



Report Taxonomy Recognition Day

Within task 8.3. Led by NHMD, CETAF and ECSA

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Summary

On May 23, 2024, the inaugural Taxonomy Recognition Day, organized by the EU-funded TETTRIs initiative, was celebrated across Europe, emphasizing the crucial role of taxonomy in biodiversity preservation. Events in 10 countries, hosted by 16 institutions, engaged leaders from academia, industry, policy, scientists, students as well as the media, highlighting taxonomy's relevance in agriculture, business, and policy. Public tours, interactive sessions, and educational programs aimed to raise awareness about the importance of taxonomy. This event, honouring Carl Linnaeus's birthday, set the stage for annual celebrations to integrate taxonomy into multiple sectors, supporting conservation and sustainable practices. Key activities included discussions, roundtables, and public engagement events across major European cities, fostering collaboration and future initiatives to enhance taxonomic research and education.

1. Concept brief

Taxonomy Recognition Day (TRD) is designed to be a recurring event that not only recognizes the essential contributions of taxonomy, but also **encourages dialogue, networking, and collaboration among various stakeholders**. The aim of a Taxonomy Recognition Day is to raise awareness of the importance of the science of taxonomy and the existing challenges, with the overall goal of strengthening the profession of taxonomy across Europe.

The TETTRIs consortium decided to individuate a fixed day that could be observed across Europe: **Linnaeus' Birthday, the 23rd of May**. Well into spring, the day combines a memorable date with generally good weather, favourable to open-air taxonomy activities should future events involve such activities.

The first Taxonomy Recognition Day fell on Thursday the **23rd of May, 2024**. Associated with the day, we want to launch two activities:

Objective:

Raise awareness and understanding of the importance, relevance, and challenges of taxonomy among key stakeholders, including policymakers, funding agencies, and industry representatives. This communication plan will take lessons learned from our TRD events into the public sphere, extending the reach and dissemination of this important task.

Target Audience:

- Policymakers
- Representatives from funding agencies
- Academia (outside taxonomy)
- Agriculture representatives
- Industry stakeholders
- Media
- General public

Key Messages:

- Highlight the significance of taxonomy in understanding and preserving biodiversity.
- Highlight how taxonomy is an essential science in agriculture, medicine, cosmetics, policy and of economic capital in business.
- Showcase the contributions of taxonomists in scientific research and conservation.
- Tell the stories held in museum collections to guests of influence.
- Communicate the challenges and opportunities in the field of taxonomy.
- Solutions to the taxonomic impediment.

Communication Channels:

1. Press Releases: A European-level press release has been shared with the partners to be the basis of a country-tailored press release to target local and national media
2. Social Media:
A dedicated hashtag to track all social media activities was selected at a TETTRIs meeting. **#NameItToSave** is catchy and encompasses one of the driving points of Taxonomy Recognition Day - how can you protect something you don't know the name of?
3. Website:
4. Email Campaigns:
Send targeted emails to invite key stakeholders and share TRD details. A draft [invitation letter](#) was drafted for guests.

WP8 produced a flyer for circulation before TRD. This flyer, whose original language is English, has been made available for partners well before the event, to make a translation possible, The flyer has been indeed translated into French and Greek.

https://drive.google.com/drive/u/0/folders/1VP_2iUdpPmRLtB3vyQh0cCXrnGlo3uF0

Branding

A series of social media “teaser” graphics were created

<https://drive.google.com/drive/u/0/folders/118dPEF3o-taVJOCP4Eq16fgKax7Kqwx4>

Dedicated flyers and posters were made and translated if necessary.

https://drive.google.com/drive/u/0/folders/1VP_2iUdpPmRLtB3vyQh0cCXrnGlo3uF0

2. Partner participation

Figure 1 shows an overview of partners participating in the TRD.

