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INVALIDIS
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INTERREG EUROPE

**Protecting European Biodiversity from Invasive Alien
Species**

INVALIDIS

Project number: PGI05271

Guidelines for all public dialogue events

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1 Introduction

This document is the first deliverable of INVALIDIS activity A2.2 and is called 'Guidelines for all public dialogue events'. It provides guidelines and documentation to support the organisation of public dialogue events, thus promoting public consultation on aspects of INVALIDIS that require broad consensus.

More precisely, the public consultation process that will take place during the meetings aims to discuss with members of the public and representative target groups the themes of INVALIDIS A1 activities. The latter include the following:

- A1.1: Comparative analysis of territorial policies on invasive alien species management.
- A1.2: Identifying the dimensions determining natural ecosystems' vulnerability to invasive alien species in INVALIDIS territories.
- A1.3: Mapping territorial authorities' management capacities and needs related to the design and implementation of invasive alien species policy measures.
- A1.4: Identifying good practices and case studies regarding invasive alien species' management.

The conclusions of public dialogue events will be juxtaposed with the conclusions of A1 activities, in order to provide better policy advice for the development of INVALIDIS action plans (activity A5.1) and to establish public consensus for their subsequent implementation. Compared to regional stakeholder meetings (INVALIDIS activity A2.1), public dialogue events will involve a wider audience in the public consultation process, thus bolstering democratic legitimacy for the development and implementation of action plans.

The document starts with a justification for conducting public dialogue events, which presents the advantages and characteristics of including public consultation processes in policy making. Following this justification, a short description of activity A2.2 is provided and, most importantly, a complete presentation of the guidelines for the public dialogue events. This presentation includes the consultation period, the themes and target groups of the meetings, the proposed scheme for the organisation of the meetings, the website, announcements and registration processes of the meetings, the agenda, the correct behaviour of facilitators during the meetings, and, last but not least the preparation of summary and synthesis reports.



INVALIDIS public dialogue events summary and synthesis reports are the most important output of the meetings since they will be the main input for the drafting of the synthesis report, which, in its turn, will inform the development of action plans. Finally, readers of this deliverable will find in the appendices all the necessary supporting documentation for the organisation and implementation of the meetings.



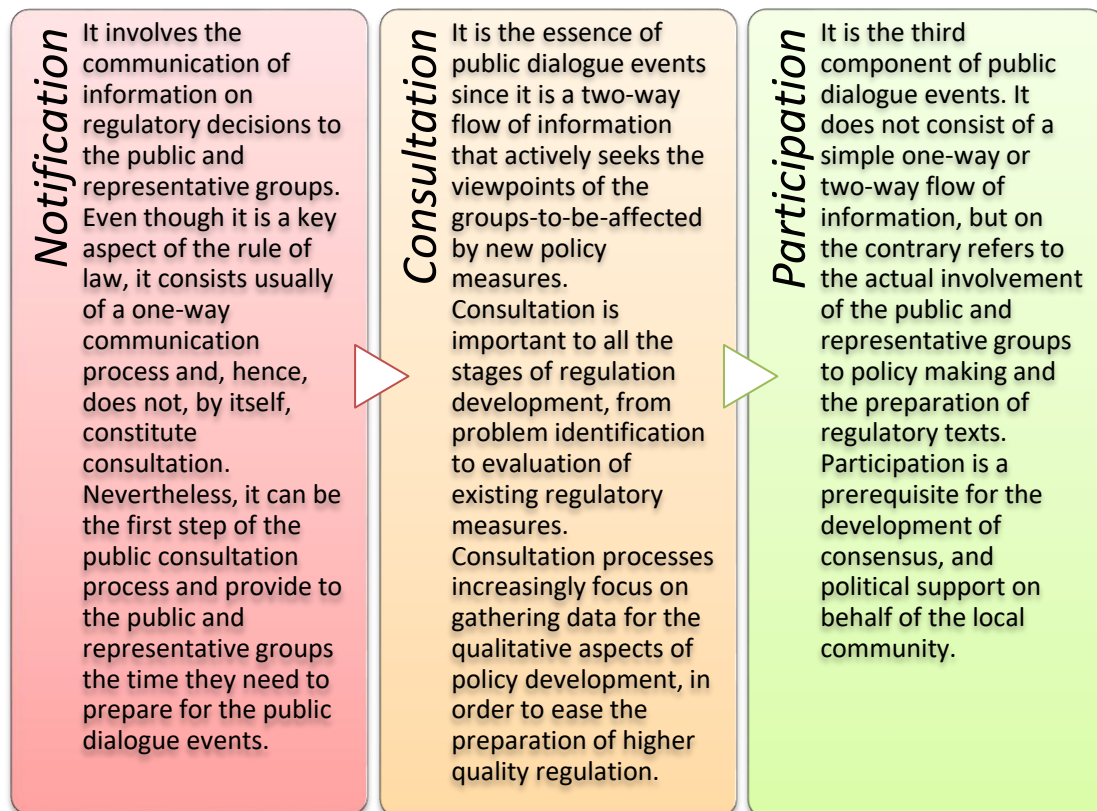
2 Aims and added value of conducting public dialogue events

Public dialogue events are a regulatory tool that is used to increase the levels of transparency, efficiency and effectiveness of decision and policy making. In times of widespread mistrust of public administrations and elected officials, public dialogue & consultation is considered an alternative and efficient way to approach the views of the people and institutions affected by specific policy decisions, thus establishing democratic legitimacy and organisational rigour. In fact, public dialogue events can become the platform via which those ultimately impacted by policy choices can share their views and potentially have their argumentation reflected in policy outcomes. In the case of INVALIDIS members of the public and local stakeholders can provide feedback on controversial issues of invasive alien species management that require consensus building, such as regulating economic activities that contribute in the introduction of IAS and strengthening local communities' commitment to actively participate in the monitoring/management process.

On the one hand, using such 'experiments in democracy', as Giddens (1998, pp 75–76) noted, offers policy makers the opportunity to locate the bulk of support with regards to various issues as well as to gather the necessary expertise to help decrease the level of uncertainties about policy outcomes. On the other hand, the public and representative groups can be directly involved in public dialogue events and hence, develop a greater level of trust and transparency in the policy making process, thus establishing legitimacy for policy makers.

Public dialogue events combine three related forms of interaction with interested members of the public and representative groups. These forms of interaction are components of public consultation processes that complement and overlap with each other as can be seen in the following figure (Rodrigo and Amo, 2006):

Figure 1: the three stages of public consultation



2.1 Added value of public dialogue events

Public dialogue events and their components generate a large amount of knowledge exchange and provide a platform to the public to express their views. If knowledge exchange develops smoothly during public dialogue events, then it has the potential to improve the quality of previously conducted field or desk research with regards a specific challenge for which new policy measures are being developed. As a result consultation has the potential to ultimately improve the quality of regulation, as well as ameliorate the level of cooperation of the public, thus minimising enforcement costs for both public administrations and citizens or firms.

More precisely, the process of public dialogue & consultation increases the level of available information on the issues of the expectations of the public and representative groups, as well as of possible non-evident policy alternatives during decision making. In fact, public dialogue events are one of the most efficient methods to approach civil society and to increase the level of transparency. Engaging with civil society is possible because the opportunity to participate in policy making offered during public dialogue events works as an incentive for members of civil society that have active interests in specific issues to be treated by new policy



measures. Transparency is established since public dialogue events bring into the discussion the expertise, viewpoints, and ideas for alternative actions of those directly affected, thus ensuring that regulators will manage to balance opposing interests, identify specific desirable or undesirable effects, and solve practical problems, such as reducing the administrative burden and conduct efficient quality checks on their IAS related policies, for example by developing a system of quality indicators after consulting the public.

