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My small team curate and deploy some of the most significant botanical references including *The International Plant Names Index* and *Plants of the World Online*. Knowing which names are synonyms of which underpins all research and data management at Kew. Kew manages the equivalent

resources for fungi: *Index Fungorum* and *Species Fungorum*. These core botanical resources are essential components of most global biodiversity platforms e.g. *World Flora Online* and the *Global Biodiversity Information Facility*.

Sadly, Kew's references are less visible, useful or relevant to professionals from other disciplines needing reliable access to data about plants and fungi. I get out of bed in the morning seeking to increase our utility and impact by making these core references more accessible.

Following my PhD (Natural History Museum, London), I worked in Mexico to build plant identification tools before designing databases and software for complex biodiversity data at Southampton University and then at RBG Kew. Employed by the UK Governments, Dept. for International Development, I led an Anglo-Brazil rural development initiative in N.E. Brazil, for 5 years creating an applied-research network of 50 partners disseminating scientific data about useful plants through a network of NGOs and community partners. These communities prioritised plants of use as medicines and as forage for goats. I learned much about the transformation of knowledge intended for different audiences.

At Kew I led development of 'The PlantList', 'Legumes of the World' and Kew's first 'Online herbarium' before, in 2014, creating "Medicinal Plant Names Services www.kew.org/mpns". V15 of MPNS evidences the use of >41K medicinal plants and >700K different names. Collaborations with USFDA, WHO and others enabled MPNS to become the default reference for regulators, scientists and industry.

"Plants for Health (www.kew.org/plants-for-health) builds on MPNS. It covers all natural health products (supplements and cosmetics) and adds fungi. We had added bioactive molecules, toxicity, substitutes, adulterants and conservation status. *Plants for Health*, nonetheless, remains primarily an index to sources of existing data enabling users to disambiguate documents and find data regardless of the diversity of names used for these species and the products derived from them.

