



**ILLEGAL
PLANT TRADE
COALITION**
Think Twice, Trade Right



The Illegal Plant Trade Coalition

Think Twice, Trade Right

ACTION PARTNERS

How to:

Branding

Social Media

Find Tools




Where are your tools?

Action Partners

<https://www.bgci.org/our-work/networks/illegal-plant-trade/>

↓
Get Involved/Resources

↓
ACTION PARTNER RESOURCES (PASSWORD PROTECTED) 

↓

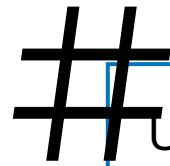


The screenshot shows the website header with the Botanic Gardens Conservation International logo and navigation links: Our Work, Membership, News, Resources, About, Support BGCI, Donate, and a search icon. A 'BECOME A MEMBER' button is also visible. Below the header, the breadcrumb trail reads 'HOME / OUR WORK / TECHNICAL NETWORKS / ILLEGAL PLANT TRADE COALITION'. The main heading is 'Action Partner Resources for the Illegal Plant Trade Coalition'.

Welcome to the Action Partners area

As an Action partner you will have access to Coalition materials (see below to download) this includes Coalition logo, social media graphics, presentation slides, populated posters and leaflets to be printed and share in your gardens. Below is also a guidance document which will provide information on Coalition branding, and considerations for using the Coalition materials such as using #ThinkTwiceTradeRight when posting on social media.

Key Points



Use the Hashtag - #ThinkTwice,TradeRight

Tag BGCi



Botanic Gardens Conservation International



@yourbgci

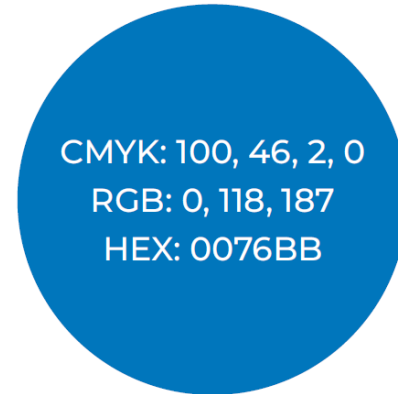


Botanic Gardens Conservation International



Link BGCi Illegal Plant Trade Coalition website -
<https://tr.ee/712mMD>

Coalition Colours



IPTC Blue



IPTC Lime



IPTC Green

Use the Coalition and BGCi logos in posts (if not included in templates)





Logos



Logos are available for use, to be added to:

- Social media graphics
- Presentations
- Tools for use in gardens, workshops etc.
- Curated content related to the illegal plant trade

Logos

IPTC 1 - tagline



IPTC 3 - centred



IPTC 2 - without tagline



IPTC 4 - graphic



We have four logos available

IPTC1 should primarily be used.

It should be first to be used in presentations, graphics and socials before the other logos are used across the rest of the content.

Logos

All logos are available in black and white to be used when a coloured background is being used.





Social Media Assets

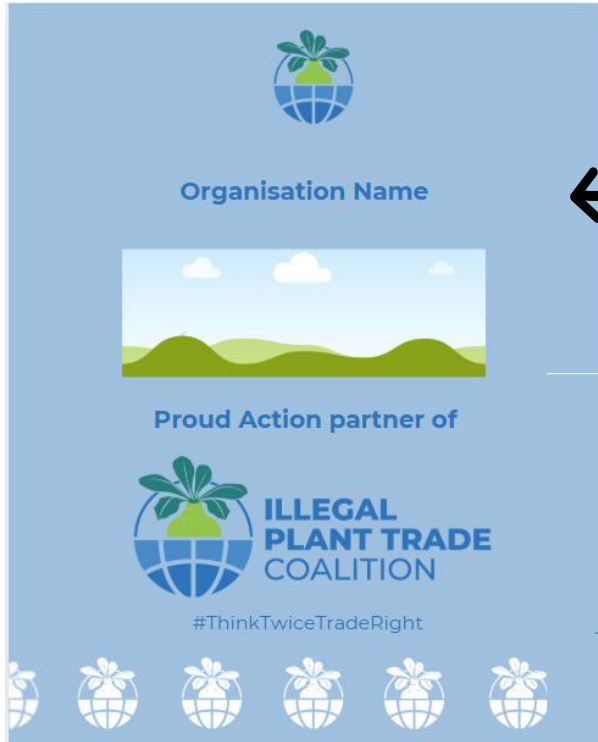


Several social media assets are available

- Prepared posts
- Quote templates
- Infographics

For all social media posts use the [#ThinkTwiceTradeRight](#) for monitoring

1) *Join the Coalition post*



We will add our logo and shared with you

To be shared on your social media with BGCI tagged.



BGCI will share a mirrored post (with your logo) welcoming you to the Coalition

2) *Launch day post*



Launch Day
Image



Launch Day Text

Launched today the Illegal Plant Trade Coalition - ending extinction from plant trafficking. Get involved, sign up to our mailing list, follow us.