One disadvantage of public consultation processes, including public dialogue events, is that they have been found to cause sometimes significant delays in the policy making process, especially when public administrations are not capable of reducing the added administrative burden originating from the conduction of the consultation process or the evaluation of diverging views from members of the public or representative groups that participated in public dialogue events (Chalmers, 2014). Therefore based on best practices ideally public consultation meetings can take place once or twice during a project with the duration of INVALIDIS.

2.2 Participants and details of the meetings

Within this context, the conduction of public dialogue events in INVALIDIS partnership regions is a crucial part of the whole project. Since, INVALIDIS's aim is to confront the introduction and establishment of IAS, it is of paramount importance to complement field and desk research with an account of the viewpoints of representatives of groups involved in the intentional or unintentional introductions of such species, such as a) local public administrations with environmental departments, b) universities, academic institutions and research organisations, c) environmental NGOs/agencies, d) industry associations/chambers, e) managing authorities of protected areas, f) regional agencies, g) cluster organisations, and h) sectorial stakeholders.

INVALIDIS partners will manage to co-shape the necessary conditions that will allow for an effective confrontation of IAS introduction and establishment, only after completing the consultation process with these groups. The views of these groups will provide information that substantiates the results of the exchange of experience based on field and desk research conducted during the project. Hence, after collecting this information, the partnership will manage to synthesise the results of field and desk research with the results of public dialogue events in order to draft effective and efficient actions plans for the confrontation of IAS. Furthermore, public dialogue events will complement regional stakeholder meetings, by



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providing the viewpoints of a wider community, so that the policy developed by the INVALIDIS partnership is not biased.



3 Outline of activity A2.2

INVALIDIS Activity 2.2 includes the organisation of 6 public dialogue events with members of the public and stakeholders operating in partners' areas on issues that require broad public support/consensus, e.g. regulating economic activities that contribute in the introduction of IAS and strengthening local communities' commitment to actively participate in the monitoring/management process. Through public dialogue, all benefits to the environment and the economy derived from controlling the spread of IAS will be analysed and highlighted, barriers and enablers for their introduction and control will be identified and taken into account in the policy measures to be designed in each region. Partners (excl. ICETA) will invite members of the public, local public administrations with environmental departments, environmental NGOs/agencies, regional agencies, industry associations/chambers of commerce, universities & research centres, managing authorities of protected areas, cluster organisations and sectorial stakeholders to ensure support and co-shape a common future without the problems caused by the introduction, establishment and spread of IAS. The figure below presents the structure of the activity and how it will unfold to achieve this purpose. Figure 1 is followed by Figure 2 that presents the foreseen outputs of activity 2.2:

Figure 2: Structure of activity A2.2

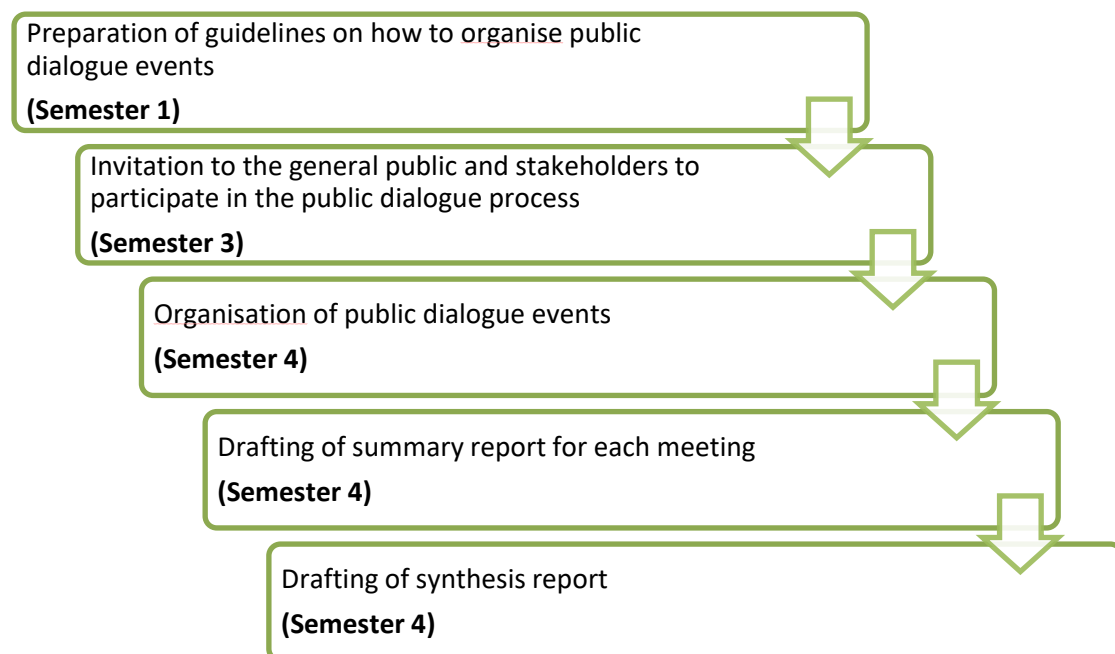
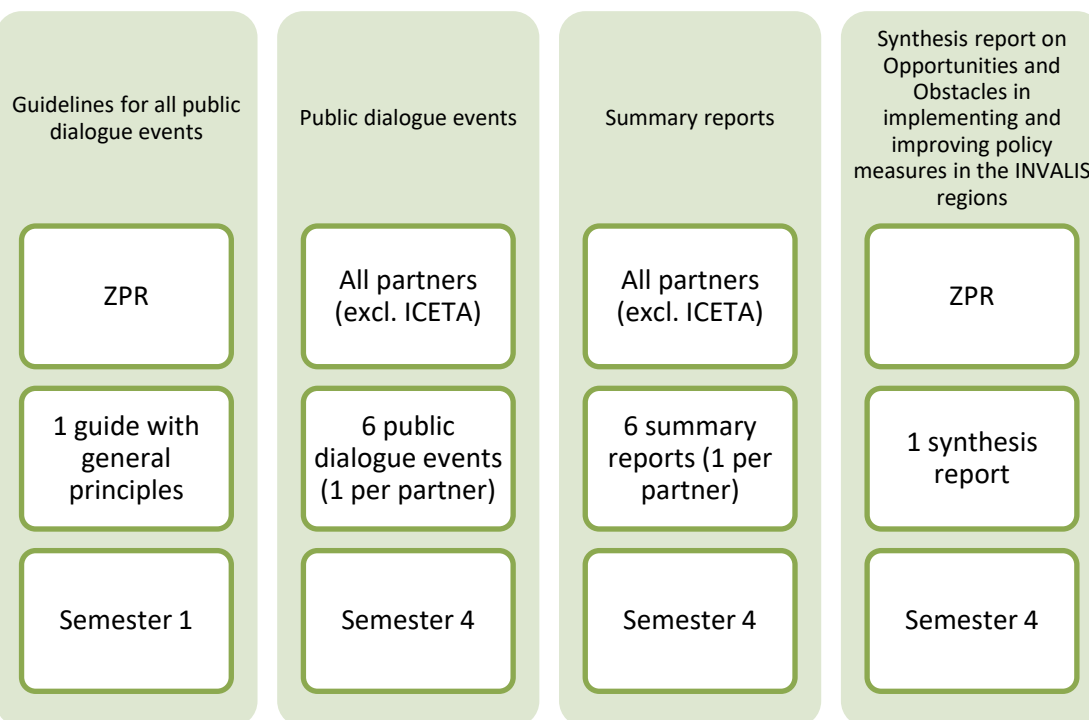


Figure 3: Activity A2.2 outputs





4 Before the meetings: consultation period for participants

To be effective, public dialogue events have to involve a large enough number of diverse participants. Only this way will public dialogue events achieve their aims, i.e. gather information based on alternative perspectives with regards to policies and measures, and build the necessary consensus for the implementation of INVALIDIS action plans during semesters 7-10 of the project. Furthermore, for public dialogue & consultation to be efficient, those invited to the events will have to receive information about the themes of the consultation beforehand. This is a prerequisite for receiving high quality information, because participants will be able to evaluate the issues at hand and contribute with a coherent and informed opinion based on their perspective.

