

EMPOWERING YOUTHS TO BECOME PLANT AMBASSADORS

# The Young Botanist Project

## Species knowledge was threatened in Norway

In 2016, the Norwegian Botanical Society had few young members. Botanists skilled in species identification were all in the older generations, and the gap between skilled botanists and young beginners was increasing.

## In 2017, we started up the Young Botanist project

We based the new project on making a bridge across generations and focused on educating young plant ambassadors. These plant ambassadors were all given a course that introduced the wonderful world of plants and skills needed to plan trips. After the course, our plant ambassadors were free to organize plant trips.

## New young members to our Botanical Society

The results of the Young Botanist project have been astonishing. In five years, our student members have gone from 7% to 21% and we now have a network of young plant ambassadors organizing trips all over the country.

## Our message: Educate young plant ambassadors!

Currently, the Danish and Swedish Botanical Societies are starting up their own Young Botanist project and we encourage you to do the same.

## Our method?

1. Apply for funding for a Young Botanist project
2. Plan a plant ambassador course
3. Recruit students themselves to lead the project

Interested in starting up your own Young Botanist project?  
Get in touch, we would love to share our experiences!



Rebekka Ween and Anders Gunnar Helle  
The Norwegian Botanical Society

Contact: [rebekka@botaniskforening.no](mailto:rebekka@botaniskforening.no), Instagram: [botaniskforening](https://www.instagram.com/botaniskforening).

Webpage: [botaniskforening.no/wildflowers-in-norway](http://botaniskforening.no/wildflowers-in-norway)

