

## Convention on Biological Diversity

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### CONFERENCE OF THE PARTIES TO THE CONVENTION ON BIOLOGICAL DIVERSITY

Tenth meeting  
Nagoya, Japan, 18-29 October 2010

### **PROGRESS REPORT ON THE ESTABLISHMENT OF A SPECIAL FUND FOR THE GLOBAL TAXONOMY INITIATIVE**

#### *Note by the Executive Secretary*

1. In paragraph 2 of decision IX/22, the Conference of the Parties, welcomed progress toward the establishment of a possible special fund for the Global Taxonomy Initiative, and encouraged BioNET-INTERNATIONAL and the Interim Steering Committee of the GTI Special Fund to continue seeking suitable funding sources so as to operationalize the Fund prior to 2010, taking into account the objectives of capacity-building, promotion of technology transfer and contributing to an accelerated accumulation of knowledge on species diversity in countries including those with high levels of biodiversity, through, *inter alia*, species inventories in areas designated as a priority by respective national Governments, and establish, as soon as possible, a trust fund through a steering committee reflecting regional balance, and report on progress to the Conference of the Parties at its tenth meeting.
2. The Executive Secretary is pleased to circulate herewith, for the information of participants in the tenth meeting of the Conference of the Parties, a progress report on the establishment of the special fund, to be known as the “Global Taxonomy Partnership Fund”.
3. The report is being circulated in the form and languages in which it was received by the Secretariat of the Convention on Biological Diversity.

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# A “Special Fund” for the Global Taxonomy Initiative – progress since CBD COP8

15.10.2010

## 1. Context

Through the UN Convention on Biological Diversity, governments of the world have recognised the vital importance of taxonomic science in our changing world and the imperative of building capacity, particularly in developing countries. Parties to the Convention have asked for a “Special Fund” to be established to address the need for long-term sustainable funding of human and institutional capacities and to mainstream the use of novel practices in taxonomy<sup>1</sup>.

BioNET-INTERNATIONAL (BioNET) – the global network for taxonomy – is leading the development of a concept for generating such funding. Following the CBD COP8 decision VIII/3 in 2006, the “Planning Phase” was initiated by the BioNET Secretariat. An informal Steering Committee was formed, a White Paper was developed, seed funds from the Swiss and German governments secured and the Coordination Mechanism of the Global Taxonomy Initiative was consulted.

In 2008, the BioNET Secretariat, supported by its host organisation CABI and the Steering Committee, secured a European Union grant to support the “Concept Phase” i.e. to undertake “essential preparatory work needed to establish a new international public-private partnership with a trust fund”. A number of other bodies both governmental and non-governmental have supported this phase; these are identified below. This report describes the Concept Phase and proposes further work in three phases: a Preparatory Phase, Establishment Phase, Expansion Phase and Diversification Phase. Annexed to the report is a summary of the rationale and proposed conceptual model for the Fund.

The ultimate goal is to establish the Global Taxonomy Partnership Fund (GTPF) as a public-private partnership funded and supported from diverse sources including governments, foundations, corporate sponsors, international finance and intergovernmental organizations, as well as the public. The GTPF is needed to transform the pace of development of the global taxonomic infrastructure through capacity building and promotion of the revolutions already underway in taxonomic practice and delivery that are unlocking centuries of investments in taxonomic discovery.

## 2. Deliverables and results of the Concept Phase

The objective of the Concept Phase was to undertake essential preparatory work needed to establish the partnership fund, including i) the engagement of stakeholders and key partners, ii) the definition of the vision, scope and use of the fund (grant making strategy), iii) the conceptualization of the fund development, marketing and fundraising strategies, and iv) recommendations on fund design and organization (governance model, financial-, organisational, and legal structure). The results and conclusions of the Concept Phase will be summarised in a preliminary business plan (forthcoming).

