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## About this presentation

This presentation should be used to market the Coalition and provide a high-level overview of our work and mission. It can also be used to share progress updates. It covers:

- Who, why and how to get involved
- What we offer and ways of working

## Other presentations

1. How to use the Illegal Plant Trade Coalition toolkit
2. Illegal Plant Trade Coalition partnership structure
3. What is a threatened species?



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



# The Illegal Plant Trade Coalition

*Think Twice, Trade Right*

Organisation

Date

Name



# What is the Illegal Plant Trade Coalition?

*It is a global alliance of botanic gardens and other partners for combined action to address, understand and mitigate the illegal plant trade.*

We aspire to:

- Stop species extinction from illegal wildlife trade,
- Protect threatened plant species
- Support behaviour change interventions
- Promote sustainable alternatives
- Reduce plant poaching and habitat destruction



The Coalition encourages everyone in the chain of sale from harvesting to end consumer of plants to *Think Twice, Trade Right.*

# What are the aims of the Coalition?

- Work with botanic gardens to develop training resources and visitor engagement tools to increase awareness and build knowledge in both staff and visitors.
- Educate consumers on plant origins and responsible purchasing.
- Improve industry collaboration and knowledge.
- Address challenges in managing and caring for confiscated plants.
- Supporting enforcement efforts in mitigating the illegal plant trade.
- Protect Indigenous cultures and support communities impacted by illegal plant trade.
- Facilitate guidance and collaboration across industries and stakeholders.



# Who is part of the Coalition?

We are coordinated by a Steering Committee of nine organisations, including Botanic Gardens, Zoos, Conservation groups and the IUCN.

The Coalition is more than its Steering Committee, with lots of opportunities to get involved depending on your individual or organisation's interests.

You can join the Coalition as a

- Keystone Partner (financial contribution or unique expertise, full access to tools with abilities to edit & add their logos to IPTC for marketing)
- Action Partner (BGCI members, access to tool kit but can't edit, access to IPTC logos to add to their content)
- Outreach Partner (non-members, limited access to toolkit, no editing power)



**ILLEGAL PLANT  
TRADE COALITION**



**BOTANIC  
GARDENS**  
CONSERVATION  
INTERNATIONAL

**THE HUNTINGTON**



UNITED STATES  
BOTANIC GARDEN



**toronto  
ZOO**



LONGWOOD  
GARDENS



# Why is the Coalition needed?

## Economic value



Global Exports of flora are valued at 5x more than global exports of Flora.

## Species loss



Several species are extinct in the wild due to poaching, and many more are at risk of extinction.

## Lack of awareness



Many consumers are unaware their purchases could impact species in the wild.

## Scale of illegal trade



Wildlife trade is the third largest illegal trade market in the world after narcotics and illegal arms trade.

