**Green Legacy Hiroshima – Early Stages Report from Keele University**

**Overview**

Keele University became the 19th UK partner in the Green Legacy Hiroshima (GLH) initiative in March 2025. This document outlines early public engagement and media coverage the project has received, centred on the initial stages of *Hibaku jumoku* seed propagation — a ginkgo (*Ginkgo biloba*) and an oriental plane (*Platanus orientalis*).

The initiative has garnered attention across digital platforms, media institutions, and academic channels at Keele University, highlighting the symbolic and educational value of the project.

***Media Coverage and Public Engagement***

1. **BBC News Article**, “[Hiroshima tree seeds growing at university](https://www.bbc.co.uk/news/articles/ckgjwnzyv72o)” (18 June 2025)
2. **BBC Radio Interview** **with Dr. Taylor**, [‘A round-up of the day's top news and sport with Clare McDonnell and Chris Warburton](https://www.bbc.co.uk/sounds/play/m002dpbb)’ (19 June 2025, Listen to broadcast at time mark: 1:54:00)
3. **The Sentinel,** “[Sowing the Seeds of Peace](https://www.pressreader.com/uk/the-sentinel/20250620/281526527027633)” (20 June 2025)

***Keele University (Blog & Social Media)***

1. **Dr Taylor’s Blog**, “[A New Legacy for Hiroshima’s Trees](https://medium.com/%40s.l.taylor_44773/a-new-legacy-for-hiroshimas-trees-419979df8598)” (Medium, 28 May 2025)
2. **YouTube**, “[Seeds from Hiroshima atomic bomb ‘survivor trees’ growing at Keele](https://youtu.be/LRSoHshXqF8?feature=shared)” (18 June 2025)
	1. See also, [Keele platform](https://www.keele.ac.uk/about/news/2025/june/atomic-bomb/survivor-trees-keele.php?utm_medium=email&utm_name=&utm_source=govdelivery).
	2. See also, [Facebook](https://www.facebook.com/watch/?v=4004788866447258), [Instagram](https://www.instagram.com/reel/DLCORrMt04K/?utm_source=ig_web_copy_link), [LinkedIn](https://www.linkedin.com/posts/keele-university_seeds-from-two-trees-that-survived-the-atomic-activity-7341012193963888640-1rlR)

The university produced a short video (1 minute 31 seconds) as part of its social media coverage of the initiative. On YouTube, there are ~1,200 vies at the time of writing (20 June 2025), with additional reach via Facebook, Instagram, and LinkedIn. Moreover, Dr. Taylor’s blog has received around 56 views and 26 reads (46% read ratio) at the time of writing this report. Online traffic mostly comes from email newsletters and social media (mostly Facebook), with a few other external referrals like Google.

***Next Steps***

The media items described above chronicle Keele’s journey from initial interest to seed arrival, provide historical background on the source trees and their significance, and offer visual documentation of seed preparation and propagation. Public engagement has elicited questions from some audiences. Some have expressed interest in requesting their own seeds from GLH, while others have inquired whether the seeds are radioactive or genetically affected. As next steps, we will continue to document seed propagation and growth stages, addressing questions through Dr Taylor’s blog.