



BRAND BOOK

THE COMPLETE GUIDELINE OF POLLINERA

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INTRODUCTION

The European Green Deal, the EU biodiversity strategy, the EU zero pollution action plan, and the revised EU pollinators initiative all indicate the need to protect pollinators and address insect and pollinator declines. Plant protection products (PPP), also known as pesticides, have been identified as one of the primary triggers of pollinator decline. However, significant knowledge gaps and critical procedural limitations to current pesticide risk assessment require attention before meaningful improvements can be realised. The functional group is currently represented by only one species, the honey bee, which does not necessarily share other species' biological and ecological traits.



PollinERA aims to reverse pollinator population declines and reduce the harmful impacts of pesticides. The project will achieve that by moving the evaluation of the risk and impacts of pesticides and suggestions for mitigation beyond the current situation of assessing single pesticides in isolation on honey bees to an ecologically consistent assessment of effects on insect pollinators using a systems approach.

FUNDING STATEMENT

Please acknowledge funding by using the EU logo and one of the following funding sentences as shown bellow:



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Or



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- Please always use **arial** font for the funding statements
- EU emblem must always be on the left side or above the funding text
- The The minimum size of the logo must be 1 cm.



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LOGO



Main logo used on dark or black backgrounds

Main logo used on white or light backgrounds



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Monochrome logo used on dark or black backgrounds

Monochrome logo used on white or light backgrounds



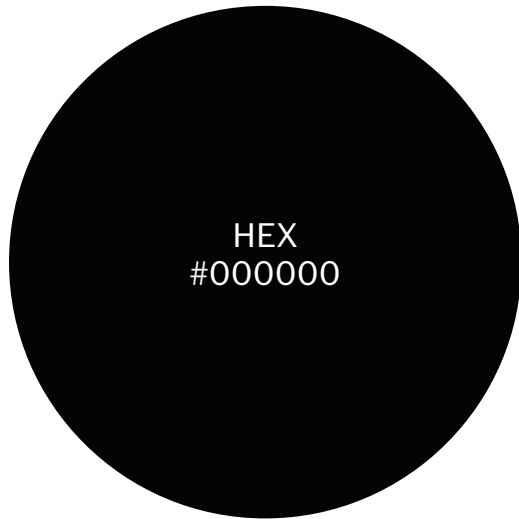
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COLOURS

PRIMARY COLOURS

Used in logo, on website and promotional materials

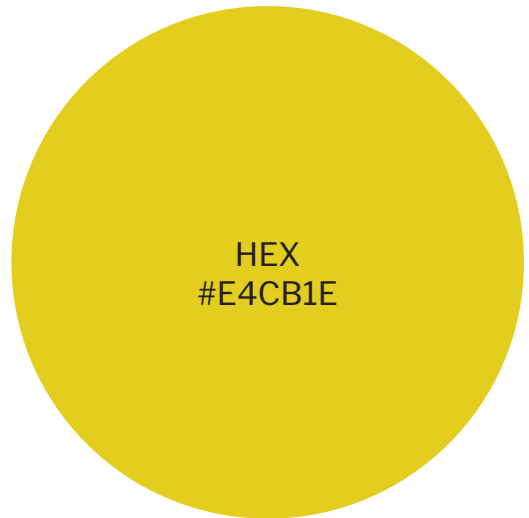


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- CMYK 75/68/67/90
- RGB 0/0/0



- CMYK 13/14/100/0
- RGB 229/203/30



HEX
#E4CB1E

SECONDARY COLOURS

Used on website and promotional materials



- CMYK 75/68/67/90
- RGB 0/0/0
- Tint 50%



- CMYK 13/14/100/0
- RGB 229/203/30
- Tint 50%



- CMYK 75/68/67/90
- RGB 0/0/0
- Tint 10%



- CMYK 13/14/100/0
- RGB 229/203/30
- Tint 10%



- CMYK 49/85/30/9
- RGB 137/68/115



- CMYK 43/49/9/23
- RGB 130/106/42



- CMYK 38/17/52/0
- RGB 168/184/143



- CMYK 47/25/19/0
- RGB 140/168/187

TYPOGRAPHY

Aa

Nexa Bold

Used in the logo

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Aa

Nexa Bold

Used in the logo

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Aa

Poppins

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used for headings on the website and the promotional materials

