

Building a European community of interest around Invasive Alien Species

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Invasive Alien Species and people

Invasive Alien Species (IAS) are non-native organisms introduced to a new territory, which spread is often favoured by human activities. They affect all environments, and can be found near cities, inhabited and touristic areas with negative impact on biodiversity, humans' health and the economy.

People can contribute to their detection, monitoring and management supporting the implementation of EU policy on biodiversity.

Raising awareness, education, communication and direct interaction are essential for people's long term engagement, considering their feelings and perceptions on IAS.

Addressing data needs

The European Alien Species Information Network (EASIN), facilitates access to updated scientific information on alien species in Europe:

- ✓ 14,000 alien species in Europe
- ✓ 29 Data partners, incl. Citizen Science projects
- ✓ Supports EU Regulation 1143/2014
- ✓ Web services to explore species and map their distribution
- ✓ Citizen Science projects repository

Communication Strategy



Main results

- Increasing Q&A and interactions through Social Media
- "IAS in Europe" App soon available in 11 languages
- Increasing app downloads (>3,000) and validated observations (>400)
- Pilot Board Game tested at research dissemination events
- 2 Publications in *Frontiers for Young Minds* checked by young reviewers

Challenges for long term engagement

- Perceptions on value of biodiversity and attitudes towards IAS linked to culture
- People's perception of their role as stakeholders and as contributors for policy-making
- Language barriers
- Personal motivation
- Targeted knowledge, training, workshops
- Resources, including scientific support, and funds
- Validation of Citizen Science generated data
- Building communities of interest on biodiversity protection and IAS
- Network enlargement: Online educational programs and Virtual Reality (under development).

For more information:

 <https://easin.jrc.ec.europa.eu/easin>

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