

**Center
for
Biological
Diversity**



**California
Native
Plant
Society**



Native Plant Conservation Campaign

MISSION

to promote appreciation and conservation of native plant species and communities through education, law, policy, land use and management.

STRUCTURE

- NPCC is a Project of the Center for Biological Diversity (CBD) and the California Native Plant Society (CNPS).
- We will develop a network of collaborating botanical organizations and individual botanists throughout the United States and internationally
- We will invite cooperation from national and international scientific and conservation organizations such as Sierra Club, Botanical Society of America, Natural Resources Defense Council, Society for Conservation Biology, Planta Europa, and the World Wildlife Fund
- We will form a scientific advisory committee of professional ecologists and botanists

GOALS

- Increase coordination and communication among individuals, organizations and policymakers working to conserve native plant species and communities within the U.S. and internationally
- Raise awareness of the importance of native plant species and communities among public, media, legislators, agency leaders, and wilderness and wildlife conservation groups
- Raise awareness of threats to native plant species and communities
- Improve implementation of laws and policies affecting conservation of native species and ecosystems
- Improve K-12 and university level education on native plants and ecosystems
- Increase involvement in native plant conservation advocacy by scientists, scientific societies (including non botanical societies), universities, wildcrafters, and the botanical medicine industry
- Raise awareness of threats posed to native ecosystems by weeds and other invasive non native organisms

STRATEGIES

- Develop a coordinated network of organizations and individuals within the U.S. (NPCC Network) who promote the mission of the NPCC at the State and National levels
- Create and disseminate materials demonstrating inadequacy of Federal resources allocated to plant conservation
- Create and disseminate tools to help advocates for plant conservation better to understand and use endangered species acts and other environmental laws.
- Create and disseminate tools to help advocates understand and participate in Federal budgeting to promote plant conservation.
- Directly advocate for increased funding and staffing for botany programs in Federal agencies, universities, and other institutions.
- Improve local, state, national laws, and policies, and international laws and treaties, affecting conservation of native species and ecosystems.
- Specific legislative and policy goals include:
 - Amend the Federal Endangered Species Act so that it prohibits destruction of listed plants as it does listed animals.
 - Obtain legal recognition and protection for imperiled plant communities
 - Increase priority and funding for native plant conservation projects including
 - i. acquisition, conservation, and restoration of important plant areas
 - ii. research on rare plant management and recovery
 - iii. implementation of recovery plans for listed plants under the Federal Endangered Species Act
 - iv. data collection on native plant distributions and trends
 - v. invasive species survey, control and research
 - vi. U.S. ratification of the Global Convention on Biological Diversity

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