



FireSmart™
Plant Program



BRITISH COLUMBIA
FireSmart™

How to Get Started

This document is created for nurseries, garden centres, growers, and FireSmart™ Coordinators to help kickstart the FireSmart Plant Program in your community.

Step 1: Background

[What is FireSmart?](#) Wildfire is a risk that all British Columbians need to be prepared for. While that seems like a big task, FireSmart is here to help British Columbians get started and make proven steps towards protecting their home and community from wildfire.

The [FireSmart BC Plant Program](#) is a simple yet effective program that allows customers way to see which plants are considered more fire-resistant at the point of purchase through plant tags. These tags have been provided to the nursery. The Plant Program provides gardeners, landscapers, and suppliers with the knowledge and tools to help reduce wildfire risks where they work and live.

There are many benefits to participating in this program, including partner recognition on the FireSmart BC website, promotion in social media posts, and access to appearances by FireSmart BC mascot, Ember, for community and store events.



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Step 2: Funding

For FireSmart Coordinators:

If you are a FireSmart Coordinator and want to sign up a Plant Partner in your area, did you know that funding is available to help? FireSmart Coordinators can apply for funding for the FireSmart Plant Program through their local participating regional districts, First Nations, or municipalities in conjunction with the Community Resiliency Investment Program (CRI).

CRI allows the use of funding to purchase physical materials delivered to the nursery, such as plant tags and larger advertising materials, with surplus funds going towards engagement activities on location.

For Garden Centres and Nurseries:

If you are a garden centre or nursery interested in becoming a Plant Partner, please reach out to your local [FireSmart Coordinator](#) to get started. Otherwise, contact FireSmart BC directly at plantprogram@firesmartbc.ca and we will connect you with your Coordinator, or discuss alternate funding options.



Step 3: Connect with FireSmart BC

For FireSmart Coordinators:

To help make your local program successful, let us know which retailers are participating. To connect with us, please fill out the [Plant Partner Application Form](#) or email landscaping@firesmartbc.ca.

With this information we will:

- Contact the outlet to discuss their participation and add their logo and location information to the FireSmart BC website on our [Plant Program webpage](#)
- Provide opportunities for exposure on FireSmart BC social media posts
- Email you program updates and training materials which can also be located on the [Plant Program page of the FireSmart BC website](#)

For Garden Centres and Nurseries:

If a FireSmart Coordinator is unable to assist you with this process, please fill out the [Plant Partner Application Form](#) or email plantprogram@firesmartbc.ca for more assistance.

Step 4: Training

For FireSmart Coordinators:

Consider spending some time with new Plant Partners to build relationships and share your knowledge and expertise about FireSmart. After all, you are the expert! Plant Partner staff will likely already have a working knowledge about the basics of gardening and landscaping, so your job is to be their guide to FireSmart.

Be sure to also watch the [Plant Program Training Video](#) to refresh your knowledge about the program.

For Garden Centres and Nurseries:

Before you jump into tagging plants, you and your staff should become familiar with the Plant Program and FireSmart more broadly.

- You and your staff should watch the [Plant Program Training Video](#) to gain a high-level understanding of the program.
- The [Fire Resistant Plant Tool](#) will be your main guide to identifying which plants to tag, as well as identifying which should be avoided in the [Home Ignition Zones](#).
- Please also take some time to explore the [FireSmart BC Landscaping Hub](#). This hub includes an extensive list of fire-resistant plants, tips on how to create a FireSmart landscape, and more information on the FireSmart BC Plant Program.
- If you want to gain even more knowledge about FireSmart, we recommend the free [FireSmart 101 Online Course](#).



Step 5: Ordering Resources

For FireSmart Coordinators:

FireSmart Coordinators can order promotional, Plant Program, and printed materials for their local registered participants through the [Distribution Centre Victoria Online Store](#). Materials can be shipped to yourself or directly to the location of your choice.

The exact quantity and variety of resources needed will depend on the size and structure of each Plant Partner. This is a suggested list of essentials that each location should start off with. We encourage you to browse the other products and new resources that FireSmart has to offer.



