



# PlayCleanGo® and the Power of Working Together for Effective Invasive Species Prevention and Outreach

**Belle Bergner**  
Executive Director  
North American Invasive Species  
Management Association



**STOP INVASIVE SPECIES  
IN YOUR TRACKS.**

[PlayCleanGo.org](https://PlayCleanGo.org)



# Overview

- Brand
- Strategy
- Partners
- Outreach Tools and Resources
- Opportunities for Collaboration





# PlayCleanGo®

**A branded education and outreach campaign**

**Audience:** outdoor recreationists and field workers

**Goal:** to promote awareness, understanding, and cooperation by providing a clear call to action to be informed, attentive and accountable for stopping the spread of invasive species.

**Outcome:** Behavior Change

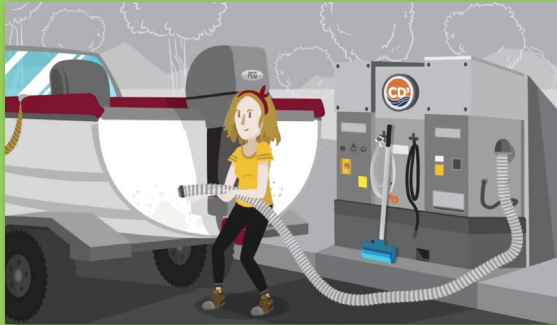




# Brand

Connects the message  
and the behavior.

A clear call to action.



## WORK. CLEAN. GO.

Give Invasive Species The Brush Off.



Help Prevent The Spread  
Of Invasive Plants And Animals.

- Come Clean. Leave Clean.
- Use weed free materials.
- Burn or utilize wood waste.
- Stay in designated areas.
- Start at the cleanest site.

THE STATE OF MINNESOTA



STOP INVASIVE SPECIES  
IN YOUR TRACKS.  
[PlayCleanGo.org](http://PlayCleanGo.org)



# Positive Message

“Make caring for the earth feel personable,  
do-able and empowering.”

– *Per Espen Stoknes*



# Strategy

Turn-key, flexible, modular, communications.

Works on all landscapes and recreation pathways

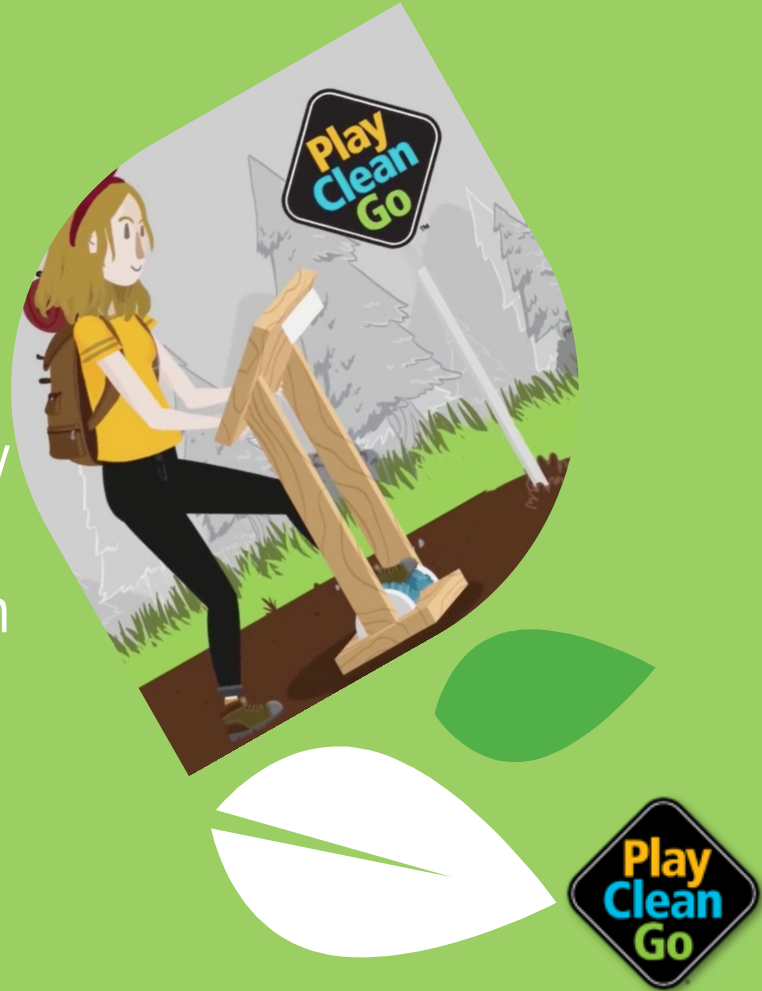
Bottom line: Increase awareness,  
understanding, cooperation and promote  
responsible behavior.



# Vision

The PlayCleanGo brand is placed at every trailhead, boat landing, campground, and other recreation access point across North America.

