

Workshop 3.2.**‘Plant Blindness’ – How to make plant conservation a hot topic–
improving outreach and messaging to different audiences**

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Description :

While protection of a single large mammal individual can make the head front of newspapers, hundreds of plants species are vanishing without being noticed. At a time when the biodiversity crisis has become obvious to a very large audience, and gathers the attention of governments, foundations and the international community, plant conservation is lagging behind in terms of communication and, consequently, in terms of resource mobilization. During this workshop, we will discuss some of the psychological, sociological, scientific and economic factors contributing to this situation, and explore together how the plant conservation community could do better to build the case for stronger action for the preservation of botanical heritage.