**ALTERnatives to Invasive Alien Species**

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Platform Meeting on Invasive Alien Species (IAS)  
November, 29th-30rd 2017
ALTERnatives to Invasive Alien Species

[2010 – 2013]
63 invasive plant species

76% introduced on purpose
**Solidago glabra**

**Lagarosiphon major**
An ounce of prevention is worth a pound of cure...
Hydrocotyle ranunculoides
PREVENTION
Are Dandelion invasive?

This is ecological racism!!

Not all exotic plants are a problem!

What is the problem, exactly?

OK for some species, but not others...

<$ ?

Are Dandelion invasive?

€ ?
Communicate through POSITIVE messages!
Build a CONSENSUS

Consensus Building (Collaborative Problem Solving)
The AlterIAS project

3 goals:
1) Inform about biological invasions and impacts
2) Identify alternatives and prevention practices
3) Help the horticultural sector to adapt those practices

3 campaigns:

<table>
<thead>
<tr>
<th>Year</th>
<th>General information</th>
<th>Code of conduct</th>
<th>Information in schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2012</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
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</tr>
</tbody>
</table>

Budget: 1 010 804 euros
Working groups
(administrations, scientists, horticultural sector, etc.)

TEAM ALTERIAS

ULg - GxABT Coordination

Proefcentrum voor Sierteelt (PCS)
Centre Technique Horticole (CTH)
Service Public Fédéral (SPF-SPSCAE – DG ENV)

TARGET AUDIENCE

Horticulturists & nurserymen
Public and private land managers
Gardeners
Horticultural schools
Des alternatives aux plantes invasives
La prévention commence dans nos jardins !

PLANTONS AUTREMENT
CODE DE CONDUITE SUR LES PLANTES INVASIVES

Des alternatives aux invasives

Plantons autrement
Le jardin, un refuge pour la biodiversité

AlterIAS
Alternatives aux plantes invasives

Code de conduite
Many communication actions
Many communication actions

15 000 ex.

965 ‘abonnés’

43 000 vis.

500 ex.

75 000 ex.

40 000 ex.
Some key results

<table>
<thead>
<tr>
<th>RESULTS campaigns 1 &amp; 2</th>
<th>Goal</th>
<th>Realized</th>
<th>Potential impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press articles « general »</td>
<td>35</td>
<td>46</td>
<td>3 149 993 ex.</td>
</tr>
<tr>
<td>Press articles « horticulture magazines »</td>
<td>6</td>
<td>31</td>
<td>460 146 ex.</td>
</tr>
<tr>
<td>Press articles « federation newsletters »</td>
<td>16</td>
<td>40</td>
<td>120 061 ex.</td>
</tr>
<tr>
<td>Horticulture events (fairs, etc.)</td>
<td>10</td>
<td>70</td>
<td>175 053 people</td>
</tr>
<tr>
<td>Information conferences</td>
<td>26</td>
<td>91</td>
<td>3 650 people</td>
</tr>
<tr>
<td>TV</td>
<td>8</td>
<td>10</td>
<td>310 000 people</td>
</tr>
<tr>
<td>Radio</td>
<td>8</td>
<td>10</td>
<td>160 000 – 190 000 people</td>
</tr>
</tbody>
</table>

TOTAL: ~ 4 409 000 persons
Some key results

> 1000 signatures!
Some key results

The Code contains 5 measures easy to adopt:

1. **Keep informed** about the list of invasive plants in Belgium
2. **Stop selling and/or planting selected invasive plants in Belgium** ('consensus list')
3. **Disseminate information** about invasive plants to customers or citizens
4. Communicate and promote **the use of non invasive alternative plants**
5. Take part in **early detection**
Surveys « before vs after »

641 people surveyed in 2013
634 people surveyed in 2010
## Surveys « before vs after »

641 people surveyed in 2013  
634 people surveyed in 2010

### Correct knowledge about what are invasive alien plants

<table>
<thead>
<tr>
<th>Target group</th>
<th>2010</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horticulturalists</td>
<td>60%</td>
<td>80%</td>
</tr>
<tr>
<td>Public managers</td>
<td>91%</td>
<td>98%</td>
</tr>
<tr>
<td>Private managers</td>
<td>78%</td>
<td>96%</td>
</tr>
<tr>
<td>Citizens</td>
<td>74%</td>
<td>75%</td>
</tr>
</tbody>
</table>
Surveys « before vs after »

641 people surveyed in 2013
634 people surveyed in 2010

Correct knowledge about impacts on biodiversity

<table>
<thead>
<tr>
<th>Target group</th>
<th>2010</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Horticulturalists</td>
<td>37%</td>
<td>45%</td>
</tr>
<tr>
<td>Public managers</td>
<td>62%</td>
<td>72%</td>
</tr>
<tr>
<td>Private managers</td>
<td>39%</td>
<td>72%</td>
</tr>
<tr>
<td>Citizens</td>
<td>59%</td>
<td>57%</td>
</tr>
</tbody>
</table>
Surveys « before vs after »

641 people surveyed in 2013
634 people surveyed in 2010

Cited species

28 species 2013
17 species in 2010
Campaign 3

<table>
<thead>
<tr>
<th>Conference Activities</th>
<th>Goal</th>
<th>Realized</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conferences in schools</td>
<td>48</td>
<td>70</td>
</tr>
<tr>
<td>Nb Students</td>
<td>800</td>
<td>1321</td>
</tr>
<tr>
<td>Nb Teachers</td>
<td>64</td>
<td>77</td>
</tr>
<tr>
<td>Nb schools</td>
<td>48</td>
<td>41</td>
</tr>
</tbody>
</table>
As a conclusion...

- Project focusing on PREVENTION in a particular sector
- Communication through POSITIVE messages
- Significant positive effects of the communication campaigns
- Concrete commitment via the CODE OF CONDUCT
- Project serving as an EXAMPLE for further communication