



ALTERnatives to **I**nvasive **A**lien **S**pecies

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AlterIAS



ALTERnatives to **I**nvasive **A**lien **S**pecies

[2010 – 2013]



LIFE Information
& Communication





63 invasive plant
species

76% introduced on purpose





Solidago glabra



Lagarosiphon major



An ounce of prevention

is worth

a pound

of cure...



Hydrocotyle ranunculoides






COM

PREVENTION

COM





OK for some
species, but
not others...

Not all exotic
plants are a
problem !

This is
ecological
racism !!

What is the
problem,
exactly?

<\$?

Are
Dandelion
invasive?

€ ?

Communicate through POSITIVE messages !



Build a CONSENSUS



Consensus Building
(Collaborative Problem Solving)

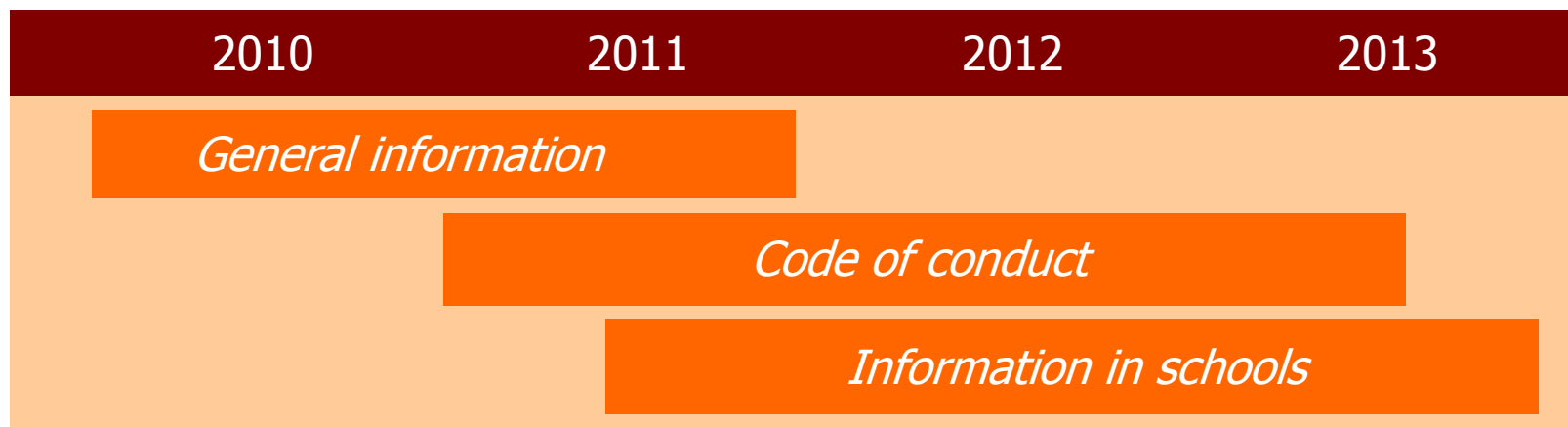


The AlterIAS project

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 :



Budget : 1 010 804 euros

Working groups

(administrations, scientists, horticolal 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



Many communication actions



WAT KUNNEN WIJ DOEN
AAN DE OPMARS VAN
invasieve planten?



Planète
**Mettre les plantes
invasives à l'index**

Groensector 'verbant' 28 exotische planten

BRUSSEL • De Belgische groensector neemt zich voor 28 exotische 'invasieve' planten niet meer te verkopen of aan te planten, omdat de risico's voor het milieu, de gezondheid of de economie te groot zijn. In het Provinciaal Centrum voor Sierteelt in Destelbergen werd daarover voor het eerst een gedragscode ondertekend.

Invasieve planten - zoals de waterteunisbloem, reuzenberenklauw en Amerikaanse vogelkers - ontsnappen uit tuinen en parken en koloniseren natuurlijke milieus. "Ze zorgen voor een verlies aan biodiversiteit, een degradatie van de ecosystemen, economische verliezen en sommige veroorzaken problemen voor de volksgezondheid," zegt Leen Hemers van Alterias (Alternatieven voor Invasive Alien Species).

Naast het stopzetten van de verkoop van 28 planten wil men de kennis van zulke planten vergroten, mensen informeren en alternatieven promoten. (BELGA)

Many communication actions

15 000 ex.



965
'abonnés'



500 ex.



75 000 ex.

40 000 ex.



43 000 vis.

