

W-2 Behaviour change to tackle illegal plant trade

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Duration: 60 minutes

Target audience: Botanic gardens staff both growing and selling plant species, plant societies and industry, to understand behaviours and audiences.

Objectives: The workshop will be run in a participatory format to get stakeholder engagement in the campaign design and strengthen the overall outcomes. As the campaign is expected to be launched in 2025, the timing of this workshop is very strategic and is anticipated to add great value to the initiative.

Abstract: This workshop will share the outcomes of several surveys and the progress made by the IUCN Succulent Plant Illegal Trade Task Force in creating a new global partnership and behaviour change campaign that aims to:

- Change the cultural perception that plants are readily available, grown in nurseries and do not come from the wild.
- Provide consumers with the knowledge and tools needed to make responsible purchases.
- Safeguard indigenous cultures and the heritage of local communities by encouraging the sustainable trade of cultivated and wild plant species.
- Facilitate communication between experts and provide facilities for networking and development of global and local solutions to the illegal trade in plants.
- Provide support and guidance for enforcement agencies tackling illegal plant trade.
- Change the attitudes and online purchasing behaviour of gardeners and plant-lovers globally, thus reducing demand for unsustainable, illegally sourced plants.
- Amplify botanic garden efforts to support law enforcement, reduce demand for wild plants, and restore decimated plant populations.
- Engage the public education and communication resources of BGCI's global botanic garden network to reach at least 100 million people on five continents with information on how to identify illegal plants.