

The nationwide IAS information campaign

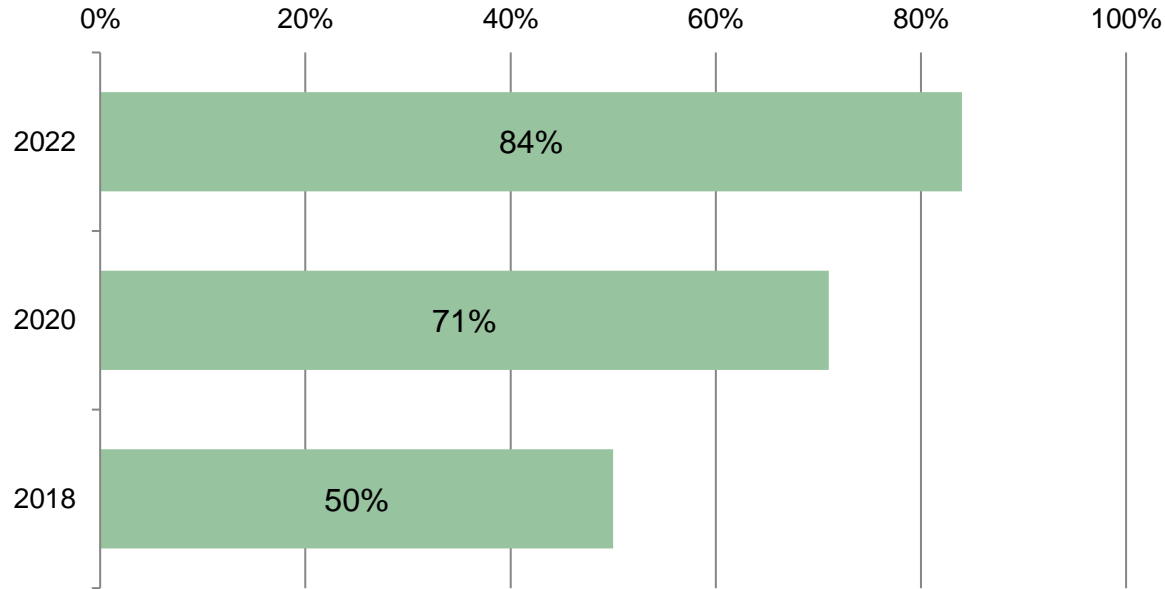
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The Swedish Environmental Protection Agency

The starting point

- Central authorities communication work started 2017
- The public = priority target group
- From the national communication strategy:
 - make IAS a well-known and "spoked-about" environmental topic
 - communication via organizations closer to the target groups
 - pathways of spread represents different hobbies – focus social media
- The Swedish committee of IUCN * initiated the information campaign 2019

* International Union for Conservation of Nature

First goal – raise awareness and knowledge of IAS



Facts:

Question: *Do you know that there are something called invasive alien species"?*

Information: Percentage – share of persons answering "yes". Number of respondents: 1000

The setup of the info campaigns

- Organisations help to spread information about IAS to the public.
- Swedish Nature Protection Agency and Swedish Agency for Marine and Water Management coordinate and develop messages, concept and information material
- Campaign period may-september
- Each organisation choose when, what and how much they adopt and spread.
- It's OK to add or connect to your own communication activities
- Minimum requirement to join: do some activity, report the result
- Sharepoint with information material



