

5

**HOW TO
USE THE
TAXONOMIC
EXPERTISE
AND SERVICES
MARKETPLACE**





Target group

- **Providers:** Taxonomic experts, institutions, and developers of digital e-services.
- **Users:** Taxonomic experts, researchers, citizen scientists, biodiversity informatics developers, biomonitoring coordinators, and environmental consultants.



Goal

To provide a trusted, European-level entry point for **discovering, connecting** to, and **mobilising** taxonomic expertise and e-services, thereby improving the alignment between the supply of taxonomic capacity and societal, scientific, and policy-driven demand.





Summary/Description

The **Taxonomic Expertise and Services Marketplace** (<https://marketplace.cetaf.org>) is a European, curated index of taxonomic e-services, tools and expertise. It is an online platform providing structured information about taxonomic experts and e-Services that aims to streamline the discovery and access to them, and to **connect the supply of taxonomic knowledge** with demand for biological identification. This recipe explains how to "plug in" to this ecosystem.

The Marketplace is designed to address a **long-standing challenge in the biodiversity** knowledge landscape: the fragmentation and limited discoverability of taxonomic capacity. By offering harmonised FAIR-aligned (Findability, Accessibility, Interoperability, and Reusable) descriptions of expertise and services, it improves visibility and comparability, while remaining open, free to use, and community driven.

The platform functions as a discovery and connection layer. It does not deliver taxonomic expertise or services directly, but enables users from **research, policy, conservation, education**, and applied sectors to identify and contact relevant experts or service providers, who remain responsible for the delivery, quality, and conditions of their work.

The recipe explains how different audiences interact with the Marketplace. For **Providers**, it outlines the steps to make their skills and /or e-services visible, ensuring their expertise is citable and discoverable. For **Users**, it provides functionalities for navigating the index to find the right human expert or automated tool for a specific project or query. By following these steps, users ensure that taxonomic science is mobilized as a high-impact, instrumental service for biodiversity monitoring and protection.



You Will Need

If you are an e-Service Provider:

- **Digital Identity:** An active **ORCID** (for individuals) or **ROR** (for institutions).

For developers:

- **Service Metadata:** A clear description of the service technical specs (APIs, input/output formats).
- **Licensing preference:** Decisions on how your service can be used (e.g., CC-BY).

If you are a taxonomic expert provider:

- An active **ORCID**, or an **email address**.

If you are a Marketplace user:

- **Resource Type** Knowledge whether you need a taxonomic expert (e.g. for verification of identifications) or an e-service (e.g. a rapid AI identification service or an identification key to guide you).





Steps to implement the Course

1 Finding Services and Expertise

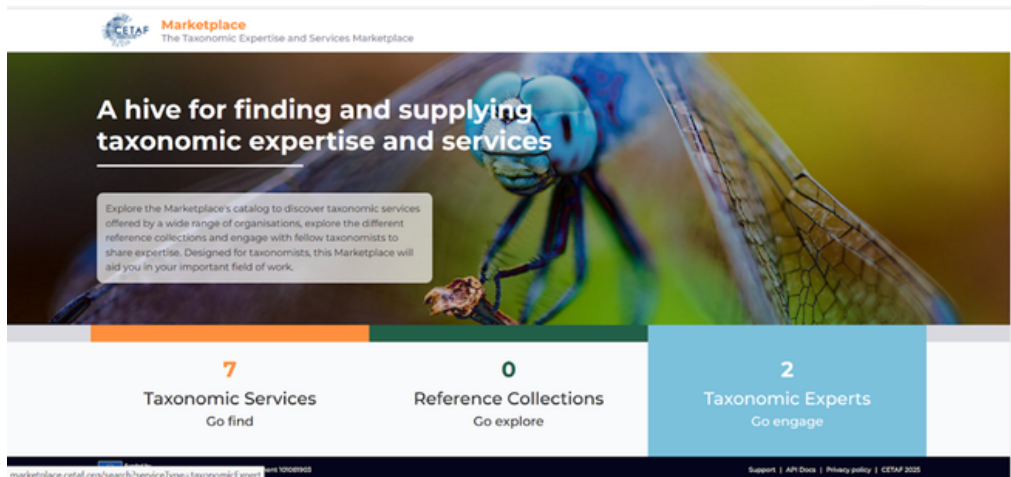
Actions:

1. Enter a search string or use the filters to narrow down to your target group. There are filters for e.g. taxonomic group and service type.
2. Browse the results.

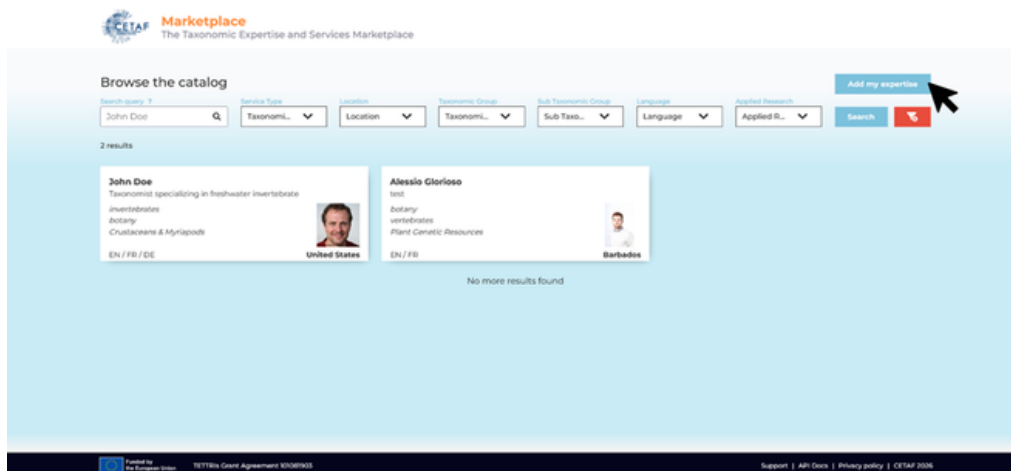
Insight from TETTRIs Pilot: "Using the Marketplace search is potentially more efficient than a Google search because it only returns vetted, professional-grade results verified by CETAF. However the Marketplace is currently in pilot phase and contains very limited data."