- 1-2 Plant Program Banners
- Plant Program Buttons for each staff member
- 1-2 Plant Program Feather Flags
- 1-2 Plant Program Sandwich Boards
- 200 of each style of Plant Tag (Hang, Spike, Wrap)
- 10 Plant Program Posters
- 25 Landscaping Guides
- 50 Begins at Home Guides
- 200 Landscaping Tips Brochures

For Garden Centres and Nurseries:

Your store will be initially supplied with a selection of printed resources, banners, posters, plant tags, and more. These will come from your FireSmart Coordinator, or from filling out the [Plant Partner Application Form](#). A full inventory of resources can be viewed on the [Distribution Centre Victoria Online Store](#).

After your initial stocking of resources, keep track of your remaining inventory. It is important to maintain a supply of Plant Program resources throughout the season to ensure that plants are able to be tagged.

To request additional resources, contact your [FireSmart Coordinator](#). If they are unavailable, email plantprogram@firesmartbc.ca for more options. Small quantities of printed resources can be ordered and shipped free of charge using the [Resource Ordering Form](#).

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Step 6: Public Engagement

For FireSmart Coordinators:

Nurseries and garden centres are great places to host FireSmart information booths or community events. Work with Plant Partners to host launch events, BBQs, and more to promote FireSmart and the Plant Program!

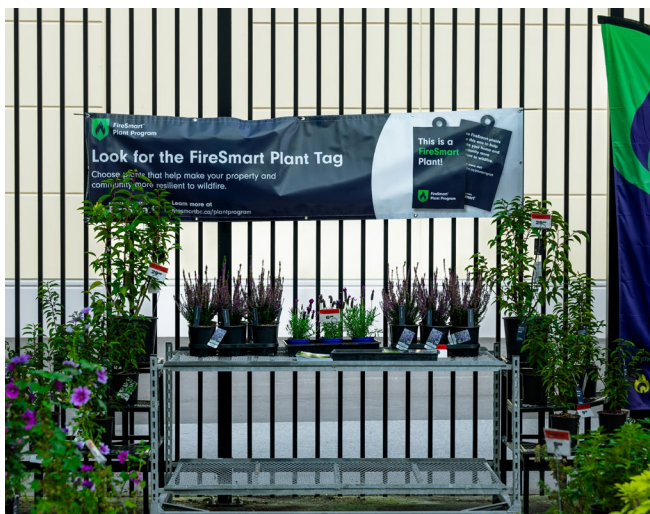
Make sure to bring your FireSmart resources for events, such as tents, tablecloths, banners, and other promotional items. All of this can be purchased with your CRI Funding from the [Distribution Centre Victoria Online Store](#). Remember to take lots of pictures to promote your local programs! Pictures sent to plantprogram@firesmartbc.ca can be posted on our social media networks for promotion.

For Garden Centres and Nurseries:

Hosting FireSmart events at your store is a great way to promote your business, engage with the community, and help spread the awareness of FireSmart!

Typically, new Plant Partners host at least one launch event or BBQ at their store. Work with your [FireSmart Coordinator](#), [Local FireSmart Representative](#), or Fire Centre to determine if they have the availability to facilitate such events.

We can't wait to see the way your program blooms! Share your photos with plantprogram@firesmartbc.ca and you might be featured on our website and social media. We want to celebrate your successes and share the great work being done in your local community to support wildfire resiliency.



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Step 7: Continuing Involvement

For FireSmart Coordinators:

Starting in the early spring of each year, you should reach out to your Plant Partners to make sure that they will be participating this season, discuss any challenges they face with the program, and help them restock on Plant Program resources.

FireSmart BC will also reach out to you to check on the participation status of Plant Partners. By confirming participation, they will remain on the FireSmart website and contact list.

We encourage you to keep in touch with Plant Partners throughout the growing season to provide support and even host additional events. With your help, we look forward to growing the FireSmart Plant Program together.

For Garden Centres and Nurseries:

In the early spring of each year, you should be contacted by your FireSmart Coordinator or FireSmart BC to check in and confirm your continued participation. We will update any contact information that may have changed and see if you require new resources.

By confirming your continued participation in the Plant Program, your business will continue to be promoted on the FireSmart BC website.

We always welcome feedback about what is and isn't working in the Plant Program. Share your successes and challenges with your FireSmart Coordinator or contact plantprogram@firesmartbc.ca.

We look forward to growing the Plant Program with you for years to come, and we wish you the best of luck in this planting season!



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