

Workshop on establishing “The Global Taxonomy Partnership and its Special Trust Fund”

Hosted by the Muséum national d’Histoire naturelle, Paris
and organised by the BioNET Secretariat with support from
the Total Foundation, European Union, Swiss Agency for Development and Cooperation,
the European Distributed Institute of Taxonomy EDIT,
the Foundation for a New Ethical Business and CABI.

Preliminary Summary Report – 23 June 2009

On June 17 & 18, 2009, the Global Taxonomy Partnership (GTP) interim steering committee and a series of stakeholders with a potential interest in championing the initiative met at the Museum national d’Histoire naturelle in Paris to share their visions and ideas about mobilizing sustainable new sources of funding for taxonomy. Participants worked together enthusiastically to create a shared blueprint for


- 1) An **inclusive Partnership** that manages the global campaign and the Special Trust Fund;
- 2) A **Special Trust Fund** that will build and foster sustainable new capacities in taxonomy, particularly in the developing world;
- 3) A **Global Campaign** to raise awareness of the fundamental importance of taxonomy and mobilize interest and engagement from various audiences;
- 4) **Fundraising strategies** addressed at multiple sources and sponsors.

Either in their own name or through their institutions, several participants proposed follow-up actions to nurture the momentum generated by the workshop. Next steps include the preparation of a full workshop report and an updated GTP road map; stakeholder engagement; the establishment of task forces with contributors and leaders; the development of a governance model and legal framework; the design of marketing and fundraising strategies; the organisation of a conference with UNESCO and launch of the GTP in 2010.

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Key elements of the GTP discussed at the workshop

An inclusive partnership. The GTP should be a separate energizer of the Convention on Biological Diversity’s (CBD’s) Global Taxonomy Initiative (GTI). It should manage the global campaign and the trust fund, acting as a platform for synergy development and joint projects between its participating entities and ensuring that its niche is clearly differentiated from other initiatives. It should promote free and open access to taxonomic discoveries and quality data. Light and agile, the GTP should have a small secretariat and a multi-stakeholder bureau including the public and private sectors (users of taxonomy) as well as taxonomic information generators and aggregators. The Partnership should benefit from the support of governments, institutions and individuals acting as Champions.

A Special Trust Fund. The Fund should strengthen the taxonomic science base - particularly in developing countries – that underpins the achievement of Millennium Development Goals and be responsive to emerging agendas, such as that being defined by The Economics of Ecosystems and Biodiversity initiative and CBD targets beyond 2010. The Fund should be both demand-driven and dedicated to developing the taxonomic science base needed to address knowledge gaps. The Fund should operate transparently and have grant criteria that complement existing funding mechanisms and foster sustainability. Grants should leverage co-financing from Partners and support, among other priorities, career development, biological collections and the use of novel technologies. An investment strategy should be developed based on good practices.

A Global Campaign. A successful global PR campaign should generate excitement about taxonomic discovery and raise awareness of the importance of taxonomy for human well-being. Such a campaign will enhance visibility of taxonomy within the biodiversity community and among potential funding sources such as companies, foundations, governments and individuals. The campaign should use simple messages, attractive slogans, and innovative products to differentiate itself from other initiatives. The campaign needs to be highly innovative. Potentially effective campaign vehicles include web-based grass-root movements, video and mobile phone games, “donor-choose” mechanisms, video sequences, “Bioblitz” activities, and the use of existing web-based services and communities such as Google Earth, Facebook and Twitter.

An Ambitious Sponsorship Strategy. The communication strategy should highlight the links that make taxonomy of direct interest to a wide range of potential sponsors while also building on the underlying values of the interconnectedness of life on earth. Sponsors may benefit indirectly from a positive image or visibility when associated with a UN-mandated global campaign that is supporting a central part of the biodiversity knowledge base. Some companies have a direct interest in taxonomic knowledge and services; others may wish to show they have an interest in assessing their impact on species. Many international organizations, including NGOs, have interests – ranging from stopping species loss to food security - that will benefit greatly from an enhanced taxonomic science base in developing countries and they may be motivated to contribute know how and resources in kind to the GTP, its Campaign and Fund.



Some GTP keywords used by workshop participants

List of workshop Participants

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