



The Let It Grow campaign

Handbook



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Introduction

This Let It Grow Handbook has been developed in a joint effort by Ecsite, EAZA and BGCI, to provide more information for our members on the Let It Grow campaign. Members are invited to join, get inspired, connect with new partners and use the campaign resources to the fullest.

Besides providing background and general information on the campaign (Chapter 1), this Let It Grow Handbook gives an overview of the resources that members can find on the Let It Grow website (Chapter 2): what kinds of resources are available, how to use them, and where to find them on the website is included in the handbook. Scientific information on Biodiversity and related topics, including native species and ecosystem services, are also provided (Chapter 3). This information could be useful to members when planning Let It Grow activities or related projects. A few suggestions such as interesting international days to keep in mind while planning, and also the main campaign's timeline are also included (Chapter 4). Get active and feel free to contact the campaign Committee for any suggestions or ideas – relevant contact details are provided at the end of this Handbook (Chapter 5).

1 - Let It Grow: general information



Background information

The Let It Grow campaign is a joint public engagement conservation campaign run by EAZA (the European Association of Zoos and Aquaria) together with Ecsite (the European network of science centres and museums) and BGCI (Botanic Gardens Conservation International).

In 2014, all three parties signed a Memorandum of Understanding (MoU) to work together towards the implementation of the Convention on Biological Diversity's Aichi Target 1, namely that *"By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably."* The Let It Grow campaign is the first common action taken by the MoU partners.

More information on EAZA here: <http://www.eaza.net>; Ecsite here: <http://www.ecsite.eu/>; and BGCI here: <http://www.bgci.org>

More information on the Aichi targets and the CBD can be found here: <https://www.cbd.int/intro/default.shtml> and <https://www.cbd.int/cepa/target1>

Let It Grow in short

Let It Grow is a public engagement conservation campaign to raise awareness on local biodiversity and encourage citizens to get involved in its valorisation and protection. Science centres and museums as well as zoos, aquaria and botanical gardens and other science engagement organisations all around Europe will work together to increase their communities' awareness about native species and biodiversity. They will also work on creating havens for native species of animals and plants – working ecosystems that will help protect our continent from biodiversity loss and invasive alien species.

What are we aiming for?

We would like Ecsite, EAZA and BGCI members to run activities with the public on the International Day for Biological Diversity on May 22 and throughout 2017. The three networks commit to consolidating the reports and bringing them to the attention of political instances in order to demonstrate our collective impact and capacity in awareness building on biodiversity. We invite you to report on the activities you have organized. Tell us your stories and we will try to convince policy-makers of the value of working with us.

The onset for this campaign was AICHI Target 1 and its implementation. In 2015, 17 Sustainable Development Goals were adopted by world leaders at the UN Summit. These goals aim to combat poverty, fight inequalities and tackle climate change. Several of these goals deal with climate change and sustainable living, and for this campaign one of the goals is particularly relevant:

"Goal 15: Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss."

More information on the SGD's and goal 15 can be found here:
<http://www.un.org/sustainabledevelopment/>

These various goals and targets clearly indicate that the current state of biodiversity around the world is troubling and needs to be improved. With the Let It Grow campaign some of the most progressive science engagement, conservation and research institutions will be working towards the same goals.

The Let It Grow campaign aims to help turn the fortunes of nature around, on three different levels:

Awareness

- Raising awareness in citizens on what biodiversity is and why having a full range of native species can help keep ecosystems healthy for all forms of life including humans.

Involvement

- Getting people involved by helping them set up "left spaces" on balconies, terraces, gardens and community spaces to give native species the chance to recover and thrive. Also by getting citizens involved in experiencing and measuring biodiversity.

Impact

- Show world leaders the value and reach the Let It Grow coalition has as implementing partner for various political targets and strategies.

EZA, Ecsite and BGCI members collectively receive hundreds of millions of visitors every year, and are in the unique position to educate the public, inform them how to act sustainably, help promote native species and make a contribution to the eradication of invasive alien species. A collective effort can demonstrate to political figures our worth in developing biodiversity awareness towards millions of citizens across different communities.

What will you get from the campaign?

Resources

On the Let It Grow website you can access and download a range of resources including the campaign's logo, leaflets and display panels. You are invited to use these resources to inform and engage your visitors. You can also add the Let It Grow logo to nature-related activities that you are used to running. Feel free to use other resources available on the website - use them as they are or translate them. You can use the resources that have been shared by other members as inspiration and plan similar or new activities on your own.