## Biodiversity impact



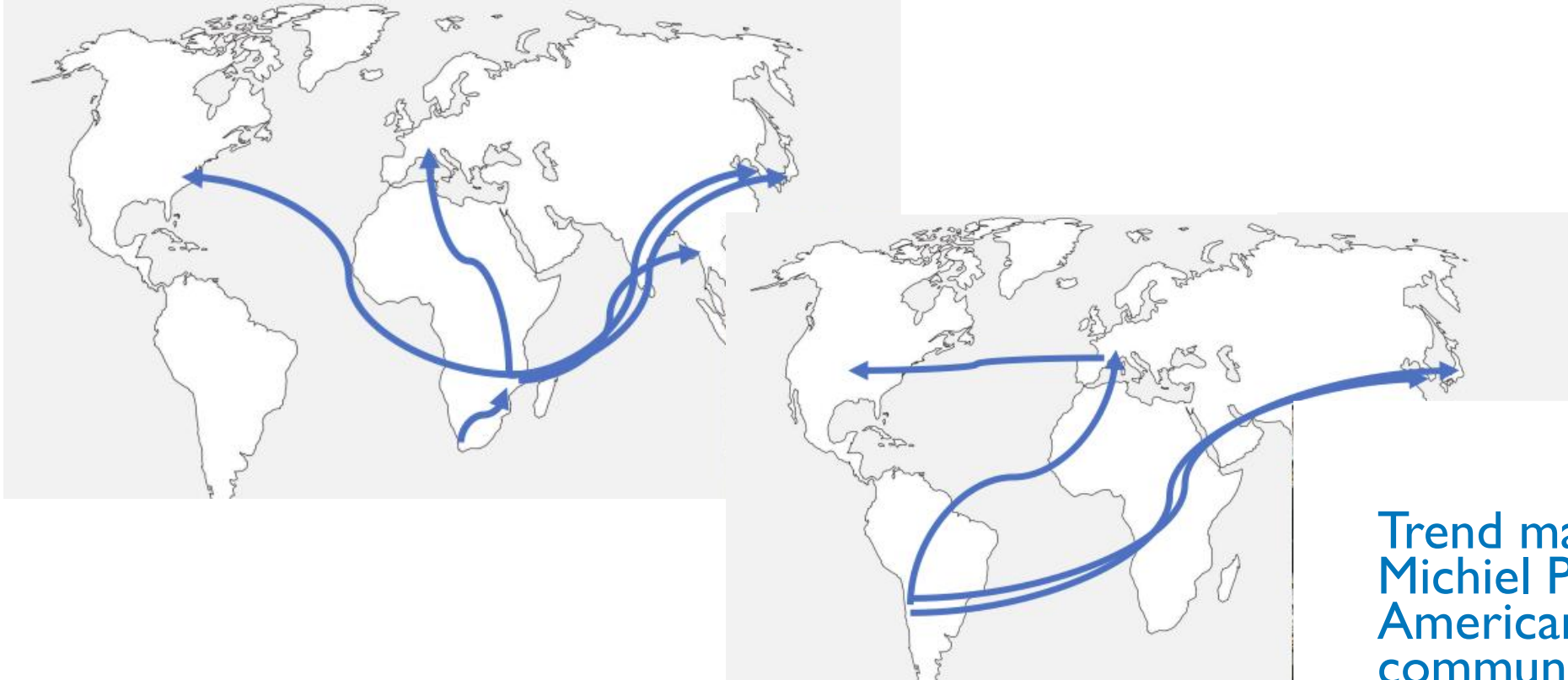
Poaching damages the local environment & causes ecosystem disruption.

## Shopping habits



Online shopping provides anonymity for traders & buyers. Illegal traders face low risk of being caught or severely penalised.

# The illegal plants trade is a global issue



Trend maps courtesy of  
Michiel Pillet and the  
American horticultural  
community

# Developing the Coalition

2023

- Founding of the Coalition and call to action from the International Advisory Committee of Botanic Gardens.

2024

- Assessment, problem and situation analysis and audience identification.
- Baseline survey, data analysis, production of technical review and provision of case studies.
- Defining communication objectives and Coalition needs.

2025

- Product design, planning and strategising.
- Launch of communication products, learning resources, templates and case studies.

2026

- Monitoring and evaluation of content and deployment.
- Continuing roll out of products.



# Why should gardens care?

- Many of the plants that are victims of illegal plant trade are garden favourites such as Orchids, Cacti, Succulents and Cycads.
- They can be at risk of plant theft from collections, for highly desirable, rare and expensive plants.
- Opportunity to prevent plant extinctions by providing care and refuge to threatened species
- Propagation and plant sales can deter poaching from the wild.
- An engaged audience who care about conservation and protection of plants and want be educated about risks and consuming behaviours.
- Skills and expertise to support and improve enforcement agencies and horticultural industries in combating illegal trade.



# How is the Coalition tackling the illegal plant trade?

The Coalition will deliver impact through providing a suite of tailored and bespoke tools for use by Coalition members, to use in response to four key gaps (below).

- Educating consumers online and in gardens about the impact of buying wild collected plants and promoting ethical sourcing.

Public awareness  
communication



- Tools and resources for stakeholders who are caring for plants impacted by poaching in the wild, and in areas of conservation.

Capacity  
Building



- Gather information on focal species in the wild, their *in situ* & *ex situ* conservation needs, and identifying market demand.

Research & Data  
Collection



- Dialogues with regulatory bodies, include plant trade in more policy conversations.

