



## *Wake Up Call 2008* *Saving Europe's wild plants*



*How will it work?*

### Background

In today's conservation arena, plants have less support from politicians and the public than other threatened groups, such as panda bears, whales, or birds. The public is, however, very concerned about wild plants disappearing from the countryside around them.

The Wake Up Call 2008 is a communication tool to promote the need for a better protection of Europe's wild plants to key decision makers and European citizens, through national and local activities and across all media. This will mobilise people to get more active to save Europe's wild plants.

The key messages that will be communicated:

- Many wild plants in Europe are declining rapidly.
- The European public is concerned about the destruction of its floral heritage.
- European and national decision makers must act now to halt this trend.
- A clear, measurable and accessible roadmap towards a better protection for Europe's flora does exist.
- Planta Europa is coordinating its implementation and supporting governments in taking necessary steps.
- Everybody and anybody can do something to conserve wild plants.

Planta Europa's key value is that it is an interactive Network where all partners are working jointly across Europe for an agreed goal. A high level of participation and response from the Network's members will decide on the success of the Wake Up Call. Ideally, there will be something happening in each and every Planta Europa country (currently 38).

This does mean that every Planta Europa member needs to become active and carry out some awareness raising or education activity that can be linked back to the Wake Up Call. This does, however, not have to involve any financial commitment from the Planta Europa member organizations. A little time and effort from the member organization to assist with media contact, translations or carrying out a very small scale project could potentially have a snowball effect and stimulate many more activities based on its success, in particular when the media picks up on it.

Planta Europa members that feel confident to do more, either because they are active in the communications field anyway or because their organisation would like to enhance its profile, are invited to become a national focal point for the Wake Up Call and liaise closely with the Planta Europa secretariat to facilitate activities and media response in their country.

### Current Participants

The following organisations have generously put their names forward to act as national focal points for their country so far:

1. NGO Nature Rights Protection > Anna Asatryan > Armenia
2. University of Natural Resources and Applied Life Sciences Vienna > Prof. Karl-Georg Bernhardt > Austria
3. Latvian Fund for Nature > Liene Salmina > Latvia
4. Botanical Garden, University of Valencia > Dr Antoni Aguilera > Spain
5. DHKD (Dođal Hayatý Koruma Derneđi) > Sema Atay > Turkey
6. Dipartimento di Scienze Botaniche (Università di Catania ) > Prof. Cristina Salmeri and Prof. Pietro Pavone > Italy
7. Orthodox Academy of Crete (Institute of Theology and Ecology) > Dr. Lucas Andrianos > Greece
8. Musée national d'histoire naturelle > Thierry He,minger > Luxembourg
9. NABU Germany > Thomas Hövelmann > Germany
10. O.V. Fomin Botanical Garden of National Taras Schevchenko University of Kyiv > Mykyta Peregrym > Ukraine
11. La Garance Voyageuse > Mr. Marc Vodovar > France
12. Agentura ochrany přírody a krajiny České republiky > Ing. Martina Fialová > Czech Republic

If your organisation could act as a focal point for the campaign, please get in touch with the Planta Europa secretariat ([plantaeuropa@plantlife.org.uk](mailto:plantaeuropa@plantlife.org.uk))

This document outlines roles and responsibilities within the Wake Up Call. The vast area of implementation (pan Europe) is a challenge and an opportunity. This concept will only work if all Planta Europa members are prepared to work hand-in-hand, in particular in fundraising for the campaign and its implementation through national and local activities. The campaign will only be successful if Planta Europa members and secretariat push it forward in a joint effort.

“Working in partnership” will be the overarching theme at the upcoming Planta Europa Conference in September 2007. The ambitious Wake Up Call project will demonstrate how serious Planta Europa members are in that they wish to work together more closely for a better integration of plant conservation Europe wide.

The ability of the Wake Up Call to stimulate activities at a national and local level will determine how successful the campaign is. *Planta Europa therefore calls all Planta Europa members to get involved* either as a lead organisation for a country, or as a partner.

