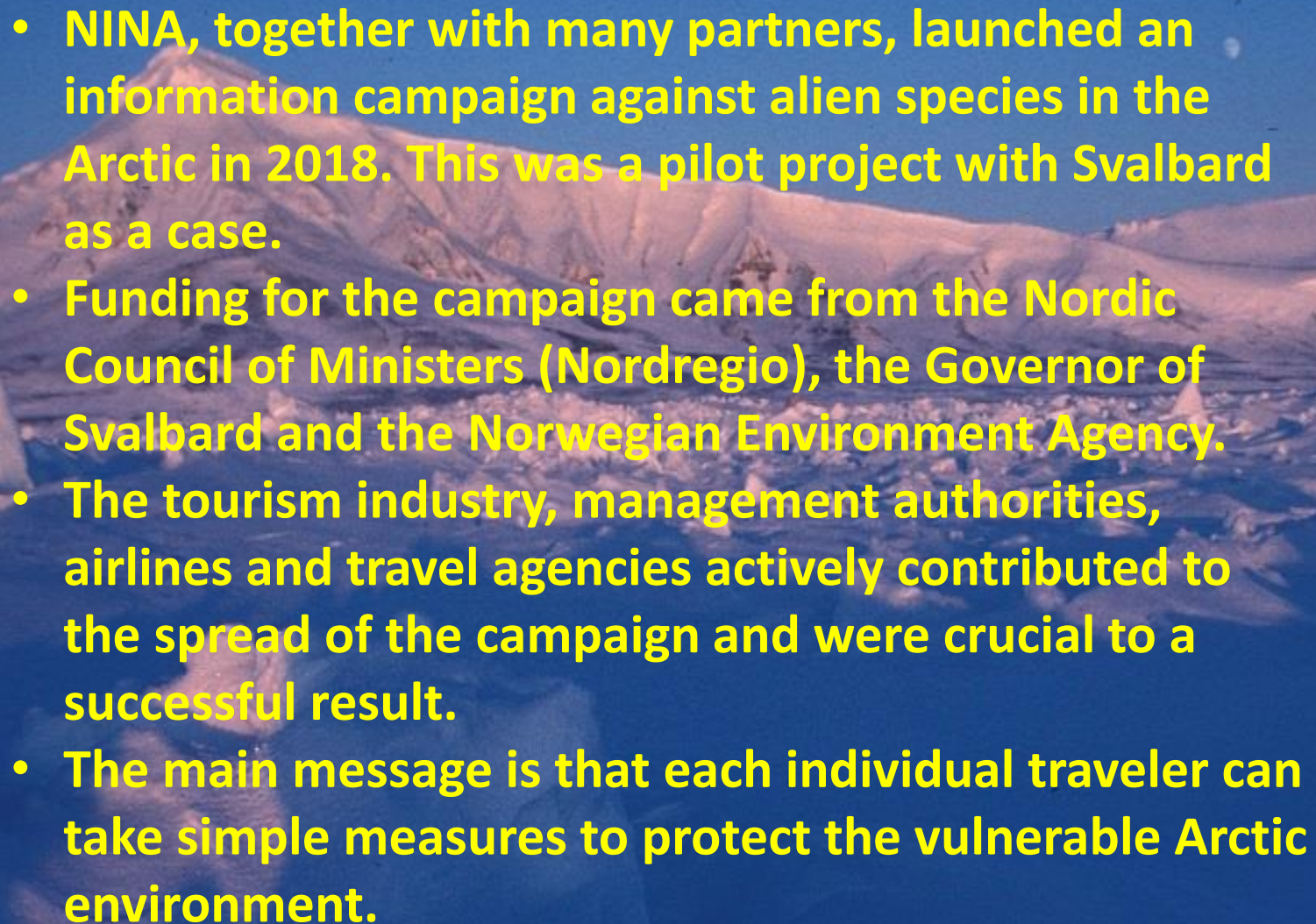