Policy &  
Advocacy



# Public awareness and communication

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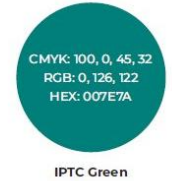


**ILLEGAL PLANT TRADE COALITION**  
Think Twice, Trade Right

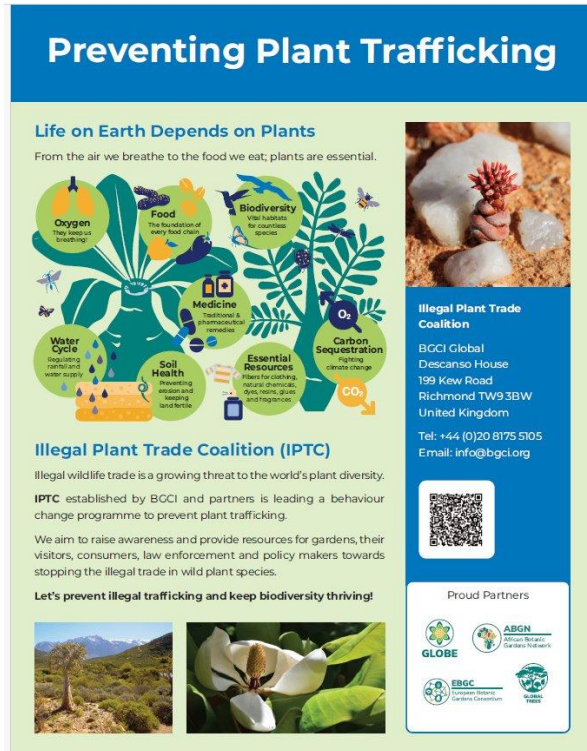
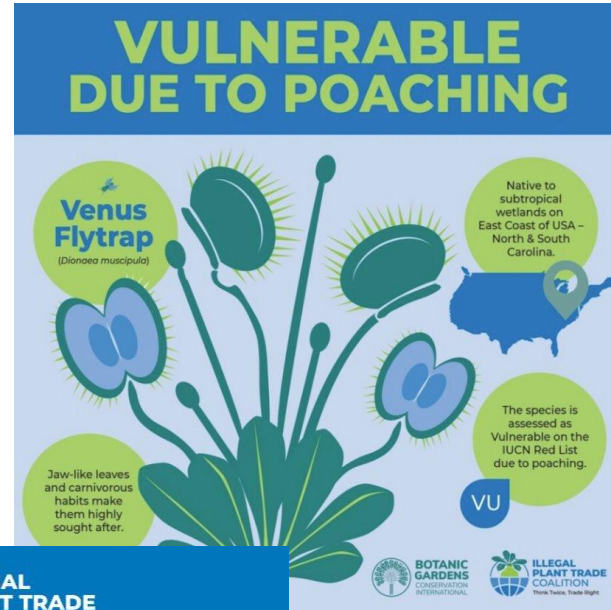
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Montserrat Medium

Branding info.

COLOUR



Social media templates & infographics



IPTC marketing

Guidelines on using the Coalition's tools.



Posters

# Capacity building



Training modules

**Preventing plant Trafficking**

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

**Illegal Plant Trade Coalition** established by BGCi 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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## Preventing Plant Trafficking



**How to Ensure Ethical Sourcing**

- **Buy from Reputable Nurseries** – Choose businesses that specialize in legally propagated plants and can verify their sources.
- **Look for Certifications** – Some plants have ethical trade certifications, such as FairWild or CITES permits, ensuring they weren't illegally taken from the wild.
- **Ask Questions** – Responsible sellers should be able to tell you whether a plant was nursery-propagated, seed-grown, or ethically sourced.
- **Support Conservation Efforts** – Consider purchasing from botanical gardens or organizations that focus on conservation and propagation of rare species.

By staying informed and asking the right questions, we can help combat plant poaching and protect biodiversity!



**How to Make Sure Your Plant Was Sustainably Sourced**

Many rare and threatened plants can be legally and responsibly grown in nurseries. But how can you tell if your plant was ethically cultivated or illegally taken from the wild?