Hence, there is a need to define a *consultation period*, i.e. a time period before the consultation events at the beginning of which participants will receive all available information about the themes of the events, and during which they will have the opportunity to provide a coherent and informed evaluation of the issues at hand (see for example, Ministry of the Interior, Czech Republic, 2007). The actual length of the process of involving participants depends on the nature of the consultation and on the phase of its discussion.

As can be seen from the analysis of section 'Aims and justification for conducting public dialogue events' and of the previous paragraph, sending all the necessary information to the participants in public dialogue events at the start of the consultation period constitutes the *notification* stage of the public consultation process. Notification constitutes the first stage of the consultation process and forms the basis for its future unravelling. This is the reason why it is important to conduct this stage of public consultation in a coherent and organised way. And organised and coherent notification can take place only through the use of specific tools designed to improve the understanding of the participants in the meetings about the issues at hand, and to give them the opportunity to provide information about their opinions in a way that is both coherent and clear, and easily comparable to the information provided by other participants.

In the case of INVALIDIS, the partners responsible for public dialogue events will send to potential participants and/or make available to the public via links in the INVALIDIS website available on the Interreg Europe platform a document consisting of two parts. The first part will comprise a purpose statement, i.e. a short description of the INVALIDIS aims in general and



the purposes of its public dialogue events. This part will notify members of the public and representative groups about the themes that will be discussed in public dialogue events. The second part will be a questionnaire designed to offer potential participants in public dialogue events the opportunity to provide data about their views in a coherent and organised way. The questionnaire includes the following:

- Questions about the problems that participants face, related to INVALIDIS themes (for example about potential unintentional routes for the introduction of IAS).
- Questions about the way members of the public and representative groups evaluate the contribution of the institutions responsible for policy development, as concerns the challenges they face.
- Questions about how participants evaluate potential policy measures that could solve said problems.
- Questions designed to provoke responses that reveal other, so far unknown issues of IAS introduction and establishment for which INVALIDIS could develop policies and measures.
- Questions designed to provoke policy recommendations on behalf of the potential participants.

A first version of this document is provided in Appendix A. Partners are welcome to update it and customise it for the needs of their own meetings, if necessary. Furthermore, partners responsible for public dialogue events will lay down in advance the time-schedule for the consultation period. It is proposed that the notification document should be made available to potential participants no later than 30 November 2019. Due to the complexity of the issue of IAS control, it is proposed that the duration of the consultation period should be 90 days. At the end of the 90 days, organisers of public dialogue events will use the feedback provided by potential participants to upgrade the organisation of public dialogue events.



5 Themes

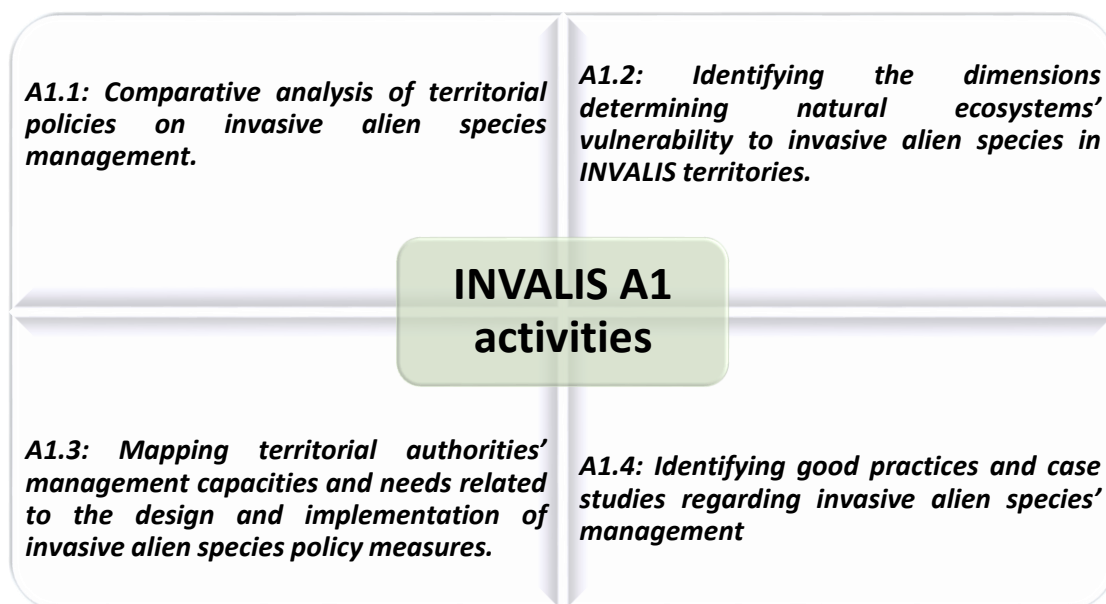
Public dialogue events should address successfully & provide useful feedback with regards to the following themes:

- a) Control the spread of invasive alien species.
- b) Manage invasive alien species in ways that reduce socio-economic and environmental risks.
- c) Provide specific feedback and bring into the public consultation process the conclusions & suggestions developed in the following activities:
 - i. A1.1: Comparative analysis of territorial policies on invasive alien species management.
 - ii. A1.2: Identifying the dimensions determining natural ecosystems' vulnerability to invasive alien species in INVALIDIS territories.
 - iii. A1.3: Mapping territorial authorities' management capacities and needs related to the design and implementation of invasive alien species policy measures.
 - iv. A1.4: Identifying good practices and case studies regarding invasive alien species' management

Public dialogue events will be mainly based on the themes of INVALIDIS A1 activities. These are the main activities designed to produce outputs that will form the basis of the action plans for the implementation of relevant policies. Of course, organisers of public dialogue events are welcome to add in the meetings other themes that have been raised during the consultation period by members of the public and representative target groups. The following figure summarises the themes of INVALIDIS A1 activities on which public dialogue events are based:



Figure 4: Themes of INVALIDIS A1 activities



The next step is to take a closer look to each of the themes of public dialogue events mentioned so far.

5.1 Controlling the spread of invasive species

Invasive species, such as non-native weeds, animals and microorganisms are a major issue – threatening ecosystems, habitats and other species when they become established and spread. Globalisation, climate change and human mobility have fundamentally altered the entire biological world in which we live, including of course European ecosystems. As a result of travel, transport and tourism, many non-native species have been moved into new environments, where many have established and proliferated.

A species can become invasive when it's moved from its native ecosystem to a new one. This can be unintentional, for example if seeds 'stow away' when products are exported from one country to another, but species are also introduced intentionally, because of their perceived benefits. Since they arrive with few or no natural enemies they are often more competitive than the native species, meaning that the non-native species thrive whilst native species suffer.

The key reasons why this 'invasion' is considered a European and global threat, is that it poses a threat to biodiversity, causes significant economic losses, and can have an impact on human health and livelihoods. For example, when a non-native weed species becomes invasive, it can



take over grazing land and out-compete crops for limited resources. This can significantly affect yields and production as can insect pests and diseases. Invasive species can also harm the health of people in infected areas: some invasive insects are linked to the spread of diseases, while plants such as ragweed release allergens into the air and are linked to severe hay fever.

5.2 Manage invasive alien species in ways that reduce socio-economic and environmental risks.

Managing the problem of IAS can be achieved through a combination of measures for the prevention of IAS introductions, the efficient control and eradication of species that have already been introduced but are not widely established, and the control and reduction of populations of species that are widely spread.

