

# European Alien Species Information Network (EASIN): engaging citizens on biodiversity

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# (Tackling Alien Species): updated info required...



# By the way...Alien Species?

Any **live specimen** of a species, subspecies or lower taxon of animals, plants, fungi or micro-organisms **introduced outside its natural range** that threatens or adversely impacts upon biodiversity and related ecosystem services







EASIN facilitates access to updated scientific information on Alien Species occurring in Europe from a network of data partners and sources



Proper [#hashtag](#) variety of [#biodiversity](#) subjects allows easier tracking of the source!!!  
[#alienspecies](#) [#invasivealienspecies](#) [#IAS](#)  
[#scientificname](#) [#commonname](#) [#detection](#)  
[#bestpractices](#) [#codesofconduct](#) [#monitoring](#)  
[#eradication](#) [#managementmeasures](#)  
[#biologicalcontrol](#) [#citizenscience](#)



3:17 PM - 26 Feb 2018

4 Retweets 15 Likes



plfm Stop inv exoten, Tim Adriaens, EEIKO Sp Invasoras and 5 others



# Data partners network...



EASIN-Lit



EEIKO Invasoras

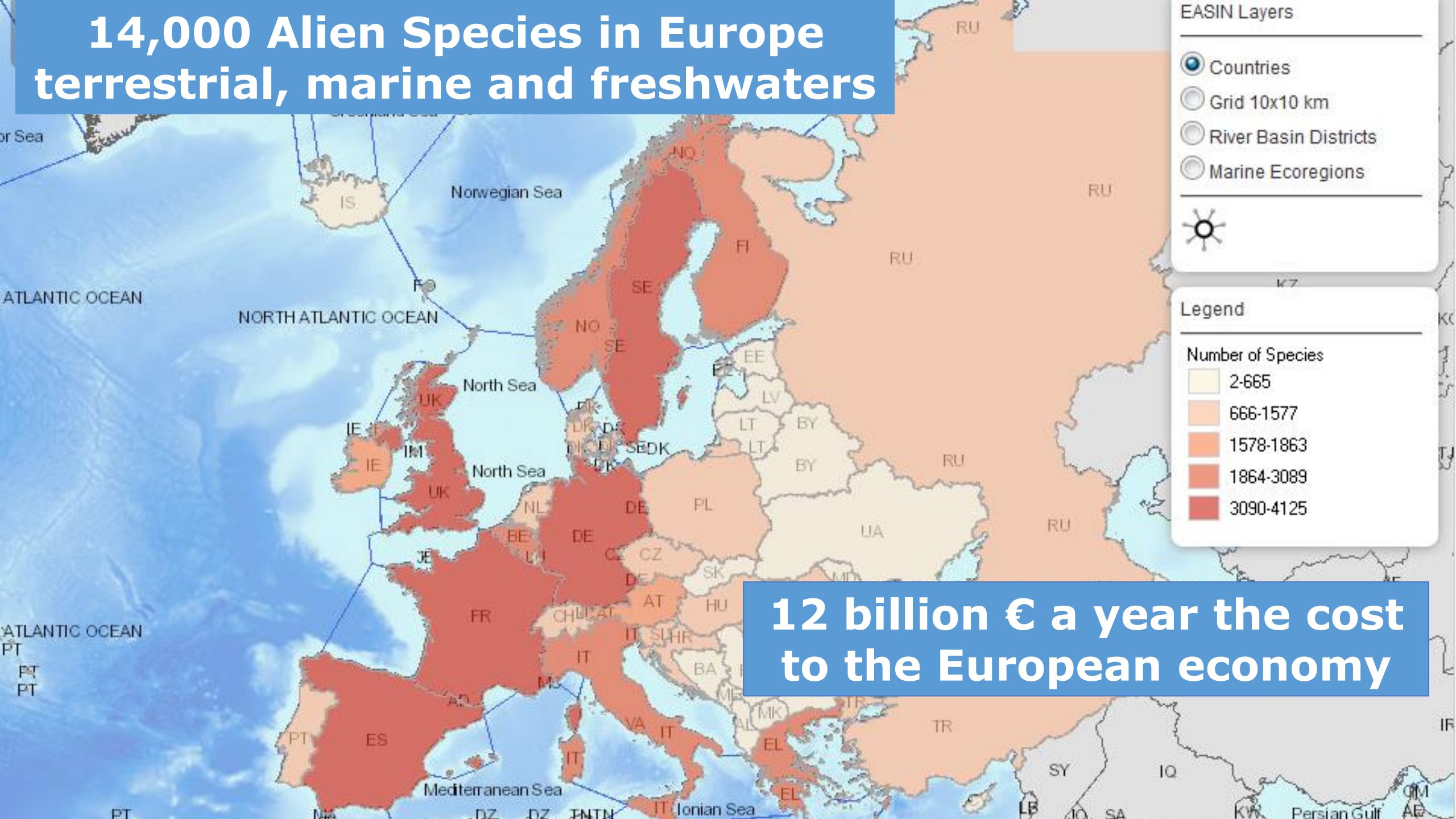


ELNAIS





# 14,000 Alien Species in Europe terrestrial, marine and freshwaters



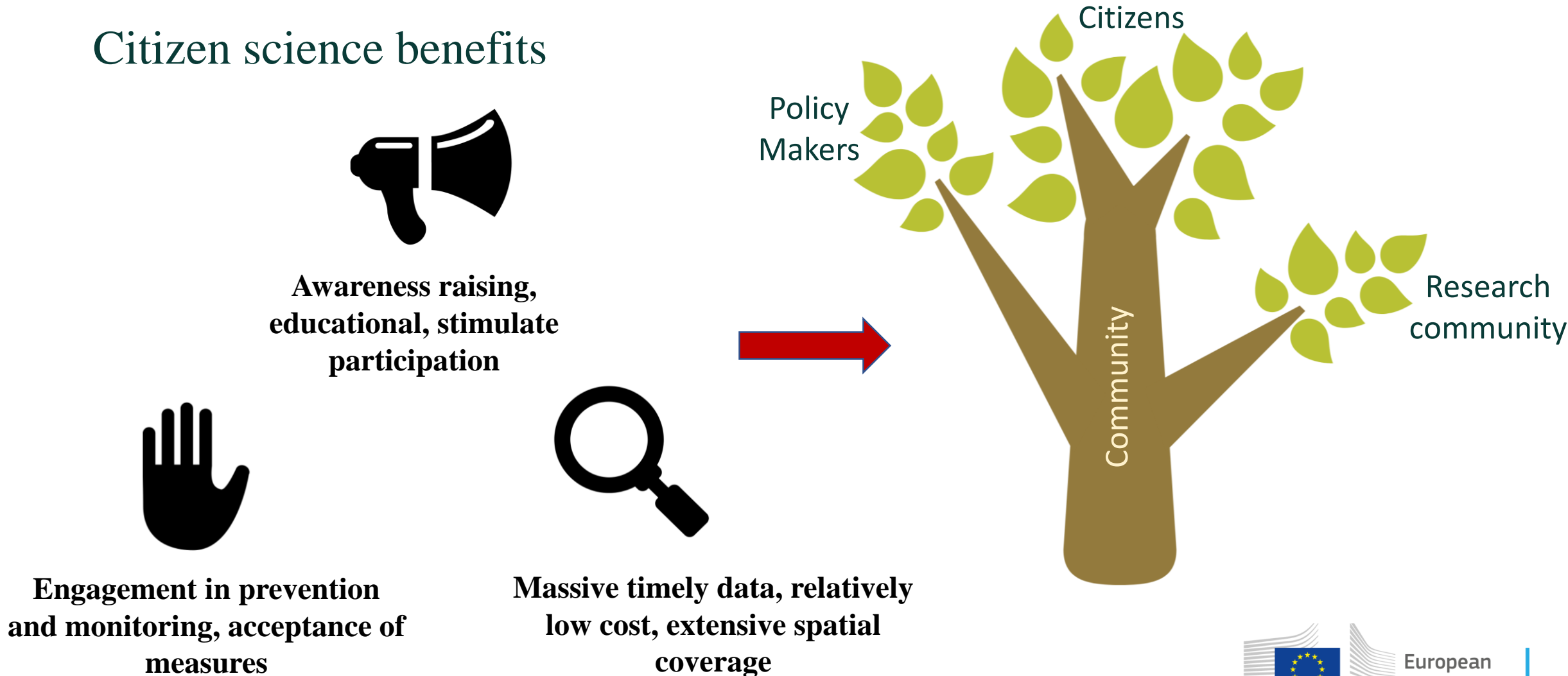
**12 billion € a year the cost  
to the European economy**

