

EDIT

C8.5.7 Production of modern taxonomy “success stories” showing the global value of European collection and the results obtained by cooperation



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Dissemination Level (“X” in the relevant box)		
PU	Public	x
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Success stories

Success stories are used as a tool to highlight and popularise a scientific issue towards a large public. The usage of success stories for raising awareness of biodiversity is for example applied by the CBD www.cbd.int/2010/stories/

Pure taxonomy success stories are rather rare. The organisation BioNET International promotes taxonomy research with such success stories through a series of case studies called “Why taxonomy matters”. Here the benefit of applied taxonomy research for agriculture, medicine, nature conservation, and pest management is presented.

www.bionet-intl.org/opencms/opencms/caseStudies/default.jsp

A useful vector to spread success stories on biodiversity research results to the international media is the International Press Centre of Biodiversity (IPCB). The IPCB functions as interface between the scientist and the press. www.biodiversityresearch.net/

Existing Success stories

The EDIT institutions communicate with their local audience via success stories. The vectors are hereby the national media, as e.g. television, radio, newspaper and national nature magazines. Some institutions produce success stories through their communication services and spread them via their museum newsletter or website. The topics vary and are e.g. research actualities (e.g. new discovered species, scientist award), taxonomy expertise in news actualities (e.g. recent invasion of pests), and expeditions with media coverage.

The EDIT Taxo Success Stories

While the success stories of the EDIT institutions are directed to their local audience and promote the individual institution, the EDIT Taxo Success Stories target the European audience and promote taxonomy as such. During the brainstorming session of the EDIT symposium “Future Trends of Taxonomy”, Portugal 2008, the improvement of the communication around and an image renewal of taxonomy was identified as necessary to overcome the impediments of taxonomy. The EDIT Taxo Success Stories thus present taxonomy as a modern and dynamic research discipline indispensable for biodiversity research, carried out in collaboration by using various methods. The stories promote activities of EDIT partners and others that create a general interest in nature with a close link to taxonomy and present different EDIT researchers in order to attract young people to taxonomic research.

The EDIT Taxo Success Stories are written in English, they are ca. 500 words long, contain illustrations and are always validated by the scientific source. They are published from December 2009 onwards. The EDIT Taxo Success Stories consist of the EDIT taxonomist portraits and the EDIT outreach success stories, both specified below.

The EDIT Taxonomist Portraits

The maintained research in taxonomy depends among other factors on the recruitment of young scientists towards taxonomy. The EDIT taxonomist portraits target biology students which are about to decide on their future research career. The success stories try to cover a large spectrum of research topics, taxa and methods and include researchers with different backgrounds and career paths. The idea is to give students an insight into the actual work of a taxonomist and to facilitate the identification with the researcher profile. These portraits will be published on the DEST page www.taxonomytraining.eu/. As portal for the expert in training and summer school activities, this page is visited by students which are already concerned. The portraits will provide them with additional information.

The portrayed researchers have been selected via the criteria collaboration and collection work. Curators have been identified via the expert database produced by WP2. These portraits present the importance of the EDIT collections for modern taxonomy research and the work of curators as classical career of taxonomists.

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Researchers performing collaboration with other EDIT partners have been selected via the Web of Sciences and the EDIT scholarships. EDIT scholarships have been given to early career scientists in 2008 and 2009 performing research in collaboration with another EDIT institution. As early career scientists they may act as role model for students.

In the report C4.2.6 “Report on social network analysis and bibliometrics to map actors in taxonomy”, WP1 analysed the research collaboration among EDIT institutions based on common publications. The Web of Science, which is a database of scientific publications, was hereby used as source, as it will be for the success stories. The selected publications identify scientists performing fruitful collaborative research.

The EDIT Outreach Success Stories

Recent changes in society influence the way in which children experience nature, which may also effect the way taxonomic research will be carried out in future. More and more people live in cities and a daily contact with nature is not always possible. This may result in a disconnection to nature followed by a declined knowledge and a reduced care for our environment.

This trend has been registered by EDIT partners and others. Several outreach activities have been developed enhancing the reconnection of children and the general public to their local environment. These success stories present an exchange of best practices. The presented outreach activities have been identified via the BYSE calendar and the EDIT-PA workshop.

The outreach success stories will appear as a consistent element in a special section of the EDIT newsletter from December 2009 onwards. They will also be posted on the EDIT website www.e-taxonomy.eu.

Abbreviations:

BioNET: The global network for taxonomy

BYSE: Biodiversity Year Schedule of Events, the EDIT online event calendar for 2010

CBD: Convention on Biological Diversity

DEST: Distributed European School of Taxonomy

IPCB: International Press Centre of Biodiversity