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Aa

Libre Franklin

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used for body text on the website and the promotional materials

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Aa

Montserrat

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used in headings in deliverable and milestone templates and presentation

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Aa

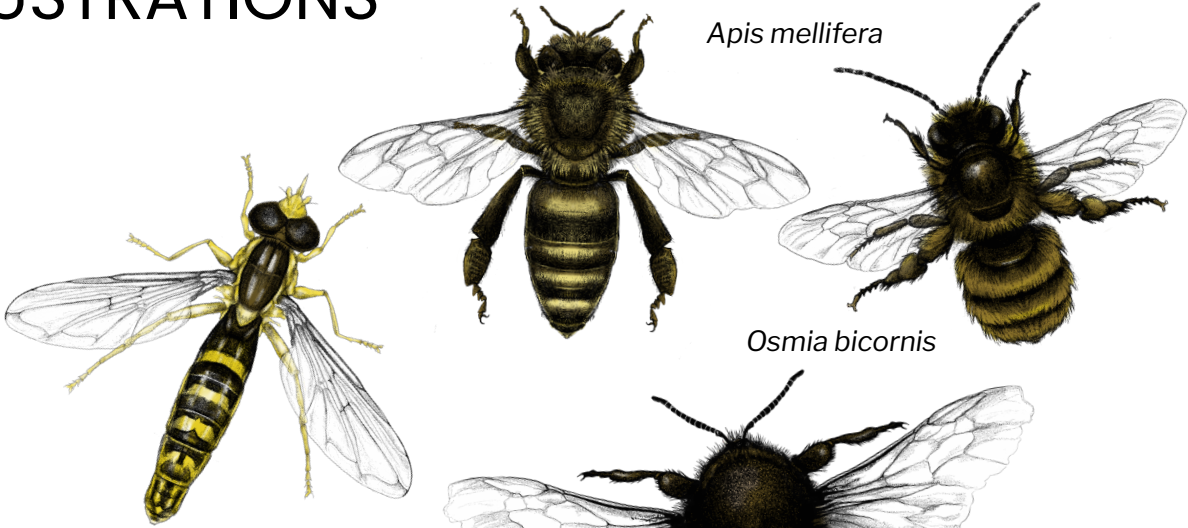
Arial

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Used for body text in deliverable and milestone templates and presentations

