



Looking to the Future

AQUARAMA 2009

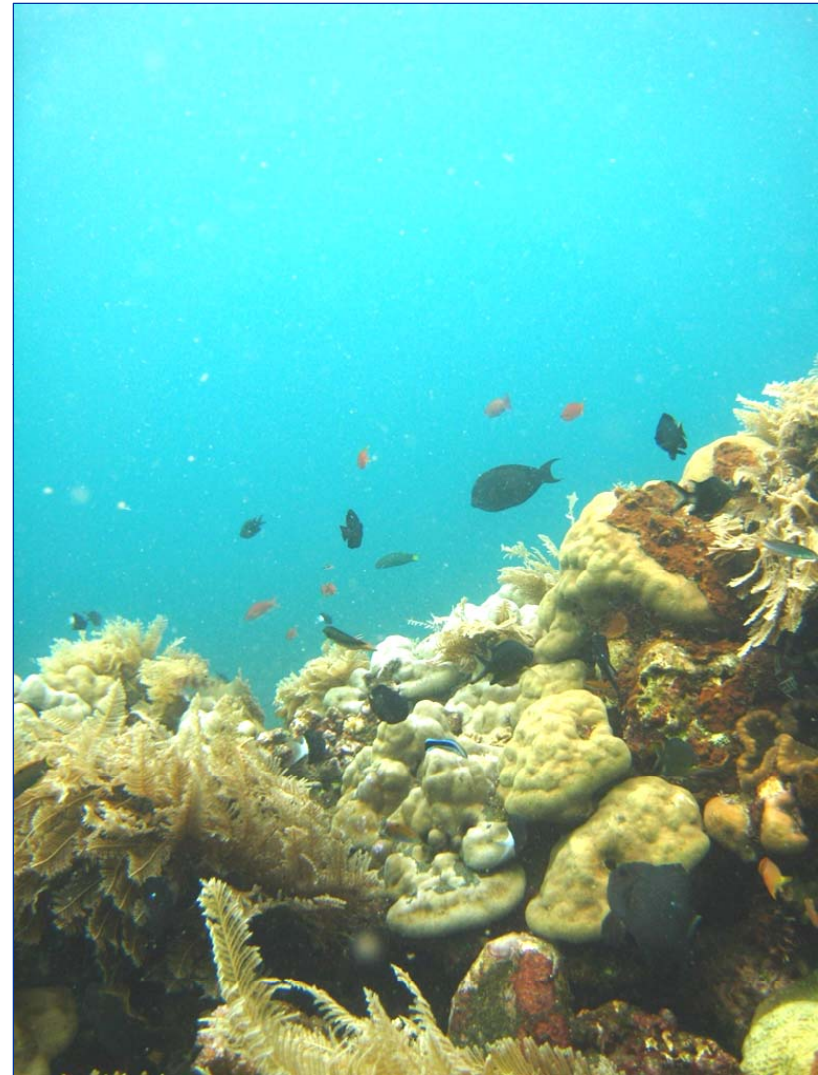
Mission

“To conserve marine ecosystems through the promotion of a responsible aquarium trade.”



Objectives

- Promote sustainability through the development and deployment of **best practices, standards, and certification** for those engaged in the collection and care of marine ornamentals.
- Provide **outreach, education, and support** to encourage biological diversity and healthy ecosystems across key stakeholder audiences.
- **Collect, analyze, and disseminate information** relating to the status of trade sustainability.