Controlling invasive species can bear significant socioeconomic and environmental risks, due to the fact that it is done through chemical and mechanical management options, which are often ineffective in the long-term, impractical, prohibitively costly, or even illegal. On the other hand, biological control is a sustainable alternative way of controlling invasive species. It uses natural enemies of the invasive species, which pose no threat to the new ecosystem and represent a long-term and effective management option.

Prevention is more cost efficient and easier than control. Effective prevention and management requires international cooperation and action. National governments can limit the movement of invasive species across borders through proper quarantine regulation and inspection, and by ensuring food supply chains follow appropriate sanitary and phytosanitary measures.

5.3 A closer look at INVALIDIS A1 activities

5.3.1 A1.1: Comparative analysis of territorial policies on invasive alien species management.

To tackle the problem of IAS, public authorities need to take all the necessary actions for managing current and preventing new introductions of invasive species, including policy measures such as:



- Maintaining a surveillance system for the early detection of new biological invasions.
- Implementing immediate actions to achieve the complete removal of IAS.
- Taking up actions for increasing regional ecosystems' resilience to current and future invasions.
- Raising public awareness.

5.3.2 A1.2: Identifying the dimensions determining natural ecosystems' vulnerability to invasive alien species in INVALIDIS territories.

Despite large differences in species, the patterns of habitat invasion are consistent among regions: ecosystems with harsh climatic conditions and nutrient-poor habitats are less prone to the spread of IAS. IAS usually tend to thrive in nutrient-rich and man-made habitats. What that means is that mountains, cliffs, bogs, dry grasslands and coniferous woodlands tend to resist alien invasion, while coastal and riverine habitats, where nutrient availability and disturbance can be high, are more prone to invasion by IAS. Human-made habitats such as farmland and urban landscapes also facilitate the spread of IAS. Besides these, the most invaded habitats include broadleaved deciduous forestry plantations, and forest clearings or riverside willow scrub habitats (Chytrý, Maskell, Pino, et al. 2008). Islands are more prone to invasion by alien species because of the lack of natural competitors and predators that control populations in their native ecosystems. In addition, islands often have ecological niches that have not been filled because of the distance from colonizing populations, also increasing the probability of successful invasions (MacArthur & Wilson 1967).

5.3.3 A1.3: Mapping territorial authorities' management capacities and needs related to the design and implementation of invasive alien species policy measures.

Invasive alien species is a complex and difficult to treat challenge since it affects many social, economic and environmental interests, including trade, health, agriculture, forestry, water resource management, infrastructure development, horticulture, aquaculture, tourism and recreation. In most EU countries, several departments and agencies have responsibility for some aspect of IAS prevention and management and several different laws may be relevant (e.g. plant and animal health and quarantine; hunting and fishing; nature conservation etc.). The result can be a complicated situation where responsibilities, policies and laws are not very clear or even compatible (Genovesi and Shine, 2004). To unravel this riddle and strengthen



the institutional frameworks dealing with aspects of the issue of IAS, it is necessary to move towards the following targets:

1. Clear leadership or appropriate co-ordination should be put in place for IAS prevention and mitigation, involving relevant sectors and different levels of government as appropriate.
2. IAS prevention, eradication and control should be fully incorporated in national/subnational legislation and in biodiversity and other relevant policies, strategies and action plans, consistent with international law.
3. Public authorities should design and implement specific strategies and action plans in place to address all aspects of IAS prevention and mitigation.
4. National and regional frameworks need to support the application of key approaches and tools for IAS prevention and mitigation and the development of improved criteria, techniques and capacity for their effective use.

5.3.4 A1.4: Identifying good practices and case studies regarding invasive alien species' management

The main components of best practices for the management and eradication of invasive alien species are the following (Genovesi, 2005):

- Promote education and public awareness programmes to engage local communities and appropriate sector groups in eradication; encourage their participation.
- Review national legislation to ensure that the legal status of alien species is compatible with mitigation measures.
- Streamline the authorization process for rapid response; consider the use of emergency orders where urgent eradication action is needed; equip competent authorities with powers to take appropriate mitigation measures.
- Establish procedures to collect, analyse and circulate information of alien species, including identification keys for different taxonomic groups.
- Set up early warning systems, focusing especially on key areas.
- Prepare contingency plans for eradicating specific taxa (e.g., plants, invertebrates, marine organisms, fresh-water organisms, fresh-water fishes, reptiles, amphibians, birds, small mammals, large mammals).
- Provide adequate funds and equipment for rapid response to new invasions and train relevant staff to use the eradication methods selected.



- Prepare and implement, providing adequate funds and support, eradication plans for some major alien species.



6 Adapting the approach to INVALIDIS territories

Necessarily, the themes outlined in previous sections should function as simply the central thematic ‘spine’ of INVALIDIS public dialogue events. Each partner should further elaborate the themes of their own public dialogue events so as to increase their relevance to their territory’s needs. This will be possible if the conversation taking place in the events focuses on the invasive alien species that are specific to the territory organising each event. To achieve that, INVALIDIS partners should orientate the discussion towards specific species that have already spread in their territory. The following two tables present some indicative plants and animal species that are present in the territories of the European Union, and have already been listed as invasive and detrimental to the economy and the environment by EU authorities (European Union, 2017):

Figure 5: Plant species categorised as IAS in the EU

Scientific name	English name	Entry into force
<i>Alternanthera philoxeroides</i>	Alligator weed	2 August 2017
<i>Asclepias syriaca</i>	Common milkweed	2 August 2017
<i>Baccharis halimifolia</i>	Eastern baccharis	3 August 2016
<i>Cabomba caroliniana</i>	Fanwort	3 August 2016
<i>Eichhornia crassipes</i>	Water hyacinth	3 August 2016
<i>Elodea nuttallii</i>	Nuttall's waterweed	2 August 2017
<i>Gunnera tinctoria</i>	Chilean rhubarb	2 August 2017
<i>Heracleum mantegazzianum</i>	Giant hogweed	2 August 2017
<i>Heracleum persicum</i>	Persian hogweed	3 August 2016
<i>Heracleum sosnowskyi</i>	Sosnowsky's hogweed	3 August 2016
<i>Hydrocotyle ranunculoides</i>	Floating pennywort	3 August 2016
<i>Impatiens glandulifera</i>	Indian balsam	2 August 2017
<i>Lagarosiphon major</i>	Curly waterweed	3 August 2016
<i>Ludwigia grandiflora</i>	Water-primrose	3 August 2016
<i>Ludwigia peploides</i>	Floating primrose-willow	3 August 2016
<i>Lysichiton americanus</i>	American skunk cabbage	3 August 2016



<i>Microstegium vimineum</i>	Japanese stiltgrass	2 August 2017
<i>Myriophyllum aquaticum</i>	Parrot's feather	3 August 2016
<i>Myriophyllum heterophyllum</i>	Broadleaf watermilfoil	2 August 2017
<i>Parthenium hysterophorus</i>	Whitetop weed	3 August 2016
<i>Pennisetum setaceum</i>	Crimson fountaingrass	2 August 2017
<i>Persicaria perfoliata</i>	Asiatic tearthumb	3 August 2016
<i>Pueraria lobata</i>	Kudzu vine	3 August 2016