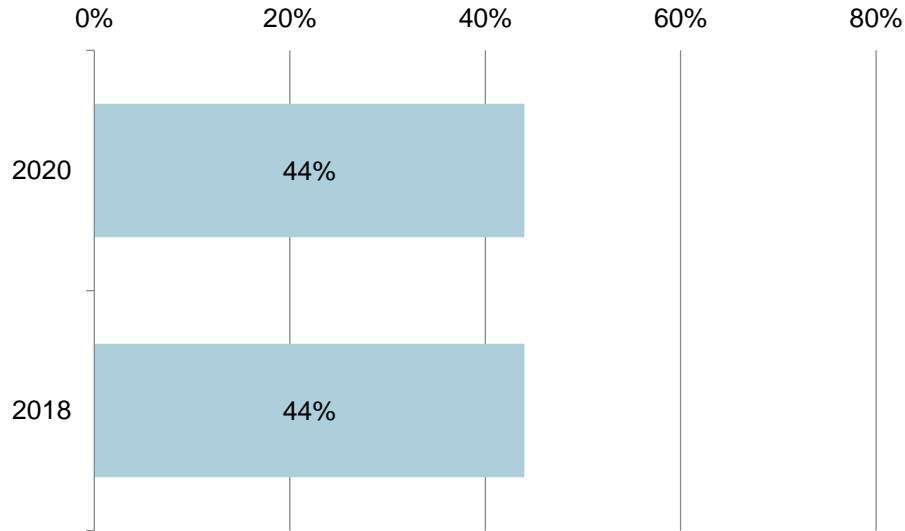


Photo: Mikael Gustafsson/TT

Participating organizations

- Central authorities working with IAS: Swedish Environmental Protection Agency, Swedish Agency for Marine and Water Management (SwAM) and the Swedish Transport Administration.
- All the 21 Regional County Boards
- 71 out of 290 municipalities
- Branch-/trade organizations
- Interest organizations
- SLU Swedish Species Information Centre
- Swedish Hunter's Association

2020 - knowledge how to avoid spreading IAS had not increased



Facts:

Question: *Do you know how you can avoid spreading invasive alien species?*

Övrig information: Percentage of responders answering "yes". (from the ones that know about invasive alien species).

2020 - pathways of spread, do's and dont's

- Teach how IAS is spread and show what you can do to prevent spread.
- Films for social media
- Posters for boat and fishing clubs, garden/cultivation and pet associations
- Illustrations, messages, texts to build own communication



2021: Species, understand the problem

- Theme: *"More dangerous than you think"*
- Show the problem
- Focus social media
- Toolbox for social media



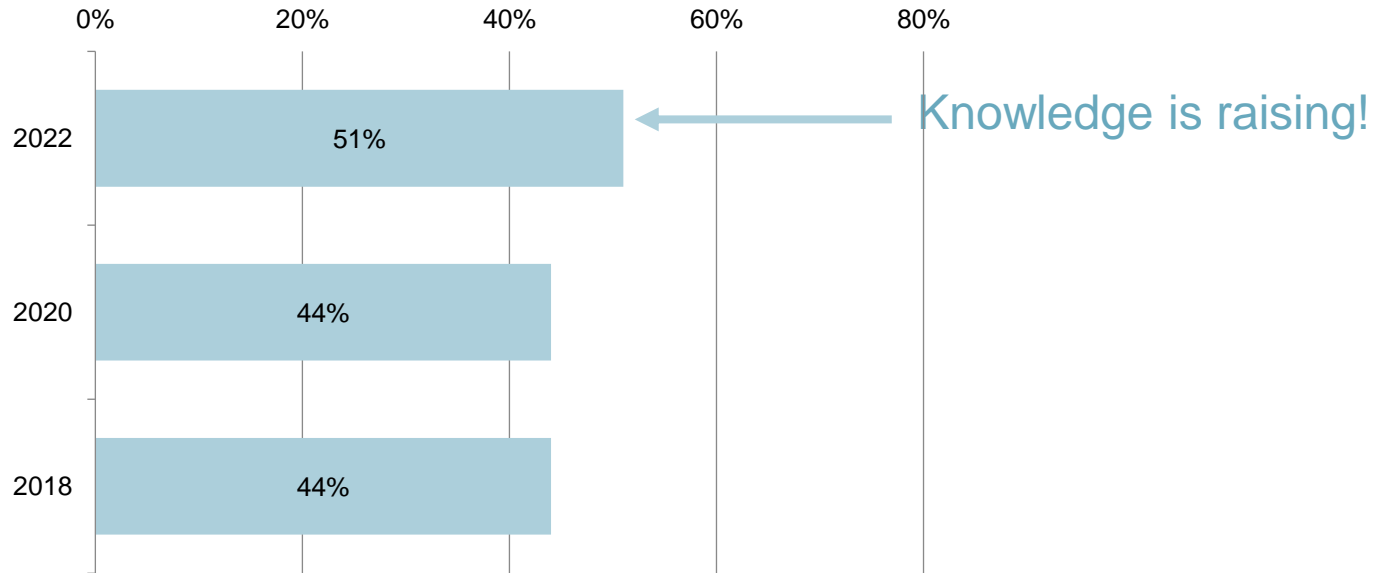
2021: Local adaptations



- 33% of the organizations made local adaptations
- Purpose – create engagement by showing the problem exists nearby.

Now we could see an effect!