We are on a mission to stop plant poaching, by increasing awareness across society by providing tools, tips and tricks to spot illegally harvested plants, develop educational products for garden visitors and training support for garden staff.

All this and more is available in The Illegal Plant Trade Coalition Toolkit!

We are calling on all to #Think Twice, Trade Right

[#ThinkTwice,TradeRight](#)

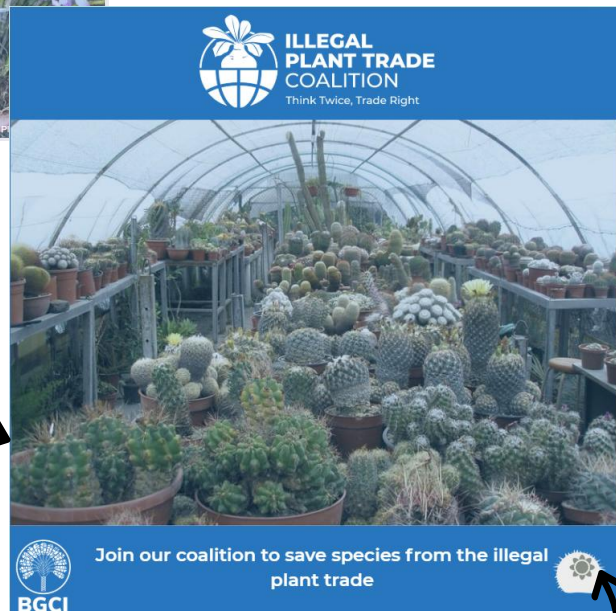
2) Social media templates – tell your story

Four templates are available that your organisational logo can be added to alongside a photo and statement to highlight the actions your organisation is taking to tackle the illegal plant trade.

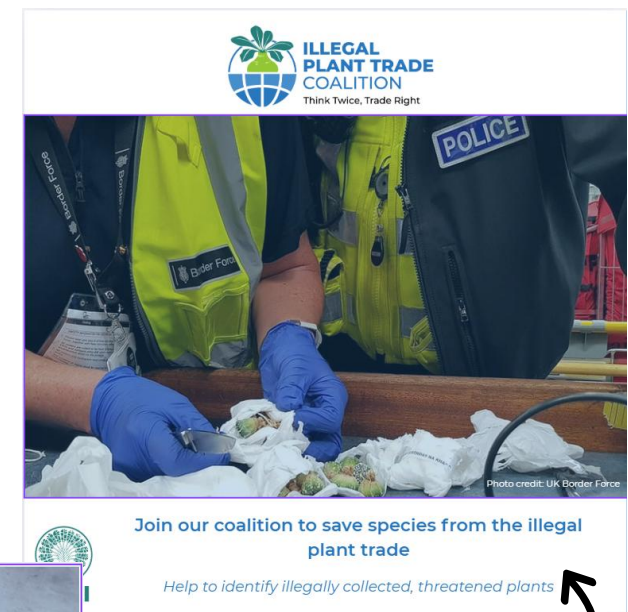
See *BGCI* socials for ideas of what to post.



Add your image here
Or here



Add your logo here

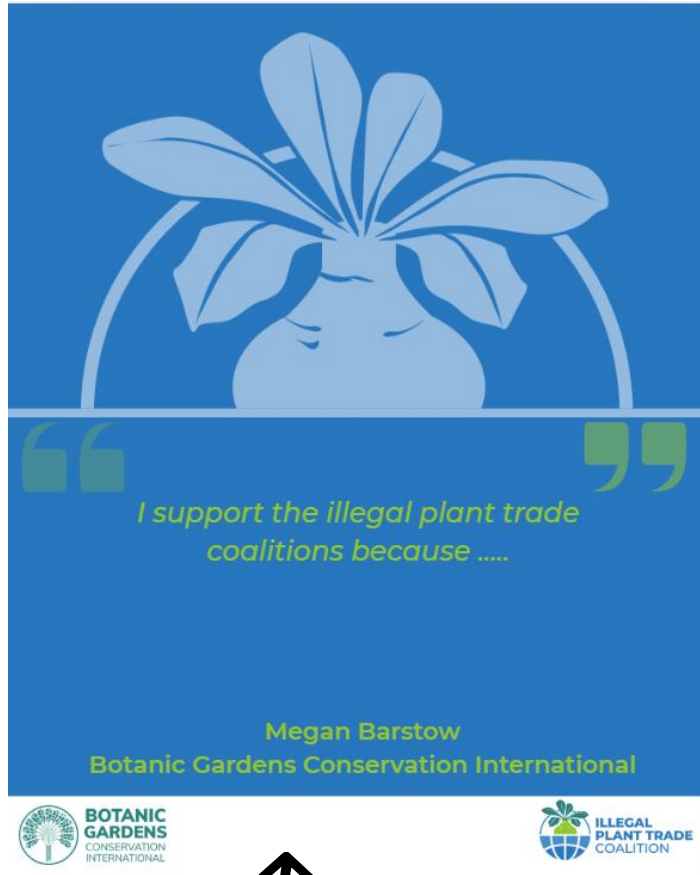


Add your text here

If you need a species story, contact Laxmi and Megan

#ThinkTwice,TradeRight

3) *Quote cards*



This template can be used to add quotes from your organisation, staff and visitors about the illegal plant trade.

