

# BE PLANT WISE – An opportunity for retailers of aquatic plants

## HELP YOUR LOCAL COMMUNITY STOP THE SPREAD OF INVASIVE AQUATIC PLANTS

### What is Be Plant Wise?

The Be Plant Wise campaign, launched by Defra and the Scottish Government, is designed to help pond owners prevent the spread of invasive aquatic plants.

Pond owners can unknowingly assist the spread of invasive aquatic plants into the wild, causing damage to our waterways and countryside, because they are unaware of the threat some common pond plants pose to the environment.

We need your help to promote the Be Plant Wise message and educate your customers about responsible management and disposal of these plants.

### Why take part?

- To be part of a select group of retailers associated with an important government campaign
- To show your commitment to being part of the solution
- To get point of sale items and resources that will help you share information with your customers
- To help your customers manage their ponds better
- To demonstrate your corporate social responsibility credentials through an environmental cause that's relevant to your business.

### How can we help you?

We have point of sale material for your customers and informational material for your staff.

Email [beplantwise@nonnativespecies.org](mailto:beplantwise@nonnativespecies.org)

**It is only with your support that we can hope to significantly reduce the spread of invasive aquatic plants.**

**For more information**

[beplantwise@nonnativespecies.org](mailto:beplantwise@nonnativespecies.org)