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<sup>1</sup> The 8th meeting of the Conference of the Parties to the United Nations Convention on Biological Diversity (CBD) *Emphasized* the need to build and retain capacity to address the taxonomic impediment, and in this context, explore options to ensure the long-term sustainability of the necessary financial support, and *invited* BioNET-INTERNATIONAL and other relevant organizations, in consultation with the Coordination Mechanism for the Global Taxonomy Initiative, to establish a special fund for the Global Taxonomy Initiative, and to report on progress to the Conference of the Parties at its ninth meeting (decision VIII/3, paragraph 5). At its 9th meeting in 2008, the Conference of the Parties to the CBD encouraged BioNET and an Interim Steering Committee to operationalize the Fund prior to its tenth meeting in October 2010 (decision IX/22, paragraph 2). Full text of the decisions: <http://www.cbd.int/gti/decisions.shtml>.

The following key deliverables, outcomes and outputs were accomplished:

## Stakeholder engagement and conceptualization

### Deliverables and activities

*Engage stakeholders and key partners / donors potentially able to champion the GTPF; generate a shared vision for the project among stakeholders and gather input to conceptualize aspects of the GTPF; develop communication messages and strategies for use in outreach activities and stakeholder engagement.*

- Organization of a stakeholder workshop at the Museum National d'Histoire Naturelle (MNHN) in Paris (June 2009).
- Participation in the Communicate09 Conference, Bristol (“Valuing the invaluable”) to meet experts and obtain input to the GTPF communication strategy and to learn about stakeholder engagement from leading biodiversity communicators.
- Presentation of the GTPF project at the UNESCO 2010 IYB Conference, January 2010.

### Outcomes

- Progress in generating a shared vision for the GTPF among stakeholders.
- Progress in defining options for the fund development, governance model, financial- and organisational, structure, use of fund, and communication and fundraising strategies.
- Commitment of several participants of the stakeholder workshop in Paris to support the concept with their name and reputation and to provide high level advice and relevant connections.
- Invitation by UNESCO to organise a session at its 2010 IYB Conference, January 2010.
- Identification of biodiversity communication experts that are capable of contributing to GTPF marketing and communications.

### Outputs

- Stakeholder workshop summary and full reports.
- UNESCO Conference Declaration.
- Summary paper describing the rationale and concept for the GTPF establishment.
- “GTPF Case of Support” for use in stakeholder and donor engagement for the Preparatory Phase.
- GTPF web pages published within the BioNET website ([www.bionet-intl.org/GTPF](http://www.bionet-intl.org/GTPF)) to support outreach activities.

## Use of fund and grant making strategy

### Deliverables and activities

*Define the use of the GTPF and its grant making strategy including the prioritization of the types of capacity building and taxonomic work it should support and recommendations on the capacity building models and methodologies.*

Two task groups were commissioned (one led by the Belgian GTI focal point and one led by CABI) to:

- Make proposals for the scope and vision for the use of the Fund.
- Describe priority uses for the Fund from the biodiversity and agriculture and developing country perspectives by:
  - (a) identifying gaps in the types of taxonomic activities supported by existing funding sources;
  - (b) identifying and suggesting priorities for the types of activities (taxonomic work and capacity building) the GTPF may support and
  - (c) identifying appropriate and emerging capacity building models and methodologies the GTPF may support.
- Propose a decision making mechanism for disbursement of the Fund.
- Propose training approaches and taxonomic outputs that could be supported by the Fund.
- Indicate order of magnitude costings for various types of activity.
- Provide a case study to illustrate what the Fund could support.

### Outcomes

Elaboration of the funding niche for the GTPF.

#### Outputs

- Reports assessing and describing potential uses of the Fund.

## Marketing and communication of the GTPF

### Deliverables and activities

*Develop a preliminary marketing plan for the GTPF and conduct an analytical study on the marketing and communication of the GTPF to corporates and the public.*

- A team of experts from the Foundation for a New Ethical Business (FNEB) with significant experience of marketing ethical issues to the private sector was commissioned to develop a preliminary marketing plan in collaboration with a General Manager of the global PR firm Edelman.
- Market research was conducted between February and June 2009 following the Marketing Plan and with support of the full-time MBA program of the University Pompeu Fabra (Barcelona) and the INSEAD Social Innovation Center (Fountainebleau). It involved:
  - Interviews with experts from taxonomy and the corporate sector, as well as representatives of NGOs engaged in private public partnerships.
  - Benchmarking studies of organisations receiving funding from donations and work for similar causes as the GTPF.
  - Survey of 100 university students to elicit attitudes and interests with respect to biodiversity, taxonomy, and potential web-based taxonomy-related products.
  - Benchmarking studies on web-based services and computer games on the biodiversity theme.