VISUALS

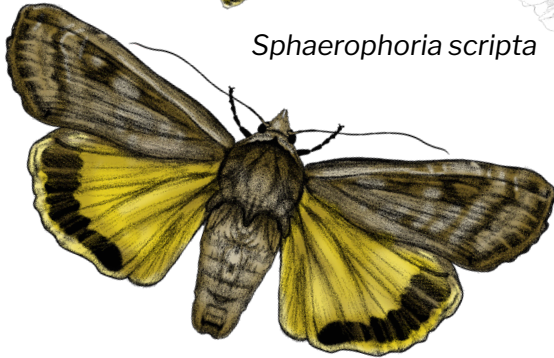
ILLUSTRATIONS



Sphaerophoria scripta

Apis mellifera

Osmia bicornis



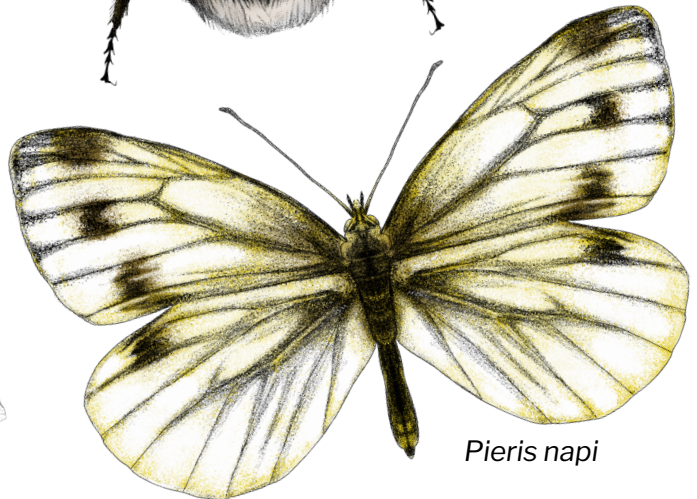
Noctua pronuba



Bombus terrestris

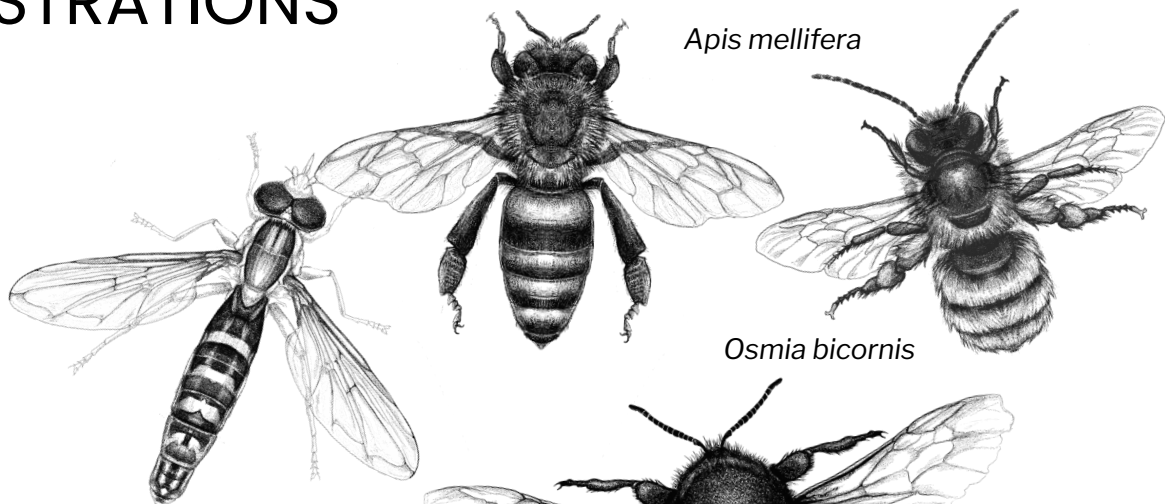


Eristalis tenax



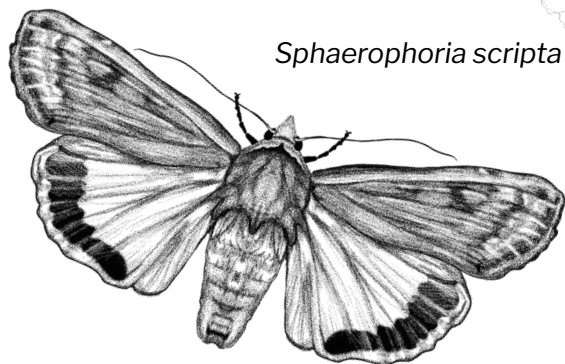
Pieris napi

ILLUSTRATIONS

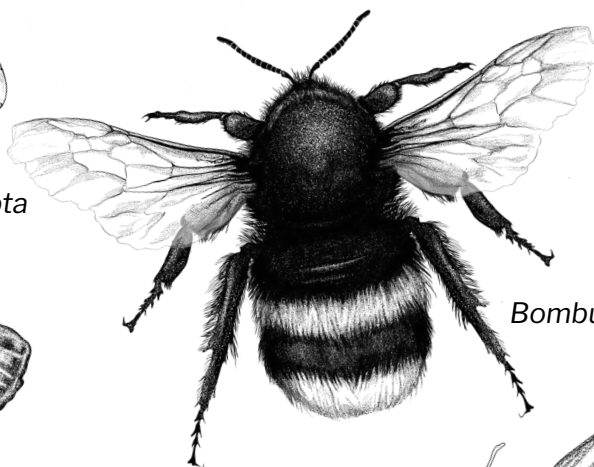


Apis mellifera

Osmia bicornis



Sphaerophoria scripta

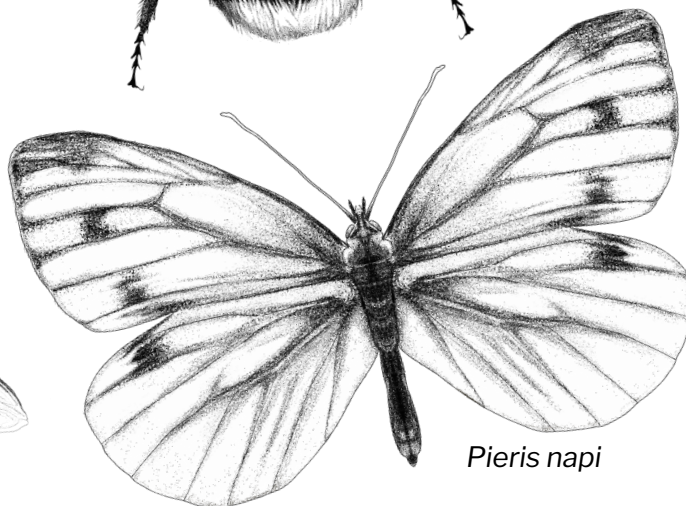


Bombus terrestris

Noctua pronuba



Eristalis tenax



Pieris napi

ILLUSTRATIONS

STUDY SPECIES

Sphaerophoria scripta



1 cm

Eristalis tenax



1,5 cm

Osmia bicornis



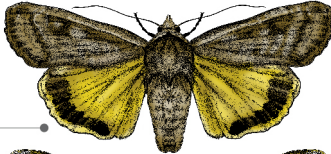
Apis mellifera



Bombus terrestris



Noctua pronuba



Pieris napi



1 cm

1,5 cm



BRANDING

PRESENTATION TEMPLATE



Title of presentation

Presenter



Funded by the European Union



Title of slide

Body text

1/31/24

Event

2

PRESENTATION TEMPLATE

Logo



Section title


Subtitle

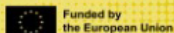
1/31/24



Thank you!



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SOCIAL MEDIA HEADERS

- LinkedIn



The screenshot shows a LinkedIn profile page for the "PollinERA Project". At the top is a banner image identical to the one above. Below the banner is the profile picture, which is the "POLLINERA" logo. To the right of the profile picture is a notification bell icon. The profile name is "PollinERA Project" in a large, bold font. Below the name is the description: "EU project aiming to understand pesticide-pollinator interactions to support EU Environmental Risk Assessment and policy". Underneath the description, it says "Environmental Services · 119 followers · 51-200 employees". Below that, it says "Slavena & 8 other connections follow this page". There are three buttons: a blue "Message" button with a paper plane icon, a blue "Following" button with a checkmark icon, and a grey "More" button with three dots. At the bottom, there is a navigation bar with the following tabs: "Home" (underlined), "About", "Posts", "Jobs", and "People".

