How to involve the public with innovative activities

by Gilles Vincent
Special advisor to the Executive President

BGCI Education Congress
Biodiversity for a Better World
“Wild ideas Worth sharing”

Missouri Botanical Garden (MO), USA
April 26th – May 1st, 2015

Shanghai Chenshan Botanic Garden
www.csnbgsh.cn
My colleagues:

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Ma Qi Xia
Mo Hai Bo
Zhang Zhe

Shanghai Chenshan Botanic Garden
www.csnbgsh.cn
City of Shanghai

Size: 6,340,000 m²
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 26th, 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
Size: 207 hectares

Theme gardens: 26

Plant collection: >10,000 species
Montain called Chenshan, 71.4m high

Began to quarry in 1903

The water is 30m in depth

Man-made waterfall & floating bridge
Conservatory

- Three support-free greenhouses
- Display area of 12,600 m²
- More than 3,000 plant species

Tropical flower glasshouse

Desert plant glasshouse

Rare plant glasshouse
Rose Garden

✔ 600 species and cultivars
✔ 60 fantastic rose trees
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
Orchid Show
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
Chenshan Botanical Garden APP

Chenshan Mountain was a field for building-stone exploitation in Shanghai, after the west quarry was exploited, underground excavation was made for nearly 70 m. pit well and quarry site remains. Chenshan Botanical Garden shall be reconstructed into a quarry garden with peculiar geomorphology, high mountain spring and clear seasonal characteristics through reconstructing existing lin, pit body, terrace and cliff according to local conditions and ecological restoration principle.
Tropical Plants Pavilion
- New technology at works!
Education in the future
- share educational videos on all media

weibo

website
Education on-site
Work close with schools/communities
Benefits of botanical garden visitation: A means-end study

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THANK YOU!

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