Figure 6: Animal species categorised as IAS in the EU

Scientific name	English name	Entry into force
<i>Alopochen aegyptiacus</i>	Egyptian goose	2 August 2017
<i>Callosciurus erythraeus</i>	Pallas' squirrel	3 August 2016
<i>Corvus splendens</i>	Indian house crow	3 August 2016
<i>Eriocheir sinensis</i>	Chinese mitten crab	3 August 2016
<i>Herpestes javanicus</i>	Small Asian mongoose	3 August 2016
<i>Lithobates catesbeianus</i>	American bullfrog	3 August 2016
<i>Muntiacus reevesi</i>	Muntjac deer	3 August 2016
<i>Myocastor coypus</i>	Coypu	3 August 2016
<i>Nasua nasua</i>	Coati	3 August 2016
<i>Nyctereutes procyonoides</i>	Raccoon dog	2 February 2019
<i>Ondatra zibethicus</i>	Muskrat	2 August 2017
<i>Orconectes limosus</i>	Spiny-cheek crayfish	3 August 2016
<i>Orconectes virilis</i>	Virile crayfish	3 August 2016
<i>Oxyura jamaicensis</i>	Ruddy duck	3 August 2016
<i>Pacifastacus leniusculus</i>	Signal crayfish	3 August 2016
<i>Percottus glenii</i>	Amur sleeper	3 August 2016
<i>Procambarus clarkii</i>	Red swamp crayfish	3 August 2016
<i>Procambarus fallax f. virginalis</i>	Marbled crayfish	3 August 2016



<i>Procyon lotor</i>	Raccoon	3 August 2016
<i>Pseudorasbora parva</i>	Stone moroko	3 August 2016
<i>Sciurus carolinensis</i>	Grey squirrel	3 August 2016
<i>Sciurus niger</i>	Fox squirrel	3 August 2016
<i>Tamias sibiricus</i>	Siberian chipmunk	3 August 2016
<i>Threskiornis aethiopicus</i>	Sacred ibis	3 August 2016
<i>Trachemys scripta</i>	Red-eared, yellow-bellied and Cumberland sliders	3 August 2016
<i>Vespa velutina nigrithorax</i>	Asian hornet	3 August 2016

Hence, each INVALIDIS partner organising an event should choose indicatively among these species those that have been introduced to its own territory and orientate the discussion towards addressing the challenges to the economy and environment posed by them. More precisely, public dialogue events should aim to identify the following for each of those species:

- i. Common issues with regards to invasive alien species' management in INVALIDIS territories that have to be taken into account in relevant policy making.
- ii. Barriers & enablers of policy initiatives to be proposed in the action plans.
- iii. Methods to increase awareness about the environmental and socioeconomic impacts of invasive alien species.

Finally, each INVALIDIS partner can use the following scientific journals as sources for the further thematic preparation of their own public dialogue event:

1. [Biological Invasions](#)
2. [Diversity and Distributions](#)
3. [Frontiers in Ecology](#)
4. [Ecological Economics](#)
5. [Ecology Letters](#)
6. [Marine Policy](#)
7. [Aquatic Invasions](#)
8. [Handbook of alien species in Europe](#)
9. [Global change biology](#)
10. [Frontiers in Ecology and the Environment](#)
11. [Ecosystem Management](#)
12. [Environmental Conservation](#)



7 Target Groups

7.1 Members of the public

It is not possible to conduct a proper consultation process without allowing for the participation of the general public. The participation of everyday citizens is a crucial distinctive characteristic of public dialogue events compared to other forms of consultation processes, and is the key characteristic that allows public dialogue events to promote and provide a broad consensus for the implementation of specific policies. In the end, the general public represents the ultimate beneficiaries from protecting the environment from the impact of invasive alien species, as well as the residents of areas where such species have appeared. Hence, they will be called to offer feedback about the ways to stop the further expansion of these species that are better suited for the socioeconomic realities of the places where they live. Even though ordinary citizens sometimes present their views about a specific regulation in a disorganised and—sometimes—incoherent way, their participation will provide the partnership with the following:

- Inviting the general public in a consultation process generates an as large as possible consensus for the implementation of specific policies.
- No matter how incoherent and disorganised, the integration of the perspectives of the simple citizens in the analysis guarantees taking into account even the most diverging views with regards an innovative set of regulation.

7.2 Other target groups

Beyond members of the public, INVALIDIS public dialogue events' organisers should invite other target groups in the meetings. The presence of these target groups will reinforce the consensus developed based on the meetings by providing expert views. Compared to regional stakeholders meetings, target groups participating in public dialogue events need not be current stakeholders in the protection of European territories from invasive alien species. Nevertheless, they can widen the perspectives of the public dialogue events, by providing feedback beyond the usual knowledge of members of the public. The following figure presents the main target groups that could provide useful feedback in the meetings:



Figure 5: Complementary target groups of participants

Local public administrations with environmental departments

- Members of other public authorities that are not directly responsible for tackling the expansion of invasive alien species could provide feedback about bureaucratic and practical issues enabling or constraining the application of relevant policy measures in their territories.

Environmental NGOs/agencies.

- Since INVALIDIS is a project that focuses on stopping the expansion of invasive alien species, environmental organisations that will participate in public dialogue events are those capable of providing feedback about the behaviour of invasive alien species and their interactions with European ecosystems.

Regional agencies

- Regional agencies have been defined as regional based, publicly financed organisations outside the mainstream of central and local government administration designed to promote specific economic and policy aims mainly through 'soft' policy instruments (e.g. Halkier and Danson, 1997). Regional agencies can provide useful feedback about the intricacies of the implementation of various policies for tackling the expansion of invasive alien species.

Industry Associations/Chambers of Commerce

- The term Chamber of Commerce refers to business associations or networks that aim to further the interests of businesses. Businesses (major and SMEs) form these usually local societies to advocate on behalf of the business community. They can provide through INVALIDIS public dialogue events useful feedback about any problems caused to the private sector by measures for tackling the expansion of invasive alien species.

Universities & research centres

- As institutions specialising in research, universities & research centres might be able to provide scientific feedback on the behaviour of invasive alien species and the measures that are necessary to halt their expansion.

Managing authorities of protected areas

- Managing authorities of protected areas can provide feedback on the specifics of applying measures for protecting the ecosystems of these areas from invasive alien species.

Cluster organisations

- Cluster organisations can be described as groupings of independent parties that boost their potential for industry growth by sharing facilities, exchanging knowledge and expertise, and promoting collaboration. Similarly to industry associations, they can provide through INVALIDIS public dialogue events useful feedback about any problems caused to their industrial sector by measures for tackling the expansion of invasive alien species.

Sectorial stakeholders

- A stakeholder is any entity with a declared or conceivable interest or stake in a policy concern. The range of stakeholders relevant to consider for analysis varies according to the complexity of the reform area targeted and the type of reform proposed and, where the stakeholders are not organized, the incentive to include them. Sectorial stakeholders are those that belong to specific critical sectors for the local economy that are capable of providing feedback about the potential implications of measures for protection from invasive alien species on these sectors.

