBF domestically and support the global goals and targets set out in the framework. Revised national strategies must be completed before COP16 in 2024. The page also mentions that Environment and Climate Change Canada is leading development of Canada's 2030 Biodiversity Strategy, which will establish a shared vision for halting and reversing biodiversity loss in Canada, reflect Canada's domestic priorities for biodiversity conservation and sustainable use, and guide how Canada implements the GBF domestically.

# Public Relations Strategy

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- News Media

- Morning interview CTV
- BlogTo
- Globe and Mail

- Social Media

- Instagram – 208 followers
- Influencer engagement
- Facebook (17,445 posts viewed)

Invading natural area in Sault Ste Marie: yellow archangel, goutweed, lily of the valley. Credit: Abby Obenchain





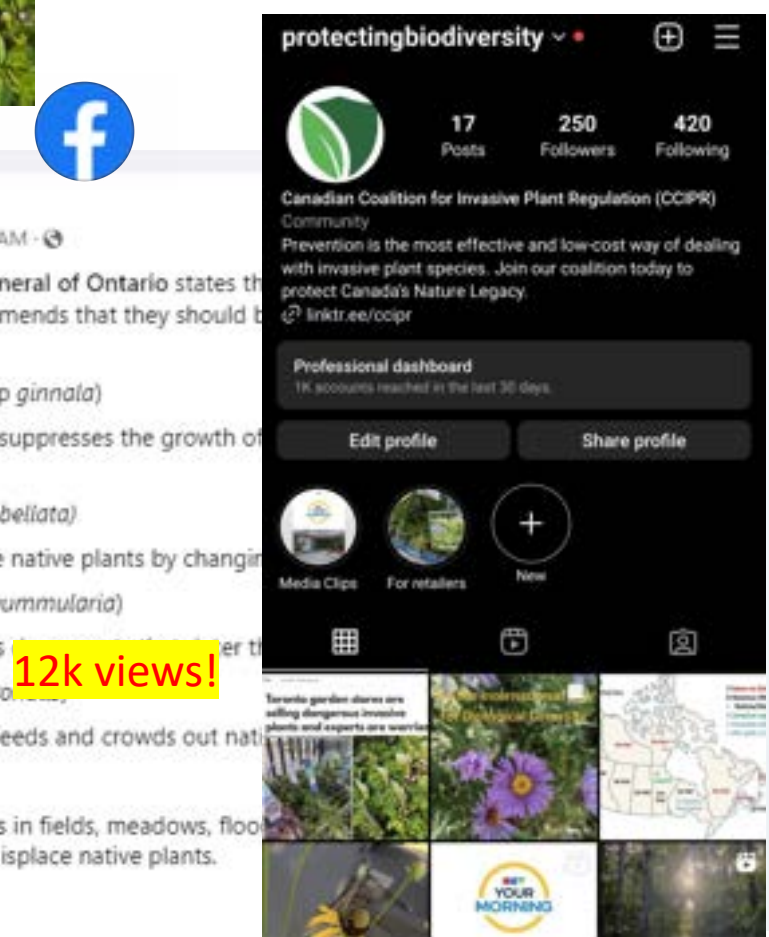
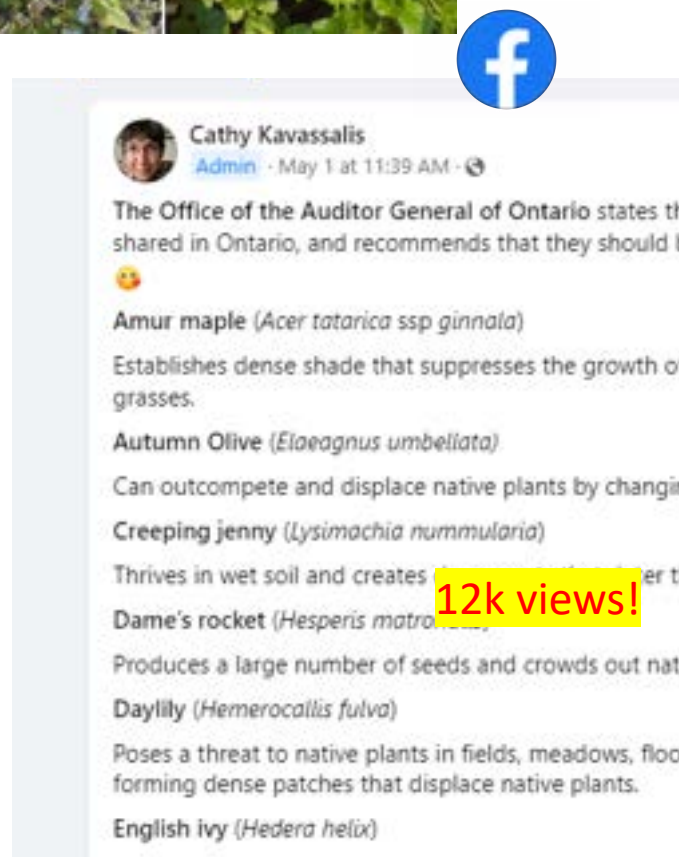
# Public Relations Update: White Paper

