

The background is a solid blue color with several overlapping, semi-transparent circles of varying shades of blue, creating a layered effect. The circles are positioned in the upper and middle sections of the page.

The Great Lakes Land- based Marine Debris Action Plan

Vision & Mission

- **Vision Statement: The Great Lakes, its coasts, people, and wildlife are free from the impacts of marine debris**
- **Mission Statement: The Great Lakes will be free from marine debris through an increased understanding of the problem, preventative actions, reductions in impacts, and collaborative efforts of diverse groups**
- **Group started meeting in 4Q 2011 - Action plan announced in 2Q 2014**

Plan Governing Structure

- Coordinator/Co-Coordinator - organization(s) that are responsible for reporting on progress, challenges, and completion of the action in progress reports and update calls, as well as to their action strategy team. They are responsible for undertaking activities that will fulfill the action strategy, maintaining communication and coordination with all of the listed partners on the action strategy, as well as welcoming participation from new partners that express an interest. These coordinators have been involved in finalizing the editing of their respective action strategies
- Partner - organization(s) that provide input on progress and challenges for the action strategy to the coordinator. They are a member of their respective action strategy teams and are responsible for undertaking activities that will fulfill the action strategy

4 Goals

1. Knowledge gaps are identified and filled through research and monitoring of land-based marine debris
2. A science-based and strategic approach is used to guide land-based marine debris policy and management decisions in the Great Lakes
3. Land-based marine debris is prevented and reduced through an educated and involved community
4. The impacts of land-based marine debris are reduced through removal and tracking efforts

Common Themes

- Disaster preparedness plan
- Develop/publish BMP
- Education activities to public (community events, aquariums)
- Establish protocols/methodologies- data, training opportunities

Goal 1: Knowledge gaps are identified and filled through research and monitoring of land-based marine debris

- Objective 1: By the end of 2016, develop a platform for long-term collaboration on Great Lakes marine debris research
- Objective 2: By 2016, convene researchers to foster partnerships and collaboration
- Objective 3: Over the next 5 years, create summary documents of existing research on land-based marine debris and identify key data gaps for the research community
- Objective 4: Through 2019, engage Great Lakes management communities to prioritize and foster implementation of relevant research topics
- Objective 5: Within the next 5 years, the Great Lakes research community will address knowledge gaps on land-based marine debris by completing and publishing a minimum of 2 studies
- Objective 6: Through 2019, ensure data collection consistency and quality assurance by multiple users

Goal 2: A science-based and strategic approach is used to guide land-based marine debris policy and management decisions in the Great Lakes

- Objective 1: By the end of 2017, create a summary document of existing land-based marine debris policies and management systems in the Great Lakes
- Objective 2: Share the developed land-based marine debris action plan with the policy and management communities upon its completion
- Objective 3: Review and prioritize storm water control practices at 5 municipal districts in the Great Lakes by 2019

Goal 3: Land-based marine debris is prevented and reduced through an educated and involved community

- Objective 1: By the beginning of 2016, conduct a needs assessment for future education efforts on land-based marine debris in the Great Lakes
- Objective 2: By 2016, launch at least one awareness campaign for Great Lakes communities regarding land-based marine debris
- Objective 3: By 2019, develop a social marketing plan, including 10 communication products to address land-based marine debris in the Great Lakes
- Objective 4: Conduct 5 informal education activities on land-based marine debris per year, per lake, to the general public
- Objective 5: Conduct 5 formal education activities on land

Goal 4: The impacts of land-based marine debris are reduced through removal and tracking efforts

- Objective 1: By 2019, bi-nationally record and report count and weight (in tons) of land-based marine debris removed from Great Lakes shorelines and watersheds by volunteer programs
- Objective 2: By 2019, develop and publish recommendations for best practices for removing land-based marine debris
- Objective 3: Within 5 years, target removal efforts towards land-based marine debris items that are expected to have the greatest impact or which are most abundant in number
- Objective 4: Create a natural disaster preparedness plan (by state or lake) for land-based marine debris within five years
- Objective 5: By 2019, remove 200 tons of land-based marine debris from Great Lakes environments