BSBI Strategy Map 2024-2027

Botanical Society of Britain & Ireland

Vision

A world where wild plants thrive and are valued and understood

Purpose

To advance the understanding and appreciation of wild plants and support their conservation in Britain and Ireland

Goals

Inspire, build and support a diverse **community of botanists** to sustain and develop the **skill base**

Provide high quality, impartial **data and interpretation** for research and to help address key environmental issues

Raise the **profile of plants and botany** so that wild plants are better understood and more highly valued

Key priorities

1. Deliver opportunities for learning, local engagement and participation for people of all botanical skill levels - from beginners to experts
2. Make botany more accessible by engaging a broader community and reducing barriers to participation

1. Provide evidence on our flora, its taxonomy, geography and ecology
2. Provide evidence on the state of our flora and how it is changing
3. Provide scientific advice, to support nature recovery

1. Develop a communications strategy
2. Improve the impact of our public engagement resources and projects

Foundations

- Motivated, skilled people
- Strong relationships
- Strong governance
- Effective data management
- Sustainable business model

Values

- A love of plants
- Intrepid
- Inclusive
- Inquisitive