



ASSOCIATION
OF ZOOS &
AQUARIUMS

Call for Participation in the: SAFE Shark and Ray Conservation Action Plan





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Note: all references to 'sharks' in this document encompass the elasmobranchs (i.e. both sharks and rays).

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Introduction

From late 2015 to mid 2016, AZA SAFE worked with shark and ray conservation experts including representatives from the AZA shark and ray SSPs, US government agencies, AZA members and partners, conservation NGOs, and academic institutions to identify and prioritize conservation actions. A 3-year SAFE Conservation Action Plan was developed using SAFE's collaborative conservation process to address conservation needs and includes projects that are aimed at achieving species and population sustainability.

The projects of the shark and ray Conservation Action Plan fall within four specific thematic areas including public action, policy and legislation, research, and Species Survival Plans®. Each project, designed to incorporate collaborator expertise to maximize efficiency and effectiveness, is comprised of detailed goals, actions, timelines, budgets. Each Project will be coordinated by an AZA member who will work to identify key Project Collaborators.

This Project Team will be responsible for refining the project actions as needed and for developing a corresponding 3-year budget and timeline. These resources will facilitate the Project Team in executing their conservation actions, achieving successes, and identifying future needs.

This Call for Participation in the SAFE Shark and Ray Conservation Action Plan is a living document. It is updated on a consistent basis to recognize Project Coordinators, Collaborators, and Funders. In addition, as Coordinators are identified and Project Teams begin implementing their projects, often project actions are revised and the scope of the suggested ideas for participation is expanded accordingly.

To view the Call for Participation webinar, please visit: <https://www.youtube.com/watch?v=DWsUpjU-V4w&feature=youtu.be>

To learn more about how to become a Project Coordinator, please contact SAFEshark@aza.org.

To learn more about how to become a Project Collaborator, please contact the Project Coordinator as identified in the Project below. If there is not a Project Coordinator identified yet, please contact: SAFEshark@aza.org.

To learn more about the latest on SAFE efforts overall, please visit: <https://www.aza.org/aza-safe-stories>.

Overview of Project Implementation and Management



Public Engagement Project

Challenge: Shark and ray populations are decreasing at alarming rates and few people are aware of these trends. A widespread public engagement project is needed to mobilize and implement conservation actions.

Project: Public Engagement efforts are implemented to increase knowledge of sharks and the threats they face, and provide measurable calls to action.

Project Coordinator(s):



SEATTLE AQUARIUM

Contact: Jim Wharton,
(J.Wharton@seattleaquarium.org) to learn more about this project.

Project Collaborator(s):



Project Funder(s):



Goals	General Actions Needed
<p>Effective educational messaging is used and conservation action opportunities are offered consistently in US and international communities as well as aquarium and zoo audiences.</p>	Identify and work with partners already involved a public awareness campaign.
	Consult with the AZA Conservation and Education and other AZA Committees where appropriate.
	Identify feasibility and objectives needed to increase awareness of sharks and calls to action as a campaign.
	Identify ways to assist the Wildlife Conservation Society in its development of a national campaign for sharks.
	Identify feasibility and objectives needed to increase awareness of sharks and calls to action as a campaign in Asia (e.g. Chinese communities).
	Identify feasibility and objectives needed to increase awareness and calls to action as a campaign in the EU.
	Establish a species-specific communications and outreach group with field personnel and the AZA community.
	Identify target audiences for greatest dissemination and impact for saving sharks in range countries
	Compile existing species-specific conservation education messages/materials (e.g. shark awareness days) from SSP programs, field personnel and AZA community sources.
	Identify needs for messaging and public / target group conservation actions and associated gaps in available materials.
	Identify and integrate synergies with conservation education efforts for other species / conservation programs.
	Identify measureable conservation actions that can be achieved by target audiences in range communities and by visitors to AZA, and sister associations and their facilities (e.g. EAZA, Chinese Association of Zoological Gardens, WAZA)
	<p>Public engagement efforts are measured to assure that public awareness and calls to action are successful.</p>
Market test and determine most effective storyboards and ease of public action options.	
Create consistent and updated messages/action opportunities.	
<p>Identify measurable objectives.</p> <p>Analyze data to determine trends in increased knowledge of sharks and implementation of calls to action.</p> <p>Evaluate usage and effectiveness of communications packages.</p> <p>Share study results with conservation community, including in peer-reviewed literature</p>	