## Goals:

- Secure one mainstream top-tier piece of coverage, and four additional pieces of coverage throughout the month of May and June.
- Increase FB following by 10% (100 members) during the first week of launch; increase Instagram following by 50% (75 followers) during the first week of launch
- Add 20 new partners during the first week of launch, 100 total by the end of June.

## Outcomes:

- 2 pieces of mainstream cover, 1 pending (Weather Network)
  - Working on CBC and OpEd for The Globe and Mail
- FB: 100 new members first week of paper release – now more than 340 members since release (22% increase ~1500 members)
- IG: 56 new followers first week of paper release – now more than 101 followers since release (67% increase 250 followers), launched end of April
- More than 50 currently, increasing outreach to meet/exceed goal by end of June.



## Influencer Outreach Support

We need your help to reach some influential people/supporters

*ASK:*

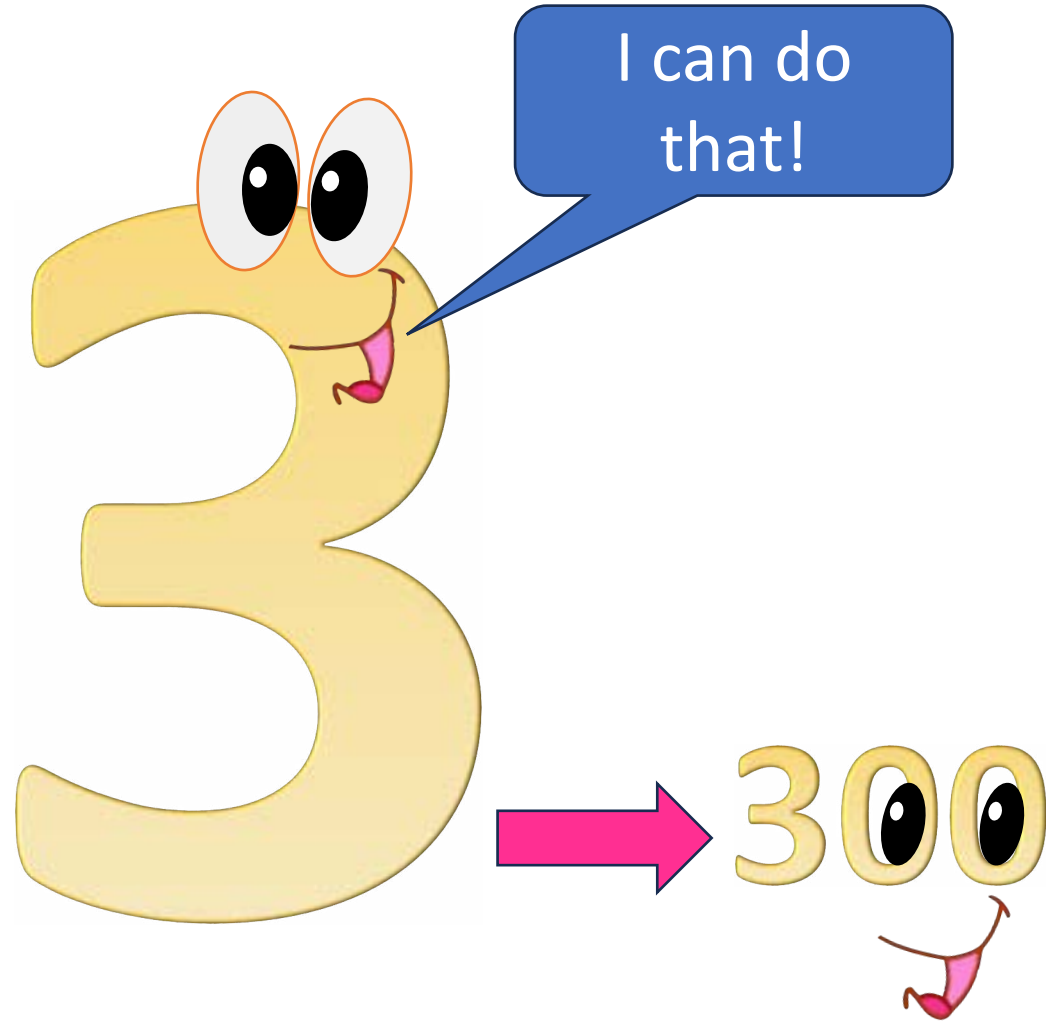
- Take on 3-5 contacts over the next 2 weeks (contacts will be assigned to you)
- Model outreach documents provided + just add personalization (why we're reaching out to them specifically)

Send an email to [candi.ccipr@gmail.com](mailto:candi.ccipr@gmail.com) to be assigned!



