



Communication methods

in the world of invasive alien species

-Which communication method to use when-

Linda Backlund,
Länsstyrelsen Västerbotten

Communication needs in the world of invasive species?

Why do we need to communicate about invasive species

- Knowledge of the invasive species impact on biodiversity – and why the work is so important
- Landowners responsibility
- Recognition of invasive species
- The importance of understanding how invasive species spread
- The importance of understanding how the spread is stopped
- Make people report their IAS observations

www.invasivaarter.nu

www.vieraslajit.fi



The goal of INSPECT-s communication

- Give visibility to the project
- Increase knowledge about invasive species
- Increase understanding of the impact invasive species have on a community/biodiversity
- Why the need to eradicate Japanese rose and
- How to eradicate the two species most efficient



The communication plan

How did it help?

- Communication has been very important for INSPECT
- We were biologists, gardeners, farmers and bureaucrats

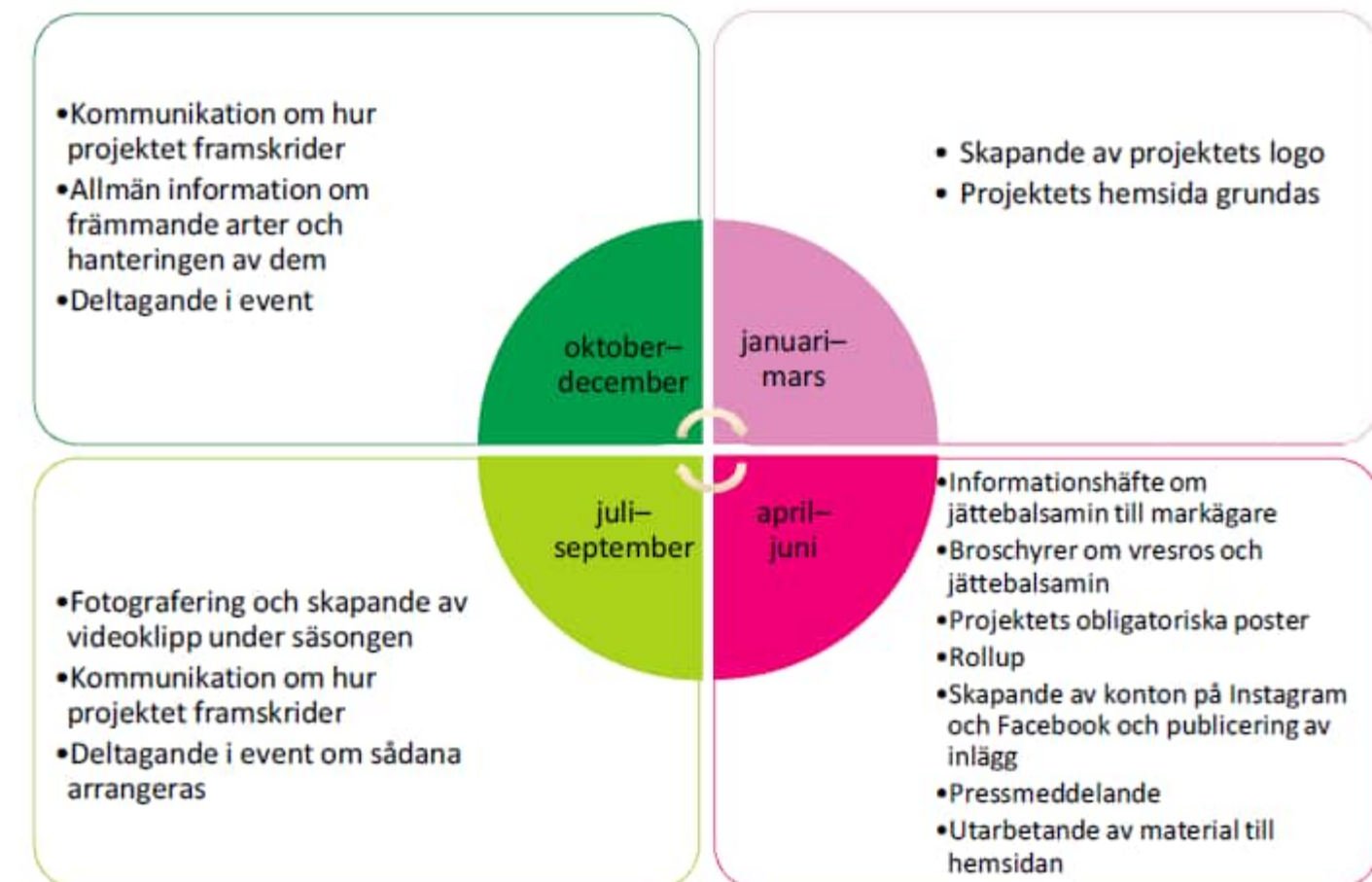


We needed a communication plan

- Remember project goal
- Goal for communication
- Type of language
- Responsibility
- Identify target groups and their goals
- Identify project core messages
- Identify important events over the year