Public Engagement Project Participation Menu

Action Opportunities:

- Serve as the Project Coordinator.
- Participate as a Project Collaborator.
- Consult with the AZA Conservation and Education and other AZA Committees to incorporate expertise where appropriate.
- Identify feasibility and objectives for increasing awareness of sharks and calls to action
- Participate in communications and education/outreach group and opportunities to create and test messages
- Share your education and conservation resources and materials with the AZA Conservation Education Committee
- Incorporate, deliver, and test updated educational messages and materials into appropriate exhibits and programs
- Promote shark awareness and conservation action opportunities to visitors

Potential Tier-Leveled Funding Opportunities to Support*:

- Fund resources needed to raise awareness of sharks
- Fund creation and distribution of education messages and materials to appropriate audiences

* Potential Tier-Leveled Funding Opportunities will support the development, implementation, and ongoing management of AZA SAFE Conservation Action Plan

Sustainability and Awareness of Consumption Project

Challenge: Shark and related products are available for purchase and consumption that are unsustainable and derive from harmful practices.

Project: Individuals and businesses will purposefully consume and purchase products that do not include unsustainable shark products to eliminate markets of highly vulnerable species.

Project Coordinator(s):



Project Collaborator(s):



Project Funder(s):



Goals	General Actions Needed
A "Know Where Your Seafood Comes From" campaign is implemented to increase public awareness of the types of food they are consuming and their right to know.	Identify and partner with organizations already involved in similar efforts (e.g., NOAA, TRAFFIC, etc.).
	Consult with AZA committees to incorporate expertise in project where appropriate.
	Determine what types of resources (e.g., photos, videos, etc.) are needed to develop the "know where your shark/fish comes from" storyboard and calls to action.
	Identify resources already in existence.
	Identify resources that are still needed.
	Identify and partner with like-minded organizations to acquire resources needed.
	Fund needed resources.
	Develop/distribute packages with tested outreach and interpretive messages and actions, training resources, resources information and materials.
An awareness campaign is implemented to increase consumer knowledge about products that contain unsustainable shark by-products and provides recommendations for sustainable alternatives.	Manage resources in an open-source venue.
	Establish a shark communications and education/outreach group with field personnel and AZA community experts
	Identify audiences and objectives needed to decrease consumption of vulnerable shark species.
	Identify audiences and objectives needed to reach local communities to decrease consumption of vulnerable species.
	Compile existing species-specific conservation education messages/materials (outreach and interpretive)
	Identify needs for messaging and target group conservation actions and associated gaps in available materials.
	Identify and integrate synergies with conservation education efforts for other species / conservation programs.
	Create consistent and updated messages/action opportunities for introducing and maintaining alternatives to unsustainable shark products.
	Develop measurable conservation actions that can be achieved by target audiences in range communities and by visitors to AZA and sister associations (e.g. EAZA, CAZG)
	Evaluate messages/actions to determine reach/ effectiveness of use of alternative shark products.
	Develop/distribute packages with tested messages and actions, training resources, information and materials.
	Evaluate usage and effectiveness of communications packages.
	Identify AZA institutions who will participate in the Shark Public Awareness Campaign.
Identify local, national, and international advocacy opportunities to eliminate markets of vulnerable shark species	
Identify sister association institutions who will participate in the Shark Public Awareness Campaign	