PlayCleanGo is the “recycling symbol” for invasive species prevention and behavior





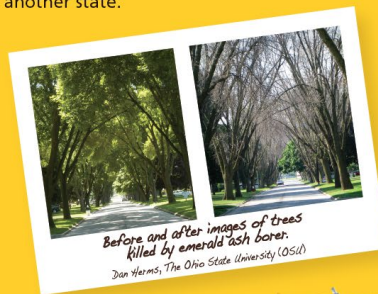
# Partners

Partners use and promote the brand through their outreach, education, and communication channels.



Forest insects and diseases kill thousands of trees every day. Keep your backyard, campgrounds and favorite places safe from these insects and diseases.

Prevention is the key. Buy firewood near where you will burn it. Don't move firewood when you travel, camp or visit another state.



\*Actual Size



PHOTO CREDITS: Emerald ash borer, Pennsylvania Department of Conservation and Natural Resources – Forestry Archive bugwood.org; Asian longhorned beetle, J. Forman Orl, Massachusetts Department of Agricultural Resources; Goldspotted oak borer, Mike Lewis, Center for Invasive Species Research.

**DON'T MOVE  
FIREWOOD.org**



**PlayCleanGo.org**  
STOP INVASIVE SPECIES  
IN YOUR TRACKS.





# Reaching Our Vision



Partner Organizations, federal agencies, and Businesses support the campaign financially



Partners are placing the brand at recreation access points and other areas where recreationists will be reminded storefronts, on retailer websites, products, and social media.



13,000+ social followers



We have 650+ partners across North America including major federal lands agencies such as USDA – Forest Service, National Park Service, and US Fish and Wildlife Service.



Digital Marketing campaigns are Millions through social media and other digital marketing / advertising.



# Partners

- USDA APHIS
- USDA Forest Service
- Leave No Trace
- Don't Move Firewood
- Hungry Pests
- CONABIO (Mexico)
- National Park Service
- US Fish and Wildlife Service
- Wildlife Forever
  - Clean Drain Dry / Stop Aquatic Hitchhikers
- 600+ local and state partners



# Resources



# Customizable outreach products



The PlayCleanGo Brand Standards provide approved brand usage, guidelines, specifications and media examples for co-branding.

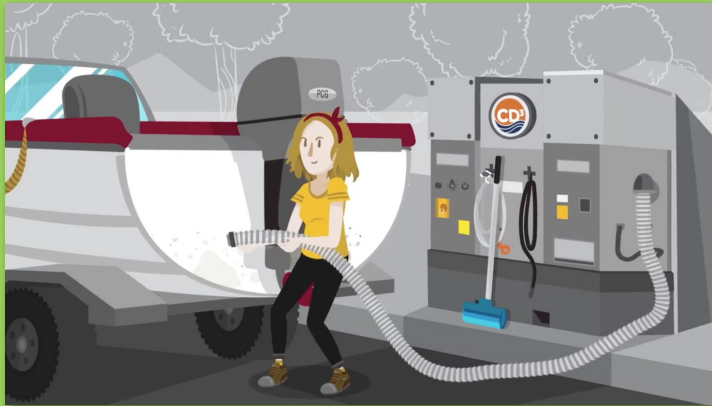


# In the Works

Shareable videos in the public media library

More Work Clean Go outreach materials

New branded products: window cling, long-handled brushes & more



Boot brush station purchase and construction assistance

Outdoor Retailer partnership development

Website improvements

More digital media marketing





# We Need You



STOP INVASIVE SPECIES IN YOUR TRACKS<sup>®</sup>

CONTACT | DONATE

INVASIVES 101 | TAKE ACTION | RESOURCES | JOIN | ABOUT | TAKE THE PLEDGE



## JOIN—YOU ARE PART OF THE SOLUTION



Knotweed pull in Vancouver BC

### JOIN

### BECOME A PARTNER

#### CURRENT PARTNERS

#### CURRENT CONTRIBUTORS

### BECOME A PLAYCLEANGO PARTNER

What if every outdoor enthusiast were provided with the tools to Stop Invasive Species in their Tracks? Could we stop them? We think so. We have 550+ partner organizations already, representing thousands of individuals who believe we can do it too.

Join forces with like-minded individuals, organizations, and businesses across North America. Become a PlayCleanGo partner now!

Each partnership opportunity provides a variety of benefits to support shared goals at the level that feels right for you. The available PlayCleanGo benefits are listed when you choose the partner type that is right for you.

Individual Partner

Partner Organization

Contributing Organization



# Contributors



**WIGWAM**





# Thank you!

Please reach out with questions or to  
discuss partnership opportunities:

Belle Bergner, Executive Director  
[bbergner@naisma.org](mailto:bbergner@naisma.org)

Krista Lutzke, Program Manager  
[klutzke@naisma.org](mailto:klutzke@naisma.org)

[www.PlayCleanGo.org](http://www.PlayCleanGo.org)