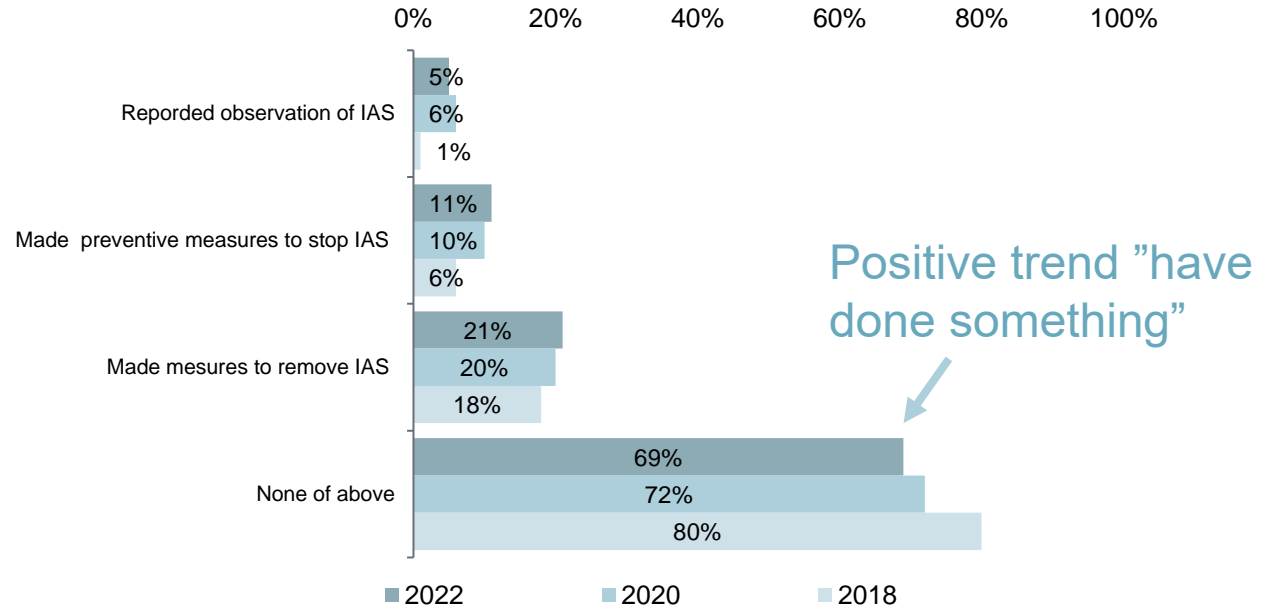
Do you know how you can avoid spreading invasive alien species?



Facts:

Övrig information: Percentage of responders answering "yes". Number of responders (2022): 836 (the ones that know about invasive alien species).

3 out of 10 have acted: report, eradiction or other preventive measure



Fakta

Question: fråga: *Have you yourself during the last three years...*

Övrig information: Number of respondents 2022: 836 (they who say they know about IAS)

2022: Engage, do and do the right thing out from situation and species



Social media:

- **Disturbing IAS**, disturbing feeling - curiosity to know more.
- Situations you are familiar with and care about
- Twisted to stick out
- Situation, species, problem

2022: PR and websites

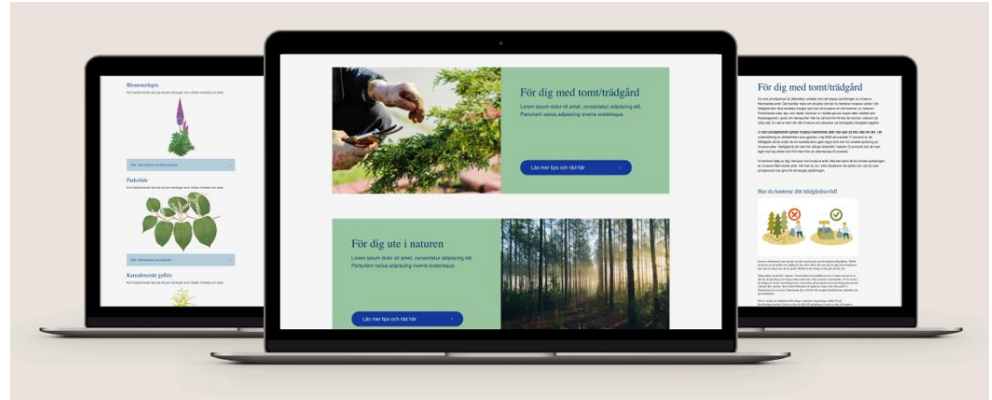
PR

- Support to reach out in national, local and other media. Readymade articles and photo package. Focus: garden, nature, water