# Why engaging Citizens on AS issues?

- AS widespread and affecting all kind of environments and human activities
- Presence close to cities, inhabited areas, touristic areas
- People actors in spreading AS (purchasing, releasing, feeding, moving, carrying)
- Need to increase knowledge on AS, like update spatial distribution, adapting behavior & impact
- Contribute to science and to policy, easier acceptance of science results,
- Support to Member States implementation of EU legislation on Invasive Alien Species



# Citizens' (science) contribution on AS is vital



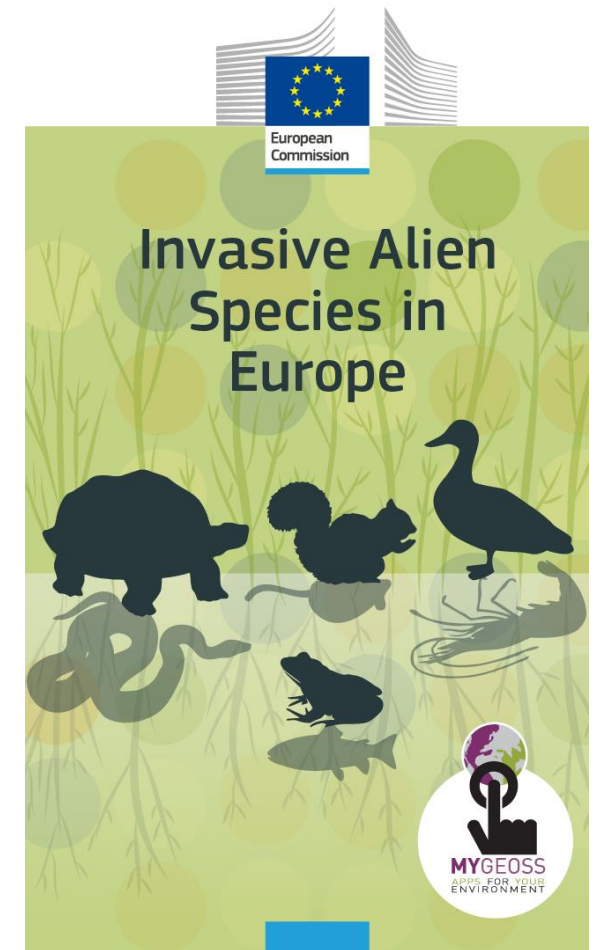
# Invasive Alien Species App

## Objectives:

- Inform and involve people on IAS reporting & management
- Give visibility to a European concerted action on IAS
- Supplement data coming from Member States official surveys
- Create a community of interest

## What we considered:

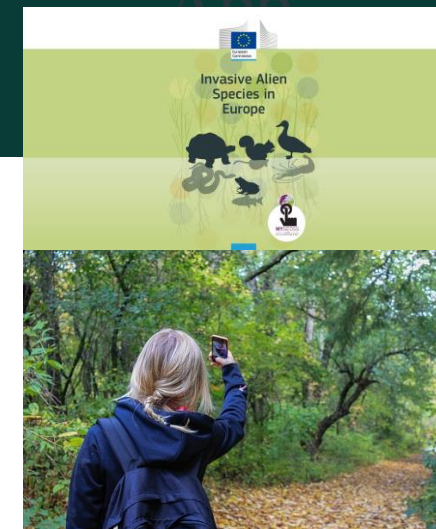
- Language, values, motivations
- Cultural differences in perceiving environmental problems
- Acceptance of management measures