Some key results

RESULTS campaigns 1 &2

	Goal	Realized	Potential impact
Press articles « general »	35	46	3 149 993 ex.
Press articles « horticulture magazines »	6	31	460 146 ex.
Press articles « federation newsletters »	16	40	120 061 ex.
Horticulture events (fairs, etc.)	10	70	175 053 people
Information conferences	26	91	3 650 people
TV	8	10	310 000 people
Radio	8	10	160 000 – 190 000 people

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

Target group	2010	2013	
Horticulturalists	60%	80%	↗
Public managers	91%	98%	↗
Private managers	78%	96%	↗
Citizens	74%	75%	→

Surveys « before vs after »



641 people surveyed in 2013
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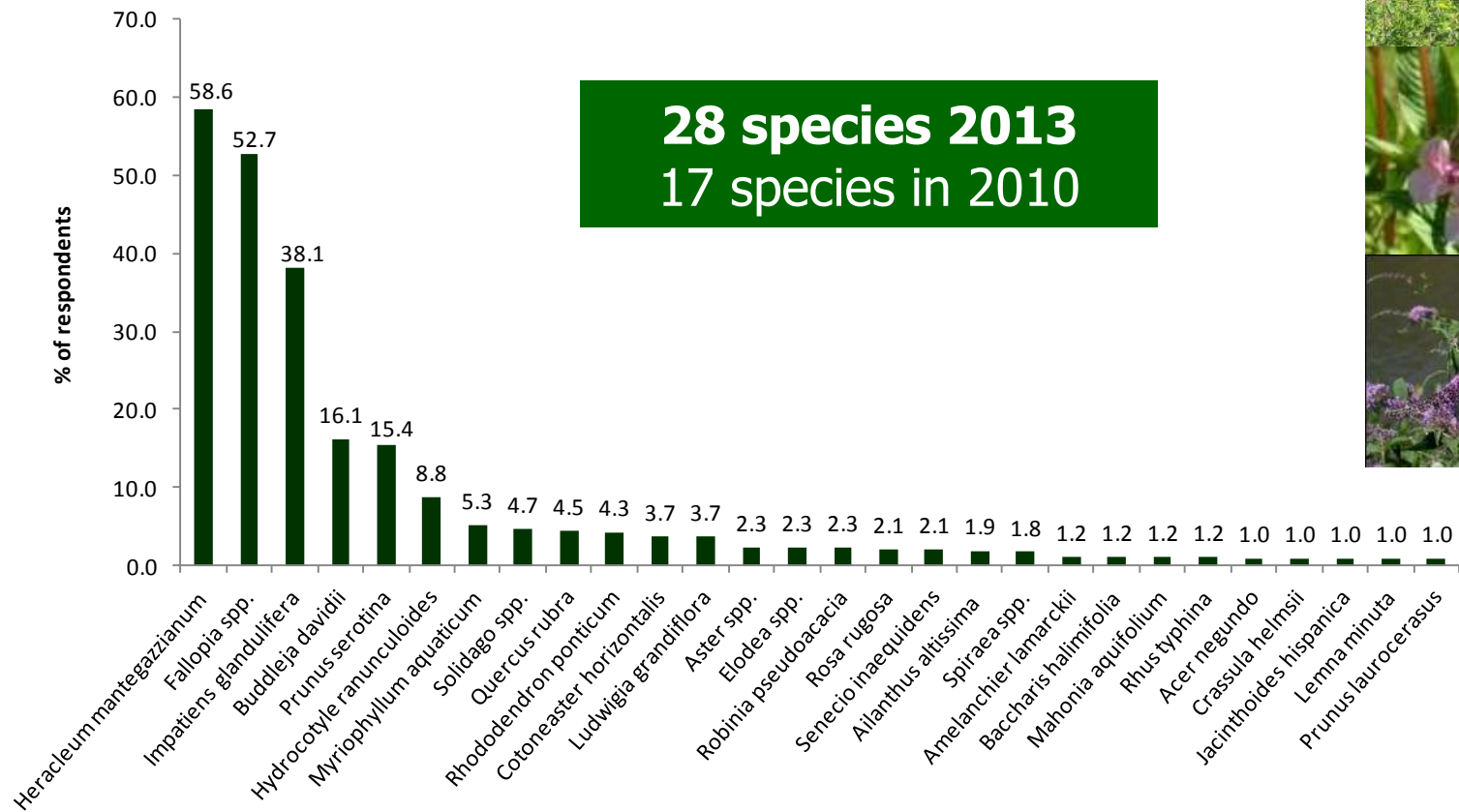
Correct knowledge about impacts on biodiversity

Target group	2010	2013	
Horticulturalists	37%	45%	↗
Public managers	62%	72%	↗
Private managers	39%	72%	↗
Citizens	59%	57%	→

Surveys « before vs after »

641 people surveyed in 2013
634 people surveyed in 2010

Cited species



Campaign 3



AlterIAS, des alternatives aux invasives
Cahier pédagogique



Goal

Realized

Conferences in schools

48

70

Nb Students

800

1321

Nb Teachers

64

77

Nb schools

48

41

As a conclusion...

- ❖ Project focussing 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