# Outreach starts with THREE

Make a connection - read  
mission statements and  
explain the benefits of  
invasive plant regulation  
specific to the organization



# Letter to Sheridan Nurseries

Sheridan nursery, in the recent [BlogTO article](#):

*When asked about its sale of invasive but otherwise legal plants, including creeping jenny, Victoria Mulvale, Director of Marketing at Sheridan Nurseries, contends that ‘the plant in question is readily available across Ontario,’ and adds that the company ‘is committed to not selling any plant that is classified as restricted or prohibited by the Ontario Invasive Plant Council.’*

**CCIPR sent a letter outlining the key problems with this position**

1. “Readily available” is not an excuse
2. Invasive plants do harm
3. Few ornamental plants are regulated
4. OIPC is not a regulatory body
5. The ornamental plant trade is **the largest pathway** for invasive plants
6. The National Voluntary Code of Conduct says to dispose of high-risk invasive plants



## Facebook - documenting garden escapes

- On our CCIPR Facebook page we are receiving many images
- We are collecting these for use
- These make great evidence when people say: “I keep it contained” or “It isn’t a problem in my yard” or to show to nurseries that sell the plant
- We are creating sample letters for emailing to various stakeholders
- We need Facebook moderators





Office of the Auditor General of Ontario

Value-for-Money Audit:  
Management of  
Invasive Species



*November 2022*

# Plant lists are still in progress

The Ontario Auditor general report lists 28 plants recommended for regulation

We need similar lists for other provinces and territories

We will work on lists over the summer

Candi proposes a potential AI solution

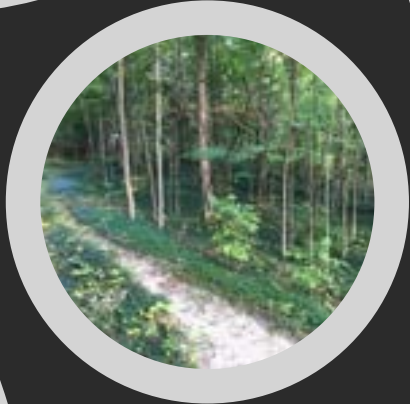
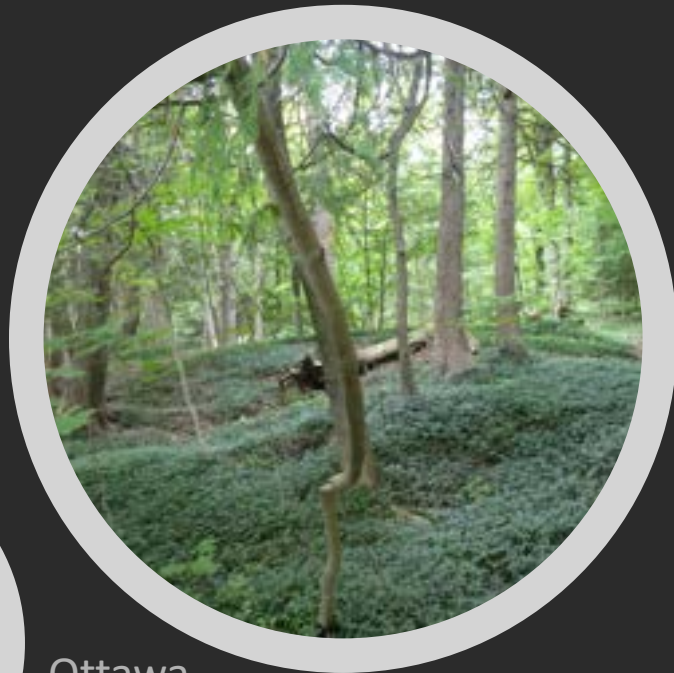
THOUGHTS &  
DISCUSSION



English ivy (*Hedera helix*) engulfs a tree along the Bruce Trail, Caledon (Marlene Knezevich on CCIPR Facebook)

Oxford  
county

Sault Ste. Marie



Ottawa

PERIWINKLE  
MORE SALES = MORE AREAS IMPACTED

THANK YOU for  
working to stop this!



Owen Sound

Grimsby

