



Fascination of
Plants Day
May 18th 2017

Success Stories 2017

Over 1000 events • 52 countries



www.plantday.org #PlantDay



EUCARPIA



Please contact us to become a sponsor of the Fascination of Plants Day 2019: epsos@epsomail.org

Plants Celebrated on All Continents

On 18 May 2017, the International Fascination of Plants Day (FoPD) was organised for the fourth time under the umbrella of the European Plant Science Organisation (EPSO). We are very proud to announce that the event was a big success with participants from all continents and cultures joining the initiative to get the world fascinated by plants!

Since the first edition in 2012, the Fascination of Plants Day has been turning the world green as plant enthusiasts have organized events that demonstrate their passion for the amazing world of plants to the public in an interactive way.

Over 1000 events in 52 countries

In total 52 countries around the globe opened their doors in order to stir up people's enthusiasm about plants and their importance for sustainable production of food, horticulture, forestry, as well as the non-food products such as paper, timber, chemicals, energy, and pharmaceuticals.

Many plant science institutions, universities, botanical gardens, and museums, together with farmers and companies, opened their doors with a variety of interactive plant-based events for all the family.

This document contains a selection of just a few of the many success stories from around the world. Much more can be found on the national pages at www.plantday.org.

Thank you to everyone involved in organising over 1000 events and we look forward to seeing you again in 2019!

Thank you to all National Coordinators, sponsors and partners who made FoPD 2017 possible

A big thank you to all the global and national coordinators, organisers and everyone who contributed to make this happen! **Contact** the global coordinators [Trine Hvorslev-Eide](#); [Przemysław Wojtaszek](#); [Calum MacKichan](#) and [Karin Metzlauff](#) to get involved in 2019.

EPSO would like to take the opportunity to thank all partners and sponsors of this event. At the global level these were: the [Global Plant Council](#); [Societas Physiologiae Plantarum Scandinavica](#); [Bayer](#); [European Association for Research on Plant Breeding \(EUCARPIA\)](#); [International Society for Horticultural Science \(ISHS\)](#); and [Plant Conservation Day](#).



1019 events in 52 participating countries

Europe: 275 events in Poland, 90 in Italy, 80 in Spain, 79 in Ukraine

Asia: 40 events in China, 20 in Japan, 13 in Singapore

Americas: 15 events in Mexico, 14 in Brazil, 12 in Argentina

Africa: Events held in Cape Verde, Angola and Tanzania



31 Events broadcast online through "Botany Live"

Over 5,500 tweets sent using the hashtag #PlantDay on the 18th May 2017, with a potential reach of 6.7 million accounts

Participating countries: Angola, Argentina, Australia, Austria, Belgium, Bolivia, Bosnia, Brazil, Bulgaria, Canada, Cape Verde, Chile, China, Croatia, Cyprus, Czech Republic, Finland, France, Germany, Hungary, India, Ireland, Italy, Japan, Lebanon, Lithuania, Mexico, Mozambique, Nepal, Netherlands, New Zealand, Nigeria, Norway, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tanzania, Thailand, Turkey, UK, Ukraine, Uruguay, USA, Zambia



Argentina

Fascination of Plants Day celebrations are growing in Argentina! This year, it was celebrated in Córdoba, Mar del Plata, La Plata, Salta, Rosario, Santa Fe, Lomas de Zamora, Anillaco, and Diamante.



The balance of this edition of Fascination of Plants Day was incredibly positive. As we have underscored in the past, all this was the result of smooth and easy coordination among committed people from several institutions, a delicate exercise that gave tangible results in terms of activities that are now eagerly awaited and much appreciated by the public. Last but not least, it insured spiritual rewards for all those involved.

2017 National Coordinator: [Marianela Rodriguez](#)



Australia

A forum of internationally recognised researchers in the areas of plant science and public policy discussed the challenges and potential solutions needed to secure a future with food for everyone. What are we doing now to make food crops more productive and sustainable to ensure there is enough food for the 795 million people who go hungry today and the additional two billion we are expecting by 2050? They tackled aspects such as the role of genetic engineering and other modern agricultural technologies, water and land scarcity and the importance of interdisciplinary approaches and public opinion.



2017 National Coordinator: [Hannah Birke](#)



Canada

At the University of Guelph, Dr. Chris J. Meyer (botany undergrad lab coordinator) hosted a plant biology workshop for thirty grade 11 students. The workshop began with students learning about the importance of plants in their everyday lives, and highlighting some exciting basic and applied research fields. This was followed by hands-on activities where freehand sections of fresh plant materials were stained and then viewed with compound microscopes to observe organ anatomy and identify interesting cell types. Students photographed their favourite specimens, and two lucky individuals went home with a sundew plant as a prize for best photomicrograph. Later, students were given a tour of the plant growth facilities, including growth cabinets and greenhouses.