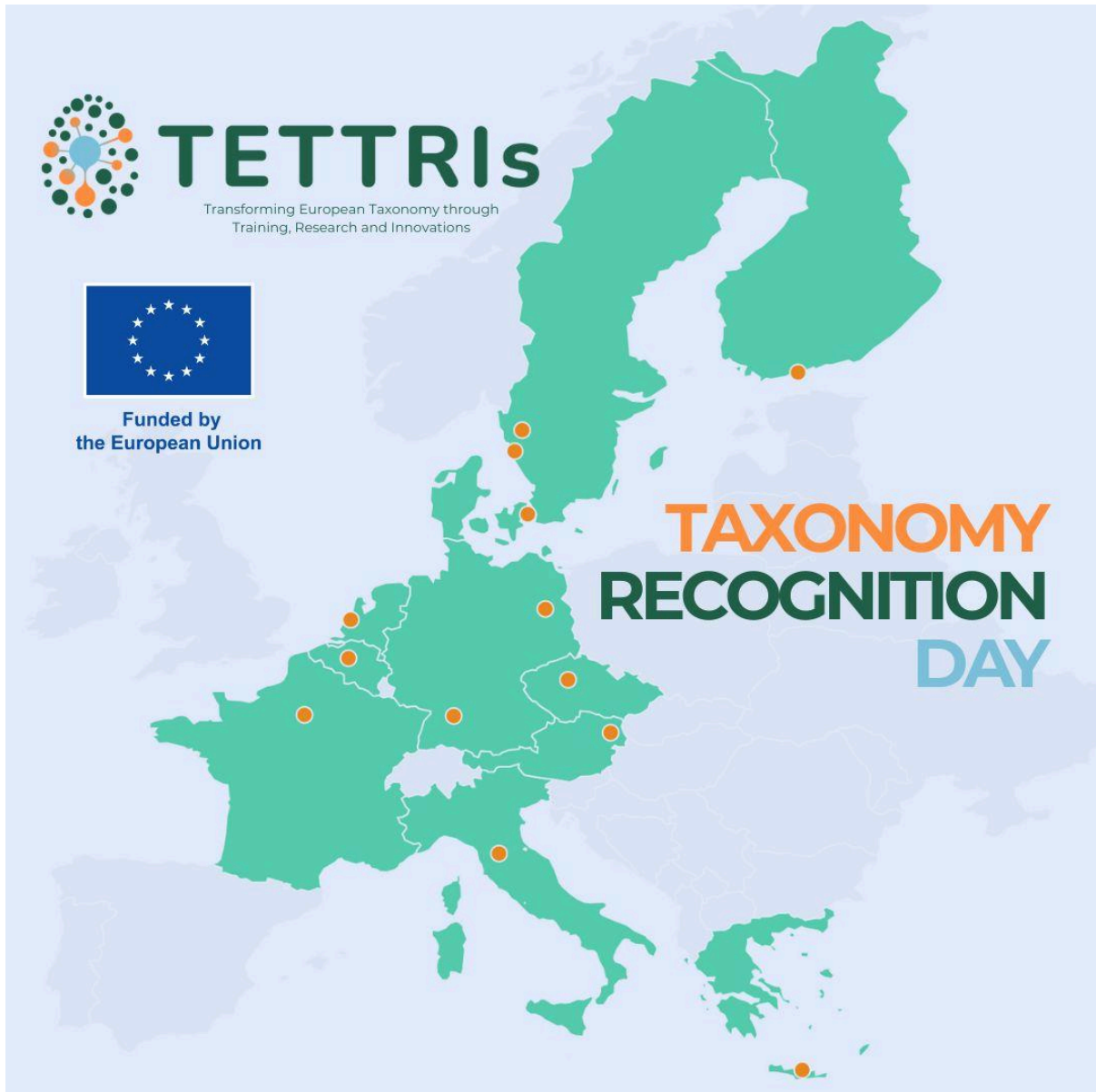

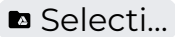




Figure 1. Map showing TETTRIs partners involved in the Taxonomy Recognition Day.

The following lists the TETTRIs partners who held a dedicated event(s) for Taxonomy Recognition Day. It includes links to local media publications.

Institute	Event summary	Media Publications	Picture link
NHMD	<p>Representatives of education in Denmark were invited to a meeting co-hosted by the museum of natural history and the Copenhagen University faculty of science. From kindergarten to university, taxonomy has all but disappeared from the curriculum. We see this as a huge problem. The discussion was centered around how to bring species recognition back on the program at all levels.</p>	<p>https://www.tiktok.com/@tv2kosmopol/video/7372167642116869408</p> <p>https://nyheder.tv2.dk/video/dXJuOnR2MjpbjXM6YnJpZ2h0Y292ZTp2aWRlbzo2MzUzNTAxMTk5MTEy</p> <p>https://www.tv2kosmopol.dk/metro-polen/saa-lidt-ved-vi-om-naturen-vi-har-spurgt-ti-ti-lfaeldige-paa-gaden</p> <p>https://www.facebook.com/StatenNaturhistoriskeMuseum/posts/pfbid02XzS1P99xieSviAynWmqZSrrZk8zKMeTszwJivitaXYRi61Pc6moB7qTBbVAmpXYLI</p> <p>https://via.ritzau.dk/pressemeddelelse/13864540/naturrens-navnedag-givet-et-navn-hvis-du-vil-redde-det?publisherId=13560986&lang=da</p>	<p> Selecti...</p>



Institute	Event summary	Media Publications	Picture link
RBINS and CETAF	<p>The Royal Belgian Institute of Natural Sciences (which organised in coordination with CETAF) opened its door for guests at 1 PM, to bring together members of the European Commission, policy-makers, journalists, scientists and students.</p> <p>They started with opening speeches, then behind-the-scene tours of the facilities. Then members of the public participated in a special poster session highlighting taxonomic work conducted in Belgium. With almost 20 posters, the public could see how complex and multifaceted is the profession of taxonomists. It was the occasion for CETAF Director Ana Casino to give the E-SCoRe Award directly to the 2024 winner, Nathan Vranken, who was presenting his poster in the session.</p> <p>The meeting has been closed by Thierry Backeljau who showed, with direct examples, how taxonomy is <i>alive and kickin'...</i></p>	<p>https://cebios.naturalsciences.be/event/taxonomy-recognition-day/</p> <p>https://www.naturalsciences.be/en/science/news/taxonomy-recognition-day---23.05.2024</p> <p>https://cetaf.org/elementor-10034/</p>	<p>https://drive.google.com/drive/u/0/folders/19H1hxyn_W1YK1Q9PjsWuXqzIzsgKrO17</p>
FUB-BGBM and ECSA	<p>For the first Europe-wide Taxonomy Recognition Day on May 23, the Botanic Garden Berlin invited guests</p>		<p>https://drive.google.com/drive/u/0/folders/16h</p>