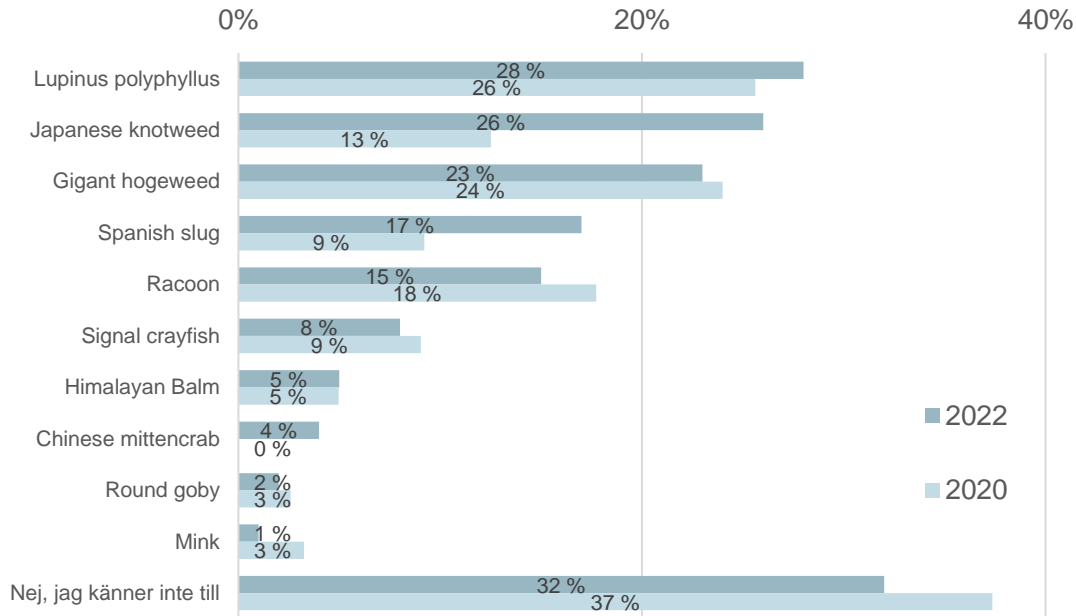


Websites

- Information and guidance based on situations; in the garden/in the nature/at the lake/when fishing/on the beach
- Short, "easy to swallow" info about the most common species



Invasive alien species top of mind



Facts:

Question: Can you mention one or more invasiv alien species?

Information: Open question. Free text answers. Answer alternatives less than 3% are not shown,

Development and results 2019-2022

2019

Species, report, remove



6 organizations

- Doubled media coverage IAS
- Increased reporting of IAS

2020

Pathways of spread, do's and don't's



24 organizations

- Reach: 1 million

2021

Species, understand the problem



60 organizations

- Reach 3 million
- Reactions 500 000
- + 19% media coverage

2022

Engage. Do and do the right thing from situation and species.



Goal: 100 organizations

- Goal: reach 4 miljon
- Goal: reactions 800 000
- Goal: + 10% media coverage

What do the participating organisations think?

- 87 % are satisfied/very satisfied with the concept for social media
- 94 % are satisfied/very satisfied with the information they got.

(Results from the evaluation survey 2021)



Photo: Anders Good/TT

Success factors

- Low threshold to join
- Freedom in employing, adapting, making own material
- Sharepoint with information material free for use to build your own information from



Photo: Jonas Rooth

What now?

- Challenge to engage the public to take action.
- Challenge to keep/get attention when this is not news anymore
- Is the information campaign still the right thing to do?
- Is it still needed for central authorities to push the communication work?

IAS-exhibition at natur centers - natrum

- 32 natrum in Sweden
- 1,8 million visitors 2019
- nature interested public; f ex families and school classes
- pilot test at natrum Kullaberg and Kosterhavet 2022
- the aim – offer exhibition concept about IAS to all natrum 2023
- Nature guides can deepen the knowledge about IAS



Facade signs at natrum Kosterhavet: *"Get rid of the unwelcome guests and preserve biodiversity"*

Concept:
"Our
unwelcome
guests"



Takeout of concept



- Species information hanging on rack
- Quiz
- Postcards
- Toilet info
- Full sized characters



Photo: Per Bengtsson/SLU Centrum för naturvägledning

More information

- About the information campaign: [Informera allmänheten \(naturvardsverket.se\)](https://naturvardsverket.se/informera-allmanheten)
- IAS information material:
 - [Informationsmaterial \(naturvardsverket.se\)](https://naturvardsverket.se/informationsmaterial)
 - [Informationsmaterial - Arter och livsmiljöer - Havs- och vattenmyndigheten \(havochvatten.se\)](https://havochvatten.se/informationsmaterial-arter-och-livsmiljoeer)
- Survey of the public [Undersökning om allmänhetens kunskaper om invasiva främmande arter 2022 \(naturvardsverket.se\)](https://naturvardsverket.se/undersokning-om-allmanhetens-kunskaper-om-invasiva-fremmande-arter-2022)

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