2017 National Coordinator: [Shahrokh Khanizadeh](#)



Finland

In Finland there was a hands on activities and workshop for both professionals and members of the public answering the question how do plants perceive light and are leaves really green? Junior high school students were invited to enter a video competition on "People and Plants", the winners were Martta Leinonen, Aada Ikonen & Lotta Hannula of Class 9 of Joutsa Compulsory School.



2017 National Coordinator: [Karen Sims-Huopaniemi](#)



France

On the Fascination of Plants Day 2017, the Saclay Plant Sciences LabEx organized a day of discovery of plant biology for high school students, in collaboration with the Inra Center of Versailles-Grignon.



70 students were comfortably settled in the amphitheatre, taking notes on the study of plants, these amazing organisms indispensable to humans. After this teaser introduction, the students began their series of activities, with visits to laboratories and greenhouses, interspersed with different workshops that allowed them to experiment with (both literally and figuratively) the concepts of plant biomass or symbiosis, and to think about what is an experimental approach. After the well-deserved lunch break, back to the amphitheater for a presentation showing them that computers are not only useful for surfing the Internet, but also help us to answer scientific questions through the modelling of physiological mechanisms in plants. Finally, we ended this day of discovery with a discussion about professions in research, with numerous testimonials from LabEx members who described their educational background and career history, explained their activities and answered the questions of the students, who are currently imagining their future.

2017 National Coordinator: [Armelle Favery](#)



Italy

In Milan there was an 8 day programme of exhibitions, workshops, guided tours, readings and meetings with experts aimed with events for the general public, for children and families.



[Italy country page](#)

2017 National Coordinator: [Martin Kater](#)

#PlantDay Around the World



Following

It's #PlantDay today & we are visiting the amazing @PlantumNL greenhouse in The Hague: you can only get fascinated by #plants!!!



Follow

@IUnmdp @unmdp #Plantday No se pierdan las actividades de hoy del Dia de la Fasciancionpor las Plantas. Actividades para toda la flia!

Translate from Spanish



21 May 2017



Follow

@IUnmdp @unmdp #Plantday Traigan su lector de QR para la visita guiada a la manzana Navarro

Translate from Spanish



Following

Off we go in Lund botanical gardens #PlantDay



21 May 2017



Follow

Grass flowers are so underappreciated. Sideoats grama, a lovely #prairie plant with drooping flowers on one side of the stalk. #PlantDay



Follow

The Science Educators have been helping our scientists to celebrate @PlantDay2017 with some of our most interesting plant specimens!



Follow

Plants rock!! #PlantDay #BotanyLive



#BotanyLive

Botany Broadcasting Science Live to the World

Plant enthusiasts could follow events around the world – thanks to social media and live-streaming. Scientists shared live broadcasts about the science they do, the facilities where they work, models from history, about engaging students with plants, and more. Botany Live, organized by the AoB Blog, was an experiment in science engagement supported by the Society for Experimental Biology, The Annals of Botany Company, and Plantae. Overall, thousands tuned in to 31 planned events registered with Botany Live.

Using Periscope and Facebook Live, some reported from dedicated events planned around Plant Day. Others talked directly to the camera and their virtual audience about plants, plant science, and

communicating plant science.

The Arabidopsis Biological Resource Center (ABRC) at Ohio State University showed off the facilities and robots they use to maintain both gene stocks and seed stocks. These facilities and resources, which provide essential support for plant research, are often only known within the plant science community. Even there, how they operate on a day-to-day basis remains a mystery to many.

Botany Live allowed us to take a peek at the support structures that make international plant science possible. The ABRC videos also showed how plant science is using cutting edge technology with robots to automate seed sorting and gene stocks.

A outdoor tour of a garden in California was given by Monica Lewandowski. She highlighted the diversity of plants grown in the state's central valley. She also spoke about some of the challenges that plants face, and why we need plant scientists to study them. It showed the simplicity possible with Periscope broadcasts, as her session focused on just her with planned talking points, a walking path, and her voice-over.

Alun Salt of the AoB Blog brought us some short broadcasts from Kew Gardens. He gave a brief tour of the Wollemi pine, an ancient lineage known only from fossils until 1994. He also gave a quick overview of the garden's carnivorous plants, including the coolest plant in the world, *Darlingtonia californica*.