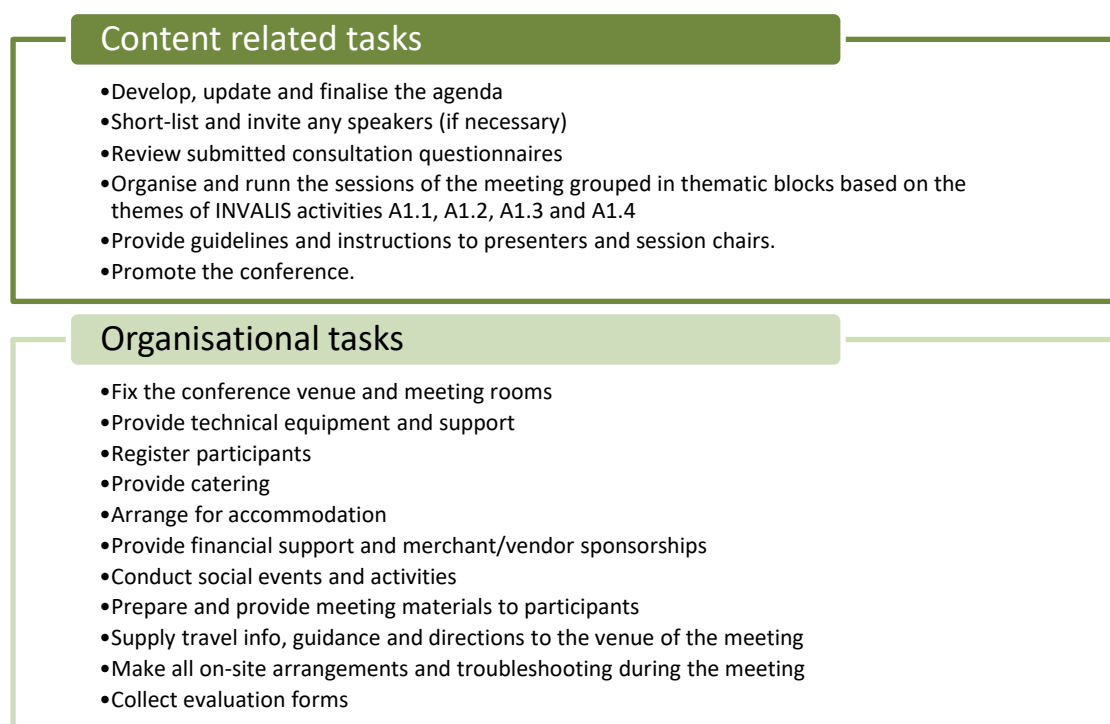


8 Organising tasks for public dialogue events

This section discusses the organising tasks that have to be completed to successfully plan and organise the INVALIDIS public dialogue events.

Partners organising public dialogue events will have to complete the tasks presented in figure 3. The tasks are divided in two categories. Category A includes tasks that are related to the themes of the meetings and the content of their sessions. Category B includes tasks that have to do with purely organisational matters, such as for example finding a suitable venue.

Figure 7: Tasks for successful public dialogue events





9 Communication strategy

This section discusses the communication strategy, channels and activities to be employed in order to publicise and promote INVALIDIS public dialogue events to their target groups.

9.1 Websites

Displaying information on websites will constitute one of the main communication channels for the promotion of INVALIDIS public dialogue events to broader audiences.

It is suggested that, at least two months before the meetings, partners draft and upload an announcement for the meetings in the news and announcements section of the main INVALIDIS web site, hosted within the Interreg Europe programme web platform in order to associate the event with the project's main activities. The announcement should be drafted in the language of the meeting and in English. It is also suggested that the announcement is uploaded to INVALIDIS social media pages currently in use by the INVALIDIS partnership and relevant networks in order to extend promotion. Finally, the announcement should be uploaded in the partners' institutional websites.

Furthermore, the partners' institutional websites should support online registration forms and tools which stakeholders will be able to use to register for the meetings.

9.2 Invitations and registration

At least two months before the organisation of public dialogue events and as soon as the main features and organising structures of the meeting are finalised (e.g. date and venue, organisational details, themes and topics, and target groups), it is proposed that official invitations should be a) sent via e-mail, b) posted in the news and announcements sections of the INVALIDIS website and social media pages, and c) posted in the INVALIDIS partners' institutional websites. Invitations are necessary in order to formally inform potential participants about the event and ensure their participation as soon as possible. The target of this action is to make sure that large parts of the public are notified for the organisation of the meeting and, hence, decide to participate to it. Large participation will lead to fruitful discussion during the meetings and, as a result, the organisers will manage to gather quality information on the issues raised by the public and representative groups. The first conference announcement should indicatively feature information and related resources on the following:



Public dialogue events' dates and location.

- Meetings' aims, themes and topics.
- Information on the organisational details of the meetings.
- Meetings' language(s).
- Information about registration and deadlines.
- The INVALIDIS logo.
- Brief description of the INVALIDIS project.
- Purpose statement(s).
- Registration form.
- Contact information.

As can be seen in the list, participants should register before the meeting by filling the registration form found either attached to the e-mail sent invitations or uploaded in the partners' institutional websites, and then sending it to the partners by e-mail. The reason for that is that if there is a registration process, organisers of the meeting will have a clearer view of what is necessary for a fruitful discussion and exchange of opinions to take place. The registration form should firstly ask about basic information on the participant as well as about key information that would facilitate the organisers to structure attendees. Secondly, the registration form should include a purpose statement for the meeting that briefly explains the aims of the INVALIDIS project in general, as well as the specific aims of public dialogue events. Partners will have to include this information in the invitations and the registration forms in order to inform potential participants on the aims and importance of policy making within the context of INVALIDIS and, hence, incentivise them to register and attend the meeting. Partners can find a template for the registration form as well as a list of purpose statements for the meetings of each semester in Appendix B.

The second and final invitation is to be released approximately 3-4 weeks before the event. Disseminated similarly to the first, the aim of the second announcement should be to provide details that were unavailable at the time the first announcement was released, and to further attract interest for participation. The second announcement should include and update -



where needed- the content of the 1st announcement and provide additional information and resources on the following:

- Keynote speakers.
- Confirmed presentations.
- Details about activities taking place during the meeting.
- Preliminary agenda.
- Travel and accommodation info.
- Directions to venue.

Both announcements should be publically available through the meeting website in open or commonly used file formats (e.g. odt, pdf, jpg) that can be easily disseminated either as e-mail attachments or as online downloadable documents. The length of the announcements should not exceed three pages.

9.3 Agenda

The agenda of public dialogue events is a key aspect of their success, since it not only determines the structure of the meetings, but also informs participants for this structure and, hence, determines the topics and pace of the discussion. Therefore, the agenda has to satisfy the following criteria:

- a) Provide enough time for the presentation of proposed innovative policy measures, in order to brief successfully the participants and, hence, start a meaningful and fruitful discussion. The efficient briefing of participants is a continuation of the notification stage of the consultation process, initialised by the documents provided to the participants before the meetings. As all parts of the notification stage of public consultation processes, this briefing constitutes a necessary condition for successful public dialogue events and a sine qua non of the whole process. Public dialogue events in which an insufficient amount of time is dedicated towards briefing the participants, are destined to lead to misunderstandings and less than fruitful discussion.
- b) Provide sufficient time for discussion. This is a key aspect of establishing the consultation and participation stages of public consultation processes. The time provided for discussion should guarantee that an effective two-way flow of information can be established, in order to collect meaningful contributions on behalf of representatives of the public and target groups. On the other hand, if the time



allocated for discussion exceeds a specific amount, there is the danger of wasting time on a dwindling discussion that does not provide helpful data. Hence, the amount of time allocated for discussion should allow for the conduction of an efficient and fruitful exchange of views.

- c) The agenda should be distributed to the participants well before the public dialogue events take place. The reason for that is that it offers participants the opportunity to prepare themselves better for the discussion. Hence, the agenda along with all other documents that the organisers of a public consultation meeting consider to be helpful for the exchange of experiences and opinions, should be distributed at least 15 days before the meeting. The public should be informed where these documents can be accessed.
- d) The agenda should provide time for coffee, tea and lunch breaks. Even though these reduce the amount of time that could be dedicated to exchanging opinions, they render public dialogue events less tiring for participants. As a result, an exchange of opinions among refreshed participants is destined to be more fruitful and provide better data.

In Appendix B, one can find a template for the agendas of public dialogue events that is congruent with the argumentation of the list above. Of course, partners who organise public dialogue events are expected to adapt it to the needs of each specific meeting.

9.4 Assessment, survey and questionnaire

To assess the effectiveness of public dialogue events, organisers are requested to allocate enough time in the agenda for the completion by participants of a questionnaire, which will be handed over to the organisers before the official end of the event. By answering the questions therein, participants will be able to provide a short assessment of the meeting and to note any ideas they have concerning the proposed policies that have not already been discussed in the meetings. More precisely, a small number of assessment questions will focus on organisational and technical issues that determine the quality of public consultation that took place during the meeting. Other questions will give participants the opportunity to describe any ideas they have that could contribute to the enhancement of the proposed policies.