- The university of Vaasa

Communication calender



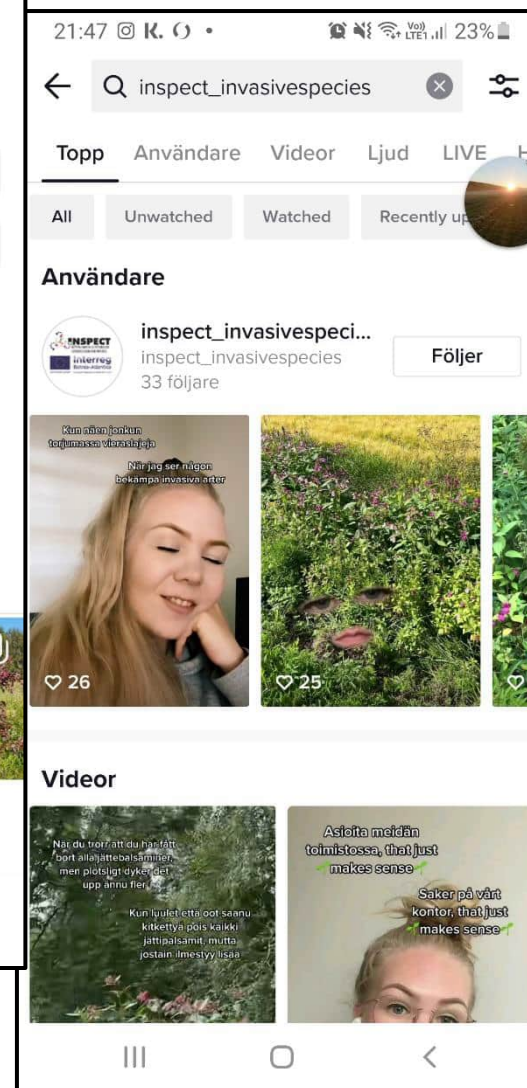
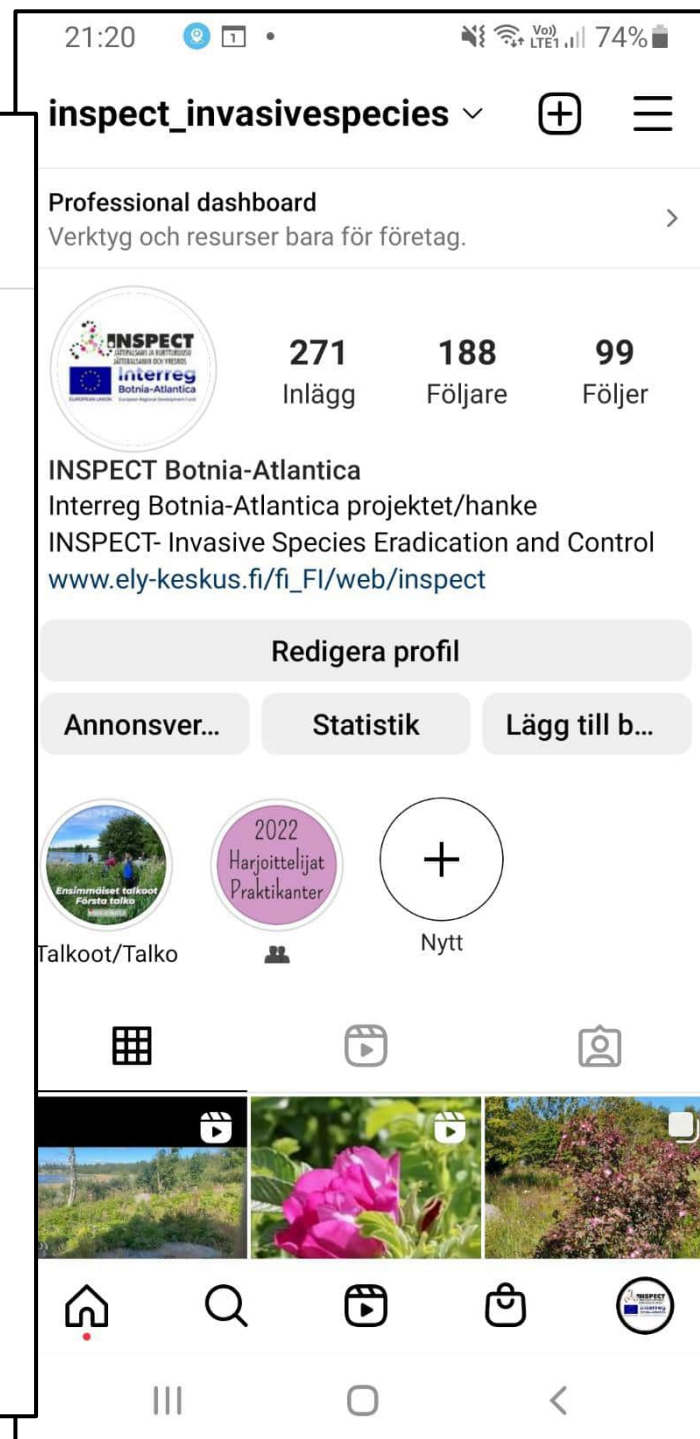
Communication methods used in INSPECT