Several Botany Live recordings involved school students. Alistair Culham and Dr M broadcast a video with students about what they'd done earlier, counting plants and observing them. Many of the students were surprised to learn where pineapples come from: not from a tree, but a bush yielding a single pineapple a year. The Gramene Database broadcast a talk with students about plants' superpowers such as resurrection plants, which can lose 95% of their water and seemingly come back to life upon rehydration.

The most popular Plant Day broadcast was from the Manchester Museum, featuring botany curators Rachel



Webster (Manchester) and Donna Young (Liverpool) talking about Brendel's Plant Models collections from Manchester and the Liverpool World Museum. They're remarkable models of plants, made of paper mache amongst other materials, created in 1880-1920 by a father/son team in Germany. They were designed to teach plant anatomy and many are incredibly intricate, with some even being able to be taken apart to show specific parts of a flower.

Botany Live broadcasts came from all over the world, and the event can grow in the years to come. The format of live streaming is flexible, with elaborate or simple setups possible. Most broadcasts were under ten minutes, but some lasted almost an hour, and of course, they can be done nearly anytime and anywhere with a good data connection.

With thousands of people reached (and likely more, as many of the videos are still available), it was a success and a boost to the Plant Day events already taking place, extending their reach online. Given the success the Manchester Museum had with their broadcast, more institutions being directly involved will help promote the live broadcasts and engage even more people in the fascinating world of plants.

Botany live was just one part of a lively online participation which included quizzes, an online panel with plant scientists and thousands of people sharing their love of plants on social media.



Following

It's #PlantDay! If #BotanyLive has inspired you to ask about #plantsci our panel of scientists is at the ready.

senseaboutscience.org/activities/bot...

12:59 PM - 18 May 2017

#PlantDay Around the World



Bayer CropScience BE @Bayer4CropsBE · 38m

We have introduced some Belgian @Bayer4Crops greenhouse colleagues here today on @PlantDay2017. But there are many more! #PlantDay #FOPD



Plants Day Italia
@PlantDay_Italia

Following

a #Merano "Primavera ai Giardini" nel Castel Trauttmansdorff #PlantDayItalia @PlantDay2017 #PlantDay @EPSOEurope 2017.plantday.it/primavera-ai-g...

Translate from Romanian



Benny Ordoñez
@Belaaphyllis

Follow

#PlantDay 🌸 Flowers of an interspecific potato hybrid. My beloved diploid potatoes



RETWEET 2 LIKES

Erasmus Macaya Horta
@erasmomac

Follow

Celebración del Día d la fascinación x las plantas #PlantDay en @NaturaUdec - #DeptoBotánicaUdeC #PlantDay2017 #Conce #Chile @PlantDay2017



PM - 10 PM



Plants Day Italia
@PlantDay_Italia

Following

al @GBORopa "Il Fascination of Plants Day al Giardino Botanico di Oropa" #PlantDayItalia @PlantDay2017 #PlantDay 2017.plantday.it/il-fascination ...

Translate from Italian



RobbieBlackhallMiles
@fossilplants

Follow

One child said ' so let me get this right.. Without plants we can't eat, wear clothes, go places or breath, so without plants we all DIE!'



Emily May Armstrong
@emilyxarmstrong

Follow

Plant cell-fie @GlasgowBotanic for #mcsb #PlantDay. Come to the Kibble Palace to find out more



Netherlands

A greenhouse hosted journalists, school children and the general public in the square in The Hague, in front of the Lower House of the Dutch Parliament, with State Secretary Martin van Dam among the many visitors. Guests were invited into the world of plants, hearing inspirational stories in the 'Green Machine' and hearing the story behind the products on their plate.

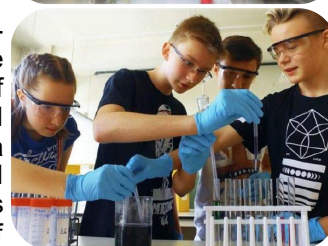
Two primary school classes tested microscopes and the DNA lab 'CSI with plants', the children have studied several vegetables and strawberries. In the afternoon there was a lecture on the program for biology teachers about CRISPRCas. The event was hosted by Plantum, the Dutch association for the plant reproduction material sector.

2017 National Coordinator: [Ingrid Vlegghels](#)



 In Poland an incredible 275 events were organized from 10 May to 1 June 2017. Universities and other scientific units, the State Forests, botanical gardens and other institutions took up the challenge to fascinate people with plants. The number of general public who turned up was great; we observed a steady flow of people all through the days. The units organized various forms of activities starting from experimental and field workshops and lectures, ending with guided tours and open days. The event was given attention in media.

