



Let it Grow: get involved in a European local biodiversity campaign

Help native species run wild in your community

Ecsite is launching a Europe-wide public engagement campaign called **“Let it Grow”** together with EAZA (European Associations of Zoos and Aquaria) and BGCI (Botanic Gardens Conservation International).

In 2014 Ecsite signed a Memorandum of Understanding (MoU) with EAZA and BGCI to unite efforts and work together towards a common target, to enhance 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.”* We want to inform and involve as many people as possible and if we work together we will spread a stronger message!

The campaign in a nutshell

The first action of this MoU partnership is the launch of Let it Grow: a joint Europe-wide public engagement campaign to raise awareness of the importance of local biodiversity and encourage citizens' direct involvement in its protection. Through Let it Grow you will invite your visitors to appreciate their local biodiversity and take action. For instance, they could set aside space in their gardens and balconies for wild local plants to grow, enrich and turn them into suitable spaces for a range of native species and then learn more about these new thriving ecosystems.

Who can join in

All members of Ecsite, EAZA and BGCI can join the campaign: science centres, museums, zoos, aquariums and botanical gardens all around Europe.

What the campaign offers

As you join the campaign, you will have free access to a range of downloadable resources and of course communication elements (such as the campaign's logo). You can use these resources to inform or engage your public in practical activities or to run events. By joining the campaign, it will be easier for you to collaborate with local members of EAZA and BGCI (such as zoos, aquariums and botanic gardens) or other local institutions (such as city councils, schools, etc.).

The resources will allow 3 different levels of engagement:

- 1 - **Raising awareness:** spread general resources and leaflets or host a display targeting the general public.
- 2 - **Hands-on activities:** run practical activities and encourage children, young adults and families to “Let it Grow”
- 3 - **World Biodiversity Days** (22 May 2016 and 2017): on these days all the activities and events related with the campaign will have great visibility. Encourage audiences to take a closer look at their local biodiversity and why not join a measurement event.

What can you contribute

You can contribute to the campaign by uploading your own resources related with nature and local biodiversity on the campaign's website. You can also upload resources you have translated. Your resources could inspire and help other members to run new activities. If you create a new logo by translating the main campaign's title “Let it Grow” into your own language (fonts and instructions provided), you can also upload it and share it on the website.

Fundraising

While running the campaign, you will have the opportunity to collect funds from your visitors to support new local biodiversity projects you will run with local partners. You can download a fundraising kit from the campaign's website.

How to join

Register on the campaign's website www.letitgrow.eu! Upon sign in, you will have access to the resources and more. You can subscribe to the campaign's newsletter [here](#). You can find Let it Grow on [Facebook](#). Let it Grow will be soon on Twitter and Instagram as well, so that you will be able to involve your visitors in a photo contest during World Biodiversity Days activities or other events.

Timeline

The campaign will be running from March 2016 until the end of 2017 with special events during World Biodiversity Days on 22 May 2016 and 2017.

Questions

Stay tuned and for any questions or help such as locating EAZA or BGCI members near you, email Federica Costa at projects@ecsitemuseum.eu.

**This is the first campaign of its kind that we ever attempted:
it's local, it's engaging and it's important for the future of nature in our communities and beyond.**

Get involved!