Communication
takes time but it is
necessary, social
and fun!

- Social media
 - Facebook
 - Instagram
 - Tictoc
- Exhibitions
- Media contacts (Press releases, news letters, newspaper articles, tv, radio)
- Project website
- Signs at eradication sites
- Lectures
- Talko
- Personal contact
- Map service

Communication methods

Social medias



- ✓ Use already established social medias
- ✓ 3 posts a week
- ✓ Hashtags important
- ✓ Be active with comments
- ✓ Sponsored posts

Instagram: 188 followers

Facebook: 86 followers

Tictoc: 33 followers

Communication methods

Exhibitions

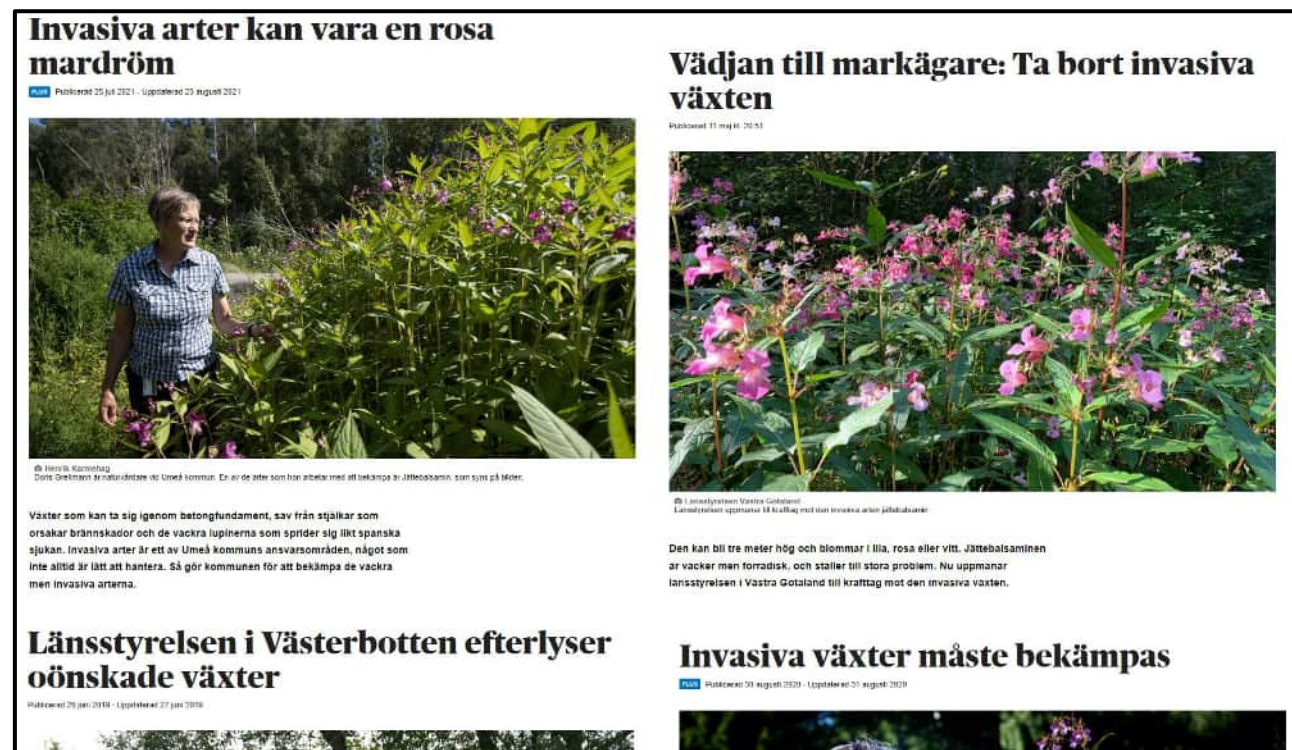


- 24 Exhibitions in libraries
- Nolia garden fair
- 12 market fair
- World Heritage Gateway - the Visitor Center of the Kvarken Archipelago World Heritage area
- Can have a booth but many connections are also made by just walking around talking to people.

