



# BE OPEN

ANIMAL RESEARCH DAY

**3 JUNE  
2025**

5th edition



## YOUR GUIDE



**GET ON**  
**#BOARD25**



**What you  
need to know**

- 1 About**
- 2 Get involved with #BOARD25**
- 3 #BOARD25 on social media**
- 4 EARA @ FELASA2025 Congress**
- 5 Timelines & contact details**

For more information, contact:  
**Inês Serrenho** | [iserrenho@eara.eu](mailto:iserrenho@eara.eu)  
BOARD Global Campaign Co-ordinator

1

## About #BOARD25



European Animal  
Research Association



### What is BOARD?

BOARD stands for *Be Open about Animal Research Day*.

The fourth edition of BOARD (#BOARD25) will take place on **Tuesday 3 June 2025**.

This is a 24-hour global campaign, taking place on social media, supported by the European Animal Research Association (EARA) and the wider biomedical community, both public and private.

This initiative is welcome to any institution, organisation or individual that would like to demonstrate openness and transparency about the use of animals in biomedical research. This includes signatories of national Transparency Agreements on Animal Research in Europe and globally, EARA members, and institutions in any country across the world that are promoting openness about their use of animals in research. #BOARD25 also encourages individual researchers, science communicators and to take part.

The official hashtag of the campaign that will be used on social media is **#BOARD25**. The slogan is "**Get on #BOARD25**".

### How does it work?

#BOARD25 participants are free to choose which activity they would like to carry out based on their resources and approach. Plenty of examples will be provided in this guide, to give you an idea of how to get involved and join this 24-hour period of activity across the globe. The materials you produce for #BOARD25 will be shared to EARA's social media on campaign day.

1

About #BOARD25



European Animal  
Research Association



This is the official logo of the campaign.  
Feel free to use the logo in your materials.



## 2

## Get involved with #BOARD25



European Animal  
Research Association



If you would like to join the campaign, please register by filling in [this form](#) by **Friday 28 February 2025**.

Below are the main ways to get involved for #BOARD25. You can find out more about each activity in the following pages.

- Add your support as a partner. This means having your **logo** displayed in the list of institutions supporting the initiative (see [#BOARD24 examples](#)).
- Be our guest in a **Q&A video** answering questions about how you/your institution communicate about the use of animals in research (see guidelines in section 2.2, and [#BOARD24 examples](#)).
- Provide us with a **quote or statement** highlighting the importance of communications about the use of animals in research (see guidelines in section 2.3, and [#BOARD24 examples](#)).
- **We welcome new content ideas!** Send us any other materials, case studies, links or videos. As long as it is in a format that can be shared on social media, it is suitable for #BOARD25 (see next page).

**IMPORTANT!** Please share your materials in advance with BOARD co-ordinator Inês Serrenho, at [iserrenho@eara.eu](mailto:iserrenho@eara.eu), by **Friday 11 April**. This is so that all materials are featured on the EARA social media platforms on the day of the campaign. We also ask that you share your materials to your own social media using the hashtag #BOARD25.

## 2

## Get involved with #BOARD25



European Animal  
Research Association



Other than a logo, statement or Q&A, you can send us any other materials of your choice that show how you or your institution are working on openness and transparency about animal research.

Here are some activities that you can plan ahead of #BOARD25, taking inspiration from past editions of BOARD!

- **Write and publish case studies either on openness or your research** (published to your website/social media/newsletters)
- **Publish a web article/feature/story/infographics**
- **Tell us about public events about animal research** – these must be within the last year, and preferably no earlier than June 2024
  - Examples: open day, lab visit, lab tour (in-person/virtual), webinar, lecture, panel discussion
- **Videos about animal research and openness**
  - Examples: interviews with researchers/lab staff/communications staff, facility tours, experiment demonstrations, explainer videos, event recordings
- **Podcasts** – produce episodes highlighting the importance of communicating the use of animals in research.

## 2 Get involved with #BOARD25



European Animal  
Research Association



**Quote or statement** - If you would like to provide us with a quote or statement, send it to us by email to [iserrenho@eara.eu](mailto:iserrenho@eara.eu) by **Friday 11 April** (examples [from #BOARD24](#)).

- The quote should highlight the importance of communicating the use of animals in research in your institution/organisation, and why #BOARD25 is relevant (try to use around 500 characters, including spaces).
- Your name + photo + affiliation + country.



*Template for #BOARD24*

2

## Get involved with #BOARD25



European Animal  
Research Association



**EARA Q&A video** If you would like to be featured in an EARA Q&A video to be published on the day of the campaign, send us a recording of your answers to the following questions by **Friday 11 April 2025** to [iserrenho@eara.eu](mailto:iserrenho@eara.eu).

- *How do you/your institution communicate about the use of animals in research?*
- *What are the challenges when speaking about animal research?*
- *Why do you think it's important to support #BOARD25?*

Instructions for recording the videos:

- Start the video by introducing yourself (name, profession, your institution, country).
- Answers must be recorded using a mobile phone/tablet in portrait.
- Make sure the sound is good quality and with little or no background noise.
- Record one individual video for each answer.
- You can speak in **English** (please supply a transcript of your answers in English), or your **native language** (please supply a transcript of your answers, in both English and in your native language).
- A maximum of 30 SECONDS per question.

This Q&A will have a similar format to EARA's #TransparencyThursday series – [see examples](#).

- All these activities can either be organised in English and/or the national language of your country.
- If it is not in English, please provide English subtitles/captions, if possible. We can assist with the translations, if necessary.



3

## #BOARD25 on social media



European Animal  
Research Association



Follow EARA on our social media (click the icons below) to stay updated about #BOARD25 ahead of campaign day, as well as to check out everything that is happening on the day.



On the day of the campaign, please share/retweet our posts, always using the hashtag **#BOARD25**.

Our other X accounts in Belgium, Czechia, Estonia, Denmark, France, Germany, Greece, Ireland, Israel, Italy, Netherlands, Poland, Portugal, Slovenia, Spain, Switzerland and Turkey will also be posting during the day.

The hashtag should always be the same – #BOARD25 – even if you are posting in different languages. Using the same hashtag will make it easier for people on social media to discover all the posts about our initiative in one place.

4

## EARA @ FELASA2025 Congress



European Animal  
Research Association



During #BOARD25, EARA will be at the **FELASA2025** Congress in Athens, Greece and posting during the conference.

If you want to take part in #BOARD25 during the conference, indicate your interest and that you are attending FELASA2025 on the registration [form](#).

At Felasa, on **Tuesday 3 June** (#BOARD25 day), EARA will hold the sessions titled, “[Harmonising NHP Research and Legislation Across Europe](#)” (with Eu-Simia) and “[Transparency Agreements as Tools to Promote Ethical Awareness, Culture of Care, and Demonstrate Accountability to the Public](#)”.

On Wednesday 4 June, EARA will hold a **workshop** titled, “[Mastering Non-technical Summaries \(NTS\) Writing: Enhancing Transparency and Ethical Accountability](#)”.

Check the more information and the Congress programme in [FELASA 2025 website](#).

# 5

## Timelines & contact details



European Animal  
Research Association



*Registration deadline: **Friday 28 February 2025*** – fill out the form [here](#)  
or scan the QR code.

*Send material deadline: **Friday 11 April 2025***

*Day of the campaign: **Tuesday 3 June 2025***

For more information, visit the [EARA website](#), or contact:

Inês Serrenho | BOARD global co-ordinator - [iserrenho@eara.eu](mailto:iserrenho@eara.eu)

**THANK YOU!**