### Outcomes

- Understanding of how the GTPF may be perceived by and communicated to corporates and the public.

### Outputs

- Preliminary Marketing Plan for the GTPF describing the steps for market research and analysis in the Concept Phase.
- Market research reports and recommendations of the Marketing Team.
- Market Research Summary and Market Research Management Feedback by the BioNET Secretariat.

## Background research on the public private partnership and funder landscape

### Deliverables and activities

*Research public private partnerships (including type II partnerships), the business and biodiversity landscape, and potential public and private funders to define fund development and fundraising strategies.*

Three consultants were commissioned to

- review existing successful fund models, including other PPP funds
- evaluate the business and biodiversity scene and potential for involving the GTPF
- evaluate the strategic and funder entry points for taxonomy with the agriculture sector

### Outcomes

- Understanding of opportunities for positioning of the GTPF in the biodiversity and agriculture landscapes.
- Feasibility criteria for creating the GTPF as a public private partnership.

### Outputs

- Shortlist of potential key partners and donors and their key parameters.
- Shortlist of comparable existing public private partnerships and their key parameters.
- Lessons learned from other public private partnerships and key success criteria.
- Report with recommendations on the positioning of the GTPF within the business and biodiversity and agriculture landscapes and strategies for promoting the GTPF.

## Strategy and business plan development

### Deliverables and activities

*Synthesise the results and conclusions of work undertaken to produce strategy papers and a business plan for the next phase for the GTPF. Solicit advice from experts and innovative thinkers from various stakeholder groups (taxonomy, policy, media/communications, and finance) to develop the project strategy.*

- Interviews with several strategic, legal, business, entrepreneurial advisors.

### Outcomes

- Preliminary strategies and models defined for the fund development, governance, financial- and organisational structure, use of fund, communication and fundraising.

### Outputs

- "GTPF Road Map" giving an overview on project goals, timeline and management team.
- "GTPF Conceptual Model" summarising the rationale for the project and preliminary strategies for fund development, fundraising, marketing and communication.
- "GTPF Business Plan 0.5" to be used for fundraising for the Preparatory Phase, describing the purpose and goals of the fund, use of fund, fund development strategy / project phases, financial plan for establishing the Fund, architecture / structure, governance, fundraising strategies, marketing & communication strategies, feasibility criteria / lessons learned from other PPP funds, project phases and time plan, as well as the project management and financial requirements for the Preparatory Phase.

## 3. Conclusions and recommended next steps

Considerable results have been achieved during the Concept Phase: the organization of a stakeholder workshop; soliciting of advice from experts and innovative thinkers from taxonomy, policy, media/communications, and finance; preliminary market and donor analyses and rankings; and - based on the results of the above - the development of a basic business plan for the GTPF.

The Concept Phase has confirmed that the GTPF is a very ambitious project that will require a breakthrough in the way the taxonomy community is organizing itself to reach its stakeholders and gather new support. It will need to increase its visibility by taking on board powerful allies or champions from outside the taxonomy community. Together, the Outcomes of the Concept Phase represent considerable progress towards conceiving how to make the required breakthrough.

The structure and design of the GTPF will depend largely on the partners involved in its initial phases; therefore, the most immediate next step will be to identify and engage one or two key partners and model the GTPF vehicles/structure according to their requirements. These partners may then serve as door openers to build a network of large-scale developers and sponsors for the GTPF.

The next phase of the project (Preparatory Phase) will involve the preparation of a comprehensive and detailed business plan for the establishment of the GTPF, developed in collaboration with the key partner(s) and based on their requirements and much more extensive market and funder research, as well as professional input from experts in marketing, finance, and fund establishment and development.

The phases for realisation and expansion of the GTPF are described below.

