



What is a Steward?

The responsible overseeing and protection of something considered **worth caring for and preserving**

Education and Information

- Raise community awareness about your plant.
- Our website has been setup to help you to do exactly that.



How do people choose what to protect?



More than \$100million a year is spent by Zoos on Giant Pandas
Does anyone know the Scientific Name for the Giant Panda?

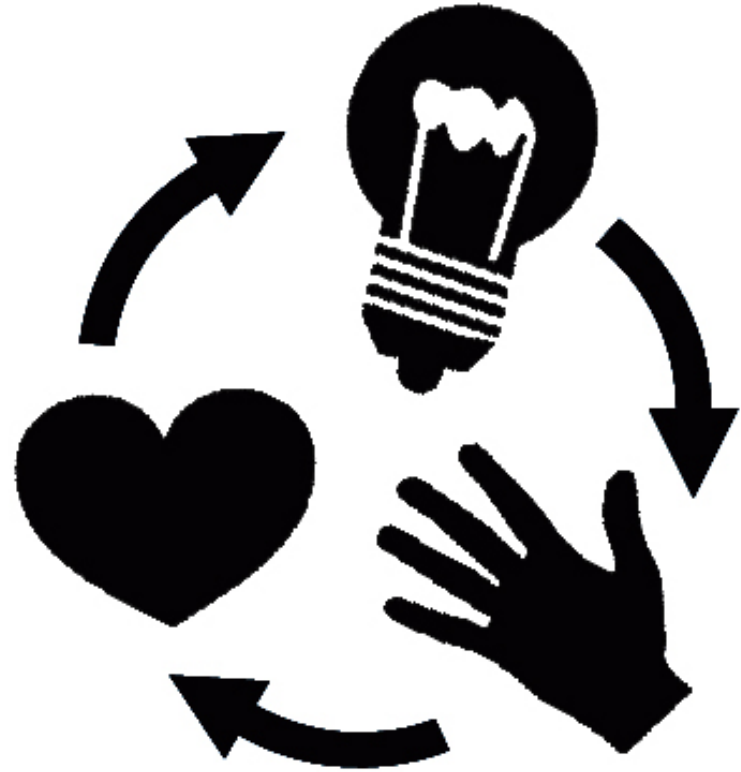
Ailuropoda melanoleuca

How do we get people to protect this?

Cullen microcephalum



Connect
Understand
Act



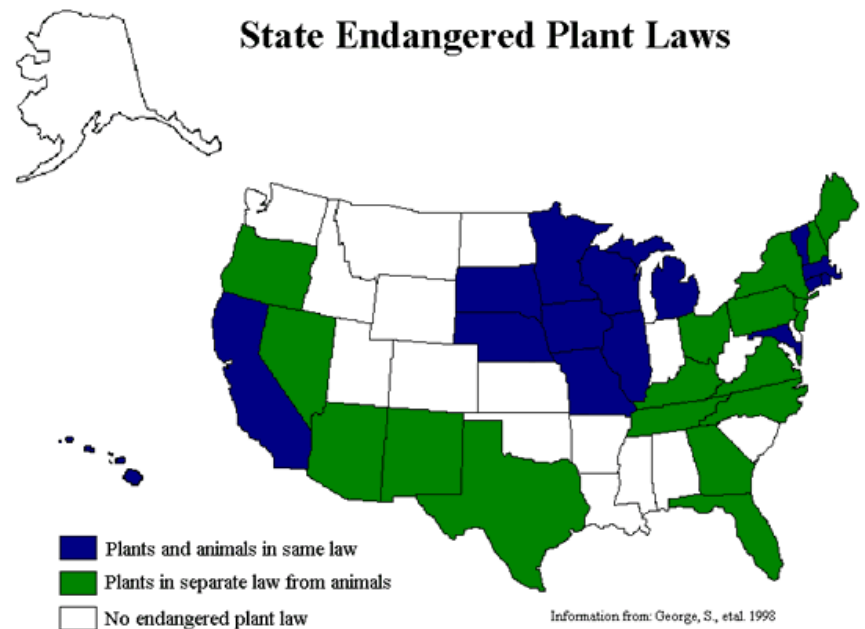
Connect

- We must forge strong positive emotional connections.
- We need to use stories rather than facts
- What is the emotive, compelling, unforgettable story of your plant?



Understand

- In order to protect something we must understand what it needs and why it needs it
- Understanding should highlight what's missing from the equation – why is this species endangered?



Act

- The vast majority of problems facing the natural world are a direct result of the actions of people
- If we are not changing peoples behavior then what are we achieving?

[Link to Rhino video](#)