Institute	Event summary	Media Publications	Picture link
	<p>to gain an exclusive insight into the institution's taxonomic research and some of the most significant biodiversity discovery stories of recent years.</p> <p>After an introductory talk by director Prof. Thomas Borsch, there was the opportunity to gain insights into taxonomic research through practical demonstrations. Topics included a new diatom species in Berlin, the incredible biodiversity of lichens and the connection between Aztec knowledge and international cooperation.</p>		WpOgsXb6eRJ0FVfnCmFGsnkwV6WJx
IBOT-CAS	<p>The Institute of Botany in the Czech Republic celebrated the Taxonomy Recognition Day with a three day event themed around plants and sugars. The main target audience were children. Multiple workshops and hands-on activities took place allowing the children experience with the fun and joy of giving plants names. It was in collaboration with the Nature Protection Agency, Gene Bank.</p>		
LUOMUS	Luomus met with the	https://www.instagram.com/	Would

Institute	Event summary	Media Publications	Picture link
	<p>Helsinki City leadership.</p> <p>At the event 1) Luomus director Paula Kankaanpää introduced Luomus and TRD to the city board; 2) post doctoral researcher Anniina Kantelinen who has described tens of lichen species, presented her work to them and explained why the work of taxonomists is important for biodiversity; 3) Zoology Unit director and Lepidoptera taxonomist Pasi Sihvonen introduced the work of taxonomists at Luomus entomological collections; 4) head of zoological collections Hanna Laakkonen told them about the importance of natural history collections.</p>	<p>gram.com/reel/C7TbspANWr0/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA%3D%3D</p> <p>https://www.instagram.com/p/C7RWEQnCzDf/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA%3D%3D</p>	<p>need to talk with the public relations team. Or have a very targeted invitation.</p>
MeiseBG	<p>The Botanical Gardens in Meise, Belgium, held a two-day celebration for the Taxonomy Recognition Day. The TRD coincided with the opening of their new greenhouse, The Green Ark. On day 1, policy makers, industry and academics were invited for a tour and talks. On day two it was open to the public. TRD flyers highlighting the vital role of taxonomy in our everyday lives were distributed on both days.</p>		<p> Selecti...</p>
MNHN	<p>In the context of the</p>	<p>https://www.mnh</p>	<p> Selecti...</p>

Institute	Event summary	Media Publications	Picture link
	Taxonomy Recognition Day, The National Museum of Natural History in Paris organised a meeting with stakeholders to discuss the use of taxonomy in various fields such as health (search for pathogenic bacteria, ticks, mosquitoes, etc.) or in the field of biodiversity management (search for invasive species, etc.). Policy makers and funding agencies met with taxonomists during an afternoon roundtable.	n.fr/fr/journee-de-la-taxonomie?codeRelecture=LFTiTLa6sGjG6jjWKnzPkDHuWnzjGhWNUxvgLWzF_k	
NHMC-U OC	On the first Taxonomy Recognition Day (23 of May, 2024), the Natural History Museum of Crete opened doors to politicians, students and the public. Demonstrating the vital role of taxonomists by telling the stories of their specimens, having an open taxonomy lab as well as open discussions about how guests viewed the role of taxonomy in our everyday life.	https://drive.google.com/file/d/11G0Yx_aynVObQ8XRjItA4jw7s30NisAi/view	Selecti...
NHMW	For the Taxonomy Recognition Day, The Natural History Museum of Vienna hosted high-ranking representatives from business, media, and politics to meet with in-house taxonomists. The discussions highlighted	https://science.apa.at/power-search/11494999180514932058 https://oel.orf.at/programm/20240528/757986/Leichte-Sprache-Taxon	Selecti...

Institute	Event summary	Media Publications	Picture link
	<p>biodiversity as an important resource for the participating companies. The Vienna NHM keeps on reiterating this concept as they brilliantly did at the Stakeholder Lab 2, last November. Biodiversity research through taxonomy is essential. It also became clear that taxonomic research is highly interdisciplinary and attractive, and that collections, as fundamental research infrastructure, need to be utilised more intensively.</p> <p>As the next steps, it was agreed to collaborate on increasing public awareness and, if possible, to advance the utilization and taxonomic research of collections through funding programs and other activities to be specified further.</p> <p>In addition to this meeting, the long night of research on May 24 had a large focus on taxonomy, reaching more than 2000 people. TETTRIs was highlighted in particular.</p>	<p>omie-und-Artenschutz</p>	
SMNS	<p>On TRD, SMNS invited students from applied and traditional universities around Stuttgart for guided tours through the</p>	<p>https://x.com/SMNStuttgart/status/1784802791673778288</p>	<p>Selecti...</p>

Institute	Event summary	Media Publications	Picture link
	<p>collections. Researchers and students had discussions about career paths in taxonomy, what their expectations were and what they needed. They also rated their species literacy and talked about how those who had high species literacy achieved this. TRD definitely sparked high interest in Taxonomy and taxonomic research with the students and might lead to follow-up events in the future.</p>		
<p>UGOT and VGR</p>	<p>The Botanical gardens and natural history museum Gothenburg partnered to celebrate the Taxonomy Recognition Day. Politicians and educators were invited to a Breakfast discussion on how the taxonomic education looks today and possible ways of improvement.</p> <p>They also held a bioblitz in the garden that was open for public participation.</p> <p>TRD is especially important for our partners in Sweden, as Carl Linnaeus is Swedish :)</p>	<p>https://botaniskatradgardspodden.ivalsyn.com/avsnitt-82-lr-knna-vxterna-runtomkring-dig</p>	<p> Selecti...</p>
<p>UNIFI</p>	<p>Partners at the University of Firenze celebrated the first Taxonomy Recognition Day by highlighting the diversity of insects, with</p>	<p>https://www.unveiling.unifi.it/art-239-taxonomy-recognition-day-23-maggio-2024-com</p>	<p> Selecti...</p>

