Be Plant Wise

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Background

• Many invasive non-native aquatic species are common pond plants.
• If these plants become established in the wild they can cause huge and costly problems to Britain’s waterways.
• The inappropriate disposal of aquatic plants by gardeners has been identified as a key pathway for introducing non-native species into waterways.
• The role for communications is therefore to raise awareness of these issues with the aim of encouraging behaviour change in order to reduce the threat caused by invasive non-native species.
Communication Challenge

To raise awareness of the issues involving invasive non-native aquatic plants amongst gardeners and retailers, to encourage them to use the plants responsibly and dispose of them correctly.
Objectives

• To raise awareness amongst owners of water features (mainly garden ponds) of the severe threat posed by the inappropriate management and disposal of invasive aquatic plants and thus achieve behavioural change to reduce that threat.

• To inform individuals of the part they themselves can play in managing the challenges posed by invasive non-native species and encourage them to adopt these behaviours (particularly to dispose of invasive non-native species responsibly).

• To raise awareness among the main retailers of the threats posed by some aquatic plants and help them to encourage their customers to dispose of excess plant material responsibly.
Messages

Be Plant Wise

• Know what you grow
• Compost with care
• Stop the spread
Partnership Marketing - Why

• Helped us engage the public through trusted intermediaries
• We engaged the retail sector and lifestyle organisations who were able to influence gardeners on our behalf
• Participating in the campaign helped them be seen as responsible retailers
• Cost effective way to spread our message.
Partnership Marketing - How

• Positive and empowering design
• Useful and relevant marketing material
• Identifying key decision makers in the organisations we worked with and working closely with the main trade associations
• We signed up over 200 garden/aquatic centres plus lifestyle partners and two pond liner manufacturers within an extremely tight timescale
Partnership Marketing Creative

**BE PLANT WISE**

**DID YOU KNOW**
Invasive aquatic plants can damage our ponds, waterways and the environment? Find out how you can become plant wise today.

**KNOW WHAT YOU GROW**

**COMPOST WITH CARE**

**STOP THE SPREAD**

**www.direct.gov.uk/bepantwise**

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**STOP THE SPREAD**

Be plant wise and don’t dump pond plants in the wild. Even tiny plant fragments can cause massive problems, so be careful when maintaining your pond.

**Floating pennywort can spread up to 20cm a day.**

**www.scotland.gov.uk/bepantwise**
## Partnership Marketing

### Achievements

<table>
<thead>
<tr>
<th>Achievements</th>
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<tr>
<td>2 x garden centres chains</td>
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<tr>
<td>28 x independent garden centres</td>
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<tr>
<td>20 x aquatic retailers</td>
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<tr>
<td>3 x trade associations</td>
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<tr>
<td>11 x lifestyle partners</td>
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![Partnership Logos](image-url)
Maidenhead Aquatics at Morden Hall
Websites

• Creation of English landing page
  www.direct.gov.uk/beplantwise
  – 10,668 visitors to date
• Creation of Scottish landing page
  www.scotland.gov.uk/beplantwise
• Creation of new section on NNSS website
• Update of relevant articles on Direct.gov Environment and Greener living pages
Websites
Online advertising and search

- We used advertisements and search terms to drive people to the campaign website and increase the opportunities for people to see the campaign online.
- The adverts were placed on websites our audience regularly visit and linked through to the website.
- Users searching for relevant search terms online were also directed to the campaign website.
Online adverts

Don’t dump aquatic plants in the wild - you could be breaking the law.

The plants can become invasive and damage the environment, so...

...dispose of them responsibly by composting.

To find out how to be plant wise today, visit www.direct.gov.uk/beplantwise
• Helped to tell the wider, more complex story of invasive non-native species across a broad range of media channels.
• Charlie Dimmock provided a relevant and well-known voice for the campaign.
• Launch events helped gain media attention.
• The campaign received extensive pieces of coverage across print, online, TV and radio.
• 100% of the coverage was either favourable or strongly favourable and 95% included at least one key message.
• We reached 17,659,527 UK adults which included 37% of gardeners at a cost of £1 per 824 people reached.
## PR Achievements

<table>
<thead>
<tr>
<th>Achievement</th>
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<tr>
<td>Daily Telegraph exclusive launch feature</td>
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<tr>
<td>7 x national press pieces</td>
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<tr>
<td>4 x Scottish media pieces</td>
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<tr>
<td>3 x national television,</td>
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<tr>
<td>1 x regional television</td>
</tr>
<tr>
<td>10 x regional radio</td>
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<tr>
<td>3 x national radio</td>
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<tr>
<td>9 x national online pieces</td>
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<tr>
<td>8 x pieces across trade media</td>
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<td>9 x consumer online pieces</td>
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</tbody>
</table>
Media Coverage

Daily Mail
The Guardian
London Evening Standard
The Sun
The Scotsman
The Daily Telegraph
Horticulture Week
The Huddersfield Daily Examiner
BBC
BBC 4
TODAY
METRO
Key media pieces
Video

• The video provided interactive and visual information to help our audience identify the invasive plants and deal with them appropriately.

• The video has received 4,633 views to date.
Summary

The campaign achieved high active engagement figures and the initial signs suggest that this engagement is being turned into conscious changes in behaviour:

• People are actively seeking information on the Be Plant Wise webpage.
• Some retailers have reported requests for information about INNS from their customers.
• Some residents are seeking further advice from local action groups.
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