### How will the campaign work?

In countries with a voluntary national focal point from across the Planta Europa membership, the process will be as follows:

- 1) Voting for country / regional flower:
  - a. The focal point decides on scope of voting (national or regional) and compiles a shortlist of 5-6 plants once common and now threatened / declining / representing a certain habitat or threat. Pictures of all these plants should be provided for the website.
  - b. The secretariat provides templates for the website texts and asks the national focal point to translate those into the national language. The secretariat will programme the voting pages for all countries on the Planta Europa website. The secretariat will provide templates for press releases.
  - c. The national focal point informs all key partners about the campaign and compiles lists with national and local media contacts.
  - d. When the voting pages are being launched (spring 2008), the national focal point sends press releases to national and local media and promotes the voting through its own existing networks and the networks of its partners.

## 2) National and local activities

- a. The focal point decides whether it has the capacity to carry out national or local awareness raising activities, and identifies existing projects that might be put under the framework of the Wake Up call
- b. The national focal point liaises with other Planta Europa members and potential partners to ensure that they are aware of the possibility of developing new projects linked to the Wake Up Call, or putting existing projects under its banner.
- c. The national focal point shares activities to the Planta Europa secretariat, who promotes them through website and European media. All activities encourage participants to take part in the online voting.
- d. All activities to be carried out in January – August 2008

In countries without a voluntary national focal point from across the Planta Europa membership, the process will be as follows:

### 1) Voting for country / regional flower:

- a. The secretariat will ask one national Planta Europa member to provide the shortlist and translations. Voluntary offers to assist are more than welcome.
- b. The secretariat will provide the voting website.
- c. Promotion of the voting needs to happen by national members.

### 2) National and local activities

- a. Every national member is invited to carry out small-scale awareness raising activities under the auspices of the Wake Up Call. Support material such as fundraising templates and promotion material will be available from the secretariat.
- b. Communication will be carried out directly between the national/local partner and Planta Europa.

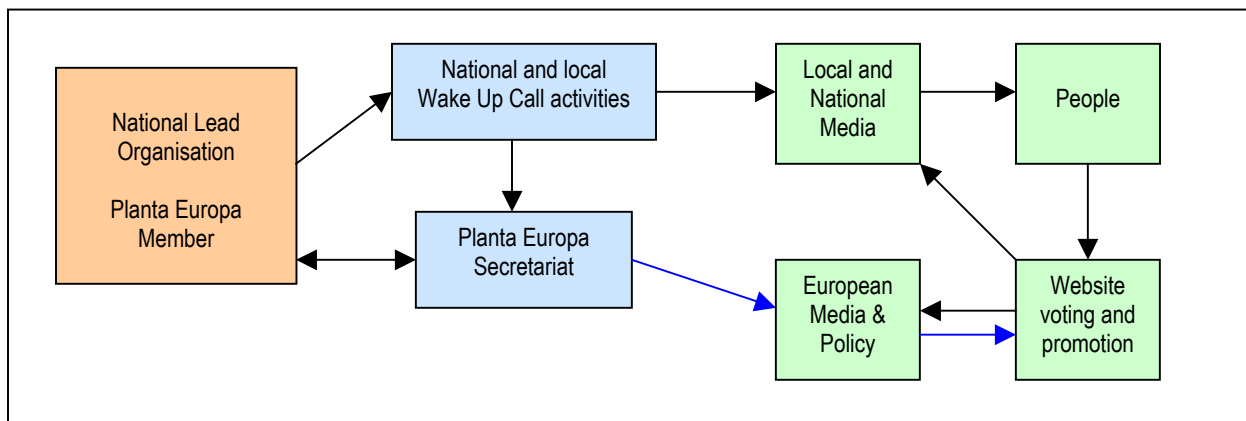
Please note: At the current state there are no extra funds available to support projects financially. However, Planta Europa will help promoting ongoing or new activities in European media and on its website.