Institute	Event summary	Media Publications	Picture link
	<p>main focus on pollinators. Researchers displayed some reference collections before inviting guests on a monitoring transect.</p> <p>The data collected along the transect was uploaded on iNaturalist, highlighting the importance of the citizen science approach in biodiversity monitoring and protection activities.</p>	<p>unicato-stampa-progetto-tettris.html</p> <p>https://www.unveiling.unifi.it/art-238-23-24-maggio-2024-workshop-e-uniwell-attraverso-natura-e-cultura-scienze-letterature-filosofie.html</p> <p>https://www.facebook.com/museo-storianaturalefirenze/posts/pfbid0g1n5rQG1cKL76agPLCcSNMAsNosyNr2bLZK8SqX5mnrhk383UjHsCRQRxe8vt8T5l</p>	

Reach and Impact

Taxonomy Recognition Day has been identified as the flagship communication activity in TETTRIs. It is a mechanism to reach a wide audience of stakeholders. Most project partners created events catering to decision-makers in policy, industry and education. These in-person stakeholder activities are identified below as being of high-impact. The TRD also provided material for publication in social media and news outlets across Europe. These activities promoted TETTRIs to the general public. Promoting the goals and values of TETTRIs to the general public is an important task as it is only through wide-spread behavioural change in consumption and action across Europe that we can make a positive change for biodiversity.

This section assesses the reach of the TRD campaign.

Figure 2 shows the general presence of the TETTRIs social media pages. The reach of any social media campaign is limited by the size of the audience, sharing and paid promotion. As we do not have budget for paid promotion, reach is based on audience and sharing. For every major TRD social media post., all partners were encouraged to share on their institutions page.

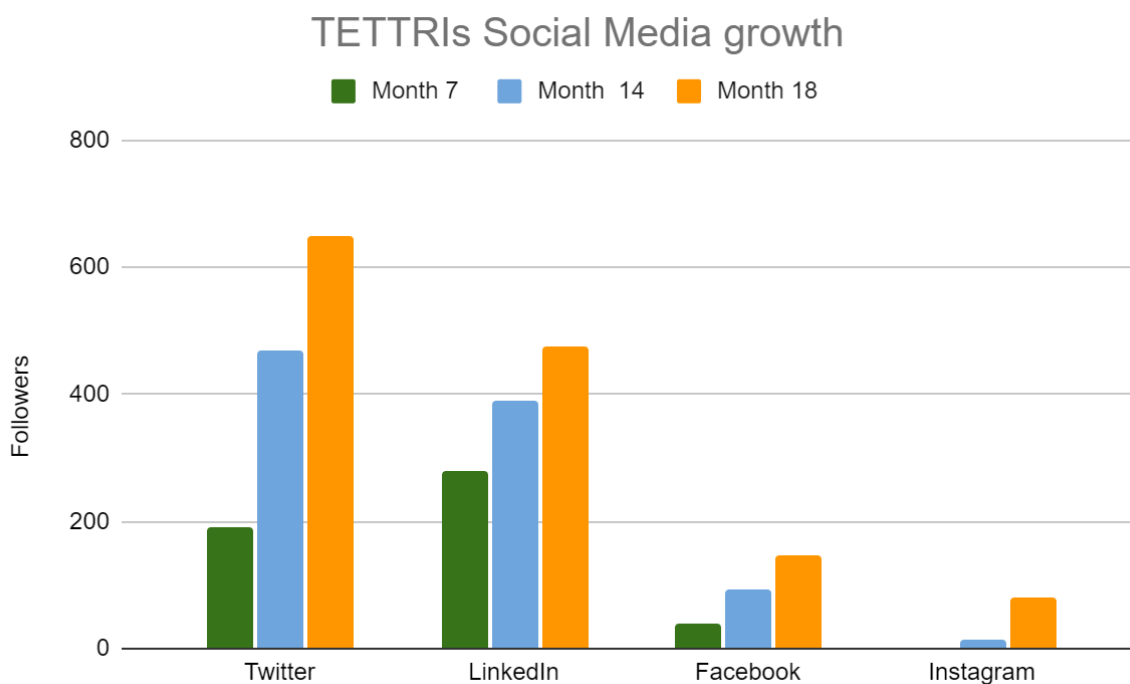


Figure 2. Showing the growth of TETTRIs social media pages in month 7, 14 and 18. The TRD was in month 17.

Twitter is the most popular TETTRIs social media page. It has also traditionally been the chosen media for sharing science related themes. Second is LinkedIn.

The #NameItToSaveIt Campaign

In Figure 3 the number of TRD related posts on each social media page is shown, as well as the measurable reach. Measurable reach data is only possible on our on pages. It was noted that many scientists and institutions outside the TETTRIs consortium created or shared social media

posts.

