



*Invasive Species Council
of British Columbia*

ISCBC's PlantWise Program



AVOID USE



SUITABLE ALTERNATIVE



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OVERVIEW

ISCBC

Backgrounder

Development of 'PlantWise'

Program Delivery

Learnings

Next Steps

- Currently 8 staff across 7 locations in BC
- Focus on partnerships, training, education and outreach including behavior change!



Staff Locations: Williams Lake (2),
● Sidney, Squamish, Kamloops (2),
Sorrento, and Vernon.



PlantWise





Retailers • Growers • Landscapers • Specifiers



Consumers

2014 Partnerships

- Ambassadors delivered PlantWise Consumer component

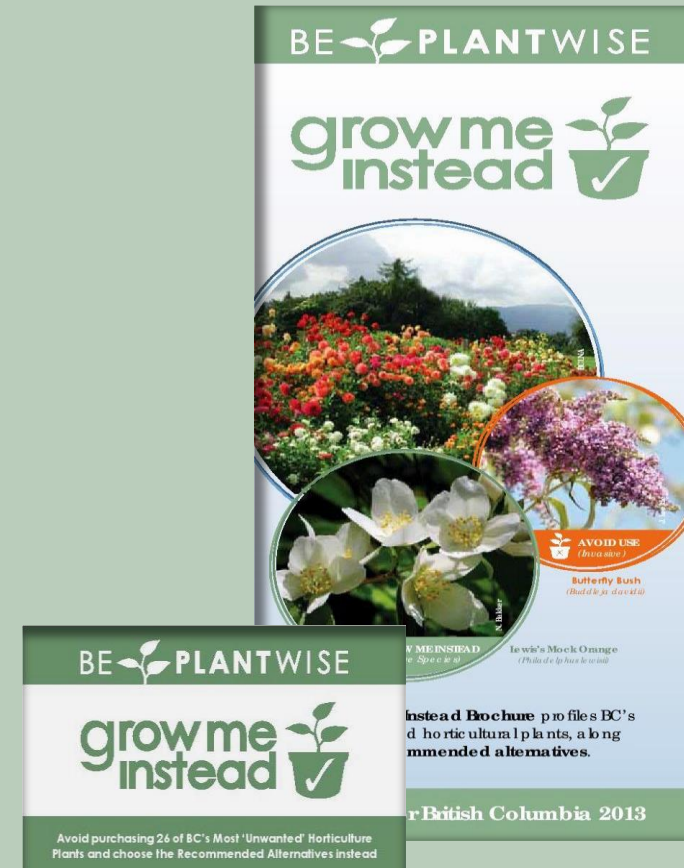
2014 Reach

- 244 education and outreach events
- 23,000 gardeners, stewardship members, industry members and the public



2015

- Continued outreach and new partnerships with Ambassadors and Industry
- Industry feedback and review of PlantWise program for 2016 and onward



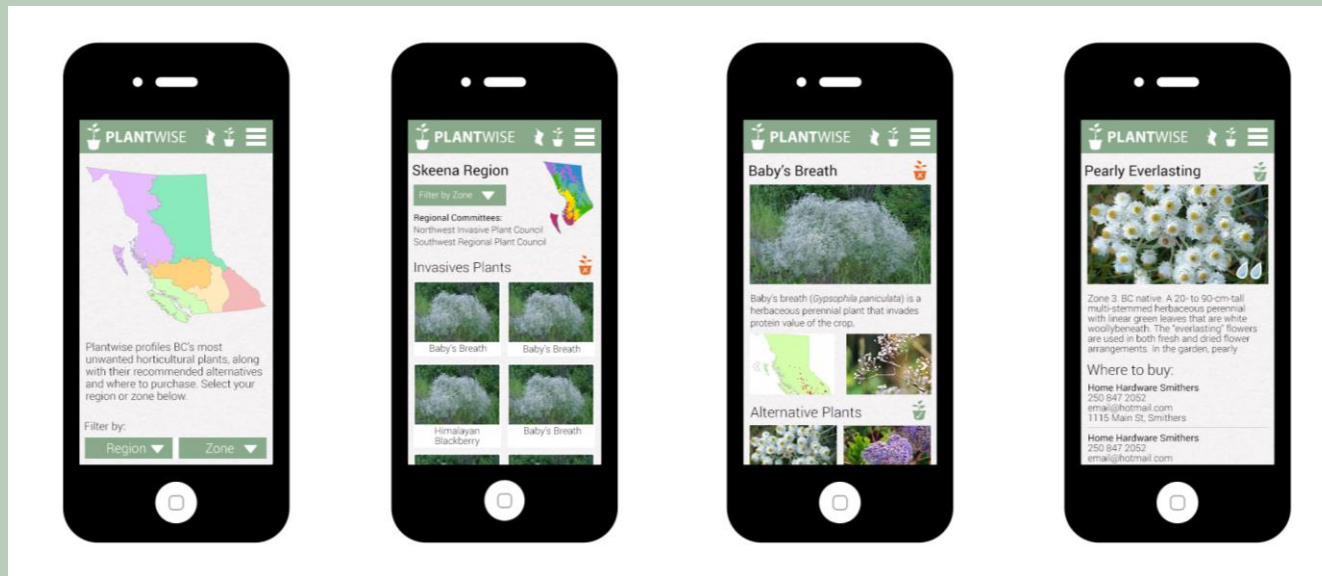
Learnings

- Invasives sold in garden centres – relatively low number of varieties but big quantities of them!
- Continue to educate both industry and consumers
- Partnerships with box stores, growers and specifiers



Upcoming!

- Mobile application and website – www.beplantwise.ca





Thank You!

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