You can access the resources on the Let It Grow website here:
<http://www.letitgrow.eu/resources>

Influence

As mentioned before, members of the Let It Grow coalition are in the unique position to reach millions of people from all walks of life. This position and reach also makes campaign participants valuable partners to various governing organisations in implementing their plans and strategies towards biodiversity conservation. During the campaign various governing and political organisations will be approached in order to inform them of the campaign and the benefits a partnership with this coalition would provide.

One of the main political focusses will be creating a partnership with political bodies such as the European Union. The success of the EU Biodiversity Strategy relies not only on scientific rigour and the willingness of Member States to implement it, but also on public understanding of these concepts, and for citizens to contribute to the preservation of biodiversity. Together, we can emphasize the unique position this coalition holds in reaching to millions of citizens.

What can you do?

What is expected of you?

May 22 is the International Day for Biological Diversity. This day offers a great chance to raise extra awareness for biodiversity in your community by organising special activities, joining the series of events held across Europe and the rest of the world on that day. Plan an event at your institution on 22 May or in the weekends surrounding this day. The campaign website provides a number of resources that can be used to plan activities or events and engage visitors and act as inspiration to host an event on 22 May.

Share your expertise and resources

If you are used to running biodiversity-related activities with your visitors, you can share your expertise with the Let It Grow network. Contribute to the campaign by sharing your own resources to make them available to all. If you translated some campaign material or shared resources in your language, you can share these as well.

If you have any resource you may like to share, you can send them by email to info@letitgrow.eu

Towards the close of the campaign all these resources will be gathered in a kit of materials that can be used in the future, incorporating results and experiences of the campaign. This kit will be available for all participants and EAZA, Ecsite and BGCI members, facilitating the conservation of biodiversity and native species even after the campaign has stopped.

How to join the campaign and how to report

Register on the campaign's website <http://www.letitgrow.eu/join-the-campaign> and you will have access to the resources and more. You can find Let It Grow on Facebook and Instagram. When referring to the campaign on social media, use the following hashtag: #letitgrowcampaign

**A full up-to-date list of joined in institutions is available here:
<http://www.letitgrow.eu/about/campaign-participants/>**

You are very much encouraged to share with us what is happening at your institution. This can be done via info@letitgrow.eu.

2 - Ready-to-use Resources



You can access a range of Resources on the Let It Grow website (www.letitgrow.eu). Both Campaign and Shared resources are available for you to download and use. The Campaign resources include campaign logos, leaflets and display panels among others. The Shared resources have been developed and shared on the platform by a number of Let It Grow participating members.

In this chapter you will find an overview of the resources available online, explaining where to find them on the website and how to make the most out of them.

Campaign Resources

Campaign resources can be used to communicate the campaign to your visitors. You will find guidelines, tips on how to use and where to find them on the Let It Grow website.

Barcelona BioBlitz 2016. Jordi Cassanyes/MCNB



Communication elements

In the Communication elements folder, you can find three different types of resources: Campaign logos, Images and Information panels.

1) Campaign logos

What is it: A Generic logo (in both coloured and black and white versions) without text, the English logo (standard version) and versions in other European languages.

How to use it: Add it to nature or biodiversity-related activities you are running in your institutions or develop new activities for the campaign and add the logos to these. You can modify the Let It Grow logo by using the Generic logo, which is empty and ready for you to add the campaign's title in your local language.

Available here: <http://www.letitgrow.eu/resources/campaign-resources/communication-elements/campaign-logos/>

2) Images

What is it: A number of images featuring European native species and previous Bioblitz events.

How to use it: Use these images if you want to develop your own Let It Grow communication materials, leaflets, etc. If you use any of these images, please add the credits as appropriate.

Available here: <http://www.letitgrow.eu/resources/campaign-resources/communication-elements/images/>

3) Information panels

What is it: Three different information panels are available in English and French, each of them in both high and low resolution: "Nature in your community", "Making a home for native species" and "A brighter future for native species". They are meant to inform your visitors respectively on the Let It Grow campaign in general, on current activities and fundraising.

How to use it: Print out the panels and place them in strategic locations in your institutions, such as the entrance/exit or where the Let It Grow activities will take place, to give them more visibility.

Printing instructions: To be printed out in A1 format, coloured and single-sided.

Target: General public

Available here: <http://www.letitgrow.eu/resources/campaign-resources/communication-elements/information-panels/>

Biodiversity awareness materials

As part of the Biodiversity awareness materials, you will find a Biodiversity leaflet, explaining the importance of biodiversity.

Biodiversity leaflet (generic)

What is it: This leaflet provides general information on biodiversity, such as what is biodiversity and why it is important to protect it.