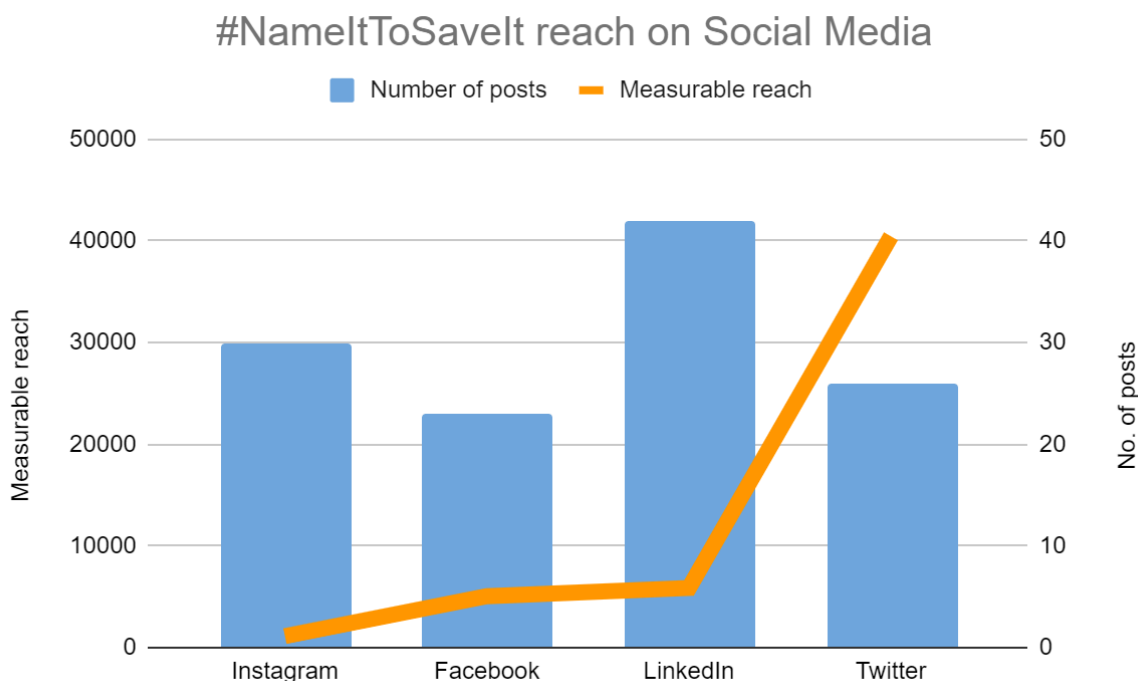


Figure 3. TETTRIs social media pages showing number of TRD posts and measurable reach. **Total reach of the hashtag was 52510 people on the TETTRIs channels.**

The reach of the #NameItToSaveIt campaign was 52510 people on the TETTRIs social media channels. The real number for reach is higher as the tag was used by multiple partners within TETTRIs as well as people and institutions outside the TETTRIs consortium.

TRD on TETTRIs Social media

Teaser posts for the TRD were put out from March on all channels. A focused campaign was rolled out from the end of April, 2024. In the week leading up the TRD 10,000 people were reached on the TETTRIs Twitter page (Figure. 4).