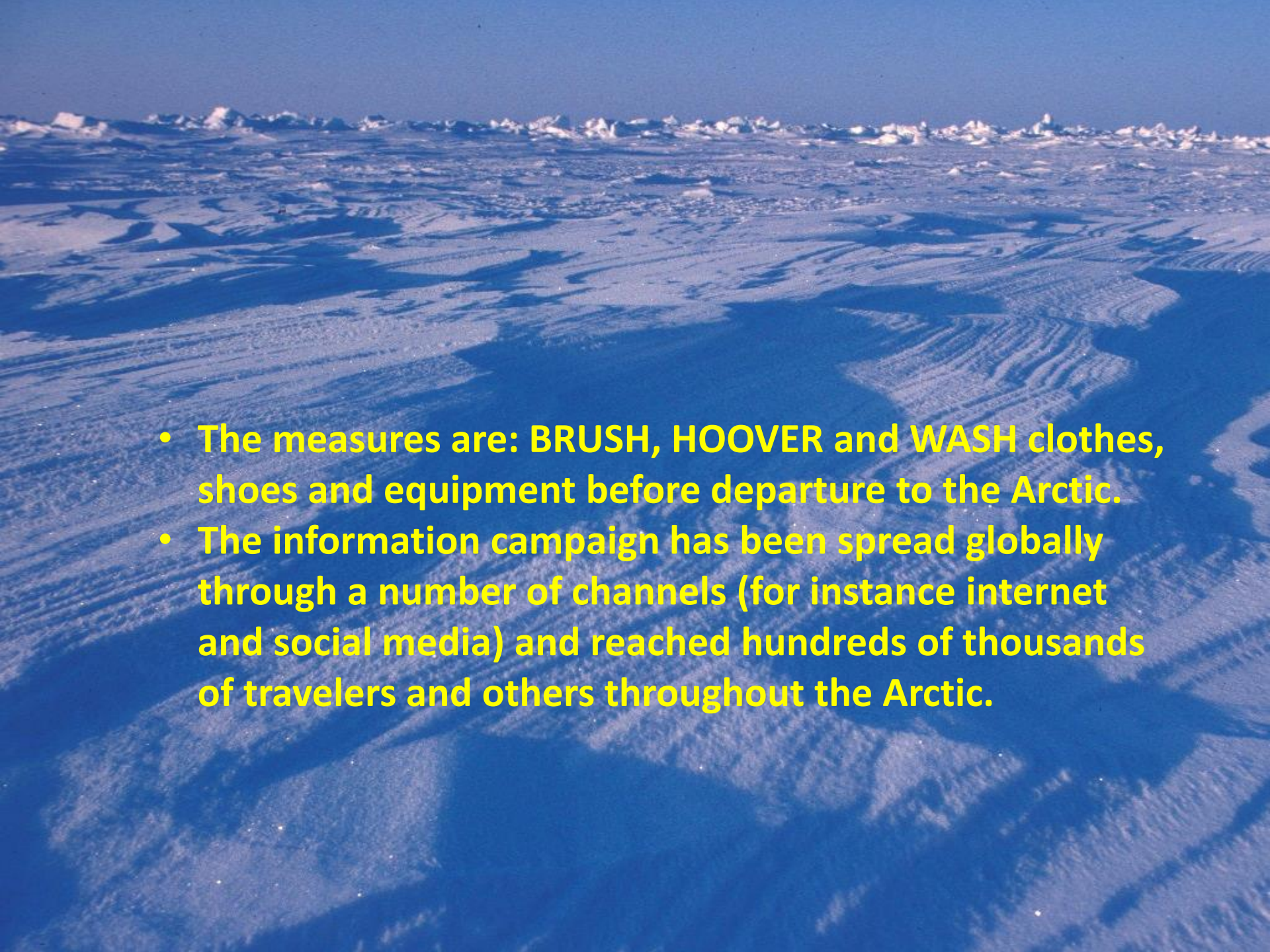
Are you travelling alone?