Phase	Key deliverables, outputs, outcomes
<b>Preparatory Phase</b>	<p>2 years. Requirements:</p> <ul style="list-style-type: none"> <li>• At least one potential key-partner engaged (funder / supporter) as co-leader and member of the GTPF Steering Committee.</li> <li>• Approx. €1.5 mil.</li> </ul>
Track A	Research and describe the purpose, use, financial needs, context and positioning of the GTPF.
Track B	Research and describe the GTPF development strategy and (private and/or public) partner participation models and fund mobilization plan (with timeline, financial targets, and budgets), particularly for the initial phase of the GTPF establishment.
Track C	Research and describe the GTPF PR and communications plan, including the plan for the Global Marketing Campaign with descriptions of web-based PR vehicles; and the GTPF public fundraising strategy (with timeline, financial targets and budgets).
Track D	Develop the Fund Framework Document describing GTPF architecture / structure and governance. GTPF agreements, guidelines, and rules of procedure.
Track E	<p>Align above tracks and develop the GTPF financial strategy and business plan. Steering Committee-, Advisory Board- and Business meetings (Key-partners, Advisory Board/Council and Steering Committee) will be held to integrate the outputs of the various tracks, agree next steps and approve documents.</p> <p><b>Output:</b></p> <p><u>GTPF business plan</u> – a synopsis developed from the outputs of Tracks A-E including context, use and positioning of the GTPF, fund design and organization, partner participation, financial strategy and operational structure; financial scenarios (bare minimum, target scenarios); integrated fundraising and communication strategies; risk analysis.</p>
<hr/> <b>Establishment Phase</b>	
<ul style="list-style-type: none"> <li>▪ Establish organizational structures and launch operations (set up Secretariat, Board of Directors, Finance Committee, Advisory board, Grant Review Committee)</li> <li>▪ Realize donor and corporate sponsorship programmes and secure initial contributions and longer-term endowment commitments for start-up and operation. (GTPF Agreements signed by key-donors)</li> <li>▪ Launch the Global Marketing Campaign.</li> <li>▪ Realize the grant-making strategy.</li> </ul>	
<hr/> <b>Expansion Phase</b>	
<ul style="list-style-type: none"> <li>▪ Increase donor/ funder programmes.</li> <li>▪ Increase corporate sponsorship programmes.</li> </ul>	

- Increase funding/grant programme.
- Test public fundraising strategies (web based fundraising and commercial products).
- Identify potential services and research markets for commercializing services of the Partnership; develop a strategy and the legal framework to transform the Partnership into a service platform (with timeline, financial targets and budgets).

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## Diversification Phase

- Realize the marketing strategy for web-based fundraising and commercial products to generate sustainable income.
- Realize the strategy to commercialize the services of the Partnership to generate sustainable income.

## 4. GTPF project management and supporters

### Current and past members of the GTPF Steering Committee

- Peter Bridgewater, Chair of the (UK) Joint Nature Conservation Committee, former head of UNESCO Division of Ecological Science, former Secretary General of the RAMSAR Convention
- Ahmed Djoghlaif, Executive Secretary of the Secretariat of the CBD.
- Christoph Haeuser, Museum für Naturkunde, and Chair, Coordination Mechanism of the (UNEP) Global Taxonomy Initiative
- Leonard Hirsch, Senior Advisor, Smithsonian Institute, National Museum of Natural History
- Alfred Oteng-Yeboah (Chair), Former Co-Chair of IMOSEB, Former Chair of the Subsidiary Body of the Scientific and Technological Advice of the CBD
- Jorge Soberon, The University of Kansas and formerly Director of CONABIO (Comisión nacional [de México] para el conocimiento y uso de la biodiversidad)
- Stella Simiyu, Botanic Gardens Conservation International
- Richard Smith, Director, BioNET Secretariat

### The GTPF project management team

- Richard Smith, Director, BioNET Secretariat (Project Leader)
- Kornelia Rassmann, Global Programme Officer, BioNET Secretariat
- Others as identified as authors of various outputs

### Supporters

- The European Union, through part funding of the Concept Phase
- The Swiss Agency for Development and Cooperation, through partial funding of the Concept and Preparatory Phases
- The TOTAL Foundation, through sponsorship for the June 2009 Workshop
- EDIT, through co-sponsorship for the June 2009 Workshop
- The German National Focal Point for the GTI, through partial funding for the Concept Phase
- Muséum National d'Histoire Naturelle, Paris, hosts of the June 2009 workshop

- The Foundation for a New Ethical Business, supporters of the Concept Phase and co-organizers of the June 2009 workshop
- CABI, hosts of the BioNET Secretariat.