- 1. Look at the Plant's Condition**  
Nursery-grown plants are clean, healthy, and uniform in size. Wild harvested plants often show telltale signs of their natural habitat:
  - Irregular shape
  - Scars or weathered bark
  - Unusual size or maturity
  - Tightly packed growth & dense spines
  - Damaged or deep roots
- 2. Is the Plant Protected?**  
Some plants are legally protected, meaning they can't be traded or collected without special permits.
  - Search for the plant's scientific name on the Species+ website to see if it is listed under CITES (Convention on International Trade in Endangered Species).
  - Some plants are also protected under national laws, so check both your country's regulations and those of the plant's native habitat.
- 3. Is the Plant at Risk from Poaching?**  
To see if a plant species is threatened, check its conservation status on the IUCN Red List.
  - A plant labelled Endangered or Vulnerable is at high risk of extinction.

**4. Does the Seller Provide Important Background Information?**  
Reputable sellers often include essential details about the plant's origin, including:
 

- The person who introduced the plant into cultivation.
- Its geographic origin in the wild.
- Notes on its natural habitat and growing conditions.
- The source of the parent plants (whether from cultivated stock or legally sourced material).

**5. Are There Ethical Concerns?**  
Illegal plant poaching often involves criminal syndicates that exploit local communities for harvesting. To support ethical trade:
 

- Buy from trusted nurseries that are transparent about sourcing.
- Look for ethical certifications like:
  - FairWild
  - Fairtrade Flowers & Plants
  - Wildlife Friendly Enterprise Network

**6. Buying Plants from Overseas?**  
International plant shipments must follow strict regulations to prevent disease spread and illegal trade.  
A responsible seller will provide:
 


- Phytosanitary health certificates (for disease control)
- CITES permits (if the species is protected)

**Red Flags to Watch For:**


- No Clear Provenance
- Unusual or Exotic Species for Sale
- No Permits or Documentation
- Damaged or Unusual Condition
- Untrustworthy Sellers

Information leaflets




Home
English (en) > Log in

## Botanic Gardens Conservation International



**Welcome to BGCi's Online Training Platform**

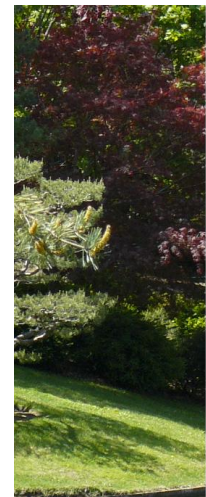
Here you will find a range of training modules specifically designed for botanic garden professionals. Browse our list of modules below to find the module that is right for you.

6 **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 >



# Research & data collection

## 2024 Technical Review: The importance of botanic gardens in tackling the illegal plant trade

- A survey of 905 BGCI members to measure their involvement in tackling the illegal plant trade.
- Identify 16 case studies highlighting activities ongoing at botanical institutions.
- Identify challenges and recommendations for future work and collaboration.

<https://www.bgci.org/resources/bgci-tools-and-resources/bgci-technical-reviews/>



# Policy & Advocacy

Part of



~~END~~

**WILDLIFE**

~~CRIME~~

Succulent  
Plant  
ILLEGAL TRADE TASK FORCE

# Get involved

## Who?

All impacted or interested in the illegal trade of plants

- Botanic gardens – senior teams, education teams, horticulture staff, communications
- Plant societies and plant enthusiasts
- Conservation organisations
- Community groups and stakeholders

## What?

By joining the Coalition, you will be part of an evergreen movement and:

- **Access** to tools
- **Opportunities** to collaborate
- Help **develop** the Coalition
- **Share** expertise
- **Gain** knowledge

# Get involved

How?

Use the *get involved* link on our website



Show your interest and be added to our mailing list and then decide how you would like to be involved

Follow us on Social Media  
Using #ThinkTwiceTrade Right



Botanic Gardens Conservation International



@yourBGCI



BotanicGardenConservationInternational

#ThinkTwiceTradeRight

See what we are posting, repost us and engage!

# A Coalition and a Call to Action

1. Plant biodiversity is essential to all life on earth, join us towards *prevention of wild plant extinction and sustainable wild populations.*
2. *Think Twice, Trade Right* use the Coalition for support and tools to ensure that plants are legally and sustainably attained.
3. Share our message and share your expertise to support legal plant trade and raise awareness



Thank you

Please send questions to  
[policy@bgci.org](mailto:policy@bgci.org)