2 For registering taxonomic expertise and e-Services

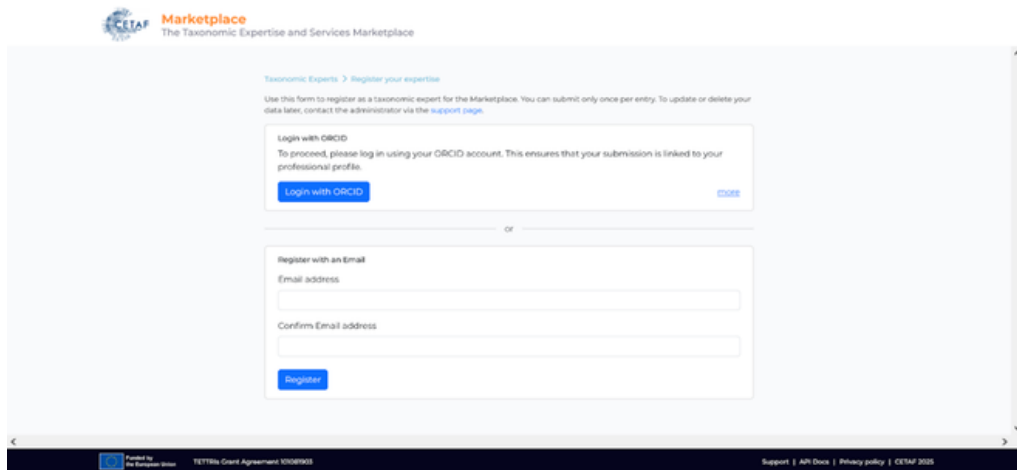
1. For an expert to register themselves manually they need to go to the marketplace (<https://marketplace.cetaf.org/>). On the front page click on the Taxonomic Experts tap.



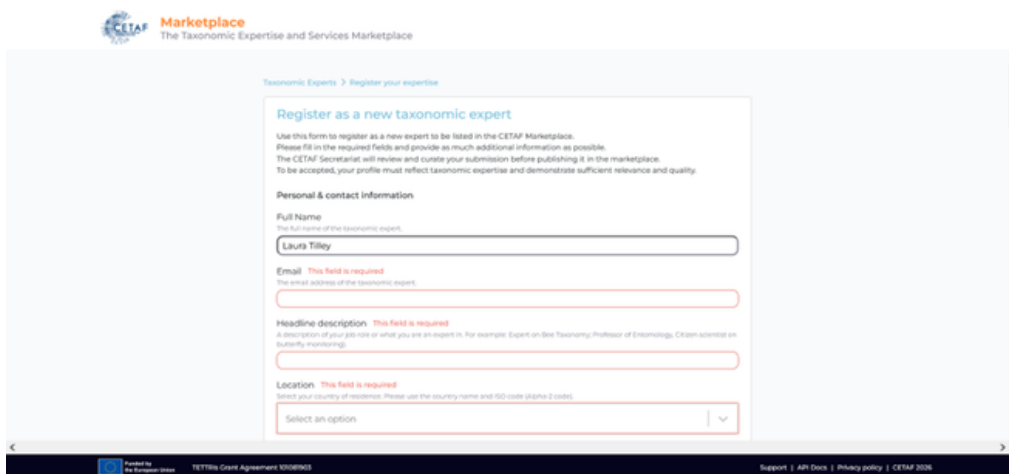
2. They will be navigated to a place below, on the top right hand-side of the screen users should click the add my expertise.



3. Users will need to log in either using their ORCID ID or their email address.



4. Once logged in, the user is presented with a registration form asking for them to fill in details about their expertise. The table below shows the list of fields they are asked to fill in.



3 For registering e-Services.

The process for registering e-Services is similar to registering taxonomic expertise, providers need to go to the Marketplace and click on the e-Service section, where they can access a registration form by clicking a button suggesting a service. Unlike the taxonomic expertise form, providers do not have to log in.

Insight from WP3: "The e-services and expert profiles are described in a standardised and machine readable format and get a persistent identifier, so they can be easily integrated with infrastructures like DiSSCo and GBIF."



Timeframe

Onboarding an Expert/Tool: 15–30 minutes .

Finding a Service: 5–10 minutes using the advanced filters.



Lessons Learned



What worked

The market place improves findability of taxonomic expertise and services and makes the descriptions easily accessible for humans and machines, also additional resources can easily be added.



Challenges

"Empty Profile Syndrome"
Users often ignore expert profiles or service descriptions that don't have detailed data.



Even better if

The marketplace could include a **"Request for Identification"** feature to broadcast a challenge to all experts in a specific group if you can't find a single specific contact.



SOILMATS course | Photo by Iasmi Stathi



Indicators of Success

Visibility:

- Is your profile/tool appearing in the top 10 search results for your taxa?

Connectivity:

- How many requests have been initiated via your expert profile?

Citation

- How many times has your e-service cited in a research paper or policy report and was the marketplace PID used to reference it?







TETTRIS



Funded by
the European Union



Catalogue of Life