Strategies

Promotion of
Trade
Sustainability

- Best Practices
- Standards
- Self-Assessment Tools
- Certification Methodology
- Recertification Requirements

Outreach &
Awareness

- Systems Development
- Stakeholder Outreach
- Educational Awareness
- Fund-Raising

Data Collection,
Analysis, and
Reporting

- Certified Industry Operators
- Non-Certified Industry Operators
- Hobbyists
- Partners



Promotion of Trade Sustainability

Ecosystem and Fishery Management (EFM)

- Develop management plans for collection areas
- Manage collection areas for suitable use and ecosystem health
- Monitor collection area habitat and stocks

Collection, Fishing and Holding (CFH)

- Use only non-destructive collection methods (e.g. no cyanide)
- Collect only to order and only species suitable for aquarium keeping
- Use proper decompression, handling and holding practices
- Segregate species appropriately
- Test water quality and temperature

Handling, Husbandry and Transport (HHT)

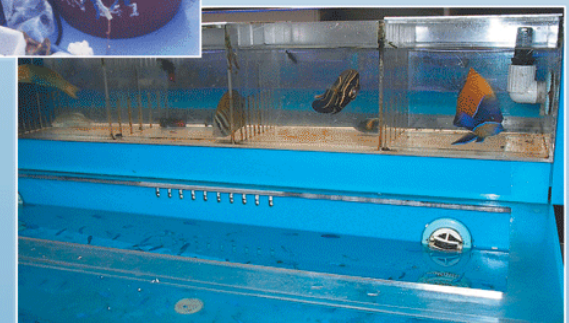
- Ensure proper facilities, containers, water quality and temperature
- Use shipment containers suitable for the journey
- Unpack and acclimatize animals within declared shipping times
- Maintain documentation of purchases, sales and mortality
- Ensure optimal health of organisms and keep within allowable mortality rates

Mariculture and Aquaculture Management (MAM)

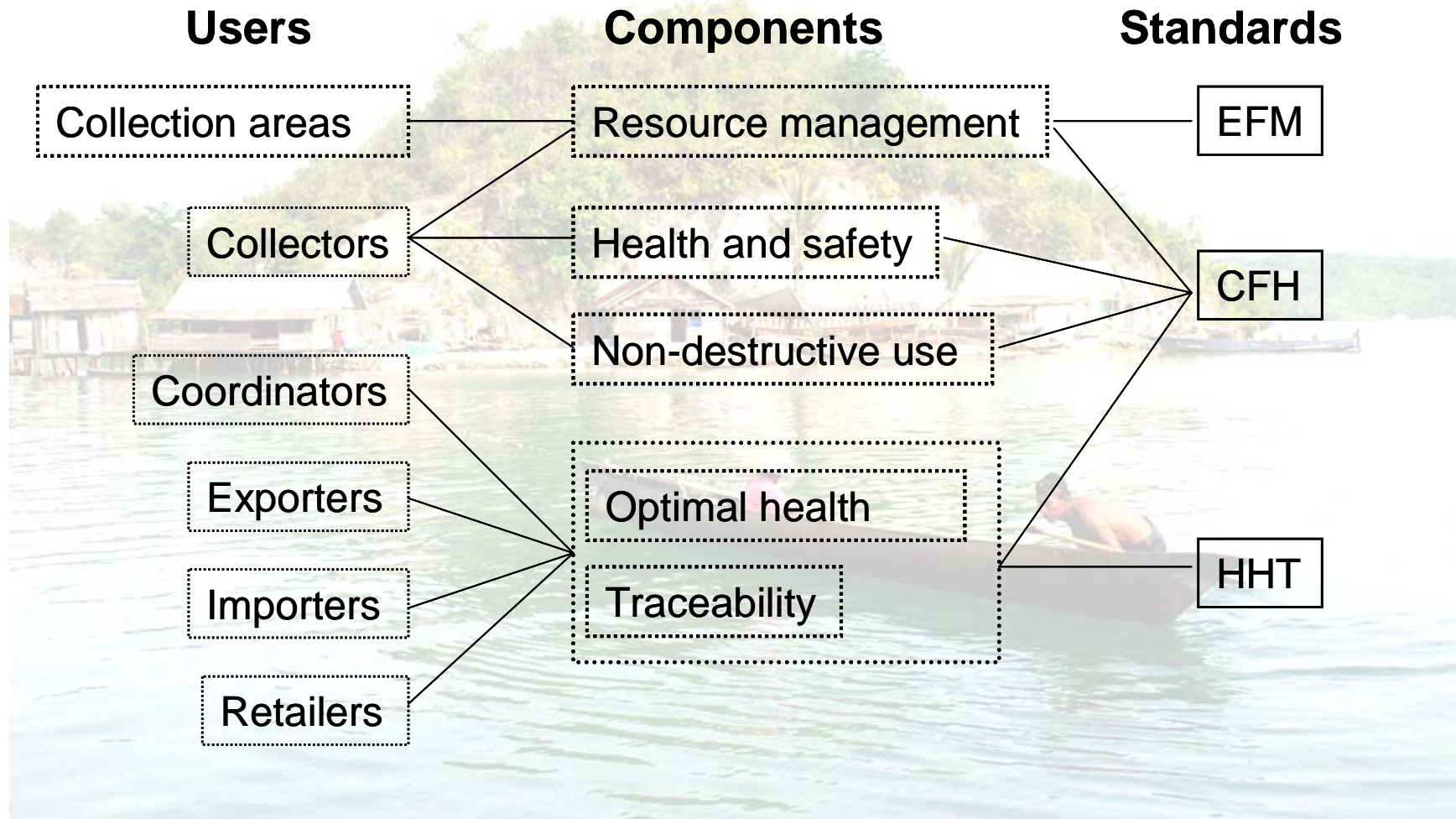
- Ensure proper facility set up and operation: sea cages, cultured live rock, coral propagation, grow-out ponds
- Maintain optimal culturing activities, from broodstock/post-larvae collection through to grow-out for market
- Guarantee proper packaging and transport of cultured marine ornamentals