Communication methods

Media contacts

- Articles in local newspapers
- Articles in national newspapers
- Tv
- Radio
- Press releases
- News letters

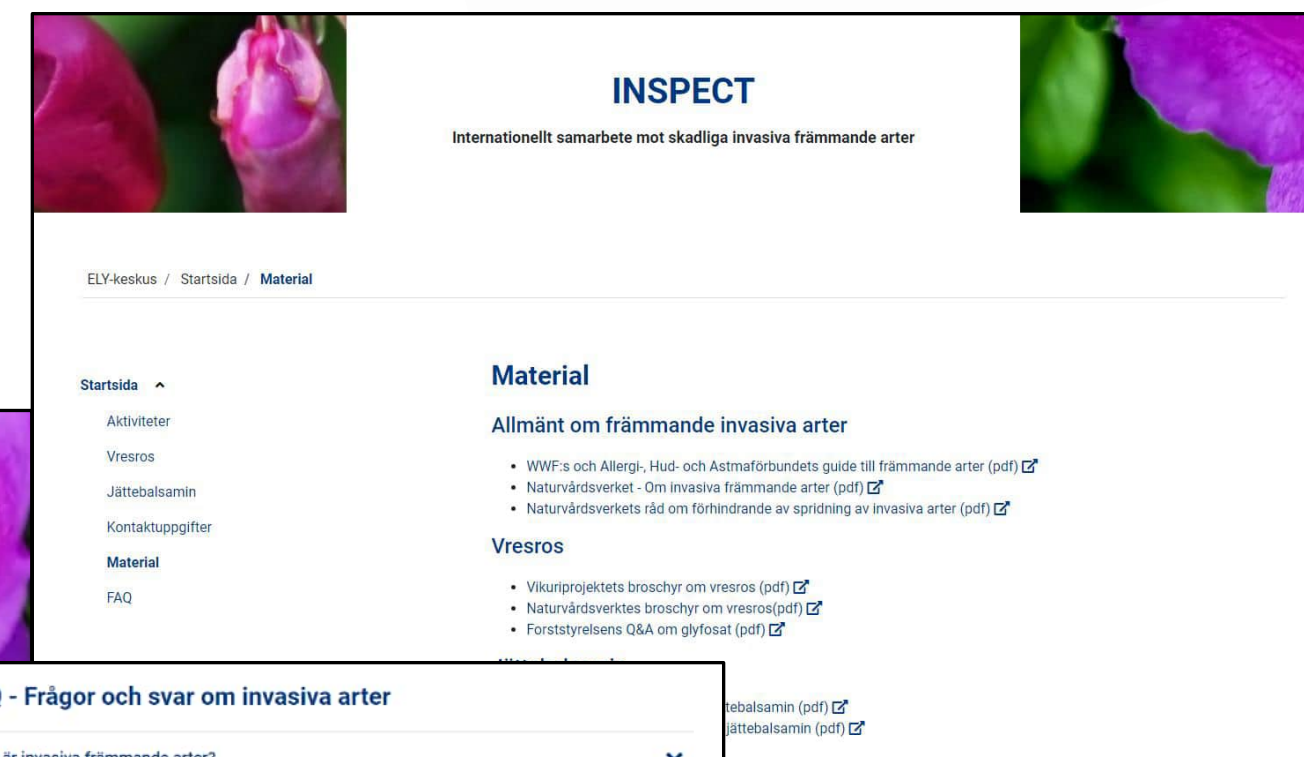
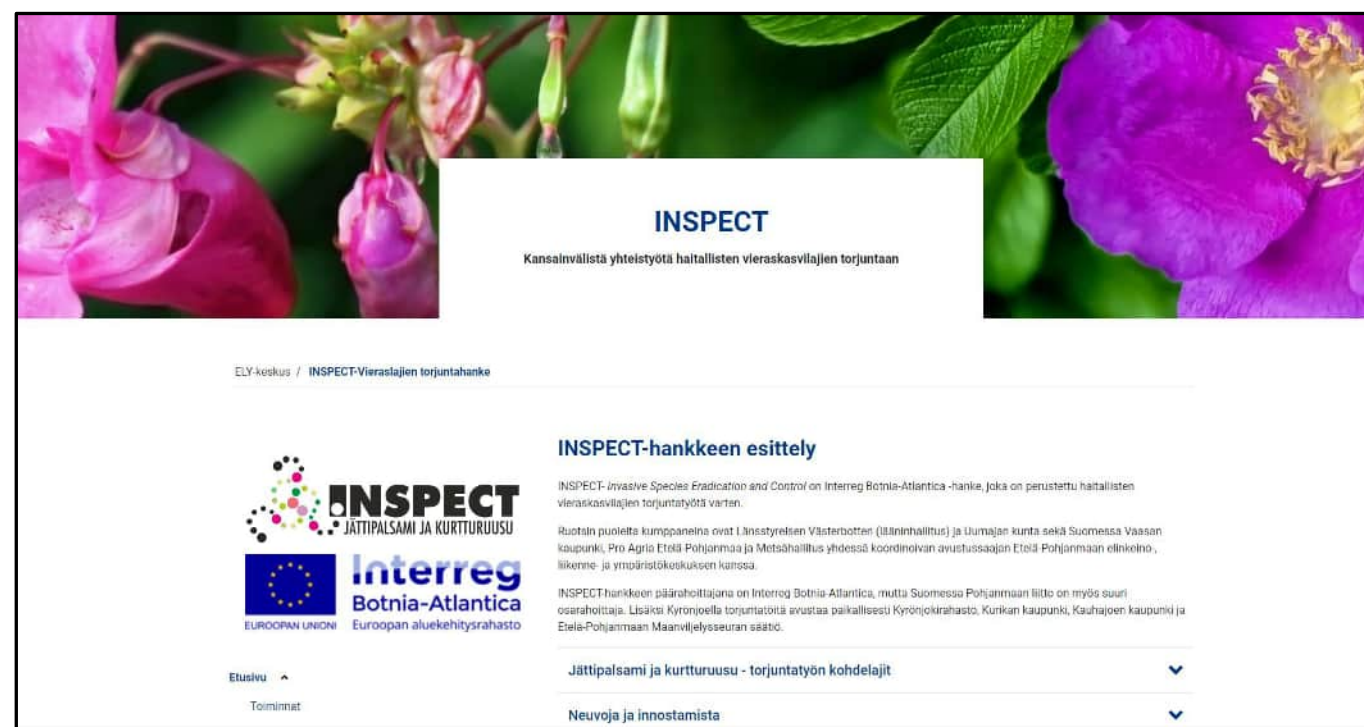