2017 National Coordinator: [Malgorzata Gamczarska](#)



New Zealand

"Science in the City" was a free, 2-week exhibition from 10 to 21 July during the winter school holidays. It was contained in a small shop in the retail centre of Rotorua. The shop was staged with a mini forest in the centre and a path leading visitors along walls lined with information panels, photographs and exhibit pieces that tell the story of the contribution forests make to our society, and their importance to the bioeconomy and our future well-being. A number of scientists gave talks at midday, and also included at the rear of the shop was a small interactive zone for children. Almost 1000 visitors were overwhelmingly excited by what they learned, as reflected in written feedback they provided. The event was held by Scion (the NZ government research institute for forestry, wood and bioproducts).

2017 National Coordinator: [Scion](#)



Portugal

In Portugal, events could be found in Almada, Beja, Bragança, Caldas da Rainha, Cantanhede, Castelo Branco, Coimbra, Évora, Faro, Fornos de Algodres, Funchal, Gaia, Lisboa, Maia, Moura, Oeiras, Porto and Sintra, with activities ranging from field trips, open days, exhibitions, seminars, talks and more, all with free entrance.

"We are very proud of having so many different institutions celebrating this event with us since its inception in 2012. This is a great day for everyone that works with plants and want to share with everyone how fascinating we find them", said Nelson Saibo, National Coordinator. "We find particularly interesting the diversity of institutions that are celebrating this day, from research institutions, even from social sciences and humanities, to botanical gardens, museums and science centers, parks, pharmacies, universities and companies", continued Joana Lobo Antunes, co-coordinator.

2017 National Coordinators: [Nelson Saibo](#) & [Joana Lobo Antunes](#)



Norway

8 events were held in Ås, Oslo, and Tromsø. In addition a video competition was held for schools.

2017 National Coordinator: [Trine Hvosslef-Eide](#)



Saudi Arabia

Desert Agriculture Initiative scientists, staff and students will take you on a fascinating guided tour to explain their research and give you an idea about the wonders of plants and their potential applications, in the context of providing cutting edge molecular approaches to perform sustainable agriculture in hot and arid environments.

2017 National Coordinator: [Maged M. Saad](#)

Poland

#PlantDay Around the World



Kew Science
@KewScience

Follow

Kew's State of the World's Plants report launched today! @kewgardens #FOPD #SOTWP stateoftheworldsplants.com



Erin Haskell
@mycoacia

Following

Happy @PlantDay2017 everyone! Beautiful plant patterns all governed by #mathematics #ferns #fibonacci #PlantDay @CambridgeMaths



#PlantDay France
@PlantDay_France

Following

#PlantDay Lancement de la journée mondiale des plantes @PlantDay2017 par @ChristianHuygh1 @Inra_France @AcademieAgri

Translate from French



Florida Museum
@FloridaMuseum

Follow

Today is #fascinationofplantsday! Join us 1-3PM at the @FloridaMuseum to learn more about plants 🌱 @PlantDay2017 ow.ly/R6EC30bOzOC



Ghazanfar Khan
@Khaneleon

Follow

#Tamarillo tree in the system gardens of #unimelb #Plantday



19 May 2017



VIB
@VIBLifeSciences

Follow

Today is Fascination of Plants Day! Plant researchers Alain Goossens #VIB @ugent on why he is fascinated by plants #PlantDay

«Plants are metabolic champions! A single plant can make thousands of different small compounds, all with different bioactivities and functions. Finding out why and how the plant organizes the biosynthesis of these molecules is far more challenging than starting to complete a huge '1000 Colors' jigsaw. But ultimately it pays off, as it will create knowledge that allows improving both plant and human health.»

Alain Goossens, VIB-Ugent



LIKES



Julius Kohl @der_kappes · May 18

#PlantDay: Rd. 150 GrundschülerInnen lernen an der #HHU, was Pflanzen alles können. #CEPLAS @mpipz_cologne @UniCologne @fz_juelich @hhu_de

Translate from German





Slovenia

The central Slovenian event was held at the Biological Center in Ljubljana, where the plants were presented at workshops and practical presentations. The main event was attended by around 650 elementary school pupils and gymnasiums, mostly in organized groups from all over Slovenia, and some were attended by individual visitors. In addition to the events on the stands, the awarding of prizes to the winners of the literary competition Green Wonders, organized by the magazine Pil. Events were also held in Trenta and Rašica.