Photo credit: Gary Braasch



Promotion of Trade Sustainability



Roadmap to Certification



Outreach & Awareness

Systems Development

- Standard Revision Process
- Guidance, Interpretation, and Opinion Documents
- Approved Retailer Program
- Accreditation Guidelines

Stakeholder Outreach

- Certified Industry Operators
- Non-Certified Industry Operators
- Governments
- Multi-Laterals
- Hobbyists
- Partners
- General Public

Educational Awareness

- Media Campaigns
 - Print
 - Web
 - E-Mail
- Zoo and Aquarium Campaigns
- Marketing Partnerships

Fund Raising

- Friends of MAC Program
- Donor-Specific Proposals
- NGO and Corporate Partnerships



Data Collection, Analysis & Reporting

Certified Industry Operators

- New Technologies and Developments
- Results
 - Hectares Managed
 - Collectors Trained
 - Mortality Levels
 - Trade Volumes
 - Species Traded

Non-Certified Industry Operators

- Key Beliefs
- Self Assessment Results
 - Collection Areas
 - Traders/Collectors
 - Producers
 - Exporters/Importers
 - Retailers
- Certification Timeline

Hobbyists

- Bio/Demo
- Key Beliefs
- Preferred Species
- Level of Interest
- Purchasing Habits
- Industry Feedback

Partners

- Bio/Demo
- Key Beliefs
- Regions Supported
- Topics of Interest
- Willingness to Contribute Resources
- Amounts and Timelines

NOTE: All data collection, analysis, and reporting functions will be undertaken in accordance with the soon to be published ISEAL *Code of Good Practice for Assessing the Impacts of Social and Environmental Standards Systems*.

Timeline



Activity	2009 Q2	2009 Q3	2009 Q4
Launch Web Site Phase I for General MAC Community	X		
Kick off Stakeholder Outreach Campaign	X		
Formally Revise Standards and Certification System	X	X	
Kick off Educational Awareness Programs		X	
Kick off Resource Management Programs		X	
Design and Launch Web Site Phase II for MAC Certified Entities		X	X
Launch Revised System and Standards			X
Launch Revised Data Collection, Analysis, and Reporting System			X