# The proposed Global Taxonomy Partnership Fund

## Taxonomy - Why?

Taxonomy delivers basic and indispensable information for many fields of human interest. It supports informed decision making of policy and regulatory bodies, provides hidden but pivotal services for many industries (e.g. agriculture, pharma), and is fundamental infrastructure for the Millennium Development Goals of poverty alleviation, combating disease, and environmental sustainability. It is a knowledge base for

**Conserving and sharing the benefits of biodiversity:** To date only about 1.8 million species of an estimated 5 to 50 million species have been described. Knowing species and their distributions is central to their protection and provides new opportunities for life sciences to realize benefits from biodiversity.

**Adapting to climate change:** Distributions of species are expected to shift as a consequence of climate change. Taxonomic collections tell us the spatial distributions of species, allowing extinction, pest and disease risks to be predicted and supporting ecosystem adaptation measures.

**Managing invasives and pests:** Invasive species pose one of the biggest threats to biodiversity. Managing these risks calls for trained taxonomists able to provide the species information and rapid identification tools necessary for managers and society.

**Facilitating trade:** When an unknown insect is found in an agricultural shipment, global commerce is slowed and shipments are held at great cost pending identification. Rapidly available taxonomic support saves money.

**Improving human, animal and plant health:** Taxonomy is fundamental for correct diagnoses and treatment, prediction of disease vectors and regulation and quality control of trade in medicinal plants.

## A Special Fund for Taxonomy – Why?

Taxonomic capacity is unequally distributed, declining and already insufficient to respond effectively to today's societal and scientific needs —a phenomenon known as *the taxonomic impediment*. There are major funding gaps: paid taxonomic positions are declining, students favor fields offering more grants and jobs, the financial future of many natural history collections is unsure. Taxonomy is the “poor cousin” in science: i) while being used as a tool by many fields, it is generally taken for granted rather than strongly supported by these sectors; ii) taxonomy has to be practiced internationally – species distributions and relationships do not follow political boundaries – but funding for international studies is difficult to secure; iii) it is cumulative, not prone to sudden breakthroughs, and seldomly receives crisis or “press release driven” new funding.

Through the UN, governments of the world have recognised the vital importance of building and sustaining taxonomic capacity in our changing world. Parties to the Convention on Biological Diversity (CBD) have asked BioNET-INTERNATIONAL (BioNET) – the global network for taxonomy – and other relevant organizations to establish a “Special Fund” providing new sustainable funding to mainstream the use of novel practices in taxonomy and increase taxonomic capacity.

### Taxonomy

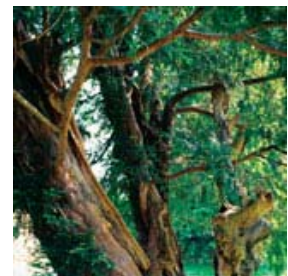
*the science of discovering, naming, describing, classifying and identifying the different species on this planet - gives answers to many questions.*



What is this?



What is eating my plants?



What might lead to a cure for cancer?



... and where do I find it?

## The GTPF Concept – Working Model

**The purpose** of the GTPF is to mobilize new funds to strengthen taxonomy globally, build support for sustained capacity, and create a knowledge base in developing countries. It aims to prioritise taxonomic effort; develop partnerships capable of addressing problems at the international scale; mobilize support from a wide range of stakeholders, and ensure that taxonomic institutions also address societal needs. The Fund will target particularly the less industrialised countries, underpinning the achievement of the Millennium Development Goals. It will be responsive to emerging agendas, such as that being defined by The Economics of Ecosystems and Biodiversity initiative and CBD targets beyond 2010. Operating transparently and with clear grant criteria, the Fund will be used to support activities that include building capacities and supporting careers in taxonomy, biological collections and the use of novel technologies. It will be both demand-driven and dedicated to developing the taxonomic science needed to address knowledge gaps. It will complement and leverage co-financing from other funders, Partners and beneficiaries.