Traceability initiatives will be supported to understand consumption of shark products and promote responsible chains of custody.	Identify and partner with organizations already involved in similar efforts (e.g., TRAFFIC, NOAA).
	Promote sustainable supply chains of shark products (e.g. identify ways to assist US Customs, USFWS, and USDA in inspecting/enforcing import of sharks and shark products).
	Explore different means through which AZA can support the design and testing of a traceable market system for shark products (e.g. messaging, labelling, tagging)
	Coordinate messages and approach in AZA facilities in both the US and international areas (Canada, Mexico, Asia).
AZA members will model ways to incorporate sustainable practices that conserve sharks and promote responsible business practices in-house and with partners and local businesses.	Consult with the AZA Green Scientific Advisory Group and other committees as appropriate to incorporate their expertise.
	Identify shark products currently in use at AZA facilities and differentiate them as sustainable and unsustainable (including the ornamental trade)
	Develop tools for AZA-accredited aquariums and zoos to use alternative shark products where appropriate and feasible
	Develop tools for AZA-accredited aquariums and zoos to easily purchase sustainable shark products for their facilities.
	Develop tools for AZA-accredited aquariums and zoos to promote sustainable shark purchasing to their visitors and in their communities.
	Develop tools for AZA-accredited aquariums and zoos to promote the purchase of sustainable shark products in their local/national advocacy efforts.
	Develop tools for engaging businesses and communities in use of sustainable shark products (e.g., chef/cooking events).
	Develop a program to recognize the efforts of AZA-accredited aquariums and zoos and promote "positive pressure" to do more.
An evaluation program measures how the trends of consumer purchasing change as a result of this SAFE CAP.	Identify measurable objectives.
	Analyze data to determine trends in increased knowledge of sharks and implementation of calls to action.
	Evaluate usage and effectiveness of communications packages.
	Share study results with conservation community, including in peer-reviewed literature



Sustainability Consumption Project Participation Menu

Action Opportunities:

- Serve as the AZA SAFE Project Coordinator.
- Participate as a Project Collaborator.
- Consult with AZA committees to incorporate expertise in project where appropriate
- Purchase sustainable shark-friendly products for your institution
- Promote sustainable shark-friendly products for your institution
- Participate in the design and testing of a traceable market system for shark and related products
- Develop tools for differentiation between sustainable and unsustainable shark products
- Develop tools for identification of alternative products
- Develop programs or tools to engage local businesses and communities in the use of sustainable shark products

Potential Tier-Levelled Funding Opportunities to Support*

- Develop, purchase, and/or distribute shark-friendly products
- Sponsor development of tools to identify shark-friendly products
- Sponsor distribution of tools to identify shark-friendly products

* Potential Tier-Levelled Funding Opportunities will support the development, implementation, and ongoing management of AZA SAFE Conservation Action Plan

Community-Based Conservation Project

Challenge: Some local programs either directly or indirectly promote harmful practices to sharks.

Project: Community-based programs are implemented to contribute to shark conservation and protection.

Project Coordinator(s):



Project Collaborator(s):



Project Funder(s):



Goals	General Actions Needed
Key areas are identified surrounding AZA institutions where community partnerships are beneficial for shark conservation.	Identify collaborators, partners, and local communities willing to work on shark conservation.
	Identify problem or conflict programs and develop coordinated approaches to cease programs (e.g. cease the Save the Bay, Eat a Ray).
	Evaluate and prioritize community-based conservation projects connected to AZA members
	Select and implement community-based conservation projects connected to AZA to focus efforts and resources and promote successes
	Develop a process for evaluating present and future conservation focal areas based on need and likelihood of success.
	Prioritize and select focal site(s) for community conservation partnerships.
Optimal shark monitoring and local enforcement programs are identified and developed.	Evaluate community conservation partnerships and adapt as needed to promote shark conservation.
	Identify areas where community enforcement programs may be possible.
	Identify and prioritize capacity / training needs (i.e., audiences, topics, locations); select area(s) of focus (e.g. alternative livelihood opportunities).
	Develop model training program(s)/materials based on best practices identified and a monitoring and evaluation plan.
Feasibility of establishing a citizen science program that contributes data for shark conservation is assessed.	Provide training on regular basis; evaluate need for continuing education.
	Identify key areas of shark conservation that could benefit from citizen science programs (e.g. Spot A Shark, Great Egg case Hunt, Project Aware)
	Identify resources needed to advance a shark-watch or similar program
	Develop an incentive-based system to encourage data recording and reporting of shark catch and bycatch (e.g. preferential licenses, certification, genetic testing kits)
	Collect data according to monitoring and evaluation plan; evaluate and adapt program as needed.



