

Break-out sessions conference: Invasive Alien Species, The Urban Dimension
IUCN Headquarters, 5 September 2013, Gland, Switzerland

1) Communication strategies for invasive alien species, how to increase awareness and mobilise action
Chair: Lesley Dickie (EAZA), Rapporteur: Liza Drius (IUCN)

Conservation in any of its guises relies upon effective communication as conservation plans cannot progress without clear dialogue - conservationists communicate with each other, with media, with government and the

the loss of habitats, even if the underlying issues are complex. However, Invasive Alien Species as a threat to biodiversity is a tricky and challenging subject to communicate and thereafter engender coordinated action to combat biodiversity losses resulting from IAS. To non-

(airports, etc) professional organizations doctors	landowners farmers tourists	organizations associations		plane travelers donors different cultural groups ambassadors multipliers
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The key messages were:

Explaining tID 2P (ers)JTITQq4599eWp3BTWmB

	Consistent understanding of policy Prioritization of care
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One solution was marked as a priority:

Explain the fact that humans are the origin of the problem

Question 3: What resources (human and financial) are needed to effectively communicate IAS?

Ways	Human resources
Better use of social media by conservationists, apps	Social scientists
Harmonizing terms and definitions	Multipliers
Improving collaboration and communication among teams and departments	Ambassadors, champions (celebrities)
Increasing public dialogue, promoting citizen science	Artists, photographers
Harmonization of messages	Industry-led initiatives
Changing school curricula	Objective, friendly media
Supporting non-traditional partners, non-scientific knowledge	
Better knowing the baseline, science and impacts, using case studies	
Being honest and acknowledge that the problem comes from people	
Transboundary cooperation	
Using personal stories	
Giving incentives for scientists to communicate	
Promoting smarter money (prioritization of money use and synergies)	
Increasing scientific knowledge	

Group 1 marked the following as priorities:

Changing school curricula

Better knowing the baseline, science and impacts, using case studies

Social scientists

2) Voluntary versus legislative approaches to deal with invasive alien species in urban areas

Chair: Riccardo Scalera (IUCN ISSG), Rapporteur: Chantal van Ham (IUCN)

Recognising the increasingly serious problem of invasive alien species in Europe, the European Commission is currently working on a dedicated legislative instrument on Invasive Alien Species. This is one of six key objectives of the new EU 2020 Biodiversity Strategy adopted in May 2011.

In the meantime, several strategies have been developed and implemented at both the national and regional level to deal with IAS e.g. eradication, control, containment, and prevention, of course, which is unanimously acknowledged as the best available management option, when feasible.

In addition, the Bern Convention which has promoted and supported the development of several codes of relevant activities (i.e. Hunting, Pets, Horticulture, Botanical Gardens, Zoos and aquaria, Recreational Fishing, etc.). In fact, controlling the key entry routes is considered the most effective way of tackling the threats from IAS.

which could be scaled up with support from public bodies, industry federations, user groups and/or NGOs as appropriate, with the aim of ensuring responsible, proactive policies, and applying these in a coherent manner across Europe. On the other hand, in certain situations the principle of self-regulation might be more successful and effective than other legally binding schemes. A voluntary code of conduct can clearly fulfill multiple roles: awareness-raising, stimulating stakeholder involvement, leverage/dissemination of best practices, supplementing existing regulations or filling a regulatory gap.

Questions for discussion:

Based on your experience (or opinion), which would be the main virtues and shortcomings of mandatory legal provisions?

Based on your experience (or opinion), which would be the main limits and potential of voluntary instruments, e.g. codes of conduct?

Which level of flexibility would you expect from a regulatory framework in relation to IAS (e.g. species lists, etc.)?

Which are the aspects of an early warning and rapid response system that could be better regulated by a mandatory law rather than a voluntary approach?

Outcomes of the discussion:

Enforcement is essential especially at an early stage of introduction

Voluntary measures benefit from peer pressure and are often taken up at the local level

The challenge for all measures are resources

The EU legislation deals with the worst part of the problem but needs to be complemented by voluntary measures

For voluntary measures to work effectively, an incentive is required (e.g. a label)

Legislation may trigger voluntary action (e.g. for species not listed as priority)

To act voluntary awareness and understanding is required

Some aspects however do need a mandatory approach

The code of conduct is useful for less fundamental aspects and can help to implement the legislation

A voluntary approach can help to avoid battles between actors (e.g. hunters, animal breeders)

The voluntary approach is as strong as the ideas, needs and willingness of people

Is there space for integration of voluntary measures in the legislation?

A mandatory approach would be needed for ant farms (German example)

Even with legislation in place, imports for commercial purposes are not always inspected

The EU legislation will present an equal ground for all

Control and eradication will be the responsibility of the EU Member States the reason for this is that citizens may not understand the need and this may backfire towards to the EU

EU Member States have the obligation to prevent spread to neighbouring countries

Part of the listing of priority species should be risk assessment

In absence of legislation, a code of conduct can inform or prepare a sector for future legislation or when legislation is missing

A code of conduct has to be flexible, there will be differences between countries

Pathways have to be addressed and priorities are needed in particular for unintentional introduction

Outcomes of the discussion:

If the species is not causing a problem to a city then no need to do anything else there.

In London, we have created a specific list different from the national one and have categorized them (priority 1, it has not arrived yet etc) so this is not a problem for us. Everyone knows that it is a city list.

Identify reference centres within each country to facilitate the dissemination and exchange of information (Denis Simonin is the contact person at the EC))

In Belgium we have a website (waarnemingen.be, observations.be) that allows citizens to report the observation of IAS so that they can be detected before these species get established (early warning and rapid response).

Some countries like NL and BE have established lists with species (so far only mammals) that can be traded so a sort of white/black list approach.

Difficult to establish partnerships with horticulture centre

is a problem of definition of IAS and of undertaking action at different scales in a country (e.g. horticulture professionals work in gardens so not into regional action). In specific cases funding is given to reward the use on non-IAS.

Responsibility - Enforcement agencies are the ones having the responsibilities. If the people that are at the borders enforcing and implementing legislation are not trained and are not able to identify the species, then the legislation will not work.

Cities should be financially awarded for taking action on IAS (e.g. like beaches get flags!)

At the country level there is an organism that brings together all municipalities - reaching those organisms would be key in promoting action.

Use of existing networks to promote action - iclei etc

Having an expert in a city that can provide advice when requested on how to deal with IAS is essential.

Exhibitions to be exposed in cities showing examples of IAS

Host a Green Week on the theme of IAS

Interreg funds projects that aim at addressing IAS in more than one country

Partnerships need to be created with cities and rural areas

Opposition stakeholders need to be involved in order to be successful