How to use it: You can print the leaflet and use it to inform your visitors and children especially, on biodiversity. Make it available in different locations of your institution or distribute it before/while launching your Let It Grow activities.

Printing instructions: To be printed out as a coloured A4 leaflet, both-sided, foldable in 3 for a total of 6 pages.

Target: General public – incl. children

Available here: <http://www.letitgrow.eu/resources/campaign-resources/biodiversity-resources/>

Left spaces materials

These resources can be used to inform your visitors about what 'Left Spaces' are and how they can create their own.

1) Left spaces leaflet

What is it: This leaflet provides guidelines to set aside a left space for native species to grow. A left space could be a balcony, a private garden, a roundabout or a public space.

How to use it: Print this leaflet and share it with your visitors to involve and motivate them in setting up their left spaces and help native species thrive. Make it available in different locations of your institution or distribute it before/while launching your Let It Grow activities.

Printing instructions: To be printed out as a coloured A4 leaflet, double-sided, foldable in 2 for a total of 4 pages.

Target: General public

Available here: <http://www.letitgrow.eu/resources/campaign-resources/left-spaces-resources/>

2) Left spaces checklist/action plan

What is it: A two-pages document with a checklist and an action plan to help people set aside their left space to allow native species to grow.

How to use it: Print this document to help your visitors set aside their left spaces. Make it available in different locations of your institution or distribute it before/while launching your Let It Grow activities.

Printing instructions: To be printed out as an A4 page double-sided or you can use the text to develop a new document with your own format.

Target: General public

Available here: <http://www.letitgrow.eu/resources/campaign-resources/left-spaces-resources/>

Bioblitz guidelines

This resource provides information about organizing a Bioblitz.

Bioblitz overview

What is it: A one-page document explaining what is a Bioblitz, how it engages people with science and biodiversity and where to find more information.

How to use it: You can refer to this Bioblitz overview to get informed on how to run a Bioblitz successfully.

Available here: <http://www.letitgrow.eu/resources/campaign-resources/bioblitz-resources/>

Press materials

These materials are useful for publicizing your involvement with the campaign.

1) Let It Grow Generic press release

What is it: A generic press release, providing basic information on the Let It Grow campaign.

How to use it: Use this press release to get in touch with local media. Modify it as you deem it appropriate.

Available here: <http://www.letitgrow.eu/resources/campaign-resources/press-materials/>

2) Let It Grow Bioblitz press release

What is it: A Bioblitz press release, providing basic information on what is a Bioblitz.

How to use it: Use this press release to get in touch with local media, explaining what a Bioblitz is and giving visibility to your event. Modify it to fit to your needs.

Available here: <http://www.letitgrow.eu/resources/campaign-resources/press-materials/>

Shared Resources

Shared resources have been developed and shared by a number of Let It Grow members that wanted to contribute with their expertise to enrich the campaign.

Feel free to share your own resources and upload them online. You can download the Shared resources and use them as they are or modify them when it is allowed (in case of .doc formats).

Discover a few examples of activities available online. The activities included here as examples were selected based on their educational value, the level of engagement, the time and budget required. Each parameter has been assessed on a scale from one (●) to three (●●●) considering their potential to be integrated by science communicators in a science centre/museum or by teachers in the school curriculum.

Example 1: Encouraging biodiversity

Educational value	Level of engagement	Time required	Budget
●●	●●●	●	●

Original title of the activity: How to make a mini-beasts home

Developed by the Institution: Royal Zoological Society of Scotland (RZSS), UK

Affiliation of the Institution: EAZA

Language: English

Target group: Children, young adults, families

Type of activity: Indoor activity

Activity overview: This activity fits a wide audience. It is a hands-on activity where new habitats for invertebrate are assembled by using bamboo or other biodegradable materials.

Educational aim: This activity encourages participants to learn more about local invertebrates. While having fun creating new habitats, they can learn about invertebrates' living conditions, life cycles and much more.

Available here: <http://www.letitgrow.eu/wp-content/uploads/2016/02/How-to-make-a-mini-beast-home.pdf>

Example 2: Exploring the garden

Educational value	Level of engagement	Time required	Budget
...	•

Original title of the activity: Explorers in the botanic garden

Developed by the Institution: Botanic garden of the University of Coimbra, Portugal

Affiliation of the Institution: BGCI

Language: English

Target group: School children and students (ages 9-14)

Type of activity: Outdoor and indoor activity

Activity overview: While exploring the garden, the students sample the biodiversity encountered. Team work, data presentation and plenary discussion will follow to define learning outcomes and conclusions based on the data collected by the students. A feedback questionnaire is also provided for a final evaluation.