## Website

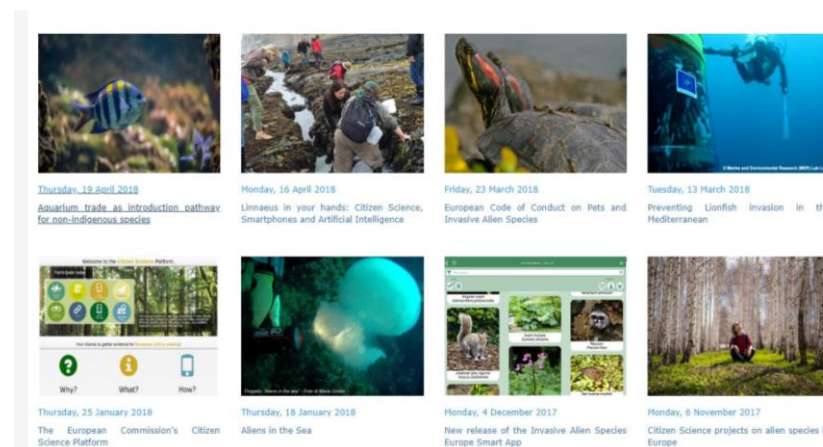
### Citizen Science projects



IAS App

## Website

### Citizen Science news



Citizens

## Social media

### Facebook

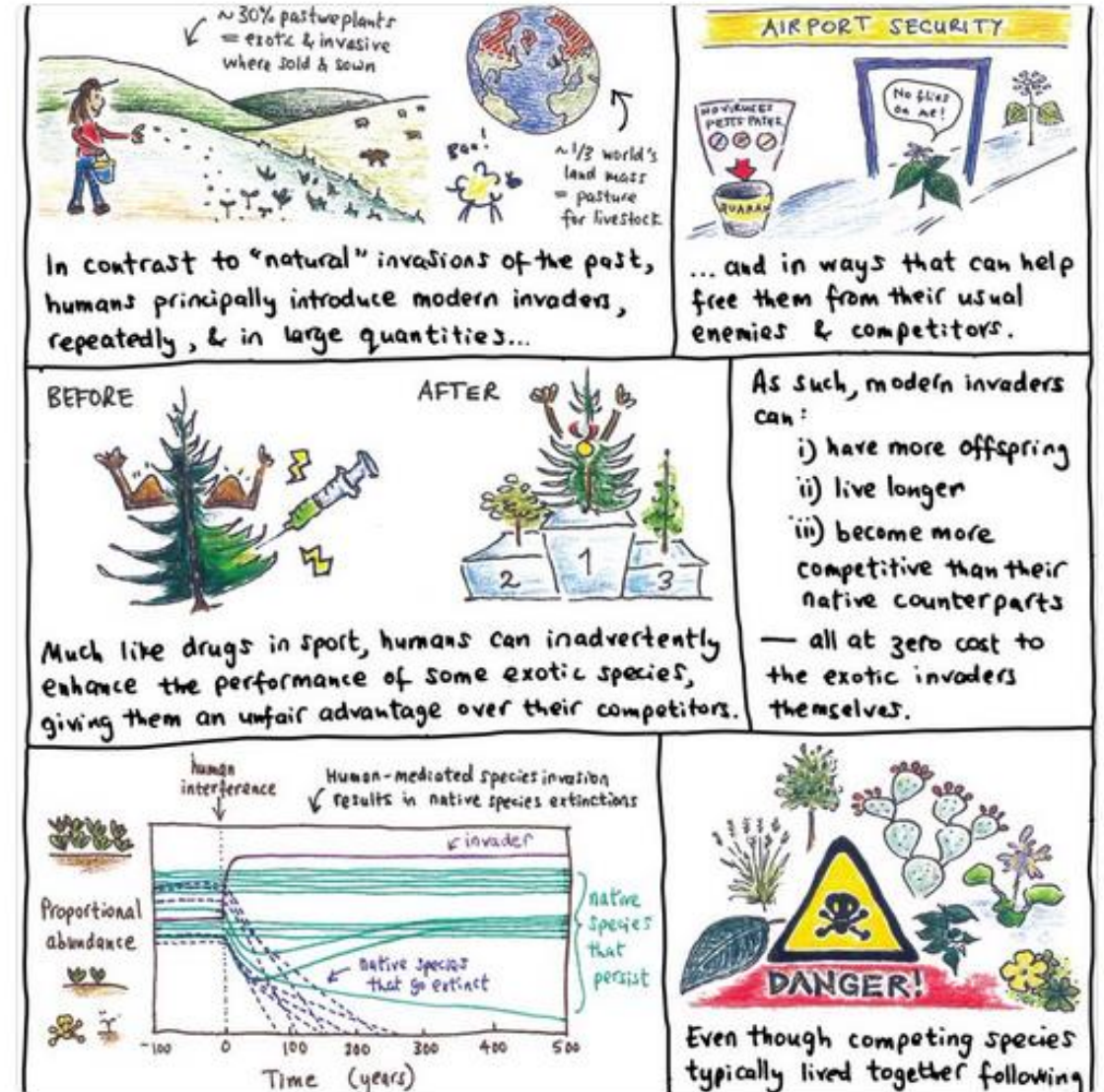


### Twitter





# Increasing people participation: data visualization & story telling





# Thank you for your attention!

## The EASIN Team

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