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Fascination of Plants Day 2024 Success stories published – Over 670 interactive events in over 65 countries

Today we are delighted to publish our [Fascination of Plants Day 2024 Success Stories](#) which provide an insight into the wide range of inspiring events about plants held across the world last year.

The seventh biennial international [Fascination of Plants Day](#) was a huge global success with **over 670 interactive events across 65 countries** engaging thousands of people around plant science and the manifold uses of plants. Scientific institutions, universities, botanical gardens and museums, together with schools, farmers and companies offered a variety of plant-based interactive events and activities for all interested people from toddlers to grandparents.

People took to social media and shared their photos and event stories using the hashtag [#PlantDay](#). As a result, EPSO increased the [@PlantDay18May](#) X/twitter account following to over 4,600 followers and Instagram to over 1000 followers. Some Fascination of Plants Day events were carried in outside publications and media, broadcasted on tv and radio, and reported in local and national newspapers.

Many thanks to the over 65 National Coordinators and thousands of enthusiastic event organisers across the globe for engaging people from their local area, city, region and even the entire country in exciting events! This Fascination of Plants Day initiative would not be possible without you. Your efforts made this great success possible.

We also thank the many partners and contributors who helped EPSO engage its broad audience by providing resources to make this success possible: The Global Plant Council (GPC), the International Advisory Council on Global Bioeconomy (IACGB), Scientix, the Scandinavian Plant Physiology Society (SPPS), ISHS, Eucarpia, Copa and Cogeca, the Bayer Foundation and wikifarmer.

We invite you to join us in preparing for an even bigger and better Fascination of Plants Day in 2026! Start planning events in your country and keep posting about plants. We look forward to seeing you all and your fascinating interactive events in 2026!

Karin Metzloff, Max Moser, Maija Malnaca, Przemyslaw Wojtaszek and Trine Hvoslef-Eide – the Global FoPD coordinators



Fascination of
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Useful links

FoPD: <https://plantday18may.org/> ; X/Twitter [#PlantDay](#), [Instagram](#)
EPSO: <https://epsoweb.org>

About FoPD The Fascination of Plants Day (FoPD) was first launched in 2012, followed by FoPDs from 2013 to 2024 at which over 670 events were organised in over 65 countries world-wide, attracting many thousand visitors. This coordinated activity aims to plant virtual and constantly germinating seeds in the collective mind of people, recalling that plant science is of critical significance to social, environmental and economic issues on our Earth today and in future. <https://plantday18may.org/>

About EPSO EPSO, the European Plant Science Organisation, is an independent academic organisation that represents around 200 research institutes, departments and universities from 31 countries, mainly from Europe. EPSO's mission is to improve the impact and visibility of plant science in Europe. <https://epsoweb.org> | EU Transparency Register Number 38511867304-09