[Slovenia country page](#)

2017 National Coordinator: [Maruša Pompe-Novak](#)



Spain

In this edition 48 Spanish institutions, including universities, research centers, botanical gardens, museums, primary and secondary schools, participated. There were 89 activities throughout the country, from Galicia to the Balearic Islands.



2017 National Coordinator: [José Pío Beltrán Porter](#)



Sweden

Participating institutions included the Swedish University of Agricultural Sciences (SLU) and universities in Lund, Uppsala Umeå, Gothenburg and Stockholm. In connection with the FoPD a film contest for high school for high school students was organised. The [winning video](#) was from Class 7 in Tunaskolan, Uppsala. With the help of a flower sprayer, a pack of salt, playful sound effects and a relaxed action in front of the camera, the viewer learns about photosynthesis in an unusually entertaining way.



2017 National Coordinator: [Jens Sundström](#)



In Ukraine held an amazing [programme](#) of 79 events with activities held throughout the country.

2017 National Coordinators: [Yaroslav B. Blume](#) & [Yuliya A. Krasnylenko](#)



United Kingdom



Kew Gardens launched the State of the World's Plants Report 2017, gaining national news coverage. Involving 128 scientists from 12 countries, the report aims to provide an overview of current knowledge of the world's plants. It reveals why some plants are more vulnerable than others to global threats such as climate change, disease, or pests, and presents data never seen before on patterns affecting plants in different regions. It also shows that the fascinating world of plants still has much to discover as 1,730 exciting plant discoveries were made in 2016. A two day symposium attracted over 250 people from 30 countries around the globe to hear about the latest discoveries and knowledge in plant science.



2017 National Coordinator: [Dario Breitel](#)

United States



Nine events were registered around the country and awarded prizes through a photo contest. Take a look at all of the photos submitted by searching the tag #PlantDayUSA on social media. At the University of Maryland over 200 visitors enjoyed posters, activities, free plants, free food.



2017 National Coordinator: [Natalie Henkhaus](#)

Ukraine

Support the Fascination of Plants Day in 2019



Fascination of
Plants Day
May 18th 2019

The fifth international "Fascination of Plants Day" 2019 will be launched under the umbrella of the European Plant Science Organisation (EPSO). The goal of this activity is to get as many people as possible around the world fascinated by plants and enthused about the importance of plant science for agriculture, in sustainably producing food, as well as for horticulture, forestry, and all of the non-food products such as paper, timber, chemicals, energy, and pharmaceuticals. The role of plants in environmental conservation will also be a key message.



Plants are fascinating

From one little seed, planted into soil, many green lives can arise - from small herbs up to big trees, or from ornamental flowers to substantial crops which all animals and mankind need to survive on this planet. Plant biologists estimate the total number of plant species roughly to be about 250,000. On the back of this coordinated activity we hope to plant again many virtual and constantly germinating seeds in the collective mind of the European and World Public that plant science is of critical significance to the social and environmental landscape now and into the future.

Everybody is welcome to join this initiative!

We invite you to organize for the 18th of May 2019, a fascinating activity related to plants attracting and interacting with the public. May 18th will be the Fascination of Plants Day itself and most events will be organised for this day. In addition, where this is not suitable, events will be organised throughout the weeks of 3-31 May 2019. Just contact your national coordinator (see www.plantday.org and click on your country) or the Global Coordinators ([Trine Hvoslef-Eide](#), [Przemysław Wojtaszek](#), [Calum MacKichan](#) and [Karin Metzlaß](#)) to discuss and get guidelines for using the Fascination of Plants Day. The Fascination of Plants Day corporate design can be downloaded for free at the "[PR-toolbox](#)" on the webpage to be used to prepare, hold and report on this day.

We invite many others to join in, ranging from schools to



horticulture and anyone who feels to have a suited contribution to this initiative. Many plant science institutions, universities, schools, botanical gardens, and museums, together with farmers and companies, have opened their doors at the Fascination of Plants Day 2012, 2013, 2015 & 2017 with a variety of plant-based events for all the family - just look at the "Success Story" links in this document or on the website by clicking on each country. Again, the media are invited to join in, and scientists, farmers, politicians and industrialists will discuss with them and present the latest state-of-the-art research and breakthroughs in the plant science world and explore all of the new potential applications plant science can offer.

The Fascination of Plants Day will be backed up by a range of events in public spaces, theatres, cafes, central city squares and parks designed to get everyone thinking about plants.

Contact: plantday@epsomail.org

New website: www.plantday18may.org

