

# Key Performance Indicators

## Mats Havström, Gothenburg Botanic Garden



**2017 IrisBG Europe User Conference**  
12th May 2017, Hortus Botanicus Leiden

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Hortus  
*botanicus*

LEIDEN



de hortus  
Hortus Botanicus Amsterdam - anno 1638

# Workshop on Key Performance Indicators from IrisBG

Mats Havström  
Gothenburg Botanical Garden





# Botaniska

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- **45 permanent staff**



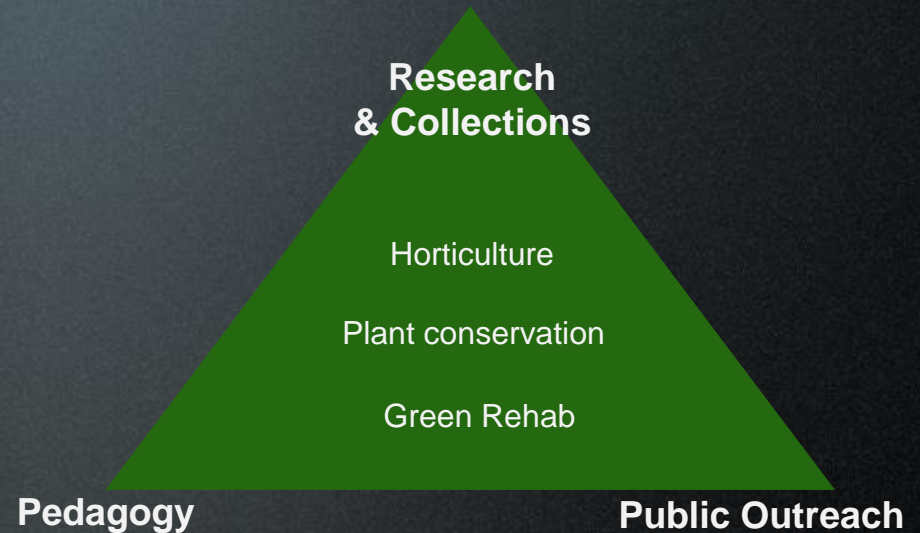
# Botaniska

- Opened 1923
- 175 hectares
- 16 000 plant species and cultivars
- 500 000 visitors/year
- 45 permanent staff
- 39 million in annual turnover



# Goals of the owner:

1. High collection standard and accessibility
2. Reach-out to young people in West Sweden
3. Concern for the whole region
4. Inbound tourism industry
5. International luminous power





# Goal 5:

*“Botaniska should be a visible and engaging business with international luminous power.”*

Example indicator:

*- Number of important international articles.*

Panayoti Kelaidis; Denver  
April 30, 2013:

*“Their garden is loved by the citizenry. And botanic garden aficionados around the world make pilgrimage to Gothenburg: our Mecca!”*

Scan Magazine | Special Theme | Top Ten Summer Experiences in Sweden



Left: Head gardener Anders Stålhånd. Above: Work by Lee Jaehyo for the Land Art exhibition. Below: Stuart Ian Frost, A fior di pelle, as part of the Land Art exhibition. Copyright: Arte Sella. Photos: Giacomo Bianchi.

## A thousand lilies and a window to biodiversity

Ever since the Gothenburg Botanical Garden was founded in 1923, its focus has been on presenting botany and biodiversity to the public in a beautiful way. In February this year, 4,800 people visited the gardens to take part in the opening ceremony of Gothenburg Green World, presenting a year of green experiences to inspire a greener world.

By Linnea Dunne | Photos: Gothenburg Botanical Garden

the perfect base for him. Its collection of 1,500 species of tropical orchids is the largest in Sweden, and one of the world's greatest collections of bulbs and tubers can also be found here. Add a spectacular waterfall, a herb garden, a Japanese valley and a multifaceted annual events

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Gothenburg Botanic Garden CREDIT: SUPERSTUDIO D&D/GÖTEBORG & CO

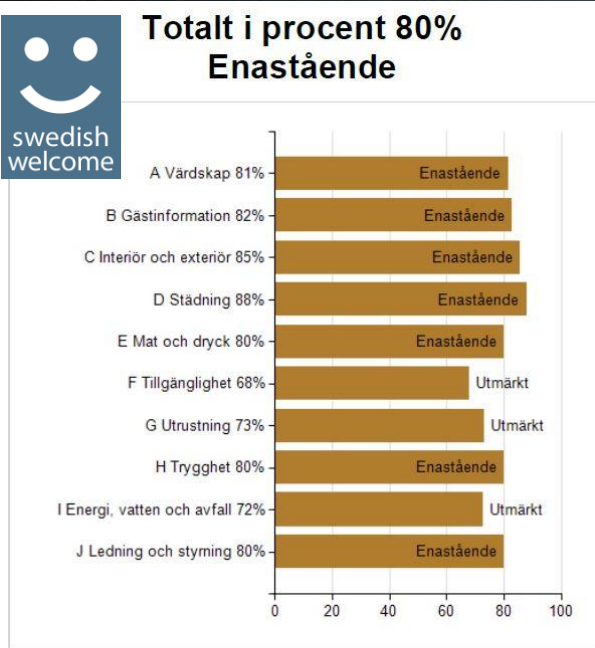
By Leah Hyslop  
18 MARCH 2017 · 7:00AM



# Goal 4: "Botaniska should be a part of the inbound tourism industry of West Sweden."

Example indicators:

- Ratings by Swedish Welcome and TripAdvisor



besök datum: 2016-08-09

Ansvarig rådgivare: Robert Cullen

Diskuterade med: Agneta Green

**tripadvisor** Gothenburg

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## Botanical Garden

981 Reviews #3 of 116 things to do in Gothenburg Gardens, Nature & Parks

22 Carl Skottsbergs Gata, Gothenburg 413 19, Sweden +46 10 473 77 77 Website

Certificate of Excellence

All photos (463)

### Review Highlights

"Beautiful"  
We loved the botanical gardens - beautiful to walk around and spend the day. You can also find the... read more

Reviewed 1 week ago  
NaimahCallachand, Belfast, United Kingdom via mobile

"A world class botanical garden"  
A fantastic park and botanical area. Don't miss the "stone landscape" in the rear upper part. The... read more

Reviewed 1 week ago  
Lennart A via mobile

Read all 981 reviews



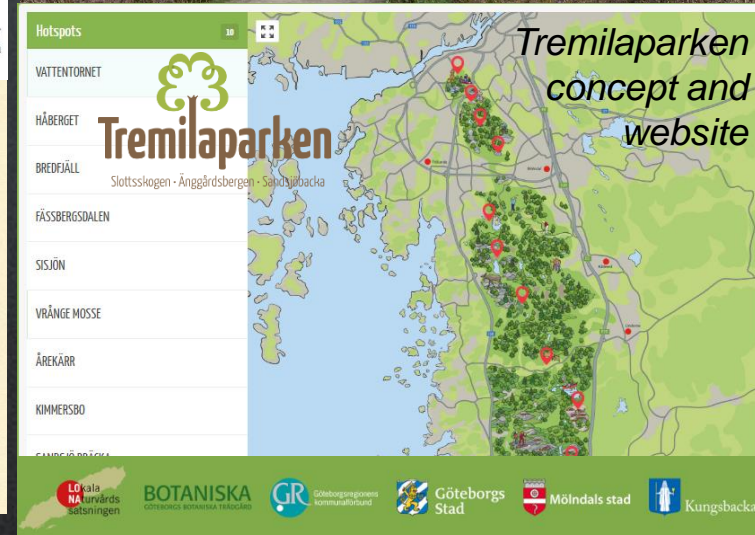
# Goal 3

*“Botaniska should be a concern for all of West Sweden.”*

Example indicators:

- Number of regional projects and partnerships

- Number of threatened plants in conservation projects



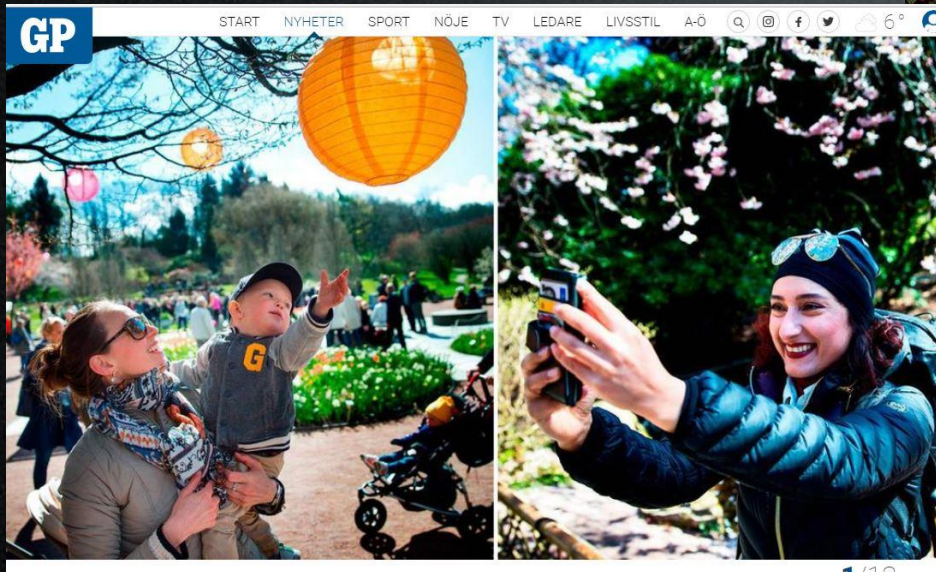


## Goal 2:

*“Children and young people in all of West Sweden should be reached.”*

Example indicators:

- *Number of visitors*
- *Number of school classes*
- *Number of classes from outside Gothenburg*







## Goal 1:

*“The plant collections should be of such a **high standard** and **accessibility** as to enable research and qualified education.”*

Indicators:



Select, Rate and Evaluate which indicators can be generated with IrisBG.

Remember that a good indicator is:

*S*pecific

*M*easurable

*A*chivable

*R*elevant

*T*ime phased



## Some potential Iris and combined statistics to use as Key Performance Indicators:

- *Proportion wild accessions*
- *Proportion of accessions collected by garden staff*
- *Proportion with full documentation*
- *Proportion with permits*
- *Proportion inventoried per five years per location*
- *Proportion of accessions in herbarium*
- *Proportion of accessions in research projects*
- *Proportion in GBIF*
- *Number of external visitors in garden explorer*
- *Number of nationalities visiting garden explorer*
- *Number of index requests*
- *Number of determined taxa (comparison to online floras)*
- *Proportion red listed species in collection*

Thank You!