Beyond the participants' answers, responding the questionnaire will be a key part of the overall assessment of the INVALIDIS public dialogue events, which will consist of a juxtaposition of the results of the meetings with the following quantitative key performance indicators (KPIs):

1. Completed pre-consultation questionnaires received: 20 questionnaires
2. Attendance: 30 participants
3. Completed evaluation questionnaires received: 20 questionnaires

Readers of this document can find a sample evaluation questionnaire in Appendix C. Of course, partners who organise public dialogue events are welcome to adapt the questionnaire to the needs of each specific meeting.

9.5 Instructions for facilitators (moderators and presenters)

Public dialogue events will be conducted according to the instructions of a moderator. Moderators should make sure that they introduce effectively the aims, activities, outputs and results of the INVALIDIS project. Unnecessary details should be avoided and special focus should be given to the expected INVALIDIS results. They will be responsible for the harmonious flow of the meeting in order to avoid unnecessary conflicts and dead-end discussions. Hence, moderators will make sure that the participation process during the meetings successfully foster informing, consulting, involving and collaborating with target groups. Moderators should address explanatory remarks about INVALIDIS to the audience and aim to convey the key messages of the project. Furthermore, they should prepare specific remarks before the meeting in order to:

- Serve as ice-breakers.
- Present clearly the aims and structure of the meeting.
- Convey in a brief but clear fashion the organisers' views on the issues at hand.
- Incentivise target group members to provide their own opinions.

Incentivising target group members to provide their own opinions is the most important aspect of the responsibilities of moderators. Unmotivated target groups who do not realise the importance of the issue at hand are destined to provide low quality feedback to the organisers of the meetings. Hence, the consensus for the implementation of action plans will be poorly developed. Moderators can increase participants' engagement by focusing first on



how they could benefit from addressing the issue at hand, and then by developing remarks as incentive for entering the discussion.

Due to the tight schedule of the meeting, moderators and presenters are instructed to strictly enforce session times.

Furthermore, presenters of specific topics should be chosen as per the instructions found in the following figure:

Figure 8: Short list for presenters in the three sessions of public consultation meetings

Presenters short list
Theme 1 candidate presenters
• Choice 1: Member of public authority familiar with the problems of the territory • Choice 2: Academic familiar with the problems of the territory • Choice 3: Member of managing authority of protected area familiar with the problems of the territory
Theme 2 candidate presenters
• Choice 1: Member of industrial association familiar with the problems of the territory • Choice 2: Academic familiar with the problems of the territory • Choice 3: Member of regional agency familiar with the problems of the territory • Choice 4: Member of local public authority familiar with the problems of the territory
Theme 3 candidate presenters
• Choice 1: Academic familiar with the problems of the territory • Choice 2: Member of public authority familiar with the problems of the territory • Choice 3: Member of industrial association familiar with the problems of the territory



10 Info on the preparation of Summary Reports

The final stage of the conduction of public dialogue events consists of the drafting of a summary report by the organising partner. The INVALIDIS public consultation meetings summary reports will be the key intermediary outputs of activity A2.2, since they comprise the main input for the drafting of the activity's final report. The final report will present the final outcomes of public consultation and will juxtapose them with the results of activities A1.1, A1.2, A1.3 and A1.4.

Summary reports are short written communication documents which firstly aim to convey information such as:

- Present the metrics of each public dialogue event (number of completed pre-consultation questionnaires, number of registered participants, number of completed evaluation questionnaires, and number of participants from each category of the target groups).
- Report the interventions of participants and the overall discussion within each session of the meeting.
- Draw conclusions from the discussion in each session of the meeting.
- Briefly present policy advice for the development of action plans based on the interventions of the participants and the conclusions drawn from the discussion.
- Present an evaluation of the meeting based on the key performance indicators (KPIs) listed previously.

The Summary Report should be presented as a document 1000-4000 words in length. As it is a summary document, the emphasis should be on accuracy, clarity and brevity. The inclusion of appendices is not recommended. Readers of this document can find a template for a summary report in Appendix D.



11 Guidelines on the preparation of the synthesis report

After the completion of the Summary Reports, the final stage of the public consultation process is the development and drafting of the synthesis report, named Synthesis report on Opportunities and Obstacles in implementing and improving policy measures in the INVALIDIS regions. The synthesis report will provide an analysis of the common barriers & enablers as regards the control of invasive alien species which will be taken into account in the policy measures to be included in each region's action plan. The synthesis report will be drafted as follows:

Step 1: After gathering of the summary reports prepared by partners, following the conduct of public dialogue events, develop short descriptions of the key argumentation of summary reports, with regards to the themes of public dialogue events.

Step 2: Juxtapose the key arguments of summary reports with the results and findings from INVALIDIS A1 Activities. Identify convergences and divergences between the findings.

Step 3: Analyse the summary reports to:

- Identify convergences and divergences in participating regions.
- Identify main drivers & constraints, as well as expected benefits from measures for the control of IAS. The synthesis report will involve the evaluation of various expected benefits and the importance of various factors (e.g. economic, operational, and strategy factors) in the effectiveness of IAS control and the successful application of policy measures.

Step 5: Provide guidelines on how to utilise the conclusions drawn from public dialogue events to design policy measures and action plans for applying a more efficient control of IAS.

Step 6: Draft the synthesis report. The synthesis report should be drafted in a clear and concise way, so as to present efficiently the conclusions of the public consultation process that took place during the public dialogue events. The guidelines on how to integrate lessons learnt from the public dialogue events in the INVALIDIS action plans as well as all policy advice that was derived from analysis of the summary reports should be described in a way that is simple and easy to follow. Indicatively, the synthesis report should have the following structure:

1. Introduction



2. Brief description of the INVALIDIS project and activity A2.2
3. Description and evaluation of organised public dialogue events
4. Participants' feedback with regards theme 1
5. Participants' feedback with regards theme 2
6. Participants feedback with regards theme 3
7. Similarities and differences between the results of activity A2.2 and the results of A1 activities.
8. Lessons learnt (to be included in the INVALIDIS action plans)

This structure allows for the clear presentation of a) the feedback provided by participants, b) the similarities and differences in the findings of A1 INVALIDIS activities and public dialogue events' results, and c) the results of public dialogue events that should be included in INVALIDIS action plans in order to strengthen democratic legitimacy of the project and the regional society's support during the implementation (semesters 7-10).



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13 Appendix A

Notification document (purpose statements and pre-consultation questionnaire)

INVALIDIS PUBLIC DIALOGUE EVENTS NOTIFICATION DOCUMENT	
<i>INVALIDIS public dialogue events purpose statement</i>	
Overall purpose of INVALIDIS public dialogue events	The purpose of this document is to inform participants about the importance of INVALIDIS public dialogue event in <i>(name of region)</i>. Participants in the meeting can help confront more efficiently the introduction and establishment of invasive alien species in their region by providing their feedback during the meetings about the following themes: 1. Theme 1: Controlling the spread of invasive alien species. 2. Theme 2: Managing invasive alien species in ways that reduce socio-economic and environmental risks. 3. Theme 3: Key aspects of efficient invasive alien species' control, such as: a. Characteristics of efficient territorial policies on invasive alien species management. b. Factors that render the ecosystem and the economy vulnerable to invasive alien species. c. Public authorities' management capacities and needs that enable/constrain the design and implementation of policy measures for the control of invasive alien species. d. Good practices for the control of invasive alien species based on existing cases of successful invasive alien species' management. Feedback provided by participants during the event will be collected by the organisers and will be distributed among the INVALIDIS partnership in order to inform policy making in their regions. As a result, participants in the INVALIDIS public dialogue event will co-shape future policy aiming to confront more efficiently the introduction and establishment of invasive alien species and, hence protect the environment and economy of their territories from the negative impacts of the introduction of invasive alien species.



