

Strategies for Expanding Industry Involvement in Aquatic Invasive Species Management Initiatives

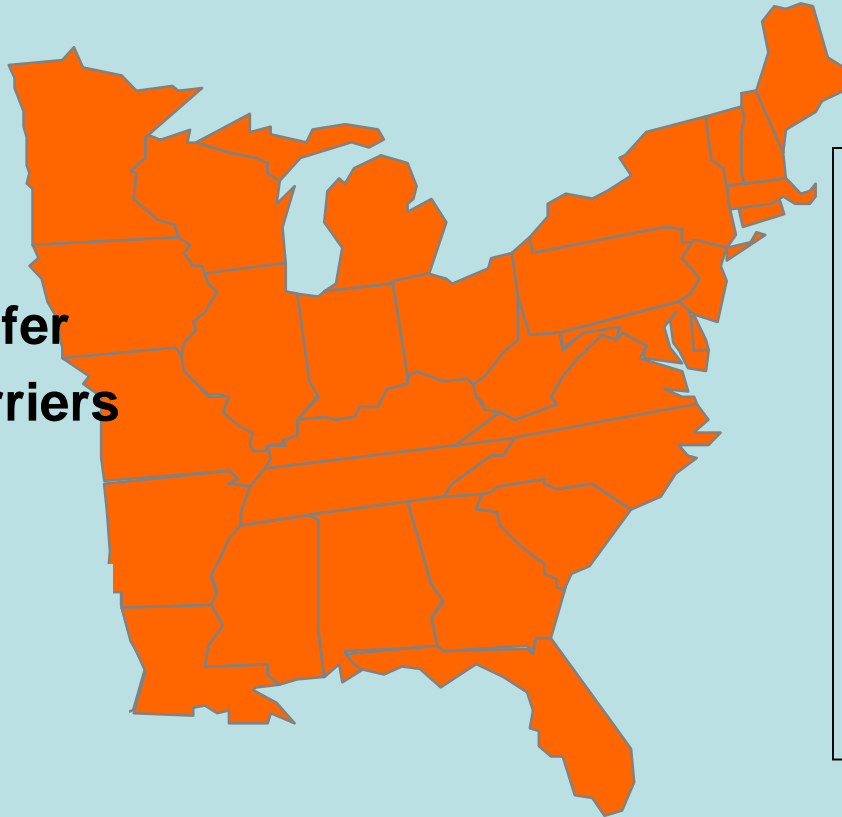
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- **Funding**
- **Relationships**
- **Education**
- **Technology Transfer**
- **Elimination of Barriers**
- **Partnerships**
- **Appropriations**
- **New Legislation**



Federal Agencies

State Agencies

NGO's

**Professional Aquatic
and Terrestrial IS
Organizations**

**Conservation
Organizations**

Wildlife Groups

Involvement

- Vice Chairman, Mid-Atlantic Regional Panel
- Board of Directors:
 - Midwest Invasive Plant Network
 - Tennessee Exotic Pest Plant Council
- National Invasive Weed Awareness Week planning and participation

Why partner with BASF?

- Growing market for BASF products
- Only manufacturer who sees the value of invasive species specialists
- Strong investment in service offerings
- Building landscape-level vision of the future of IS control
- Good corporate citizen

ALS: Today

- Good things are happening on the ground
- Lots of new research is being disseminated
- Animals get more attention than plants in many cases

ALS: Today

- Lack of funding-level understanding of aquatic vs. terrestrial differentiation
- Congress does not necessarily fully understand and support ALS control initiatives
- Groups do not have a clear message and an attainable goal

What can we do?

- Need to build understanding of special aquatic species needs at funding level
- Need to build Congressional understanding and support
- Need to find a mechanism to gain non-agency participation in initiatives

**INCREASING FUNDING SHOULD BE A
TOP PRIORITY—AIM HIGH!**

Preparation: Audience

- Prior to planning, identify your audiences
 - Who are the people you need to engage?
 - What moves/influences them?
 - What do you want them to do?
- Then match messages
- THEN plan your tactics

Preparation: Work the Plan

- Develop a top-down strategic plan based on identified audiences and your goals
- Design a few key initiatives and do them well, from start to finish
- Measure your results
- Expect to adapt as your measured results inform your process

Communications Points to Consider

- Use the Web wisely
- Keep your messages as simple and clear as possible
- Fewer words are often better
- Balance science communications against audience expertise (don't expect a Congressman to know what a rhizome is)

As You Succeed

- Move past awareness campaigns to demonstration of your management methods
- Use the media to your advantage
- See communication of success as a way to influence your audiences
- Share your roadmap with other stakeholders

As You Succeed

- Focus on coordination
- Serve as a facilitator of relationships and informational exchange
- Don't re-invent the wheel with your program or your communications
- Learn from others as you share with them

Building the Bridge to Industry

- See them as an audience
 - Same analysis as any stakeholder
- Understand their motivation
 - They have to protect their bottom line
- Identify key players and approach the best fit first
 - Avoid creating conflict between competitors

Finding the right partner

- Understand who is already involved
 - Who can give you what you need and see a benefit on their end?
 - Who often partners with agency personnel?
 - Don't try to force something into existence
- Seek the most strategic partners
 - Chemical, biological, technical, service, research
 - Partners without excess “baggage”

Who is this potential partner?

- Understand their motivation before you start building the bridge
- Direct benefits to industry:
 - Sales, profit
 - Relationships with new potential customers
 - Industry leadership
 - Corporate reputation

How do I meet their needs?

- Design projects to produce tangible, measurable results
- Open doors to new approaches for them
- Take as much risk as they take in the partnership
- Measure activities in ways that are meaningful to both of you

How do I meet their needs?

- Create clear opportunities for engagement
- Start small if possible to build trust
- Gear activities toward building a long-term relationship
- Go for what they know (i.e. don't ask a chemical manufacturer for a GPS demonstration)

Picking the right partner

- Develop your criteria BEFORE initial contact
- Apply criteria consistently throughout
- Eliminate candidates that are a poor match based on your evaluation
- Be realistic in your assessment
- Choose industry leaders when possible

Articulating your needs

- What do you want from your new partner?
 - Insight?
 - Funding?
 - On-the-ground support?
- Communicate it in a way that is meaningful to them
 - Keep their goals and motivations in mind

Articulating your needs

- Be honest and timely
- Seek areas of mutual interest and point them out
- Ask for input on the benefit to your potential partner
- Ask for real answers on their limitations up front (understand what it costs them)

Keep it building

- Ask for comments
 - Gauge satisfaction
 - Find ways to increase involvement
 - Ideas of partners should be respected and evaluated
- Learn from interactions
- Move on if it doesn't work

Building the Bridge to Industry:

Keep these in mind

- Invite them to participate in a win-win
- Be up-front about your needs and goals
- Engage in activities that inspire and reward your new partners
- Give credit where credit is due
- Don't be afraid to get creative (i.e. taking training or in-kind contributions)

Building the Bridge to Industry:

Keep these in mind

- Treat it as you would any stakeholder relationship
- Good communication throughout the process is absolutely necessary
- Evaluate progress constantly
- Measure results for both sides
- Find ways to grow and adapt

Thank You!

For more information

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or

www.vmanswers.com