Community-Based Conservation Project Participation Menu

Action Opportunities:

- Serve as the AZA SAFE Project Coordinator.
- Participate as Project Collaborator.
- Consult with AZA committees to incorporate expertise in project where appropriate
- Develop community-based programs that promote shark conservation
- Develop training programs for capacity building to assist enforcement efforts

Potential Tier-Leveled Funding Opportunities to Support*:

- Sponsor program and tool development for community-based shark conservation
- Sponsor program and tool development for local capacity building to assist enforcement efforts

* Potential Tier-Leveled Funding Opportunities will support the development, implementation, and ongoing management of AZA SAFE Conservation Action Plan

Multimedia Development Project

Challenge: Sharks are continually portrayed negatively in popular media, which could mean that public demand for shark management will be unfavorable to shark conservation.

Project: Multimedia products are developed to increase public knowledge about sharks, issues affecting them and the ways aquariums and zoos are working to conserve and protect them.

Project Coordinator(s):



Project Collaborator(s):



Project Funder(s):



Goals	General Actions Needed
AZA member and partner support is secured for the development of multimedia products.	Identify multimedia resources (e.g. social media, posters, films, documentaries, etc.) related to shark conservation
	Identify and catalog AZA member and partner multimedia resources relevant to shark conservation
	Make multimedia resources available to AZA members and partners to share with audiences
	Evaluate usage and effectiveness of current and past multimedia resources
New multimedia products are developed and distributed (e.g. shark documentary).	Prioritize conservation issues and focal areas for multimedia
	Identify areas where new multimedia can promote shark conservation at AZA facilities
	Identify and select AZA institutions whose work in shark conservation can contribute to the content in multimedia
	Identify funding, resources, and hosts needed to develop multimedia
Knowledge about sharks and their conservation needs are provided to the public through a new shark film produced and distributed for AZA institutions	Investigate means of distributing multimedia products with a percentage of profits dedicated to shark conservation efforts and CAP related projects.
	Identify collaborators and partners to work with Dr. Bob Hueter (Mote Marine Laboratory) and Chris Cowen (Herzog Production) on developing a new shark documentary
	Identify funders needed to develop shark documentary that connects AZA audiences and sharks
	Identify AZA institutions who will participate as partners and hosts in developing the shark film
	Identify AZA institutions who are able to screen the film
An evaluation program measures the change in (negative) views on sharks.	Develop storyline highlighting the role of aquariums and zoos in shark conservation and public engagement.
	Identify critics and proceed with editorial review of documentary to assure plot is consistent and void of faults.
	Identify measurable objectives.
	Analyze data to determine trends in increased knowledge of sharks and implementation of calls to action.
	Evaluate usage and effectiveness of new multimedia products.
	Share study results with conservation community, including in peer-reviewed literature



Multimedia Development Project Participation Menu

Action Opportunities:

- Serve as the AZA SAFE Project Coordinator.
- Participate as a Project Collaborator.
- Develop storyline for documentary
- Identify production and filming opportunities
- Host production and filming opportunities
- Distribute multimedia resources

Potential Tier-Levelled Funding Opportunities to Support*:

- Sponsor multimedia development
- Sponsor multimedia distribution

* Potential Tier-Levelled Funding Opportunities will support the development, implementation, and ongoing management of AZA SAFE Conservation Action Plan

Policy and Legislation Project

Challenge: Gaps in policy and legislation are providing the means for overfishing, harmful practices, and uncertainty to contribute to the decline and confusion with respect to shark populations.

Project: Policy and legislation changes are maximized to positively influence the management of sharks.

