

EDIT

Taxonomy opens up

Stakeholder Liaison Officer

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EDIT: to integrate and open up taxonomy

Creating windows for and towards
stakeholders in taxonomy

Non-taxonomists

TAXONOMISTS

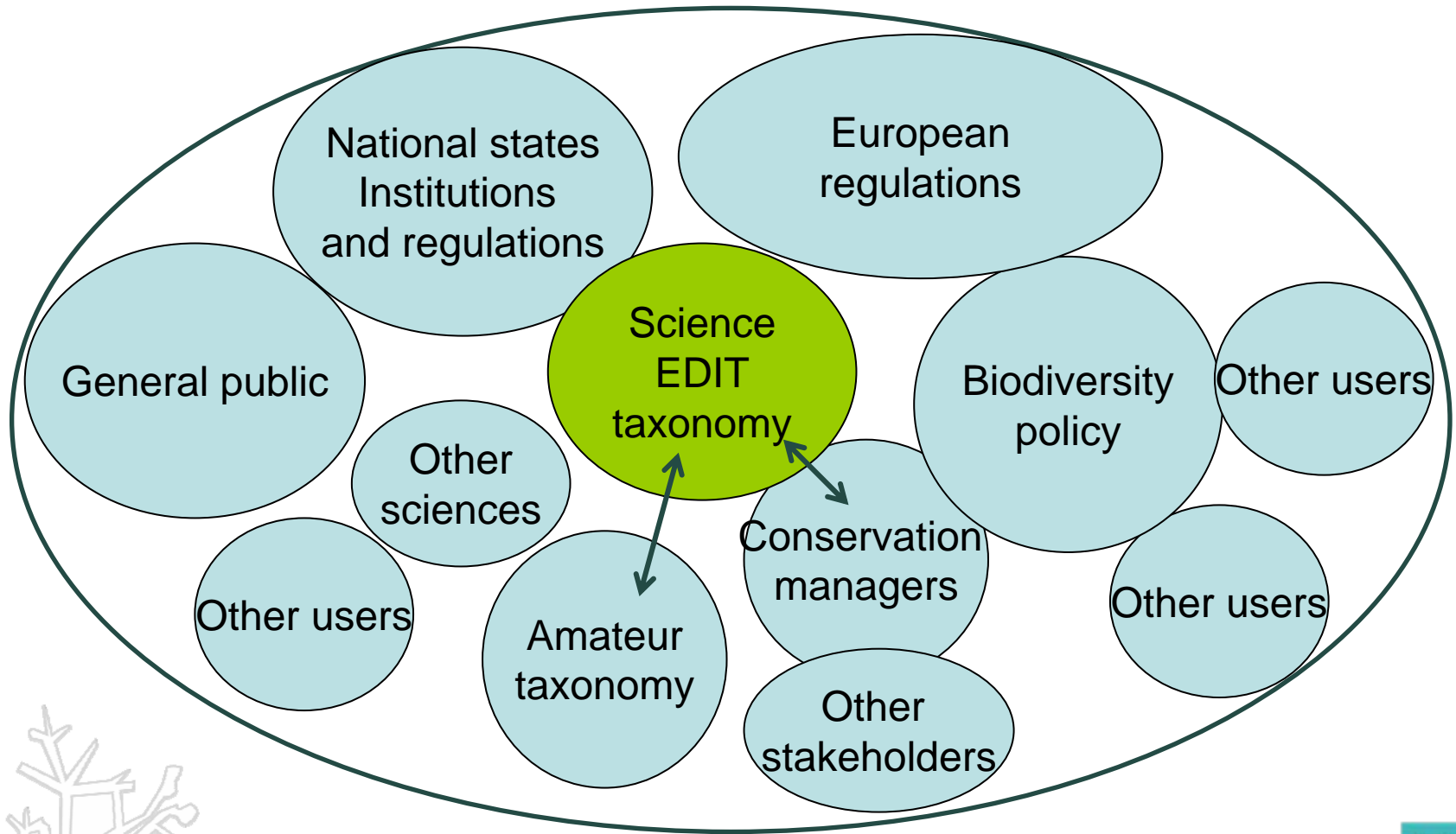


EDIT and interfaces with stakeholders. Why?

Taxonomy and the 21st century

- **New demands**
(evidenced-based policy, good governance)
- **New insights**
(building trust, effective management of scientific uncertainties, 'out of the box' thinking)
- **Fundamental vs applied taxonomy**

EDITs potential interfaces with stakeholders



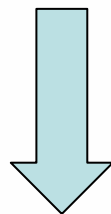
Some interfaces highlighted

- Taxonomy - Policy
- Taxonomy - amateurs community
- Taxonomy – conservation managers
- Taxonomy – wider user community
(can open up access to other policy makers e.g. medical, customs, agriculture/food, forensics, ?)
- Taxonomy - general public (PA)

Addressing the interfaces

Where to start and where to go?

Start: Investigation and engaging stakeholders



Goal: Sustainable, collaborative partnerships between taxonomists and a diversity of social stakeholders

Investigation and engaging stakeholders

- Stakeholder map (WP4)
- Two way direction
- Internal and external communication
- Involving of non-academic users of taxonomy in EDIT activities (WP2, WP4, WP6, WP7)
- Public awareness (WP8)

Internal communication

- **Tools**
(member section EDIT website, wiki's, blog, forum)
- **Awareness among EDIT members**

Development of a scenario

- Using the strengths of the network
- Selection of target audience
- Selection of content

Call to the BoD

We need you...

- Stakeholder interaction: change on individual *and* institutional level
- Please provide us with the following information:

“In your institution, who is the best contact person to talk to regarding press matters?”

Call to the BoD

We are waiting to hear from:

- UKBH
- UvA
- NHN
- CBS
- NBGB
- MIZPAN
- IBPAN

- HNHM
- CUB
- INRA
- ZINRAS
- MO
- USNM

EDIT

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Taxonomy

