

Annex II)

Step by step guide for national focal points

Thank you for volunteering as a national focal point for the Wake Up Call campaign carried out by the Planta Europa Network in 2008!

The campaign will have *two key components*:

- 1) Voting for your national (or a sub-national) flower under threat.
- 2) Carrying out lots of small-scale local education and awareness raising activities that will be promoted jointly through the Planta Europa Network.



Step 1:

Decide on the scope for voting (national or regional, i.e. federal level) suitable for your country. Decide on 5-6 plants and fungi under threat, i.e. representing a particular threat, once common and now declining, or representing a certain landscape. You might want to involve colleagues from other organisations in this process. The secretariat is happy to provide you with contact details for other Planta Europa members in your country where needed (www.plantaeuropa.org.uk). Give the list including photos to the secretariat, with a few sentences per plant about what is special about it and what is the threat / conservation concern.

Step 2:

The secretariat will next ask the focal point to translate the voting website into the national language.

Step 3:

The voting websites will be launched. The focal point is promoting the opportunity to vote to national and local media. Templates for press releases can be provided by the secretariat, as well as examples for press stories. The focal point will need to research the appropriate contact people (environmental correspondents) and send it out. This will provide the opportunity to promote at the same time the activities and relevance of the national member organisation.

Step 4:

During the voting period, regular updates and stories need to be sent to press and media contacts, i.e. the environmental correspondents at the national and local media. National focal point and secretariat will work hand in hand on this.

Step 5:

National and/or local small-scale awareness raising events are being planned and carried out, such as children's arts competitions at schools, a plant activity day at a local reserve, an exhibition at a botanic garden on local plants, a cultural plants-related event, a charity gala dinner with local celebrities, a film festival, or similar. The scope of this is dependent on the capacity of the focal point.

Please consider the following:

- a) Existing projects and ongoing activities might be put under the Wake Up Call branding and promoted as part of this bigger initiative
- b) All organisations in your country are invited to carry out these projects. If you don't have the resources to initiate them, you might be able to promote this opportunity with colleagues in your country.
- c) Research existing initiatives for plant education and promote putting them under the Wake Up Call branding might be an effective way of delivering activities
- d) Every little helps. A project in one school with nice photos might be a great story to promote to local media.

Step 6:

It is very important that all activities are being communicated back to the secretariat, who will promote the initiative on European scale, in European media and on its website. Regular updates from the national focal point to the secretariat would be great.

Step 7:

The results and related press release, provided by the secretariat, need to be translated, related to national activities and the national situation of wild plants by the focal point. The press release will then be send to national/local media by the national focal point.

Ongoing:

- 1) The Wake Up Call is a great chance for different organisations from all sectors involved in plant conservation to work together on a national scale. Joint press releases and funding proposals are often more effective.
- 2) *Fundraising:* Putting your activities into the framework of a bigger European-wide campaign might make it easier to find a corporate sponsor or convince a trust fund to support it. The outreach potential of an activity within the Wake Up Call will be bigger. The secretariat will assist with fundraising efforts for local / national Wake Up call activities in that it can provide templates, will keep its eyes and ears open on opportunities and communicate them to national focal points, and help different partners linking up for bigger proposals where appropriate.