**In its Establishment Phase**, funds will be raised from diverse lead partners including governments, multi-lateral agencies, philanthropic foundations and international financial or intergovernmental organizations. The goal is to establish the endowment fund, implement administrative and governance structures, develop the investment strategy, realize corporate fundraising strategies, and launch a Global Marketing Campaign.

**The Global Marketing Campaign** will foster public excitement about species discovery, inspiring emotional connectedness with life on earth and highlighting the relevance of a taxonomic knowledge base for biodiversity conservation and human well-being. The goal is to generate support for the GTPF and greater long-term sustained support for taxonomy.

**The Expansion Phase** will see the first grants being made while further diversification of funds is sought from corporate partners, possibly asking for prescribed minimum periodic contributions to the core fund. The goal is to implement, test and adapt the GTPF fundraising strategies and, through the enhanced visibility provided by the Campaign, attract additional support.

**In the Diversification Phase**, further diversification will be driven by the Campaign which will serve as a vehicle to market a mix of public fundraising methods including web-based donations and sponsorships and commercial products such as biodiversity related computer and mobile phone games, aiming to “harvest” unrestricted funds for the GTPF. A further sustainable income stream could be commercial taxonomic services offered by the GTPF Partners.

**Governance of the GTPF** will be light and agile with a lean secretariat possibly managed by BioNET, with a small and functional board of directors representing Partners, and a multi-stakeholder bureau including the public and private sectors (users of taxonomy) as well as taxonomic information generators and aggregators.

## Who we are

BioNET is “...probably the most comprehensive network” for taxonomy (CBD decision VI/8) with a Secretariat hosted by CABI, an international not-for-profit organisation, and ten government-endorsed regional partnerships encompassing institutions in over 100 countries. Since 2006, BioNET has led the GTPF concept development in cooperation with the Coordination Mechanism of the Global Taxonomy Initiative (GTI) and with guidance from an international Steering Committee. For Concept Phase I, an EU grant was used in 2009 to “undertake essential preparatory work” with additional support from the Swiss government, Total Foundation and CABI. The first draft of the GTPF Roadmap was developed and market research conducted with the Foundation for a New Ethical Business. A multi-stakeholder workshop with 30 participants was hosted by MNHN, Paris with additional support from EDIT to create a shared blueprint of the GTPF development strategy.

### The GTPF Steering Committee (past and present)

**Alfred Oteng-Yeboah** (Chair), Former Co-Chair of IMOSEB, Former Chair of the CBD-SBSTTA.

**Peter Bridgewater**, Chair, Joint Nature Conservation Committee, UK

**Ahmed Djoghlaif**, Executive Secretary of the Secretariat of the CBD.

**Christoph Haeuser**, Museum für Naturkunde, German National Museum of Natural History and Chair, Coordination Mechanism of the (UNEP) GTI.