Different communication channels reach different target groups. When many channels are used, we are more likely to reach many groups

Communication methods

Project website

- Toolbox for the project
- Facts about the project can be found
- Contacts
- Links to related webpages
- Calender
- FAQ



Communication methods

Signs at eradication sites

-Over 130 signs
-Information about the species, methods used, the project, links to more information about invasive species and contact information to the project



 **INSPECT**
JÄTTEBALSAMIN OCH VRESROS
JÄTTIPALSAMI JA KURTTURUUSU

I SAMARBETE MED

 **Interreg**
Botnia-Atlantica
EUROPEISKA UNIONEN Europeiska regionala utvecklingsfonden

 **Länstyrelsen**
Västerbotten

 **UMEÅ**
KOMMUN

 **METSÄHALLITUS**

 **Agria** Etelä-Pohjanmaa

 **MAA- JA**
KOTITALOUSNAISET

 **VASSA**

 **Elinkeino- ja ympäristökeskus**
Närings-, trafik- och miljöcentralen

Bekämpning av jättebalsamin pågår!

Det här beståndet av jättebalsamin har röjts ned, ryckts upp eller behandlats med vattenånga eller ättiksyra för att inte plantan ska hinna blomma, sätta frön och på så sätt sprida sig ytterligare.

Invasiva främmande arter är idag ett av de största hoten mot biologisk mångfald och jättebalsamin betraktas som en av de mest problematiska arterna. Den bildar täta bestånd och konkurrerar ut andra växter från platsen.

INSPECT är ett projekt som arbetar med bekämpning av vresros och jättebalsamin i Västerbottens län i Sverige och Österbotten i Finland. I projektet testas också olika metoder av bekämpning.

Mer information om INSPECT och invasiva främmande arter
INSPECT: http://www.elykkeskus.fi/vr_34/vrhy/inspect
Länstyrelsen: <https://www.lanstyrelsen.se/vasterbotten/lan/invastiva-frammande-arter.html>
Naturvårdsverket: <https://www.naturvardsverket.se/om-en/invastiva-frammande-arter/>

Kontaktuppgifter: Länstyrelsen Västerbotten, 010-225 40 00



A decorative graphic consisting of various colored circles and dots of different sizes scattered across the page. The colors include black, green, yellow, pink, and purple. Some circles are solid, while others have a lighter, translucent center. The dots are small and solid-colored. The overall arrangement is abstract and artistic.



Pandemic came in our way and made lectures very difficult.