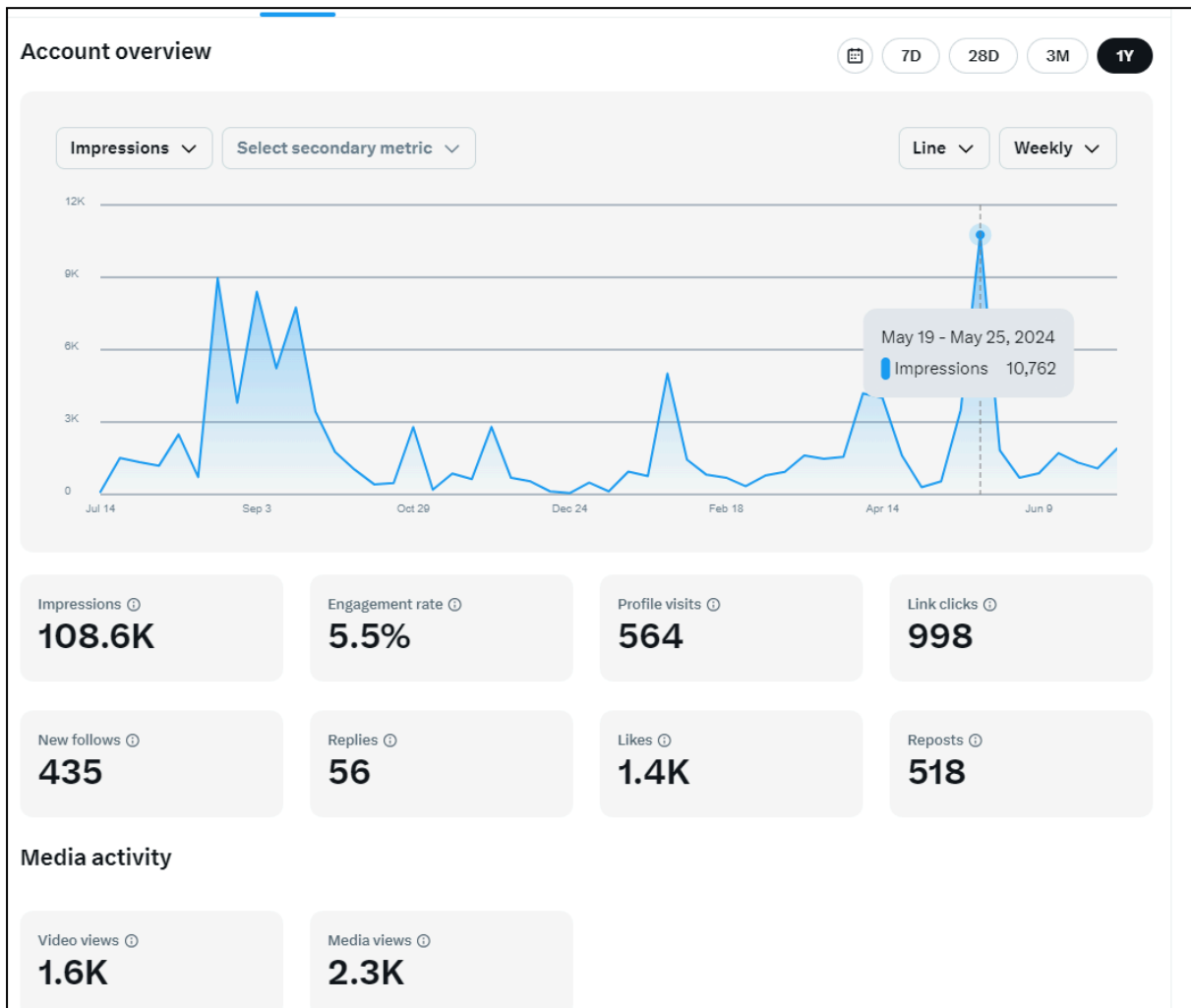


Figure 4. TETTRIs Twitter page reach between June 2023 and June 2024. The TRD posts reached the highest reach of any week in TETTRIs so far.

LinkedIn unfortunately does not provide such data. Figure 5 shows a spike in reach on both Facebook and Instagram in the week of the TRD.

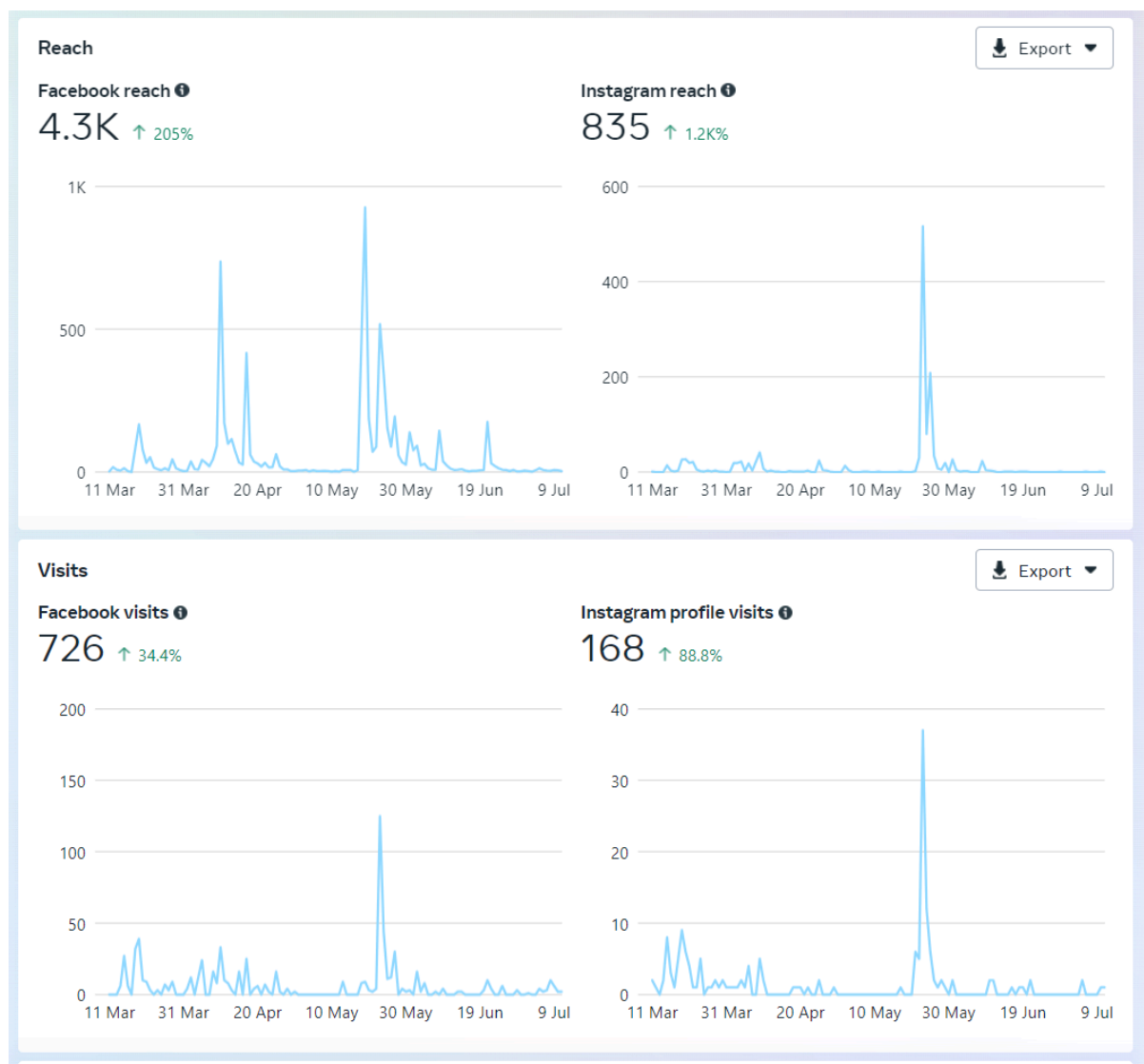


Figure 5. Reach on the TETTRIs Facebook and Instagram pages. A spike in reach is noted for the TRD.

On the TETTRIs social media pages, the TRD was by far our most successful campaign in terms of reach, sharing and interaction.

Publications in media across Europe

One measure of success with the TRD campaign, was the uptake of media in TETTRIs member countries. The fact that we reached national media coverage in multiple countries speaks to the relevance of the TRD, the public interest and is encouraging to come back stronger in 2025.