Project Coordinator(s):

YOUR LOGO HERE

Project Collaborator(s):

YOUR LOGO HERE

Project Funder(s):

YOUR LOGO HERE

Goals	General Actions Needed
Support changes to US legislation in favor of shark conservation.	Identify ways for AZA members (e.g. Government Affairs Committee, Aquarium Affairs Committee, MFTAG , ACP) and partners (e.g. Shark Advocates International, Shark Trust) to collaborate and support policy and advocacy opportunities for the expansion of comprehensive conservation efforts (e.g. traceability program to explicitly trace shark species, enforcement activities to address IUU)
	Identify ways to leverage AZA resources and strengths to support distinct changes to policy and legislation (e.g. species-specific gaps such as exemptions, cownose ray protection in the east coast, ray inclusion in the NOAA IUU traceability program, funding for the US Sawfish Recovery Plan)
	Identify ways to leverage AZA resources and strengths to participate in legislative discussions and think tanks (e.g. Capitol Hill Ocean Week)
	Develop resources for AZA organizations to use to increase community awareness and engagement as appropriate to support shark conservation in US forums (e.g. new US ESA protections proposed by NOAA for endangered and threatened shark species)
Support international legislative and policy-related efforts in favor of shark conservation.	Develop resources for AZA organizations to tell positive stories of shark management (e.g. quotas and limits working for thresher shark and spiny dogfish recovery)
	Identify ways for AZA members to engage in international shark conservation policy forums (e.g. CITES, RFMOs)
	Identify ways for AZA members and partners to collaborate on developing strategies for advancing international policy change
	Identify distinct areas of focus to leverage partners and provide assistance in established conservation programs (e.g. Asia shark fin markets, European shark markets)
	Develop resources for AZA organizations to use to increase community awareness and engagement as appropriate to support shark conservation in international forums (e.g. CITES, RFMOs), particularly in waters near AZA facilities (e.g. US, Mexico, Canada, Asia)



Policy and Legislation Project Participation Menu

Action Opportunities:

- Serve as the AZA SAFE Project Coordinator.
- Participate as a Project Collaborator.
- Participate in legislative and policy discussions (i.e. think tanks)
- Participate in national forums that discuss shark conservation policy reform
- Participate in international forums that discuss shark conservation policy reform

Potential Tier-Leveled Funding Opportunities to Support*:

- Sponsor participation in national think tank opportunities (e.g. Capitol Hill Ocean Week)
- Sponsor participation in international shark conservation opportunities (e.g. Regional Fisheries Management Organizations, CITES)

* * Potential Tier-Leveled Funding Opportunities will support the development, implementation, and ongoing management of AZA SAFE Conservation Action Plan.

In Situ and Ex Situ Studies Project

Challenge: There is high uncertainty with respect to global shark abundance and diversity.

Project: Research projects are implemented / augmented to increase the sustainability of shark populations.

Project Coordinator(s):

YOUR LOGO HERE

Project Collaborator(s):

YOUR LOGO HERE

Project Funder(s):

YOUR LOGO HERE

Goals	General Actions Needed
<p>In situ and ex situ research projects that AZA and their partners play key roles in are identified and bolstered.</p>	Work with the MFTAG to identify AZA ex situ and in situ research projects that are currently under way for shark conservation, and prioritize future needs (e.g. sharks and pupping grounds, migratory patterns, incidental mortality, gear modifications)
	Conduct gap analysis to identify new research projects that AZA members can collaborate and initiate to address key conservation needs
	Secure funding needed to bolster current projects and implement new collaborative research projects
	Facilitate processes and provide resources needed for AZA members and partners to initiate/bolster and address prioritized research project needs
	Catalog and share lessons learned through appropriate communication channels (e.g. AZA conferences, literature, social media)
<p>Research projects that support the priorities of the Global Shark and Ray Initiative and species-specific plans that AZA members and partners can play a key role in are identified.</p>	Evaluate needs of the Global Shark and Ray Initiative (GSRI) in collaboration with partners.
	Evaluate needs of species-specific plans (e.g. Conservation Strategy for Sawfish) in collaboration with partners
	Identify how AZA strengths can be maximized to fulfill the various needs of the GSRI and species-specific plans.
	Assess how AZA can contribute to the science needs identified in the GSRI and species-specific plans (e.g. habitat needs and protections such as effective MPAs, overfishing and bycatch minimization strategies).
	Assess how AZA can provide assistance to the IUCN (e.g. reduce the data deficiency of shark species) and other needs identified in the GSRI and species-specific plans