During spring and summer we have fortunately been able to make a few lectures and speeches

- 2 schools
- 1 garden fair
- 1 tourist association
- 2 garden association
- Holmön inhabitants
- 1 canoe- and kayak association
- 1 4H-camp for children
- Information and education to colleagues
- Final conference for Interreg-Botnia Atlantica
- Environmental surveillance administrators from swedish counties

Communication methods

Personal contact

- Talko – occasion when people get together and work for a common cause
 - In Finland INSPECT organized 30 talkos
 - In Sweden INSPECT organized the first talko ever
- Letters, e-mail, phone
- Personal visits to landowners
- Project visit to Umeå, Sweden




Communication methods

Map service

Vaasa have been using an ArcGIS platform to visualize the locations of himalayan balsam and japanese rose on communal ground. Here you can also report new observations.

Also Umeå has a GIS-based communication system registrating locations of the two species. When the public leaves a report of an alian species, a new spot shows in the system.

Vieraskasvilajit/Invasiva främmande arter



INSPECT
JÄTTIPALSAMI JA KURTURUUSU


Vieraslajit ovat yksi luonnon monimuotoisuuden suurimmista uhista. Niiden torjumiseksi Pohjanmaan ja Etelä-Pohjanmaan sekä Ruotsin Västerbottenin alue tekevät yhteistyötä INSPECT -nimisessä Interreg Botnia-Atlantica -hankkeessa. Hankkeen tavoitteena on antaa alueella luontaisesti kasvaville lajeille tilaa selviytyä ja kukoistaa torjumalla **kurturuusua ja jättipalsamia**. INSPECT -hanke jatkuu kevääseen 2022 asti. Lue hankkeesta lisää [ELY-keskuksen sivuilta](#).

Ilmoita tällä lomakkeella Vaasan kaupungin viheralueyksikölle **kaupungin omistamilla alueilla** havaitut jättipalsami sekä kurturuusuhavainnot.


-

Invasiva främmande arter är ett av de största hoten mot naturens mångfald. För att bekämpa dem samarbetar Österbotten och Södra Österbotten och Västerbotten i Sverige inom Interreg Botnia-Atlantica-projektet **INSPECT**. Syftet med projektet är att ge arter som växer naturligt på området utrymme att leva och frodas genom att **vresros och jättebalsamin** bekämpas. INSPECT-projektet fortsätter fram till våren 2022. Läs mer om projektet på [NTM-centralens sidor](#).

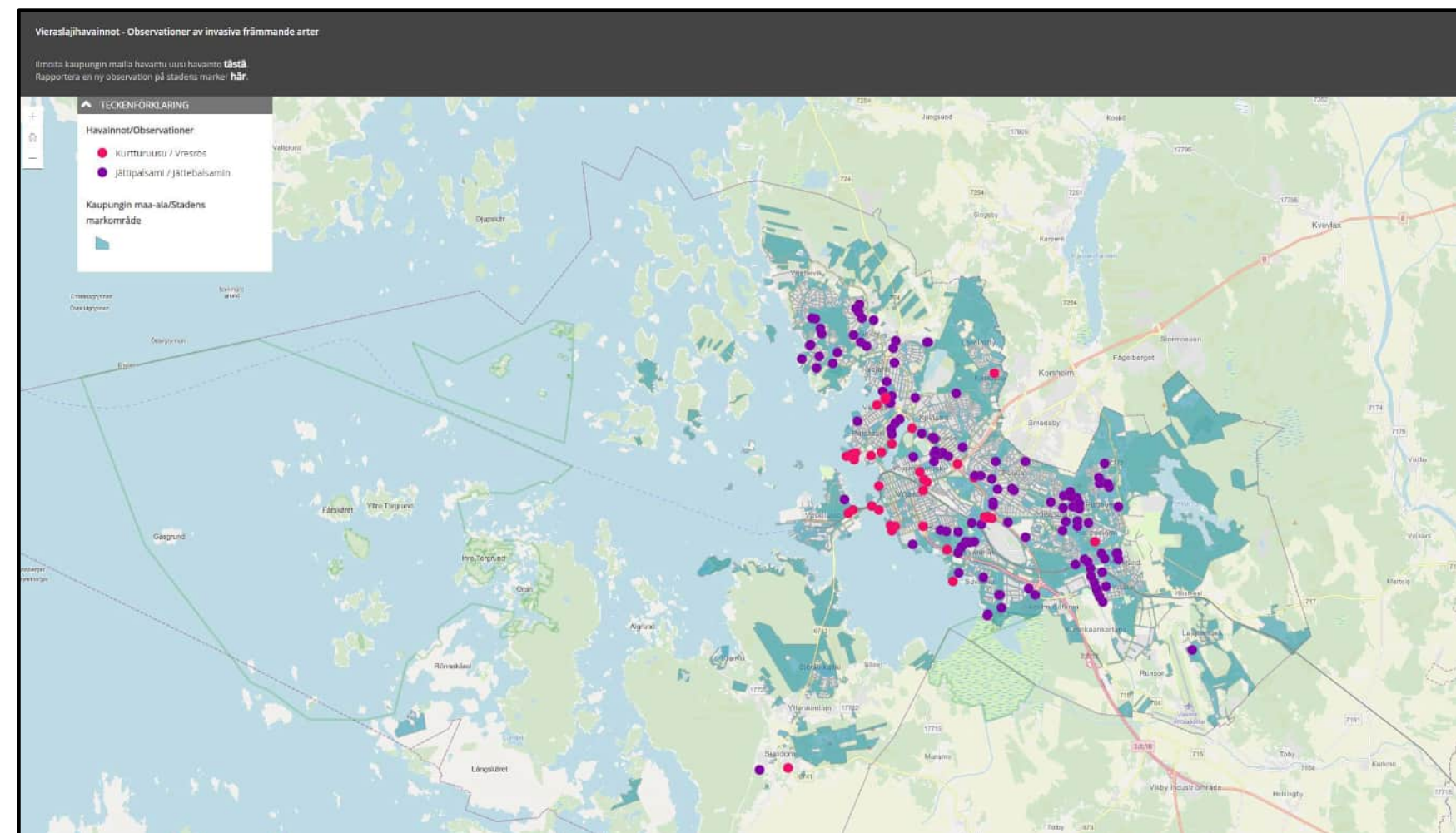
Rapportera på den här blanketten observationer av jättebalsamin och vresros på **områden ägda av staden** till Vasa stads grönområdesenhet.