Purpose statement of theme 1	The public consultation meeting will address theme 1, i.e. controlling the spread of invasive alien species in order to provide policy makers with participants' viewpoints on overarching issues of invasive alien species' management and control. More precisely, participants' feedback is welcome on issues such as: • The exact invasive alien species that have a negative impact on the environment, economy and society in their territories. • The specific impact these species have on ecosystems and the economy. • Key measures that could control these invasive alien species, as seen from the viewpoint of participants.
Purpose statement of theme 2	The public consultation meeting will address theme 2, i.e. managing invasive alien species in ways that reduce socio-economic and environmental risks, in order to provide policy makers with participants' viewpoints on ways to reduce the socio-economic impact of policy measures for the control of invasive alien species. Controlling invasive species can bear significant socioeconomic and environmental risks, due to the fact that it is done through chemical and mechanical management options, which are often ineffective in the long-term, impractical, prohibitively costly, or even illegal. Hence, participants' feedback is welcome to clarify which would be the less risky way to control invasive alien species identified during the discussion for theme 1.
Purpose statement of theme 3	The public consultation meeting will address theme 3 in order to provide policy makers with participants' viewpoints on four interconnected issues. These are the following: • Participants are welcome to further elaborate the policy measures pointed out during the discussion about theme 1, to further highlight key aspects such as: ○ Maintaining a surveillance system for the early detection of new biological invasions. ○ Implementing immediate actions to achieve the complete removal of IAS. ○ Taking up actions for increasing regional ecosystems' resilience to current and future invasions. ○ Raising public awareness.



- Participants are welcome to point out key characteristics of ecosystems that render them vulnerable to the introduction and establishment of invasive alien species.
- Participants are welcome to point out factors in the—relevant to the control of invasive alien species—policy making and implementation procedures of public authorities that render the implementation of such policies easier to apply and comprehend
- Participants are welcome to point out cases of efficient control of invasive alien species, based on which policy authorities will be able to optimise their management of invasive alien species.

INVALIDIS pre-consultation questionnaire

Respondent information:

Name:

Telephone:

E-mail:

Organisation:

Industry:

Type of the organisation (please tick below the correct answer):

Resident/member of the public	Local public administration	Environmental NGO/Agency	Regional agency	Industry association/chamber of commerce
University/research centre	Managing authority of protected areas	Cluster organisation	Sectorial stakeholder	Other (please specify)



Working position: Educational level:				
Theme 1 questions				
Question 1:	Have you noticed the introduction and/or establishment of specific invasive alien animal or plant species that have a detrimental effect on the environment and/or the economy of the area?			
	YES		NO	
	If yes, could you please list the names of the invasive alien species that you have observed having a detrimental effect in the area?			
Question 2:	If you responded yes in question 1, could you please list & describe the types of detrimental effects these species have on the environment and economy of the area?			



Question 3:	Could you please describe any measures that could control these invasive alien species?	
Theme 2 questions		
Question 4:	Do you believe that the control and/or eradication of invasive alien animal and plant species is possible by chemical and/or mechanical means?	
	YES	NO
Question 5:	If you responded YES in question 4, could you please briefly list and describe the risk factors that prohibit the use of chemical and/or mechanical means for the control of invasive alien species?	
Question 6:	Could you please describe any alternative ways to control invasive alien animal and plant species that reduce or minimise socioeconomic and environmental risks?	
Theme 3 questions		
Question 7:	Could you please elaborate on the following aspects of policies for the efficient control of invasive alien animal and plant species that would render them more successful?	
	How to maintain a surveillance system for the early detection of new biological invasions?	
	Which immediate actions should be implemented to achieve the complete removal of invasive alien species?	



	Which actions should be taken so as to increase regional ecosystems' resilience to current and future invasions?
	How to raise public awareness for the issue of invasive alien species?
Question 8:	Could you please point out any characteristics of ecosystems in your area that render them vulnerable to the introduction and establishment of invasive alien species?
Question 9:	Could you please describe any methods that public authorities should apply whilst designing and implementing policies for the control of invasive alien species that would render the implementation of such policies easier to apply and comprehend?
Question 10:	Could you please describe any cases of efficient control of invasive alien species that you know of, that policy authorities can use as a guide to optimise their management of invasive alien species?



14 Appendix B

Indicative agenda for INVALIDIS public dialogue events

Agenda for Public Consultation Meeting in (partner country)	
<i>Location</i>	Address where the meeting takes place
<i>Chair</i>	Names of moderator(s) of the meeting
<i>Time</i>	<i>Session Topic</i>
09:00 – 09:10	Welcome and introduction by moderator(s)
09:10 – 10:00	Discussion on policy theme no 1: Point of view of regulators (10') Input from participants (40')
10:00 – 10:50	Discussion on policy theme no 2: - Point of view of regulators (10') – Name of speaker(s) - Input from participants (40')
10:50 – 11:10	1 st Coffee break
11:10 – 12:00	Discussion on policy theme no 3: - Point of view of regulators (10') – Name of speaker(s) - Input from participants (40')
12:00 – 12:20	2 nd Coffee break (20')
12:20 – 13:20	Session dedicated to discussing issues raised by participants (60')
13:20 – 13:40	Answering in-meeting-questionnaire by the participants
13:40 – 14:00	Concluding presentation by the moderator(s)



14:00

End of meeting

15 Appendix C

Evaluation form to be completed at the end of the meetings

Evaluation form for public consultation meeting in (name of region)					
Name:					
Are you a representative of:	Resident/member of the public	Local administration	public Environmental NGO/Agency	Regional agency	Industry association/chamber of commerce
	University/research centre	Managing authority of protected areas	Cluster organisation	Sectorial stakeholder	Other (please specify)



How would you rate the quality of the organisation of the meeting?	1 Very Poor	2 Poor	3 Average	4 Good	5 Very Good	n/a
Do you think that the time allocated to each topic was sufficient?	1 Too little time	2 Not enough time	3 Just enough time	4 Sufficient time	5 Ample time	n/a
How would you rate the quality of the proposed policies?	1 Very Poor	2 Poor	3 Average	4 Good	5 Very Good	n/a
How would you rate the quality of the discussion	1 Very Poor	2 Poor	3 Average	4 Good	5 Very Good	n/a
Will you support the	1 Not at all	2 Poorly	3 Averagely	4 Significantly	5 In its entirety	n/a



implementation of the proposed policies?						
Do you agree that the meetings will lead to improvements in the proposed policies?	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree	n/a
The meeting as a whole has been appropriate and productive.	1 Strongly disagree	2 Disagree	3 Neither agree nor disagree	4 Agree	5 Strongly agree	n/a
Are there any issues related to the topics of the policies of the meeting that have not been covered in the meeting? Could you please describe them?						



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Do you have any suggestions for the organisation of future meetings?



16 Appendix D

Indicative template for the summary report of INVALIDIS public dialogue events

Summary report of the INVALIDIS public dialogue event held in ... (<i>name of region</i>)		
Partner organising the meeting:		
Partner members organising the meeting:		
Details of the meeting	Number of completed pre-consultation questionnaires:	
	Number of registered participants:	
	Number of completed evaluation questionnaires:	
	Number of participants from each category of the target groups:	
KPIs	Completed pre-consultation questionnaires received: 20 questionnaires Attendance: 30 participants Completed evaluation questionnaires received: 20 questionnaires	
Participants' interventions concerning theme 1 (400 words):		
Participants' interventions concerning theme 2		



(400 words):	
Participants' interventions concerning theme 3 (400 words):	
Participants' other interventions (400 words):	
Evaluation of the meeting (200 words):	
Conclusions and policy advice (900 words):	