Educational aim: Students will be able to recognize biodiversity in its outdoor context in its different forms. They will learn the basics of scientific sample and how to distinguish and compare different sampling areas. They will work both individually and in groups, raising questions and solving problems.

Available here: http://www.letitgrow.eu/wp-content/uploads/2016/02/FCTUC_explorers-in-the-botanic-garden.docx

Example 3: Bioinspiration

Educational value	Level of engagement	Time required	Budget
...	•

Original title of the activity: Metal Wings

Developed by the Institution: Parque de las Ciencias, Spain

Affiliation of the Institution: Ecsite

Language: English

Target group: School children and students (ages 10-14)

Type of activity: Indoor activity

Activity overview: This workshop consists of a simple game to compare basic physical elements in the flight of a bird and of a plane. One group or person begins by reading the first clue, and the opposing group or player answers, saying whether it is a bird or a plane. So after each clue the players can discuss which element it might refer to. The cards are designed so that the 2nd clue focuses the element more clearly but the dilemma of whether it is a plane or a bird is maintained, and until the 3rd clue you cannot tell for sure. Even if the players give the right answer at the 1st or 2nd clue, the guide/monitor should create doubt and introduce the dilemma: "but it might also be...".

Educational aim: By comparing birds and airplanes, the students learn the similarities between the natural world and the human-made world.

Available here: <http://www.letitgrow.eu/wp-content/uploads/2016/10/Metal-wings.pdf>

Overview Of Shared Campaign Resources

Title	Institution	Target group	Type
Workshop - A visit to the pond	Parque de las Ciencias	10 - 15 years	Outdoor
Workshop - Wings	Parque de las Ciencias	10 - 15 years	Classroom
Workshop - Leaves	Parque de las Ciencias	10 - 15 years	Outdoor
How to Build a Bird Box	Chester Zoo	All ages	Outdoor
How to Build a Hedgehog House	Chester Zoo	All ages	Outdoor
How to Sow Seeds	Chester Zoo	All ages	Outdoor
How to Create a Toad Abode	Chester Zoo	All ages	Outdoor
Make a mini-beast home	RZSS	up to 10 years	Outdoor
Make a mini-beast hotel	RZSS	up to 10 years	Outdoor
Make a birdfeeder	RZSS	All ages	Outdoor
Make a pond in a bucket	RZSS	All ages	Outdoor
Mini-beast Booklet	RZSS	3 - 7 years	Outdoor
Mini-beast Workbook	RZSS	7 - 10 years	Outdoor
Advanced recording sheet	RZSS	up to 10 years	Outdoor
Mini-beast overview	RZSS	up to 10 years	Outdoor
Mini-beast search 1	RZSS	up to 10 years	Outdoor
Mini-beast ident 2	RZSS	up to 10 years	Outdoor
Mini-beast record 3	RZSS	up to 10 years	Outdoor
Explorers in the botanic garden	UBG Coimbra	9 to 14 years	Outdoor
Ecological activity	RBG Kew	11 to 18 years	Outdoor
Wind & insect pollination	NBG Belgium	10 to 14 years	Outdoor
Project Survival	UBG Sofia	9 to 14 years	Outdoor
What is biodiversity?	BG Bordeaux	9 to 12 years	Classroom
Biodiversity intro	RZSS	All ages	Intro
Recording biodiversity	RZSS	All ages	Outdoor
Encouraging biodiversity	RZSS	All ages	Outdoor
Bioblitz Barcelona- Report 2015	Natural Sciences Museum Barcelona	Analysis	Outdoor
Vigie Nature	Muséum national d'Histoire naturelle	All ages	Mixed
Les Herbonautes	Muséum national d'Histoire naturelle	All ages	Mixed

Campaign participants are encouraged to share materials to inspire other participants. Resources can be sent to info@letitgrow.eu.

3 - Scientific information on Biodiversity and more



This chapter provides references to find scientific information on biodiversity and related topics, such as ecosystem services, invasive and threatened species.