### Roles and Responsibilities

Ideas for different roles that partners, depending on their organisations capacity, can play can be found below. If you feel you would like to get involved and become active in the framework of this initiative, or you know colleagues who might, please get in touch with [plantaeuropa@plantlife.org.uk](mailto:plantaeuropa@plantlife.org.uk).

#### 1) The Planta Europa secretariat will be

- Liaising with national coordinators and other partners, overall coordination
- Establishing voting websites
- Preparing press releases - English
- Promoting the campaign on European and international scale (e.g. at conferences, publications)
- Lead on collecting and promoting local implementation stories and examples for successful plant conservation projects on national and local scale (best practice)



### *II) National Wake Up Call focal points*

Being a national focal point is a voluntary commitment. The time and effort that national focal points are able to put into this will vary from country to country, dependent on the person who is volunteering to lead the implementation of the campaign in each participating country. The secretariat will do its utmost to assist national focal points where possible within its limited human resources.

*Ideally*, national focal points would, in cooperation with national and local colleagues and partners, initiate and oversee the following in their country (the secretariat is aware that, dependent on resources available and special interest of the focal point, parts of those activities might be impossible to implement):

#### a) Voting:

- a. Shortlist 5-6 plants to represent their country/region. These might be chosen to represent a certain threat, a cultural value, being popular and declining, a certain landscape. The decision is up to the national lead, in consultation with colleagues and other Planta Europa member organisations.
  - b. Provide pictures and a short text per plant to the secretariat for establishing the voting website
  - c. Arrange translation of the website prepared by the secretariat into the national language
  - d. Promote the voting in national media by translating, drafting and distributing press releases, and push national and local media to cover the voting. Distribute information about the project in their own networks.
- b) Act as a primary contact point for enquiries from this country
  - c) Feed local projects, success stories, and particular threat case examples to the secretariat.
  - d) Distribute information on activities and progress of the Wake Up Call to all national partners and plant conservationists.

Additional activities (depending on specific interest and capacity):

- e) Analyse what planned and ongoing local projects might fit under the framework of promoting plant conservation nationally and locally
- f) Encourage partners to run their suitable activities under the Wake Up Call framework / branding
- g) Develop and initiate new local initiatives.
- h) Report back on local efforts to secretariat
- i) Fundraise for national implementation of the Wake Up Call and extra activities to be carried out (in partnership with the secretariat)

Whilst steps a-d) are essential parts of the project, e-i) are dependent on additional funding and the time and financial resources available at the lead. a-d) can be carried out with a different intensity in different places, according to the structures already in place and resources available.

A step-by-step guide for national focal points on how to implement the Wake Up Call is being made available by the secretariat (see annex II). A mandate letter confirming that a certain organisation is part of this important pan-European campaign will be made available by the secretariat for all national focal points. This will show that this is a serious campaign throughout Europe deserving priority, which should be supported by all key national players.

### *III) Involvement of all **other** Planta Europa members*

As outlined above, a voluntary commitment of all Planta Europa members and friends will be needed to have joint impact across Europe.

- a) Localise press releases, e.g. make them relevant for a certain region and area.
- b) Distribute press releases to their networks and working with press and media contacts.
- c) Provide information on public awareness raising and education projects related to plant conservation to the secretariat
- d) Answer questions that might come in from their country about the initiative and plant conservation in general.
- e) Initiate and carry out small-scale awareness raising projects in their area. Where a national lead organization for the Wake Up Call is in place, Planta Europa members should get approval of the use of the brand for their project from the national lead. Where no national focal point can be found, national partners should speak directly to the Planta Europa secretariat. Projects can be as small as involving only one school or town or reserve, one event such as a festival or show, and as big as a nationwide activity.

f) Research institutes could compile easy statistics and new information and send them to the PE secretariat. These stories can be used for presswork and public relations. The campaign is about promoting our efforts together, and to popularize and publicize them.