In Situ and Ex Situ Studies Project Participation Menu

Action Opportunities:

- Serve as the AZA SAFE Project Coordinator.
- Participate as a Project Collaborator.
- Consult with the MFTAG and other AZA groups and committees to incorporate expertise in project as appropriate
- Catalog past and current shark research projects by AZA members and partners
- Design and conduct gap analysis to identify new research projects that support current ones or fill gaps
- Participate in ways to support the Global Shark and Ray Initiative and species-specific plans

Potential Tier-Leveled Funding Opportunities to Support* :

- Sponsor current and/or new research projects
- Sponsor catalog development of research projects

* Potential Tier-Leveled Funding Opportunities will support the development, implementation, and ongoing management of AZA SAFE Conservation Action Plan.

SSP® Sustainability Project

Challenge: The genetic diversity of the shark and ray SSP programs requires maintenance and refining (as needed) for continued success.

Project: The demographic and genetic health of the AZA shark SSP programs (spotted eagle ray, largetooth sawfish, longcomb sawfish, smalltooth sawfish, sand tiger shark, zebra shark, bigtooth river stingray, ocellated river stingray, tiger river stingray, and white-blotched river stingray) are maximized.

Project Coordinator(s):



Contact: Beth Firchau,
(bfirchau@auduboninstitute.org) to learn more about this project

Project Collaborator(s):



Project Funder(s):



Goals	General Actions Needed
The shark and ray SSPs are assessed to determine sustainability gaps, needs, and priorities.	Identify appropriate collaborators (e.g., biologists/academics/government agencies/NGOs).
	Consult with AZA committees, the Population Management Center, and Reproduction Management Center as appropriate to incorporate their expertise in project
	Investigate population genetics to better understand population trends of all SSP species
	Investigate factors affecting reproductive success and juvenile survivorship and share results
	Support research with respect to reproductive issues and technologies
	Share results of breeding events and factors affecting breeding in SSP species with AZA institutions and adapt as needed
The shark and ray SSPs are optimized.	Assess current challenges to shark and ray SSP sustainability programs
	Organize and conduct a strategic planning workshop for the shark and ray SSPs to investigate and address challenges (preferably in conjunction with other larger meetings to facilitate travel).
	Adapt the shark and ray SSPs based on outcomes of the workshop
Optimal husbandry, care and welfare practices are identified and implemented for sharks and rays.	Assess gaps in available information about the shark, ray SSP species, and determine research priorities.
	Conduct assessment of husbandry needs specific to managed populations.
	Develop expert consensus-based recommendations for all husbandry elements
	Identify best husbandry practices for SSP species and publish in AZA ACMS.
	Assess feasibility of applying for AZA Conservation Grant Fund, if applicable to SSP programs
	Develop study designs and protocols for animal health monitoring
	Implement studies, analyze data, and share results/knowledge gained, including in peer-reviewed publications.
Adapt management of sharks and rays in human care based on results.	



SSP[®] Sustainability Project Participation Menu

Action Opportunities:

- Serve as the AZA SAFE Project Coordinator.
- Participate as a Project Collaborator.
- Become a member of the shark and ray SSP programs.
- Breed and transfer sharks and rays in your care in accordance with the SSP Breeding and Transfer Plans.
- Promote project to visitors (whether you have sharks and rays in your care).

Potential Tier-Levelled Funding Opportunities to Support*:

- To be determined.

* Potential Tier-Levelled Funding Opportunities will support the development, implementation, and ongoing management of AZA SAFE Conservation Action Plans.

Collaboration Project

Challenge: Shark species are at various levels of decline and needs all conservation actions implemented to their maximum extent.

Project: Conservation impact and efficacy is maximized through a collaborative and adaptive process that is applied throughout the CAP's development, implementation, evaluation, and ongoing management processes.