Biodiversity

The European Commission:

The Nature Unit:

<http://ec.europa.eu/environment/nature>

The EU Biodiversity Strategy:

http://ec.europa.eu/environment/nature/biodiversity/strategy/index_en.htm

The Convention on Biological Diversity (CBD):

Main CBD website:

<https://www.cbd.int>

The Aichi Biodiversity Targets:

<https://www.cbd.int/sp/targets>

NBSAPs (National Biodiversity Strategies and Action Plans)
and national reports:

<https://www.cbd.int/nbsap/search/default.shtml>

The European Environment Agency:

Information on Biodiversity:

<http://www.eea.europa.eu/themes/biodiversity>

The European Biodiversity Data Centre:

<http://www.eea.europa.eu/themes/biodiversity/dc>

The European Nature Information System (EUNIS):

<http://eunis.eea.europa.eu/index.jsp>

The Biodiversity Information System for Europe (BISE):

<http://biodiversity.europa.eu>

WWF International:

http://wwf.panda.org/about_our_earth/biodiversity

UNESCO:

<http://en.unesco.org/themes/education-sustainable-development/biodiversity>

Ecosystem services

The European Commission:

The Economics of Ecosystems and Biodiversity

http://ec.europa.eu/environment/nature/biodiversity/economics/index_en.htm

Mapping and Assessment of Ecosystems and their Services (MAES):

<http://biodiversity.europa.eu/maes>

Invasive species

European Commission:

Information on Invasive alien species:

http://ec.europa.eu/environment/nature/invasivealien/index_en.htm

The DAISIE Project (Delivering Alien Invasive Species Inventories for Europe):

<http://www.europe-aliens.org/default.do>

The Easin network:

<http://easin.jrc.ec.europa.eu>

Threatened species

The International Union for Conservation of Nature (IUCN):

Main IUCN website:

<http://www.iucn.org>

The IUCN Red List:

<http://www.iucnredlist.org/initiatives/europe>

The European Commission Red List:

<http://ec.europa.eu/environment/nature/conservation/species/redlist/>

2 videos from the European Commission on Ecosystem services and Biodiversity

<https://www.youtube.com/watch?v=wMIUglBligI>

<https://www.youtube.com/watch?v=D6luBEJfi3s>

Biodiversity Mobile Apps

Map of Life:

The Map of Life app contains extensive geographic biodiversity knowledge bundled together, similar to a field guide of species in an area. The app builds on a global scientific effort to help you discover, identify and record species worldwide. <https://www.mol.org/mobile#/>

iNaturalist:

iNaturalist is an online social network of naturalists, citizen scientists, and biologists built on the concept of mapping and sharing observations of biodiversity across the globe. Observations can be added via app or website and viewed/confirmed by other members of the community. The observations also provide open data to a variety of scientific research projects, museums, botanic gardens, parks, and other organizations. <https://www.inaturalist.org/>

Pl@ntNet:

Pl@ntNet is a tool to help to identify plants by uploading photos to the app pictures. It is divided into different databases, where users can select the database that corresponds with their location. <http://identify.plantnet-project.org/>

Biodiversity Is Us:

This app contains a list of over 400 animal species. It also includes games, quizzes and allows the users to create their own animal checklists and actions, which can be shared on social media. <http://www.waza.org/en/site/conservation/biodiversity-is-us>

Invasive Alien Species in Europe

The Invasive Alien Species in Europe app aims to enable the general public (amateurs and professionals) to receive and share information about Invasive Alien Species (IAS) in Europe. It provides details about 37 different IAS. Users can record pictures of possible Invasive Alien Species together with complementary information about their observation. <http://digitalearthlab.jrc.ec.europa.eu/app/invasive-alien-species-europe>

4 - Campaign timeline



The Let It Grow campaign will run until the end of 2017.

The main milestone is the **International Day of Biological Diversity** on **May 22 in 2017** when all participating members will run biodiversity engaging events.

There are a number of other international days related with biodiversity and ecosystems to consider while planning the Let It Grow activities:

3 October	World Habitat Day
16 October	World Food Day
31 October	World Cities Day
5 December	World Soil Day
11 December	International Mountain Day
3 March	World Wildlife Day
21 March	International Day of Forests
22 March	World Water Day
7 April	World Health Day
22 April	International Mother Earth Day
9-10 May	World Migratory Bird Day
22 May	International Day for Biological Diversity
5 June	World Environment Day
8 June	World Oceans Day
17 June	World Day against Desertification and Drought

Let It Grow activity. Jászberény Zoo



5 - Campaign committee and contacts



You can get in touch with the **Let It Grow Campaign Committee** by writing an email to info@letitgrow.eu. The Committee includes the three partner organisations:



EAZA (the European Association of Zoos and Aquaria)

Executive Office

Email: info@eaza.net | Phone: +31 20 520 07 50

www.eaza.net



Ecsite (the European network of science centres and museums)

Executive Office

Email: info@ecsite.eu | Phone: +32 2 649 7383

www.ecsite.eu



BGCI (Botanic Garden Conservation International)

UK Head Office

Email: info@bgci.org | Phone: +44 20 8332 5953

www.bgci.org

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