Ideas include:

- Why you joined the coalition?
- Why to care about/take action to mitigate the illegal plant trade
- Visitor comments about Coalition materials

OP
Institutional logo
can be added

#ThinkTwice,TradeRight

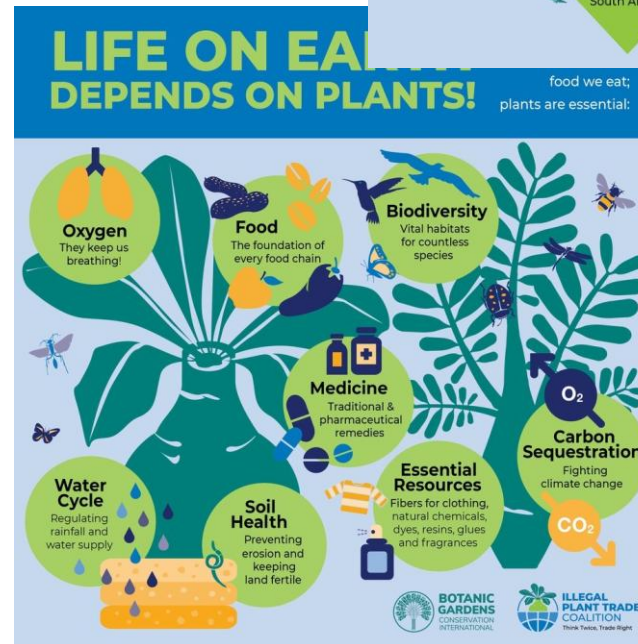
4a) Infographics - prepared

There are several infographics available which are prepared and have associated text, to be used on social media and other Coalition products.

Infographics can be downloaded alongside the content spreadsheet (ADD NAME HERE)

Keystone partners can adapt the associated templates for these infographics

#ThinkTwice,TradeRight





Tool kit items



As an Action partner you will have access to static versions of:

- Leaflets and posters produced by the Coalition
- Presentations to increase knowledge e.g. on threatened species, behaviour change

These can be shared with staff and visitors to increase knowledge and awareness

Preventing plant Trafficking

Illegal wildlife trade is a growing threat to the world's plant diversity.

Illegal Plant Trade Coalition established by BCCI and partners is leading a behaviour change programme to prevent plant trafficking.

We aim to raise awareness and provide resources for gardens, their visitors, consumers, law enforcement and policy makers towards stopping the illegal trade in wild plant species

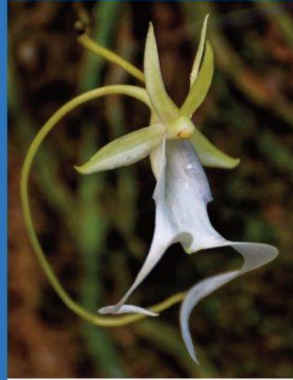
Illegal Plant Trade Coalition

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United Kingdom

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Email: info@bgci.org



Preventing Plant Trafficking



Proud Partners



Preventing Plant Trafficking

Life on Earth Depends on Plants

From the air we breathe to the food we eat; plants are essential.



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Proud Partners



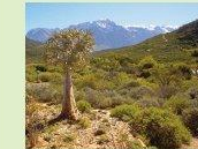
Illegal Plant Trade Coalition (IPTC)

Illegal wildlife trade is a growing threat to the world's plant diversity.

IPTC established by BCCI and partners is leading a behaviour change programme to prevent plant trafficking.

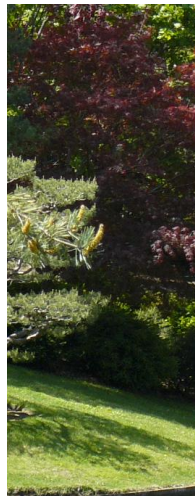
We aim to raise awareness and provide resources for gardens, their visitors, consumers, law enforcement and policy makers towards stopping the illegal trade in wild plant species.

Let's prevent illegal trafficking and keep biodiversity thriving!



Populated Posters

Information leaflets



6. The Convention on International Trade in Endangered Species



6. The Convention on International Trade in Endangered Species- Introduction

6.1 CITES (20 mins)

Completion

Training modules



Thank you

Please send questions to
policy@bgci.org



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