Denmark

<https://www.tiktok.com/@tv2kosmopol/video/7372167642116869408>

<https://nyheder.tv2.dk/video/dXJuOnR2MjpicjXM6YnJpZ2h0Y292ZTp2aWRlbzo2MzUzNTAxMTk5MTEy>

<https://www.tv2kosmopol.dk/metropolen/saa-lidt-ved-vi-om-naturen-vi-har-spurgt-ti-tilfaeldige-paa-gaden>

<https://www.facebook.com/StatensNaturhistoriskeMuseum/posts/pfbid02XzS1P99xieSviAynWmqZSrrZk8zKMeTszwJivitaXYRi61Pc6moB7qTBbVAmpXYLI>

<https://via.ritzau.dk/pressemeddelelse/13864540/naturens-navnedag-giv-det-et-navn-hvis-du-vil-redde-det?publisherId=13560986&lang=da>

Greece

BEFORE the TRD in Crete

- Announcement at the national news ERTNEWS:
<https://www.ertnews.gr/perifereiakoi-stathmoi/iraklio/to-mouseio-fysikis-istorias-giortazei-tin-imera-anagnorisis-tis-taksinomikis-kai-parousiazei-tis-monadikes-sylloges-tou/>
- Announcement at the local news CRETALIVE:
<https://www.cretalive.gr/kriti/moyseio-fysikis-istorias-anoigei-tis-sylloges-toy-gia-mia-imera>

DURING and AFTER the TRD in Crete

- Informative show on national TV (ERT3-PERIMETROS) during the event
https://www.youtube.com/watch?v=_n6xDsDwfbQ
- An online release on Greek national media (ERTNEWS)
https://www.ertnews.gr/perifereiakoi-stathmoi/iraklio/irakleio-ena-spanio-taksidi-stis-sylloges-tou-mouseiou-fysikis-istorias-me-aformi-tin-imera-anagnorisis-tis-epistimis-tis-taksinomikis/?fbclid=IwZXh0bgNhZW0CMTEAAR3xY56pE6QQYjbZ0TceTM8-Ylr-UyUMwOLgpwW9Or6FqUex1KIKzr7hsg_aem_AY08tDLLDcsLOsC5ofhQBEdedeWxGTIhta245ejFMbIF_Zn1BTJ6KTBxe9IGmrB-sA8RJoojC6G1y5x4Fs4QCihfV
- An online release on the local media CRETALIVE:
https://www.cretalive.gr/kriti/enas-thisayros-apokalyptetai-oi-sylloges-toy-moyseioy-fysikis-istorias-entyposiazoy-n-koino?fbclid=IwZXh0bgNhZW0CMTEAAR3IHfe6cWAtcpPiJJ6d9HWiwnOz3M1x35_sbQir5UCCem3TJeJNXgOU2s_aem

[AYYRwgGqNDiOcspKquRgG_uMC4fW6IJcHP0S8RXfst8-5whz5f2f-H_S_KWg0wznG3TuCctrpufw-i8_YNRx2jZX-](https://www.youtube.com/watch?v=AYYRwgGqNDiOcspKquRgG_uMC4fW6IJcHP0S8RXfst8-5whz5f2f-H_S_KWg0wznG3TuCctrpufw-i8_YNRx2jZX-)

- A 2-minutes' video about the event we have organized about TRD in our museum, by CRETALIVE <https://youtu.be/gS06-xVYnXQ> (uploaded in the YouTube channel of our museum):
- Video by CRETALIVE about the NHMC-UoC's collections <https://www.cretalive.gr/kriti/ti-koino-ehoy-ena-deinothirio-enas-skorpios-kai-mia-tarantoyla-anikoyn-stis-syloges-to-y>
- A news' announcement that was uploaded during the TRD-Greece event <https://www.cretalive.gr/kriti/enas-thisayros-apokalyptetai-oi-syloges-toy-moyseiou-fysikis-istorias-entyposiazoy-n-koino>
- Radio interview of the Curator of Arthropos (Dr Apostolos Trichas) at the local radio station SKAI Herakleion <https://www.youtube.com/watch?v=uiOHT347eYI>

France

https://www.mnhn.fr/fr/journee-de-la-taxonomie?codeRelecture=LFTiTLa6sGjG6jjWKnzPkDHuWnzjGhWNUxvgLWzF_k

Sweden

<https://botaniskatradgardspodden.libsyn.com/avsnitt-82-lr-knna-vxterna-runto-mkring-dig>

Belgium

<https://belgieninfo.net/ein-besonderer-besuch-im-naturkundemuseum-bruesse/>
<https://cetaf.org/elementor-10034/>

Austria

<https://science.apa.at/power-search/11494999180514932058>

<https://oe1.orf.at/programm/20240528/757986/Leichte-Sprache-Taxonomie-und-Artenschutz>

<https://www.bvz.at/in-ausland/1-taxonomietag-auch-forscher-wollen-nicht-auf-rote-liste-422869312>

<https://www.sn.at/panorama/oesterreich/taxonomietag-auch-forscher-rote-liste-158799028>

<https://www.kleinezeitung.at/service/newsticker/chronik/18487110/1-taxonomietag-auch-forscher-wollen-nicht-auf-rote-liste>

<https://www.studium.at/1-taxonomietag-auch-forscher-wollen-nicht-rote-liste>

<https://www.puls24.at/news/chronik/1-taxonomietag-auch-forscher-wollen-nicht-auf-rote-liste/328771>

