

# *How to involve the public with innovative activities*

by

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**BGCI Education Congress**  
*Biodiversity for a Better World*  
*"Wild ideas Worth sharing"*

**Missouri Botanical Garden (MO), USA**  
April 26<sup>th</sup> – May 1<sup>st</sup>, 2015



**Shanghai  
Chenshan  
Botanic Garden**

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## My colleagues :



**Shanghai  
Chenshan  
Botanic Garden**

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# City of Shanghai

Size: 6,340,000 m<sup>2</sup>

Population: 25,000,000

GDP : 2.01 trillion RMB ↑

Per capita GDP : 85,373 RMB ↑

City flower: Magnolia





# Shanghai Chenshan Botanical Garden(CSBG)

Co-constructed by

- ① Shanghai Municipal People's Government
- ② Chinese Academy of Sciences
- ③ State Forestry Administration

Construction began: March, 2007

Open day: April 26<sup>th</sup>, 2011







Shanghai  
Chenshan  
Botanic Garden

To conserve plants in Eastern China, discover sustainable ways of using them,  
and share our knowledge and enthusiasm with the public













## *Quarry Garden*

- ✓ Mountain called Chenshan, 71.4m high
- ✓ Began to quarry in 1903
- ✓ The water is 30m in depth
- ✓ Man-made waterfall & floating bridge





***Tropical flower glasshouse***



***Desert plant glasshouse***



***Rare plant glasshouse***

## ***Conservatory***

- ✓ Three support-free greenhouses
- ✓ Display area of 12,600 m<sup>2</sup>
- ✓ More than 3,000 plant species





# Rose Garden

- ✓ 600 species and cultivars
- ✓ 60 fantastic rose trees



上海辰山植物园  
CHENSHAN BOTANICAL GARDEN, SHANGHAI



2015  
4/25-5/10





## Visitors:

2012 720,000

2013 930,000

2014 870,000





## ***Employees***

80 for managing CSBG

50 in Chenshan Plant Science Research Center

500 signed up volunteers

**Staff  
Passion**





# Grassland Concert









## *Education at Chenshan ?*

Economy development **VS** Environment protection  
What's the role of a botanical garden?



# Target Group

- Kids
- Teenagers





# Education Programmes in CSBG

## - International Orchid Show





# Education Programmes in CSBG

## - National Day





# Education Programmes in CSBG

## - Education Forum (Plants & Life)









# Children's Garden









# Tree House Island





# *Why we choose to use new technology ?*

- anywhere, any time
- big amount of users  
(618 million in China, 2014)
- huge information
- quick link
- interactive





# New technologies on-site and offline at CSBG

- Wechat/Weibo
- I shanghai
- LED screen
- QR code
- APP
- Website
- Sense TV





# Interact with fans via weibo

- 61823 fans
- 11267 sentences
- 35 topics 50 programmes



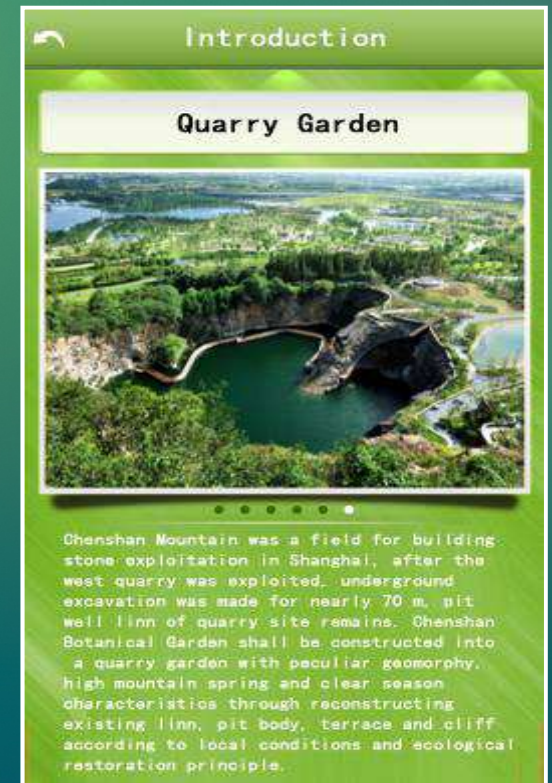


# QR CODE





# Chenshan Botanical Garden APP





# Tropical Plants Pavilion

- *New technology at works !*





# Education in the future

- share educational videos on all media



weibo

## 视频专区

查看更多>>



website



## Education on-site





## Work close with schools/communities





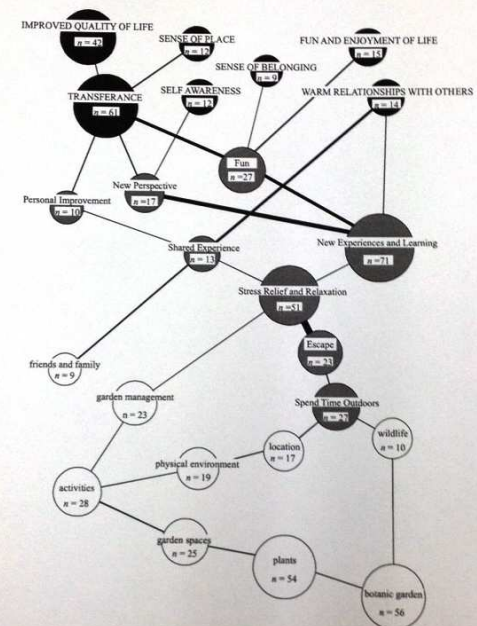


Contents lists available at ScienceDirect

Urban Forestry &amp; Urban Greening

journal homepage: [www.elsevier.com/locate/ufug](http://www.elsevier.com/locate/ufug)Benefits of botanical garden visitation: A means-end study<sup>☆</sup>Christopher L. Wassenberg<sup>a,b</sup>, Marni A. Goldenberg<sup>b,\*</sup>, Katherine E. Soule<sup>c</sup><sup>a</sup> Horticulture and Crop Science Department, California Polytechnic State University, San Luis Obispo, United States<sup>b</sup> Recreation, Parks, and Tourism Administration Department, California Polytechnic State University, San Luis Obispo, United States<sup>c</sup> Agriculture and Natural Resources Division, University of California Cooperative Extension, San Luis Obispo and Santa Barbara, United States**Table 1**  
Attributes, consequences, and values.

Attributes	Consequences	Values
Activities	Escape	Fun and enjoyment of life
Botanic gardens	Fun	Improved quality of life
Friends and family	New experiences and learning	Self-awareness
Garden management	New perspective	Sense of belonging
Garden spaces	Personal improvement	Sense of place
Location	Shared experience	Transference
Physical environment	Spend time outdoors	Warm relationships with others
Plants	Stress relief and relaxation	
Wildlife		

**Fig. 1.** Hierarchical value map for all participants (n=83).





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—— THANK YOU ! ——

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