

PLANTS ARE FASCINATING

The seventh international "Fascination of Plants Day" 2024 (FoPD 2024) will be launched by plant scientists across the world under the umbrella of the [European Plant Science Organisation \(EPSO\)](#). The goal of this activity is to get as many people as possible around the world fascinated by plants and enthused about the importance of plant science for agriculture and sustainable production of nutritious food, as well as for horticulture, forestry and the production of plant-based non-food products such as paper, timber, chemicals, energy and pharmaceuticals. The role of plants in environmental conservation is also a key message.

Everybody is welcome to join this initiative!

We invite everyone, from schools to producers, to join in and contribute to this initiative. Many plant science institutions, universities, schools, botanical gardens and museums, together with farmers and industry, have opened their doors during the Fascination of Plants Day from 2012 to 2022. Get inspired by the variety of interactive plant related events held across the globe in our "[FoPD Success Stories 2022](#)".

We also invite the media, scientists and policy makers to discuss the latest state-of-the-art research and breakthroughs in the plant science and explore new applications plant science can offer. The Fascination of Plants Day will be backed up by a range of events in public spaces, theatres, cafes, central city squares and parks designed to make everyone grasp the importance of plants.

We invite YOU to organize a fascinating, plant related activity on/around the 18th of May 2024 and to interact with the public. Our goal is to break the record of over 800 events you organised in 2022 and outgrow 2017 and its 1000 events. Fascination of Plants Day is officially held on the 18th of May and most events are organised on this day. Nevertheless, events can be organised throughout the whole month of May, even before and after that.

Plants are fascinating. From one little seed, planted into soil, many green lives can arise - from small herbs up to big trees, or from ornamental flowers to substantial crops which all animals and humankind need to survive on this planet. Plant biologists estimate the total number of plant species roughly to be about 250,000. On the back of this coordinated activity we hope to plant again many virtual and constantly germinating seeds in the collective mind of the European and World Public that plant science is of critical significance to the social and environmental landscape now and in future.

Raise awareness!

To help you, we offer the Fascination of Plants Day corporate design to be used for free. You can download it from the "[PR-toolbox](#)" menu on the FoPD website. To upload an event, please contact your National Coordinator (see your country page). For any other inquiry, do not hesitate to contact your EPSO Global Coordinator. We are looking forward to hosting and promoting your fascinating events!

[**#plantday**](#)

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