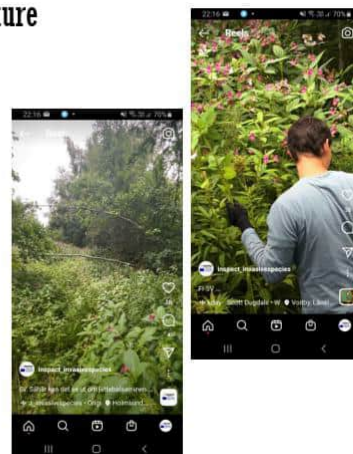
Jättipalsami/Jättebalsamin (*Impatiens glandulifera*), kuva: Jouko Rikkinen
Lue lisää kasvista [täältä](#) / Läs mer om växten [här](#).



Kurturuusu/Vresros (*Rosa rugosa*), kuva: Terhi Rytteri, SYKE
Lue lisää kasvista [täältä](#) / Läs mer om växten [här](#).



or future



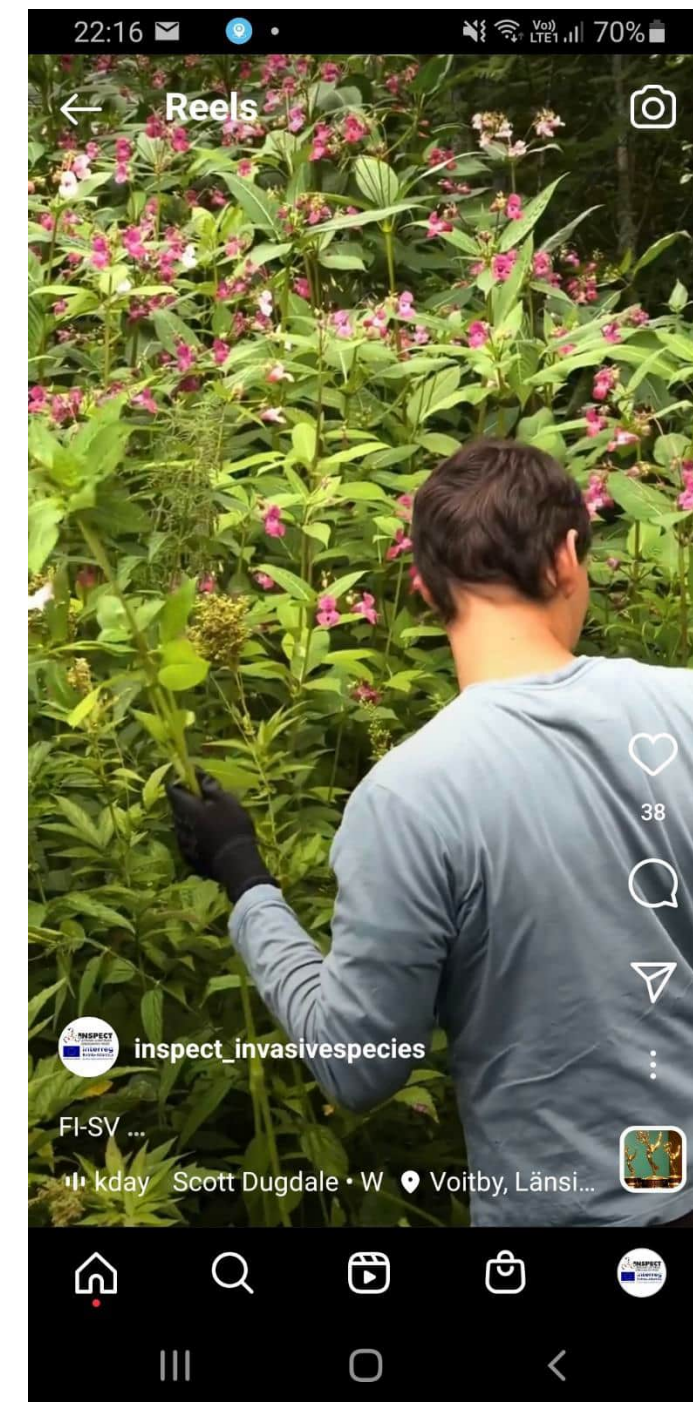
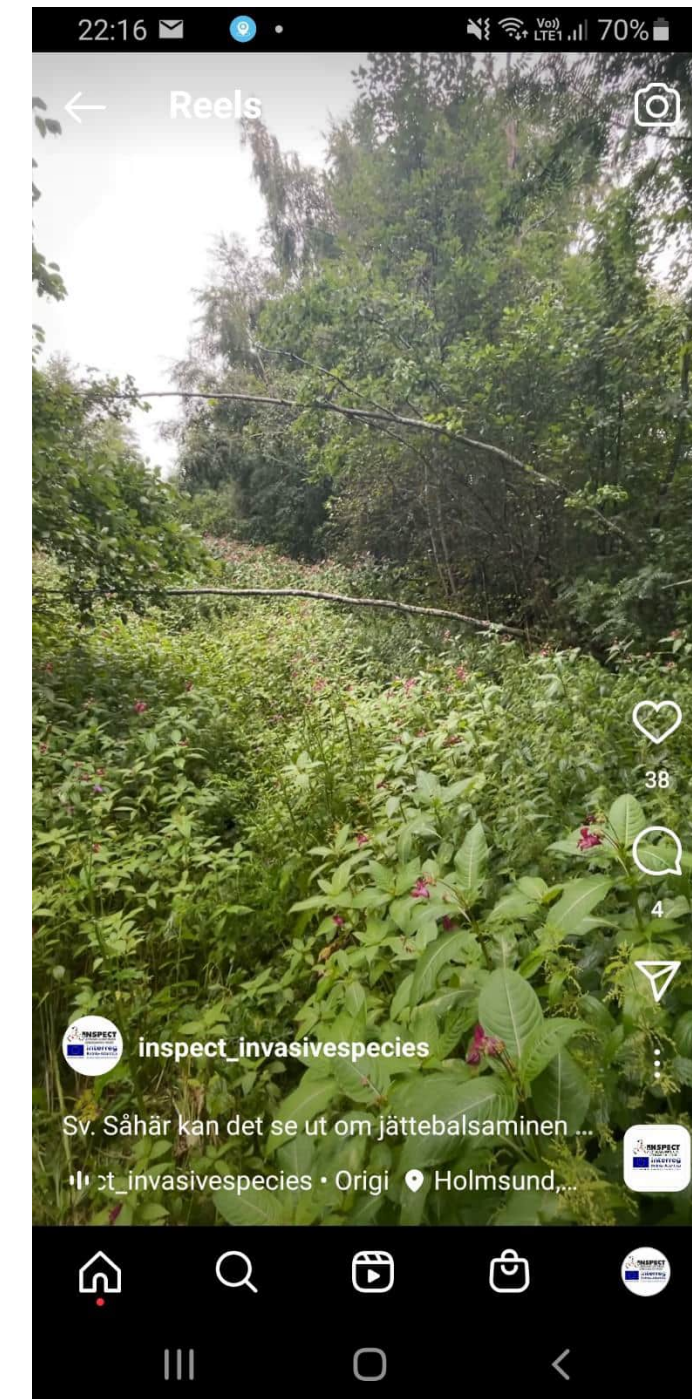
CT
RUUSU
SROS



Interreg
Botnia-Atlantica
European Regional Development Fund

Recommendations for future projects

- Make a communication plan for the project with visible communication actions over the year
- If possible, have a project communicator
- Social media takes a great deal of time but it is worth it.
- Remember to use many communication channels as different channels reaches different target groups.
- Use already existing platforms or social media pages
- Attend to exhibitions, if possible, especially gardening exhibitions
- Arrange talkos, it gives great opportunities to meet people
- Important to include communication work in the economic planning!



Thank you!

