



UNITED STATES
BOTANIC GARDEN



Announcement of Partnership Opportunity

The United States Botanic Garden (USBG) and Lady Bird Johnson Wildflower Center at The University of Texas at Austin (LBJWC) are seeking proposals from entities who would be interested in assuming responsibility for management, stewardship, growth and ownership of the [Landscape For Life](#) sustainable gardening program.

OVERVIEW AND HISTORY:

Landscape For Life is an innovative, original and multidisciplinary educational program aimed at homeowners, homeowners associations, master gardeners, schools, landscape contractors, public gardens and many others. Residential land is a significant portion of our environment, and ensuring it is sustainably gardened can impart a range of ecological, economic and health benefits.

Landscape For Life was created jointly by USBG and LBJWC in 2010 while working on the creation of the [Sustainable SITES Initiative](#) (SITES®). At the time, there was a void in education and understanding about sustainable gardening. This program was developed to apply SITES concepts to home gardening practices nationwide. It was distributed through an interactive website as well as in-person and virtual trainings, with modules on plants, soil, water, materials, health, pollinators and maintenance of healthy, sustainable home gardens.

Sustainable gardening is the recurring theme throughout Landscape For Life, with each module tying individual principles of sustainable gardening to a broader message on how to garden in a holistic manner to create and maintain a healthy, sustainable garden.

Landscape For Life has implemented a unique Train the Trainer program that provides individuals with the materials and information necessary to teach the concepts of sustainable home gardening in a way that makes the information relevant to each ecoregion. The program connects natural resource conservation, native plant horticulture and sustainable gardening across seven modules and additional online resources.

Over time, Landscape For Life has trained numerous home gardeners and over 350 trainers in 38 states and three countries. The trainers combine their expertise with the knowledge they gain in the Landscape For Life Train the Trainer webinars to teach the program. The website is



augmented by manuals, curriculum and ready-to-use PowerPoint presentations for trainers and practical information for homeowners.

Participants have learned the importance of protecting and conserving soil and water in order to build and maintain healthy sustainable gardens. They also learn how to apply reduce, reuse and recycle principles to create gardens using repurposed, salvaged and locally sourced materials. Native plant horticulture is covered, and participants learn the importance of plant selection. They discover how thoughtful, ecological plant selection promotes not only a healthy garden but a suitable habitat for wildlife, as well, including pollinators. In addition, potential risks of invasive species are covered, as is sustainable maintenance and the resulting benefits to a broader regional landscape.

PROPOSALS SOUGHT:

The USBG and LBJWC are seeking an appropriate organization to take this program to the next level. There is an expectation of commitment to continue the program, make it your own, and continue to reach audiences regarding sustainable landscaping.

Proposals should include:

- A statement of your organization's suitability, including:
 - type of organization
 - education and outreach capability/capacity
 - understanding of sustainability and sustainable landscaping, etc.
- Your organizational vision for Landscape For Life, including:
 - program goals, outcomes, and intended audience and reach
 - educational program direction and platforms
 - marketing and new audience engagement
 - technology use and infrastructure, etc.
- An indication of commitment that shows where the program fits within your organization, including:
 - dedicated staff resources
 - organizational experience
 - any applicable expertise in educational programming, particularly in sustainable gardening
- Your financial commitment and potential for how this program can be sustained long term. Budget should include funding sources and major expenses over a five-year period.
- Any request for temporary financial need to support the transition of Landscape For Life to your organization.

Next steps:

- Questions should be directed to education@wildflower.org.
- A preproposal Q&A will be held at 1p.m. EDT, Thursday, Oct. 14, 2021.
- Preregistration is required [here](#) and questions submitted ahead of time [here](#).
- Proposals are due on Nov. 19, 2021, submitted to education@wildflower.org.
- A decision will be announced prior to Dec. 31, 2021.