<https://k.at/news/1-taxonomietag-auch-forscher-wollen-nicht-auf-rote-liste/402903177>

<https://www.noen.at/in-ausland/1-taxonomietag-auch-forscher-wollen-nicht-auf-rote-liste-422869312>

Czech

<https://www.ibot.cas.cz/cs/2024/05/15/poznejte-cukrodarne-rostliny/>
ibot.cas.cz, 21.5.2024

published 21.5.2024 in media:
regional newspaper Jindřichohradecký deník, 21.5.2024:
https://jindrichohradecky.denik.cz/zpravy_region/botanicka-zahrada-trebon-botanicky-ustav-av-cr-den-otevrenych-dveri.html

website Naše voda, 21.5. 2024:
<https://www.nase-voda.cz/dny-otevrenych-dveri-v-botanicke-zahrade-trebon-2/>

website of Science faculty of SouthBohemia University: 19.5.2024
<https://www.prf.jcu.cz/cz/fakulta/aktualne/den-pocty-taxonomii-trebon>

website Enviweb, 21.5.2024:
<https://www.enviweb.cz/rss/347058>

website of the Botany Garden Třeboň, 5.5.2024
<https://www.butbn.cas.cz/sbirkavk/?p=4045>

Twitter: 20. 5. 2024
<https://twitter.com/TaxonomyFriend/status/1792537616388141326>

Twitter 23.5.2024
<https://twitter.com/TaxonomyFriend/status/1793614074473005226>
<https://twitter.com/TaxonomyFriend/status/1793612548606247069>

broadcasting in “Czech Radio - České Budějovice”
<https://program.rozhlas.cz/zaznamy#/cb>
23.5.2024, Live 8:39-8:42

Finland

<https://www.helsinki.fi/fi/luomus/kansalliskokoelmat>

https://www.instagram.com/reel/C7TbspANWr0/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA%3D%3D

Italy

<https://www.facebook.com/museostorianaturalefirenze/posts/pfbid02jiTE4grR1FEq6AdXX3bH3xUWH2CcgJvVeiN6Ru55bethBiPc26uWiHV8VEHBWBI?rdid=0sc1lBwGV3uDJuK1>

Germany

Berlin:

<https://x.com/EuCitSci/status/1793579058040799499>

<https://x.com/aquentsch/status/1793630185205739908>

<https://x.com/aquentsch/status/1792914102957863365>

<https://www.linkedin.com/feed/update/urn:li:activity:7199345413856841728>

[https://www.facebook.com/ECSAcommunity/posts/pfbid02sJB8tv18dx3jFfZC9PYjBJB9pjNgM5bZfxsbPeoHXaX9eAMhxE2tZnDafmdSs5ETI?__cft__\[0\]=AZVsLtFrmHIQU6uPiv7Gdwtdtzuu_sIQJvA4ROayLW0Zuf0-_4Ref_PmXxyHv1dJmolHVEBwY3U5GmbhNXkZmEar_ujEZp8BezSxoKlWzkCb6wvuGKQMOB2yzHGkzMzSBIE-4RnDfzSoaEdUP1DZTCCy_U85OkEDbAF2x1GESTaesa6ujSVZPnglBAdX8AwwE8vOmaD-f694OBwJ0bLw0casax7a1t4Wm42Hdm1NdJqds8e5AZE4l0T2Uy7Ez4QIBC4&__tn__=%2CO%2CP-R](https://www.facebook.com/ECSAcommunity/posts/pfbid02sJB8tv18dx3jFfZC9PYjBJB9pjNgM5bZfxsbPeoHXaX9eAMhxE2tZnDafmdSs5ETI?__cft__[0]=AZVsLtFrmHIQU6uPiv7Gdwtdtzuu_sIQJvA4ROayLW0Zuf0-_4Ref_PmXxyHv1dJmolHVEBwY3U5GmbhNXkZmEar_ujEZp8BezSxoKlWzkCb6wvuGKQMOB2yzHGkzMzSBIE-4RnDfzSoaEdUP1DZTCCy_U85OkEDbAF2x1GESTaesa6ujSVZPnglBAdX8AwwE8vOmaD-f694OBwJ0bLw0casax7a1t4Wm42Hdm1NdJqds8e5AZE4l0T2Uy7Ez4QIBC4&__tn__=%2CO%2CP-R)

https://www.fu-berlin.de/sites/koordinierungsstelle-umweltbildung-steglitz-zehlendorf/Termine/2024-05-24_taxonomie.html

Conclusion

The TRD is the flagship communication activity of TETTRIs. The enthusiasm and participation from partners was high. The reach on social media was satisfactory and the large numbers was due to the high rate of sharing within the TETTRIs consortium.

The uptake of the press releases reached national news coverage in multiple EU countries.

The events at each institution mostly took a roundtable discussion format. Therefore the events that took place on May 23rd, 2024 mark the beginning of discussions for how we can integrate taxonomy into European policy, industry and education.

APPENDIX 1: Related documents

ID	Reference or Related Document	Source or Link/Location
1	FLYER/INFO PACKAGE	LINK TRD Taxonomy Recognition Day - Info Package
2	PRESS RELEASE	LINK TRD - Press Release- General
3	FLYER PREVIEW	LINK https://www.canva.com/design/DAF6DXw_Zxk/imtPIEMAOrt7qagZC1cReA/edit
4	TRD Planning Doc	TRD Planning Document.docx
5	Plan for the Dissemination and Exploitation of Results	PDER
6		LINK
7		LINK