

GB Non-native Species Media and Communications Working Group

Meeting 4, 14 November 2008

11.00, Room 821, Millbank, London

MINUTES

1. Attendance/apologies

Present:

Angela Robinson - Scottish Government (Chair)
Niall Moore - NNSS (Secretary)
Olaf Booy – NNSS
Seleha Carruthers - Defra
Chris Chiverrell – CIRIA
Julie Clarke - EA
Keith Davenport – OATA
Simon MacKown (Items 5 and 6 only)
Mike Heylin - FACT
Chris Holmes
Robin Payne – SNH
Trevor Renals – EA
Alison Smith – WAG
Joe Starinchak – US Fish and Wildlife Service
Angela Taylor - Defra
Mark Tollitt - Defra
Paul White
Meinir Wigley - CCW

Apologies received from:

David Gilchrist - HTA
Jo Long - SEPA
Jim Collins - PCT
Jo Hughes - CCW
Paul Walton - Wildlife and Countryside Link
Ruth Waters - NE

2. Minutes of June meeting

The minutes of the September meeting were signed off.

3. Actions and Matters Arising

AR went through the Actions sequentially. All actions were discharged apart from Action 2 which has been rolled over to the following meeting. AR informed the meeting that in relation to Action 1 there were several matters arising from it. These include the agreement by the Programme Board to produce a glossy report for ministers updating them on progress since the establishment of the PB in 2005. The PB also agreed that there needed to be a media plan developed (in conjunction with the report) on INNS for International Biodiversity Day on May 22 2009. There was considerable debate in the group on the merits of a report for ministers. KD suggested it needed to highlight progress in relation to Government commitments under CBD. Suggestions for public engagement included a survey by anglers of a select number of invasive plants (MH) that could feed into Local Records Centres (TR). KD suggested linking publicity to Springwatch and JS said that it should focus on activities that were easy, fun and popular.

ACTION 1 – DG to check with the organisers of the Horticulture Nursery Stock Conference to see how best to promulgate messages.

ACTION 2 - ALL to send ideas for media ideas for next Mays International Biodiversity Day to NM – by November 28.

4. Stakeholder mapping

AR updated the group on progress with the stakeholder mapping table. Several people had had further input following the last meeting. TR then handed in some extra written comments for incorporation. It was noted that Andrew Walker had used the information from the Stakeholder mapping exercise to develop the Stakeholder communications plan.

ACTION 3 – *ALL to send their final additions and changes to the Stakeholder Mapping Table to NM by November 28.*

ACTION 4 – *NM to finalise the Stakeholder Mapping Table in the light of comments received.*

5. Presentation by Joe Starinchak on: Advancing Blended Value and Sustainability

AR introduced JS who outlined the concept of blended value and engaging the private sector to help change peoples behaviour in relation to INNS. He illustrated their progress with three examples: Stop Aquatic Hitch-hikers, Habitatitude and SMART.

Key points that he stressed were:

- Use the government's legitimacy.
- Avoid moral superiority.
- Concentrate on shared responsibility and not blame.
- Include companies who interact with key stakeholders.
- Concentrate on behaviour change i.e. at the local and individual levels.
- Employ Branding and social marketing.
- Energise communities.
- Learn about business drivers.
- Understand marketing, branding and business operations.
- Try to engage with 'what's in it for me' mentality of consumers.
- Don't focus on the biology.
- Focus on action.
- Get global messages to have local significance.
- Keep it positive – stress what you can do not just 'don't do'.
- Make people feel good about what they are doing.
- Make doing the right thing easy.

- The importance of 'pledging', community demonstrations, equipment treatment days etc.
- Sponsorship of practical initiatives by companies (e.g. pressure washers in Yellowstone NP).

There was discussion after the talk including the issue of balancing the risks and opportunities inherent in engagement with private companies. CH stressed the importance for companies of establishing sustainable long-term relationships with their customers.

ACTION 5 – NM to circulate the PowerPoint of JS's talk.

6. Media and Communications Strategy

AR introduced the draft Strategy, informing that group that it had been advanced by Defra Marketing following a meeting by SC, MT, NM and herself. SC distributed the current draft and there followed a robust discussion on its contents. MT stressed that it is now a crucial point to receive feedback while SC stressed that the Strategy is still very much in draft form.

JS suggested that it is important to have an inventory of what activities are already taking place and to build on these. NM agreed and stressed that we need rapid feedback on what media or public/stakeholder engagement campaigns are ongoing as well as final feedback on key messages and definitions. MT suggested that there needs to be branding for any campaigns that are launched. CH suggested that we needed to be wary of targeting 'low-hanging fruit' that sometimes getting people to change their behaviour slightly (with little initial positive impact) is often an important first step to subsequent but more fundamental behaviour change.

ACTION 6 – ALL to feedback on draft Strategy, Definitions and Key messages by November 28.

ACTION 7 – NM to re-circulate the ToRs and other original group papers.

7. Baseline survey of public awareness

SM updated the group on the baseline survey on public awareness of INNS (for England) that is being funded by Defra. He summarised the key findings from the qualitative work (focus groups) and outlined the timetable for the quantitative phase that is about to commence. The group discussed the findings and queried segmentation and the apparent lack of focus on behaviours in the quantitative phase. NM replied that there are several questions that relate to problem behaviours (for gardeners and anglers) in the Quantitative phase.

8. Training

OB outlined the ideas of RPS (Ecological Consultants) in relation to training needs to help support the GB Strategy. He suggested that, while there was some training currently occurring, there is a need to make it more cohesive, co-ordinated, strategic and directly related to the Strategy. OB suggested that it could be developed in a structured way with core modules on legislation, identification etc.

KD stressed targeting university, college and school curricula. MH thought that this was too long-term and that there was a need for more immediate and practical training and suggested the development of packages that can be delivered to stakeholders. AS mentioned the emphasis on training that the Wales working group had agreed and that she and Mike McCabe (CCW) had some money to put to this in this financial year. CC mentioned the training that CIRIA currently provides and stressed that any training needs to be targeted at and driven by the needs of stakeholders.

9. AOB

There were no AOB?

10. Date and Location of next meeting

January 29th, London.