

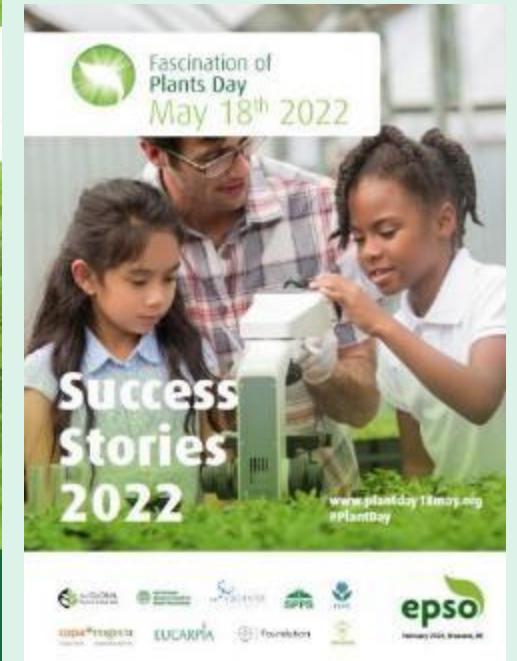
EPSO fosters science with society approaches: FoPD

Fascination of Plants Day (FoPD)

- ✓ > 860 events in over 51 countries FoPD 2019
- ✓ >160 events in 21 countries gap year 2021
- ✓ > 810 events in over 54 countries FoPD 2022
<https://plantday18may.org/>

Get inspired by the [success stories FoPD 2022](#) –
➤ **Mobilise the community to prepare and hold interactive inspiring events on FoPD 2024 around 18 May 2024: 63 countries signed up**

Activities can happen from
1 March to 30 November 2024,
peak in May.



Looking to 18 May 2024: state of play

- ✓ > 63 countries signed up for FoPD 2024
 - Colombia, DK, EE, Ethiopia, Taiwan = new for 2024
- ✓ Webinars held with National Coordinators from 40 countries in November, January & March
- Official launch in mid December
- PR toolbox & Social Media updated

Facts and Figures

Fascination of Plants Day 2022



Fascination of
Plants Day
2022

814 events uploaded on FoPD website
56 countries signed up for FoPD

A Global Initiative

289 events in Poland, 118 events in Italy, 45 in Portugal, 36 in Spain – top in Europe
23 events in Lebanon, 17 in China, and 7 in India – most active in Australo-asia
11 events in Mexico, 10 in Argentina and 7 in Canada – best in the Americas
2 events in Angola and 1 in Kenya – top in Africa

3 National patronages: Ing. Zdeněk Nekula, Minister of Agriculture of the Czech Republic; Czech Association of Private Farmers of the Czech Republic; JUDr. Samuel Vičan, Minister of Agriculture and Rural Development of the Slovak Republic.

1 International video contest: SusCrop ERA-Net opened this to all countries, in our numbers we count this as one instead of 56 events counted by the website.

250,000 plant species
15,234 users online at <https://plantday18may.org/> (06.12.2021 -05.12.2022 = 1 year)
4,620 followers on Twitter @PlantDay18May
3,514 followers on Facebook FoPD – >3,200 like this
648 followers on Instagram @fascinationofplantsday

Organised under the umbrella of the European Plant Science Organization, EPSO
26.000 plant researchers and staff belong to EPSO membership
2.600 personal EPSO members
Around 200 research institutes and universities represented by EPSO

61 National Coordinators mobilising the community in their countries
4 Global Coordinators synchronising the effort and providing central resources

54 Countries confirmed	Events	Countries confirmed	Events	Countries confirmed	Events
Angola	2	Germany	4	Philippines	2
Argentina	10	Greece	-	Poland	289
Australia	-	Hungary	8	Portugal	45
Austria	21	Iceland	4	Romania	-
Belgium	8	India	7	Russia	2
Bolivia	1	Ireland	9	Saudi-Arabia	-
Bosnia & H.	1	Italy	118	Serbia	20
Brazil	2	Japan	4	Slovakia	13
Bulgaria	3	Kenya	1	Slovenia	32
Canada	7	Latvia	-	Spain	36
Cape Verde	-	Lebanon	23	Sweden	4
Chile	5	Lithuania	4	Switzerland	8
China	17	Mexico	11	Turkey	4
Croatia	17	Nepal	-	Ukraine	4
Czech Republic	29	Netherlands	-	UK	19
Ethiopia	-	Nigeria	-	Uruguay	1
Finland	1	Norway	1	USA	1
France	16	Pakistan	-	Zambia	-

FoPD across all continents!



Why participate?

- **Global Impact:** a unique opportunity to connect with a global audience & create a collective impact by highlighting the significance of plants & plant research.
- **Science & Innovation Communication:** break down complex scientific concepts into relatable and engaging content. Whether through hands-on activities, virtual tours of your labs, or interactive presentations, you can fascinate and educate people of all ages about the wonders of plants – interactive events are key.
- **Public Engagement:** This event is for everyone. By participating, you can foster a greater appreciation for plants – R&I - in your local community and beyond. Engaging the public about the critical role plants play in our environment, agriculture, and medicine is more important than ever.
- **Get inspired** by the 2022 success stories at <https://plantday18may.org/>



How to prepare?

- **Choose Your Focus:** Decide on the theme or topic you'd like to showcase on Fascination of Plants Day. Whether it's the role of plants in climate change, their importance in food security, or the latest advancements in plant research, pick a topic that excites you and resonates with your audience.
- **Interactive Activities:** Create interactive and engaging activities that allow participants to explore and learn about plants in a fun and hands-on way. This could include live demonstrations, virtual tours, experiments, or storytelling sessions.
- **Collaborate:** Collaborate with other plant scientists, companies, farmers, schools and local organisations to create a richer and more diverse experience. Sharing expertise and resources can make your event even more impactful.



Fascination of
Plants Day
May 18th 2024



Plant Science * Agriculture * Forestry * Plant
Breeding * Biodiversity * Nourishment and
Nutrition * Plant Protection * Environmental
Conservation * Renewable Resources *

How to promote your event and share your success afterwards?

- **Upload your event** on the website <https://plantday18may.org/>
- **Promote Your Event:** Create a buzz: develop Media Partnerships, Press Releases, Social Media Campaign: Hashtag ([#PlantDay](#))
link to FoPD Twitter 'X' [@PlantDay18May](#)
& to FoPD Instagram [@fascinationofplantsday](#)
- Use Promotional Material: Posters (choose from 9 background images), Flyers
- **Share Your Experience:** After the event, share your success stories and experiences with the Fascination of Plants Day community via the [Official Plant Day website](#). This not only helps inspire others but also contributes to the continued growth & success of the event.