#### *IV) How can organizations outside the Planta Europa Network get involved?*

- a) All interested parties are invited to carry out local awareness raising activities throughout the year 2007. This could be on a very small scale (e.g. one school involved in a local project) or a regional/national scale. Linking these activities to the Wake Up Call will enhance their impact; people will see that they are part of a bigger initiative. All organisations interested in this are asked to present their idea to the Planta Europa secretariat at the earliest possible stage.
- b) These activities do not necessarily have to be new activities, but existing schemes and ideas can be put under this framework
- c) This might also enhance attractiveness of local projects to funders by linking them to a bigger picture.

#### Call for action & synergies

##### **1. Speak to the media**

The ability of the campaign to have an impact will be reliant on strong media contact. The advantage of Planta Europa is that national organisations often have a good relationship with national and local media already, and these established routes can be used for the campaign. Where such relationships with the media do not yet exist, lists of national and local media contacts must be established first.

Standard press releases can be provided by the secretariat, but must be translated into the national language and a local/national connection must be added. This will draw the attention of the media to the campaign. Examples from the UK can be used to demonstrate possible features.

##### **2. Send information on events, conferences, education activities, publications and so on to the secretariat**

All members to send info to the secretariat on new and ongoing events and initiatives in their country regularly. This is to be published on the Wake Up Call website and in the Planta Europa newsletter.

##### **3. Work with your own networks to promote plant conservation and the Wake Up Call campaign**

In order to “make things happen” and collect ongoing awareness raising projects, all Planta Europa members should get in touch with their botanical networks to discuss what is already happening, and what needs to be done to raise the profile of plants in the countryside in a particular region. It’s about publicity and profile not only for Planta Europa, but in particular of national and local partners.

##### **4. Host a local event**

Many Planta Europa members are already involved in education and awareness raising for plant diversity, whilst others would like to become more active in this field. The Wake Up Call campaign is the ideal framework within which to carry out education activities. By linking to the Wake Up Call, even small scale projects with one or few schools or local activities can demonstrate how they feed into a bigger objective.

*How to link events to the initiative:* Inform the Planta Europa secretariat by email about your activity (few sentences summary and a picture if available). The event will be posted on the Planta Europa website and the secretariat will inform other Planta Europa members in the region / country. After the activity has been carried out, a small report will go on the Planta Europa website and the activity will be added to a “best practice example” database that can be used by professionals from across Europe when planning similar activities.

Media work will be an integral part of any Wake Up Call activity, and the secretariat will be happy to assist within the constraints of its own resources. The same is valid for assistance with local / national fundraising activities and providing background material for such activities.

## 5. Fundraise nationally / locally

*Non-governmental members:* When going through your normal process of reviewing upcoming funding options, keep the Wake Up Call in mind. It can be used to get additional money into the education and public awareness raising activities of your organisation. The secretariat will be happy to help with background material and information for national / local funding proposals, examples of letters and templates for project proposals.

*Governmental members:* If in your budgets there might be scope for funding awareness raising activities in your country or other European partner countries, please inform the secretariat who will be happy to put together a short proposal fitting for this option. The secretariat is aware that governmental members are already central in supporting the network, but this campaign might be an ideal way of tapping into additional funding lines.

## 6. Coordinate national implementation

To carry out this campaign, the secretariat will depend on volunteers from the Planta Europa Network to coordinate and initiate activities on a national scale (national focal points). This does NOT mean that these coordinators are in charge of everything, or that other national partners / interested organisations cannot get involved. On the contrary, national focal points will help integrating as many people as possible into the campaign. Coordinators will be in close exchange with the national press on the campaign and by this raise the profile of the host organisation. They will be crucial in promoting the online voting through different channels. Beyond this, focal points are invited to develop local projects and suggest national implementations as well as fundraise for national events using the Wake Up Call brand.

### Annexes:

- I) Timeline
- II) Step-by-step guide for national focal points
- III) Example for letter of support for national focal point
- IV) Press letter – example
- V) Press articles - examples 1-3