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1. Launch of *Plants for Life* campaign, Sarah Kneebone

Botanic Gardens Conservation International (BGCI) launched an innovative series of posters to promote a new web site that provides information to the general public on the use of plants, plant conservation and the role of botanical gardens in plant conservation: www.plantsforlife.net. While the web site is currently only in English, this autumn we will be co-ordinating a French translation.

The posters are designed to be wrapped around man-made objects to make them look like plants. We are hoping that botanical gardens will really get into using the posters to 'plant wrap' and host related events and activities. Every BGCI member garden has been sent 25 posters and a leaflet suggesting ways of using them. If you need or would like posters to use with any of your own programmes, children's clubs, community events, or making your office more colourful, please contact: sarah.kneebone@bgci.org.

2. World Botanic Garden Congress Summary

The most meaningful part of the 2nd World Botanic Garden Congress for me was the fascinating people that I met from botanical gardens, arboreta, public gardens, botanical and educational institutions world wide. It was very inspiring to hear of projects and efforts happening in every "corner" of the world. Education was a key theme and was integrated throughout all components of the Congress. Conclusions from all presentations and the overall congress have been posted on: www.bgci.org.uk/events/congress_conclusions

3. North American Gardens Respond to Global Strategy for Plant Conservation

In addition to the plenary and concurrent sessions, the World Congress also provided the opportunity for regional networks to meet to discuss efforts and targets related to the Global Strategy for Plant Conservation. Several regions already have approved targets and strategies for botanical gardens whereas North American delegates began the process of drafting targets at the congress. A formal draft copy is now ready for review. We are very interested in getting feedback related to the educational elements, please let us know if you can help: lmcivor@rbg.ca

4. Reaching Out for Outreach

One of the best attended education sessions at the World Congress was about outreach programmes. Presenters from five different countries shared ideas and tips for creating effective outreach exhibits and posters about plants. We were reminded to “provoke, relate, and reveal,” to use our imagination and to seize current trends and attractive media stories to promote conservation messages. A good summary of the session was written by Sarah Kneebone from BGCI for “Botanico” the conference’s daily newsletter (Wednesday edition, page 4): www.bgci.org.uk/events/congress_conclusions

5. New educational activities for conservation and biodiversity

Thanks to the creative talents of Catherine Gouillard, Liz Hood and Beth Parks, we have added some new educational activities to our web site: www.bgci.org/canada/edu_act.html Please try them out and send us feedback. We would appreciate suggestions on how to modify, alter or extend these activities for different habitats/gardens, age groups and situations. Any new activities would also be welcome!

6. Get involved with Junior Master Gardeners, *Andrea Foster*

The Junior Master Gardener® (JMG®) Program aims to engage children in novel, "hands-on" group and individual learning experiences that promote a love of gardening, develop an appreciation for the environment, and cultivate the mind. Currently many botanic gardens, arboreta and museums host the JMG Program as effective outreach into schools, youth organisations and communities. The JMG Program teaches youths about the world of gardening and emphasises conservation, recycling and beautification while engaging teachers and students through high interest, hands-on learning experiences. JMG enables youth to explore their world through meaningful horticulture and environmental science activities that encourage leadership development, personal pride, responsibility and community involvement. To find out more about the program, how to get involved or to order program materials, visit: www.jmgkids.com , or call Andrea @ 888-JMG-KIDS

7. Planning the 2004 Canadian Botanical Educators National Meeting

Planning is underway for our exciting, stimulating and fully bilingual meeting for December 1-3 at Montreal Botanical Gardens. This meeting will give us the opportunity to exchange experiences and innovative ideas in order to improve and expand educational efforts towards promoting plant conservation, biodiversity preservation and an ethic of sustainability. Further information about the programme, registration and travel bursaries will be available in September. In the meantime, any suggestions for speakers/presenters or specific subjects are welcome.

I would like to extend an advance thank-you to the planning committee:

Catherine Dumouchel, Canadian Centre for Biodiversity, Canadian Museum of Nature

Daniel Forest, Montreal Botanical Garden

David Galbraith, Canadian Botanical Conservation Network

Andrée Hallé, Montreal Botanical Garden

Maggie Kilian, VanDusen Botanical Garden

Albane LeNay, Montreal Botanical Garden

Anne Madden, Memorial University of Newfoundland Botanical Garden

Barbara McKean, Royal Botanical Gardens

8. Successful MAP funding for 2004/05

Late May 2004, we learned that our application for matching funding from the Museums Assistance Programme of the Department of Canadian Heritage for 2004/05 had been accepted. This grant will permit us to develop opportunities for Canadian botanical gardens and arboreta to expand web-based conservation and biodiversity education, produce a small travelling exhibit and provide travel

bursaries for the botanical educators meeting in December. We would like to extend our thanks to Kate Oxley at Royal Botanical Gardens for her management of this grant.

9. Upcoming educational events (posted in the language(s) in which they are presented)

- **August 19-22/ 19 au 22 août 2004**
Developmental Education for a Sustainable Future
L'éducation développementale pour un avenir durable www.educ.sfu.ca/eecom
Canadian Network for Environmental Education and Communication
Réseau canadien d'éducation et de communication relatives à l'environnement
Simon Fraser University, Burnaby, British.Columbia
- **September 10 – 11, 2004**
Growing Together www.plantations.cornell.edu/education/AABGA_meeting.cfm
Northeast Regional Meeting, American Association of Botanical Gardens and Arboreta
Cornell Plantations, Ithaca, New York:
- **October 3 – 6, 2004**
Reaching New Peaks- Interior West Regional Meeting www.azh.org
American Association of Botanical Gardens and Arboreta & Association of Zoological Horticulture
Denver Zoo/ Hudson Garden, Denver, Colorado
- **October 20-24, 2004**
Tricks and Treats of Interpretation www.interpcan.ca
Interpretation Canada National Conference
Lethbridge Alberta:
- **October 21-22, 2004**
Pacific Region Annual Meeting www.huntington.org/aabga
American Association of Botanical Gardens and Arboreta
Huntington Botanical Garden, San Marino, California
- **More botanical & education events/conferences** www.bgci.org/canada/edu_events.html
- **Plant conservation events/ conferences:** www.rbg.ca/cbcn/en/networking/cevents.html

10. We would like to acknowledge and thank the following for their contributions and support:

Translation: Catherine Guillard

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- Botanic Gardens Conservation International, Canadian Botanical Conservation Network, Royal Botanical Gardens and Montreal Botanical Garden

English and French copies of this newsletter are available in pdf format: www.bgci.org/canada

If you would like to subscribe, have any questions or if you would like to contribute a news item, please contact Laurel McIvor, newsletter editor and writer (unless otherwise indicated):
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