**Leonard Hirsch**, Senior Advisor, Smithsonian Institution.

**Stella Simiyu**, Botanic Gardens Conservation International.

**Jorge Soberon**, The University of Kansas.

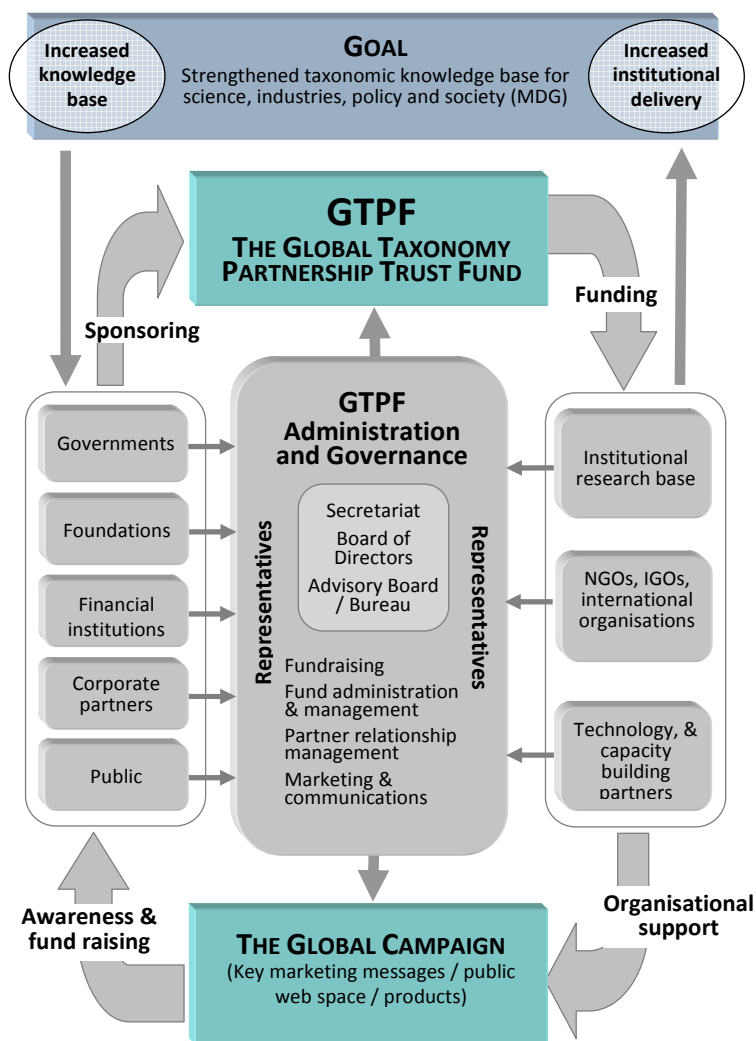
**Richard Smith**, Director, BioNET Secretariat.

## The GTPF Model

**Goal:** Increased funding will strengthen institutional delivery and lead to an improved science base providing indispensable knowledge for informed decision making, essential infrastructure to achieve the Millennium Development Goals, a knowledge base for advancing molecular, ecological and medical sciences, and increased services for industries (e.g. agriculture, pharmaceuticals).

**GTPF Partners** provide financial or in-kind support. In-kind in form of expertise, advice or other services may come from the taxonomic research base, communications & media, international organizations and technology or capacity building partners. Financial partners may be governments, foundations, international financial institutions, and corporates.

**The Global Campaign** will enhance the visibility of taxonomy in biodiversity science, conservation, agriculture, health, etc and among potential funding sources such as companies, foundations, governments, major donors and the public. It will use simple key messages and slogans, as well as innovative products (e.g. interactive websites, computer games) to attract new funding for taxonomy.



## Benefits

**Taxonomy institutions**, particularly in developing countries, will have new capacity and strengthened cooperation globally. **Taxonomy end-users** will benefit through an enhanced taxonomy science base. **Individuals** will gain an increased awareness of the value of taxonomy and biodiversity and will experience emotional connectedness to life on earth. Some **companies** will benefit directly from increased knowledge and services; others will be able to use taxonomic services to mitigate their impact on biodiversity by assessing their impact on / use of species. **GTPF Partners** will benefit from the GTPF platform to achieve common goals and through visibility and reputation.

**As a public-private partnership the GTPF is open to all interested parties** who are interested in supporting the development of this necessary global infrastructure and helping to reduce the *taxonomic impediment*. The proposition is timely as, today, institutional collaborations and networks, web platforms, and new digital and molecular technologies are allowing taxonomists to scale and speed up their outputs and discover, describe and identify life in ways and places as never before.

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**Supporters:** European Union; Total Foundation; Swiss Agency for Development and Cooperation; the European Distributed Institute of Taxonomy (EDIT); the Foundation for a New Ethical Business; German National Focal Point for the GTI; CABI; Muséum National d'Histoire Naturelle, Paris.