Project Coordinator(s):



Project Collaborator(s):



Project Funder(s):



Goals	General Actions Needed
Agreed-upon conservation priorities are identified and detailed plans are developed to address them.	Identify and connect stakeholders (within existing conservation frameworks, as applicable).
	Identify conservation needs, gaps in existing efforts and priority actions.
	Identify AZA SAFE Areas of Focus by aligning AZA strengths with conservation needs.
	Create 3-Year AZA SAFE Conservation Work Plan and Conservation Action Plan (CAP), project budgets and timelines.
CAP projects are implemented in an adaptive fashion consistent with the Open Standards for the Practice of Conservation to put in effect the SAFE theory of change	When funding is secured, representatives from AZA Facilities coordinate / facilitate implementation of CAP projects.
	Consistently coordinate project implementation and promote CAP projects.
	Apply the Open Standards for the Practice of Conservation to each project using appropriate software (e.g. Miradi)
	Develop results chains to test and improve SAFE strategy effectiveness
Efforts of AZA members and partners are catalogued and combined visually for effective messaging.	Monitor and evaluate progress of project implementation and use results chains to adapt plans as needed.
	Identify and catalog AZA member and partner conservation, research, husbandry, and educational outreach efforts relevant to the SAFE Sharks CAP.
	Expand AZA database programming to input, track, coordinate and communicate assets, outputs, and resources relevant to the SAFE Sharks CAP (e.g. Miradi, ARCS, etc.)
	Develop spatial illustration of AZA efforts and maintain information for proper dissemination

Project Coordinator(s):



Project Collaborator(s):



Project Funder(s):



Goals	General Actions Needed
	Provide consistent messaging content and materials relevant to the SAFE Sharks CAP
Stakeholders meet consistently to maximize collaboration, communication, and efficacy.	Provide funding for recurring stakeholder meetings at intervals decided by stakeholders.
	Develop a collaborative process that is adopted and accepted by all stakeholders.
	Conduct collaborative stakeholder analyses to evaluate how conservation efforts are impacting communities, perceptions of efforts, and provide realistic measures of how to progress.
Communication and decision-making opportunities are optimized among stakeholders and Project Coordinators.	Create and distribute meeting reports appropriately.
	Provide regular updates to stakeholders and Project Coordinators.
	Investigate and adopt new decision-making, consensus building models to assure the Conservation Action Plan remains adaptive.
Measurement and communication of the CAP's overall conservation impact is consistently disseminated.	Identify and implement methods to measure the collective impact of CAP projects.
	Adapt measurement and communication methods as needed over the 3 year CAP life cycle.
	Identify mechanisms to communicate CAP progress and success stories internally (e.g. membership, partners, agencies, etc.)
	Identify mechanisms to communicate CAP progress and success stories externally (e.g. member audiences and communities, social media, etc.)
Stakeholders will complete a comprehensive review, evaluation and adaptation of the CAP every three years to maximize conservation impact.	Disseminate CAP progress in conferences and peer-review literature opportunities
	Maintain an adaptive list of stakeholders and partners and adjust as needed
	Provide funding for 3-year CAP workshop.
	Conduct comprehensive review of CAP progress documenting successes and future needs
	Develop subsequent 3-year CAP.



Collaboration Project Participation Menu

Action Opportunities:

- Serve as the AZA SAFE Project Coordinator.
- Participate as a Project Collaborator.
- Develop SAFE Areas of Focus and align AZA strengths with conservation needs.
- Create 3-year CAP documents with budgets and timelines.
- Coordinate and promote CAP projects.
- Monitor and evaluate progress of projects.
- Develop collaborative process agreed upon by all stakeholders.
- Investigate relevant consensus-building models.
- Identify and implement methods of measuring impact of CAP projects.
- Attend and participate in relevant meetings.
- Create and distribute meeting notes and other relevant materials.
- Identify internal and external communication mechanisms.
- Create and submit conference abstracts.
- Create and submit papers to peer-reviewed journals.
- Conduct review of 3-year CAP with documented successes and future needs.
- Develop subsequent 3-year CAP.

Potential Tier-Leveled Funding Opportunities to Support*:

- Sponsor recurring stakeholder meetings.
- Fund distribution of materials related to meetings.
- Sponsor 3-year CAP workshop.
- Fund conference attendance and journal submission (if open-sourced).
- Fund training needs (e.g. software, consensus-building tools, and facilitation workshops).