



Strasbourg, 13 October 2022

T-PVS(2022)15

CONVENTION ON THE CONSERVATION OF EUROPEAN WILDLIFE  
AND NATURAL HABITATS

**Standing Committee**

42<sup>nd</sup> meeting

Strasbourg, 28 November - 2 December 2022

---

**RECOMMENDATION  
ON COMMUNICATION AND  
INVASIVE ALIEN SPECIES  
- Draft -**

*Document prepared by  
the Secretariat of the Bern Convention*



Convention on the Conservation  
of European Wildlife and Natural Habitats

Standing Committee

**Recommendation No. XXX (2022) of the Standing Committee, adopted on 2 December 2022, on communication and Invasive Alien Species.**

The Standing Committee to the Convention on the Conservation of European Wildlife and Natural Habitats, acting under the terms of Article 14 of the Convention.

Having regard to the aims of the Convention to conserve wild flora and fauna and its natural habitats;

Recalling that Article 11, paragraph 2.b, of the Convention requires parties to strictly control the introduction of non-native species;

Recalling Recommendation No. 160 (2012) of the Standing Committee, adopted on 30 November 2012, on the European Code of Conduct for Botanic Gardens on Invasive Alien Species;

Recalling Recommendation No. 167 (2013) of the Standing Committee, adopted on 6 December 2013, on the European Guidelines on Protected Areas and Invasive Alien Species;

Recalling the EU Regulation No. 1143/2014 of the European Parliament and of the Council of 22 October 2014 on the prevention and management of the introduction and spread of invasive alien species;

Recalling the EU Regulations No. 1107/2009, No. 528/2012 and No 708/2007 which provide rules concerning the authorisation for the use of certain alien species for particular purposes;

Recalling the EU Biodiversity Strategy for 2030 aiming at managing established Invasive Alien Species and decrease the number of Red List species they threaten by 50%, while improving knowledge, education and skills;

Recalling the Strategic Plan for Biodiversity 2011-2020 with its 20 headline Aichi targets for 2020, adopted at COP 10 of the CBD and in particular Target 9 devoted to invasive alien species (IAS): “By 2020, invasive alien species and pathways are identified and prioritised, priority species are controlled or eradicated, and measures are in place to manage pathways to prevent their introduction and establishment”;

Recalling Recommendation No. 99 (2003) of the Standing Committee, adopted on 4 December 2003, on the European Strategy on Invasive Alien Species, which stresses the importance of raising awareness and commitment to develop shared responsibility and to encourage private efforts and voluntary compliance and recommends to set up vigorous information and education programmes and to incorporate IAS into existing education and public awareness programmes, working in collaboration with key stakeholders;

Recalling decision IX/4 adopted by the Conference of the Parties to the Convention on Biological Diversity, which invites Parties, other Governments and relevant organizations to support awareness-raising programmes in sectors that are potential pathways of biological invasions;

Conscious that invasive alien species are assessed as one of the five direct drivers of biodiversity loss in the IPBES [Global Assessment on Biodiversity and Ecosystem Services](#), approved by the IPBES Plenary at its 7th session in May 2019 in Paris, France (IPBES-7);

Referring to the Guidance Document on communication and Invasive Alien Species [[document T-PVS/Inf\(2022\)35](#)];

Recommends that Contracting Parties:

1. Ensure that communication on IAS is based on a communication plan that precisely defines the target audience, the initial level of awareness of the topic by the audience, the communication objectives and that monitors the effects of the communication strategy.
2. Ensure a communication plan is based on S.M.A.R.T. objectives and adaptive communication principles.
3. Involve both scientists and communication professionals in the development of a communication plan on IAS.
4. Identify the relevant target segments of communication, their characteristics, influencers, connections, and potential preferred means of communication.
5. Select the proper communication style and content for the target segments.
6. Engage the target audience by promoting a two-way interaction and (possibly) leveraging on practical examples that trigger the recollection of a daily life experience in the audience.
7. Use keywords to formulate clear and concise key messages.
8. Formulate positive messages. Messages containing an optimistic view of a problem and vehiculated using positive words are more often appreciated by the audience than messages presented using pessimistic and catastrophic views.
9. Be aware of the possible reluctance of the target audience to eradication/removal towards a particular IAS (e.g., good-looking species) or the resistance to a behavioural change in some audience segments.
10. Ensure that technical documents are made available and communicated to the audience in a way that is adequately processed.
11. Take into consideration and benefit from already available communication plans on IAS as a basis to improve their efficacy based on the monitoring feedback.