



INSTRUCTIONS

World Botanic Gardens Exhibition - 2008 Beijing Olympic Games

‘Homes for plants, Gardens for humans’

July -- September 2008 Beijing, P. R. CHINA

Introduction:

With the concepts of "One World One Dream," and "Green Olympics, High-tech Olympics and People's Olympics," the 2008 Beijing Olympic games promise to be a great gathering. People from all over the globe will enjoy the excellence of the athletes as well as a world united in friendship between people from different countries.

The themes of the Olympics are similar to the goals of the worldwide family of botanic gardens. Plant education, research, and preservation are fundamental to a green world, and serve the interests of the global community. Likewise, the preservation of biodiversity can only happen if the world works together to share a common dream. Therefore, the organizers wish to use this exhibition to demonstrate to the 2008 Olympic Games participants the beauty and value of plant diversity, and the importance of ongoing preservation movements by botanic gardens from every part of this planet.

Organizers:

Botanic Gardens Conservation International (BGCI)
Popular Science Network of Botanic Gardens, Chinese Academy of Sciences (CAS)
Beijing Municipal Science and Technology Committee

Target visitors:

Athletes, international and domestic visitors, and students of all ages. The admission will be free for all visitors.

Time:

Period of Beijing 2008 Olympics (from 8, July to 8, September, 2008)

Location:

The exhibition will be held in the Science and Technology Park of the Olympic Village of the Chinese Academy of Sciences, near the Olympic Village (see Picture 1) in north Beijing. Because of this location's geographic significance, the prominent scientific background of CAS and the exhibition topic, this campaign could be the best carrier to actualize "Green and High-tech Olympics," and will provide a unique dimension to the Olympic Games 2008.

**Objectives of Exhibition:**

- ♦ To enhance the public's awareness of the need to care for plant diversity by presenting the stories of how botanic gardens worldwide make commitments to local biodiversity conservation.
- ♦ To promote botanic gardens by improving the public's understanding of their role in plant and environmental protection.

- ♦ To provide an avenue for world botanic gardens to communicate with each other, and exchange information and experiences thereby increasing cooperation among institutions.

Who can join the exhibition?

We wish to have a broad diversity from the world's botanic garden community. Our goal is to have over 100 botanic gardens representing over 50 different countries. We will try to keep a balance of botanic gardens from each country, but generally, we welcome any botanic garden who wishes to join, and sends material before the deadline.

What will the exhibition look like?

- ♦ The major contents will be presented in individual exhibition panels, with each botanic garden occupying one 90 x 120 cm panel. Other supplemental display forms will also be allowed, such as interactive activities, videos, live rare plant displays, publicity materials of the garden, etc., and we exhibit these as appropriate. All of the contents should be presented in English.
- ♦ Event publicity: the exhibition will be publicized through web site notices, the Olympic events notices, outdoor advertisements, and the like.
- ♦ After the exhibition, all of the presentations will be compiled into a book and a CD, and will be given as a gift to every exhibitor.

How do you participate in this exhibition?

- ♦ To participate, please provide: information about your garden's story, detailing how you strive for plant diversity and environmental protection (in English, 500 words), relevant keywords (in your own language), and 3-5 pictures (image resolution: 300dpi or above. size: 10cm or above, size: 3mb or above). We will edit and print all contents in a cohesive format and exhibit them.
- ♦ If you want to improve your garden's influence and visibility (depending on your preference), please send publicity materials (such as prints, videos, exhibition items for publicity) to the following address:

Ms Xu Xin

Xiangshan Nanxincun 20#, Haidian District, Beijing, 100093

Popular Science Group of Beijing Botanic Garden of Chinese Academy of Science

Telephone: +86 010 62836013

- ♦ Suggestions on exhibition design are welcome. Please contact us

Deadlines for submissions:

- ♦ Confirm intent to join the exhibition: 30th April, 2008
- ♦ Send panel content as requested for the exhibition: 30th May, 2008
- ♦ Send publicity materials for the exhibition: June 20th, 2008

Contact information:

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