

Snap Photos. Identify Plants. Build Resilient Gardens.

The American Public Gardens Association's
PlantSnap Initiative



American
Public Gardens
Association



PlantSnap

What is PlantSnap?



PlantSnap is a technologically advanced, comprehensive, and accurate plant identification app that gives a person anywhere on Earth a new way to explore the natural world in their everyday life.

PlantSnap allows garden visitors to play a role in protecting and saving plants by simply snapping photos. Each snap helps us learn and add to PlantSnap's worldwide database of known plants. Together, we promote the importance of plants and public garden as relevant and resilient keepers of world flora.

PlantSnap's open source plant database features 600,000+ plants and 200 million+ plant images. The app recognizes nearly all species encountered in public gardens and is available in 37 languages. To date, there have been more than 25 million downloads.

The American Public Gardens Association Technology and Innovation Professionals Community has been researching plant identification apps since 2017. They have been actively working with PlantSnap to ensure its effective use in our gardens.

A woman with blonde hair tied back, wearing a white top, is shown from the side, holding a smartphone. The phone's screen displays the PlantSnap app interface, which is identifying a red flower. The background shows a lush garden with large green leaves and red flowers.

What is the American Public Gardens Association's PlantSnap Initiative?

The Association has partnered with PlantSnap to help build the most comprehensive database of plant photos in the world by empowering garden visitors to become citizen scientists in their own communities. Your garden's participation helps build resilience in all public gardens and promotes the importance of plants and their conservation.

What are the benefits of participating?

PlantSnap is a great way to...

Provide technology to identify plants

Allow visitors to learn about the plants in your garden, and get detailed information about the plant's taxonomy, habitat, and uses.

Support garden disaster recovery

PlantSnap downloads (free or paid) generated by this partnership grow the Association's capacity to connect and protect gardens impacted by natural disasters and extreme climate events now and in the future.

Understand how people use your garden

Learn which plants and which parts of the garden are most popular using PlantSnap's Explore Map.

www.plantsnap.com/explore-map

Show people that interacting with nature can be fun

Inspire visitors to develop a stronger connection to plants in their everyday lives.

Engage your visitors to be Citizen Scientists for plant conservation initiatives

Help national and international conservation efforts - gardens can access PlantSnap's data for a variety of purposes.

What's your role in the project?

Participation in this initiative unlocks specific benefits for your garden, for your visitors, and for the Association.

We know our gardens are vastly diverse and many factors influence their decisions, desires, or abilities to participate. We strongly encourage your organizational participation at some level although your garden may opt out. We do ask you to please participate. It raises public awareness of the importance of plants, and also helps to build an even more powerful tool for plant identification (and visitor engagement information) that benefits our industry as a whole. Our greater hopes are to utilize it as a citizen science asset and use the data collected to improve plant conservation and preservation. Gardens will have access to the PlantSnap database for plant research purposes.

- **Level 1 – ON THE MAP – OPT IN (aka “default”)***

Your garden participates by being identifiable on the PlantSnap map, as it is on the Association's online Gardens Map. This enables PlantSnap to positively identify any usage of the app in your garden by your visitors or those within a designated radius of your garden.

- **Level 2 – PROMOTING THE APP – OPT IN**

Your garden agrees to promote usage of the PlantSnap app to visitors and take steps to make staff conversant and promotional with regards to its usage. PlantSnap will provide a customizable set of marketing content to support your efforts and will send regular monthly reports about visitor app usage.

- **Level 3 – ON THE MAP, PROMOTING THE APP, AND PROVIDING A PLANT LIST**

Your garden agrees to share its plant list (you choose the plants you want to share), greatly improving your visitors' experience identifying plants and adding to PlantSnap's identification database. Gardens participating at this level will provide their plant lists for upload and are engaged with the public participation activities in Levels 1 - 2.

How much does the app cost?

PlantSnap is available on the Apple App Store and on Google Play. However, for your garden to activate the benefits of participation, contact plantsnap@publicgardens.org and you will be provided with a unique app download link and code for your garden. There are two versions of the app; the partnership receives credit either way if the upload link/code is used.

Freemium version

A free version of the app is the default version. It allows users a limited number of snaps per day.

Premium version

Visitors can sign up for a premium, ad-free version for 99 cents a month USD, offering the user an unlimited number of snaps per day.

Where do the proceeds go?

Ten percent (10%) of the revenue generated by each visitor/user downloading the app (in either version) in conjunction with a member garden will be invested in the American Public Gardens Association's Garden to Garden Disaster Response Center, which supports member gardens recovering from extreme climate events, and also towards Association programs to help public gardens build resilience.

* Level 0 - OPT OUT

The Association has provided PlantSnap with the geo-location of all member gardens along with the basic information found in the Association Member Directory listing. The pin for gardens carries the Association seal icon to identify it as a "Member" garden. If you wish to not be represented on the PlantSnap app even just with this pin, simply contact the Association at plantsnap@publicgardens.org and ask to opt out. The garden pin and description will be removed along with any accompanying garden information from PlantSnap.

What are my next steps?

- 1) Contact plantsnap@publicgardens.org to let us know you're interested.
- 2) An Association representative will work with you to determine your garden's desired level of participation. For example, they can explain the plant list upload process and how it's easy, selective, and secure.
- 3) PlantSnap will provide gardens participating at Levels 2 or 3 with QR codes, links and other materials that can be customized to help launch the PlantSnap initiative at your garden, and help your visitors download the app and enjoy their visit. PlantSnap will also:
 - provide ongoing marketing tips
 - facilitate and monitor plant list uploads
- 4) PlantSnap will provide gardens participating at Levels 2 or 3 with regular monthly reports aggregating data from visitors downloading and using the PlantSnap app in the garden, along with plant images (fully verified and identified) taken by visitors.

Have questions? We have answers.

Teams of garden professionals from the Technology and Innovation Professionals, Plant Collections, Plant Nomenclature and Taxonomy, and Marketing and Communications Communities have been working with the app, improving its accuracy based on known garden collections, and also asking questions to ensure all gardens can both protect and champion their plant holdings.

You can access our Frequently Asked Questions document at

<https://www.publicgardens.org/PlantSnap-faq>