Stop Arctic Aliens Campaign

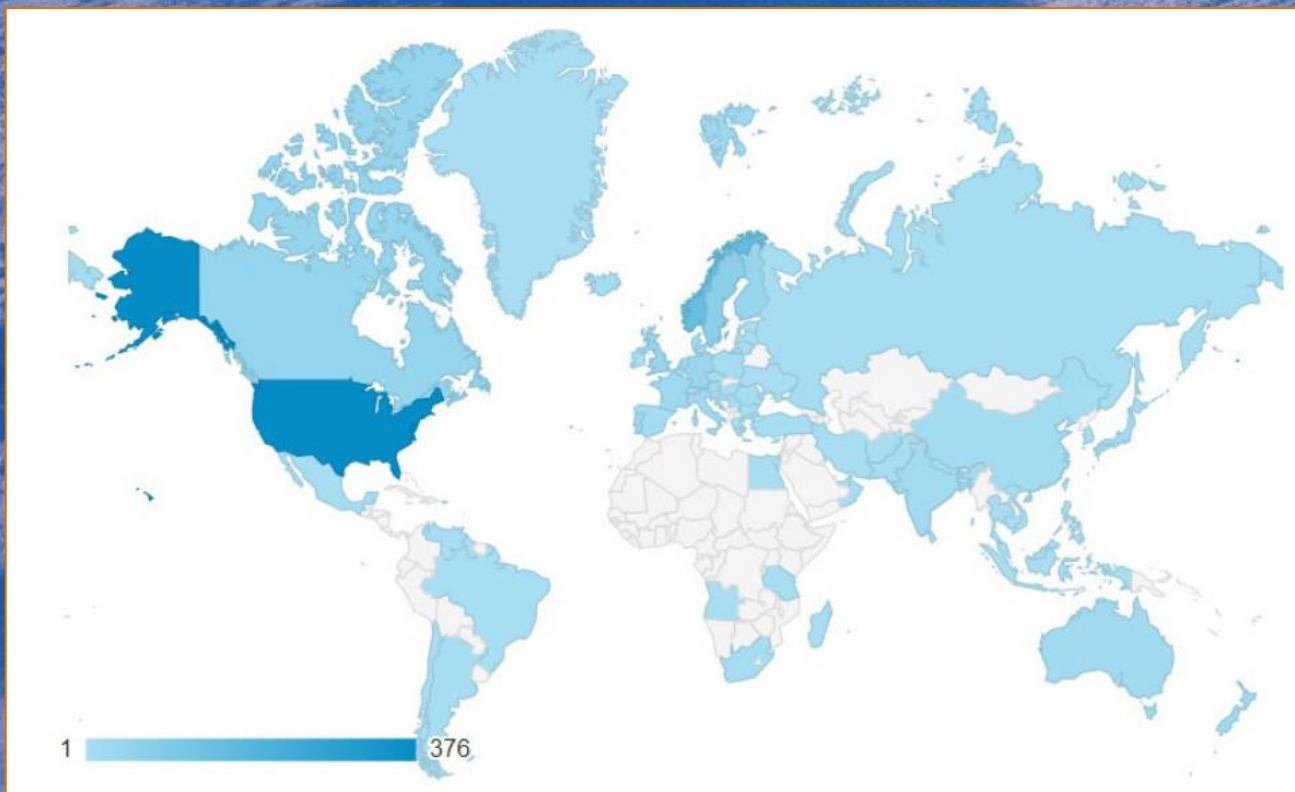


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- Alien species are one of 5 serious threats globally to biodiversity.
 - The Invasive Alien Species (ARIAS) initiative (Arctic Council through CAFF/PAME) is an important work concerning alien species in the Arctic.
 - In the ARIAS Strategy and Action Plan 2017 (CAFF & PAME 2017) one of the priority actions was to create targeted communication and dissemination measures with the aim of raising awareness of alien species.

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- **NINA, together with many partners, launched an information campaign against alien species in the Arctic in 2018. This was a pilot project with Svalbard as a case.**
 - **Funding for the campaign came from the Nordic Council of Ministers (Nordregio), the Governor of Svalbard and the Norwegian Environment Agency.**
 - **The tourism industry, management authorities, airlines and travel agencies actively contributed to the spread of the campaign and were crucial to a successful result.**
 - **The main message is that each individual traveler can take simple measures to protect the vulnerable Arctic environment.**

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- The measures are: BRUSH, HOOVER and WASH clothes, shoes and equipment before departure to the Arctic.
 - The information campaign has been spread globally through a number of channels (for instance internet and social media) and reached hundreds of thousands of travelers and others throughout the Arctic.


- Dissemination of the information campaign on the internet via the project's website <https://www.stoparcticaliens.com/> (as of 10.12.2019)



- The Governor of Svalbard set up an information screen showing the film in loop by the luggage belt at Longyearbyen Airport



- The information campaign has now been extended to north-west Russia, Iceland and Greenland, funded by the Ministry of Climate and Environment in Norway and Nordregio (Nordic Council of Ministers).
- The main product of the information campaign is a 2 minutes animated movie and an accompanying homepage, see www.stoparcticaliens.com.
- The film is available in 2 versions, one with English speech and one with Russian speech. The film is subtitled in 13 languages.



- **Message: Spread the campaign and the film to as many travelers and others as possible!**

- **Home page:**

- **<https://www.stoparcticaliens.com>**

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