SOCIAL MEDIA HEADERS

• X



← **PollinERA**
26 публикаци

POLLINERA

PollinERA
@pollinERA_eu

PollinERA aims to reverse [#pollinator](#) population declines and reduce the harmful impacts of pesticides

[@HorizonEU](#) project | [# 101135005](#)

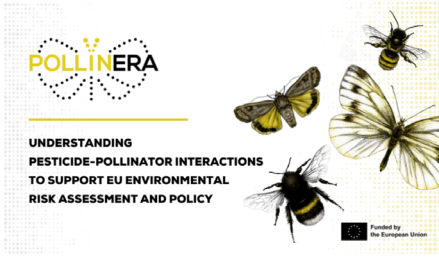
... Слегвано

BLOG POST COVER

PENSOFT Blog Home Pensoft Publishers

Search Results for: pollinera

Moving towards a systems-based Environmental Risk Assessment for wild bees, butterflies, moths and hoverflies: Pensoft joins PollinERA



UNDERSTANDING PESTICIDE-POLLINATOR INTERACTIONS TO SUPPORT EU ENVIRONMENTAL RISK ASSESSMENT AND POLICY

Funded by the European Union

Pensoft will lead the communication, dissemination and exploitation activities of the Horizon Europe project, which aims to reverse pollinator population declines and reduce im-

March 11, 2024 / Food and Ecological Systems Modelling Journal (FESMJ), Partnering science Outcomes (BIO Journal) / agriculture, ALMA&S, bees, biodiversity, butterflies, ecology, ecosystem, environment, environmental, EU biodiversity, EU pollinators, hoverflies, pollination, pollinator assessment, save the bees, wild bees, wild pollinators

1 JAN 2024




UNDERSTANDING PESTICIDE-POLLINATOR INTERACTIONS TO SUPPORT EU ENVIRONMENTAL RISK ASSESSMENT AND POLICY

Understanding pesticide-pollinator interactions to support EU Environmental Risk Assessment and policy: The PollinERA project

The European Green Deal, the EU biodiversity strategy, the EU zero pollution action plan, ...

[Read more ->](#)



UNDERSTANDING PESTICIDE-POLLINATOR INTERACTIONS TO SUPPORT EU ENVIRONMENTAL RISK ASSESSMENT AND POLICY

Funded by the European Union

PROMOTIONAL MATERIALS

- Roll-up Banner

POLLINERA UNDERSTANDING PESTICIDE-POLLINATOR INTERACTIONS TO SUPPORT EU ENVIRONMENTAL RISK ASSESSMENT AND POLICY

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PROMOTIONAL MATERIALS

• Poster

POLLINERA

Understanding pesticide-Pollinator interactions to support EU Environmental Risk Assessment and Policy

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 PollinERA Project
 @PollinERA_eu

SUMMARY

PollinERA aims to review the evaluation of the risks and impacts of pesticides and suggestions for mitigation beyond the current situation of assessing single pesticides in isolation on honey bees to an ecologically consistent assessment of effects on insect pollinators using a systems approach.

GENERAL INFORMATION

CONSORTIUM | 11 institutions, 8 countries
STRUCTURE | 7 work packages
DURATION | January 2024 - December 2027

COORDINATOR

Prof. Christopher J. Topping
 Head of the Social-Ecological Systems Simulation Centre (SESS)
 Aarhus University, Denmark

SPECIFIC OBJECTIVES & ACTIONS

S01 | Fill ecological data gaps to enable realistic prediction of the source and routes of exposure and impact of pesticides on pollinators and their sensitivity to individual pesticides and mixtures.

S02 | Develop and test a co-monitoring scheme for pesticides and pollinators across European cropping systems and landscapes, developing risk indicators and mixture exposure information.

S03 | Develop models for predicting pesticide toxicological effects on pollinators for chemicals and organisms, improve toxicokinetic/toxicodynamic (TKTD) and population models, and predict environmental fate.

S04 | Develop a population-level systems-based approach to risk and policy assessment considering multiple stressors and long-term spatiotemporal dynamics at a landscape scale and generate an open-database for pollinator/pesticide data and tools.

ACTION | Reporting on the identification of pesticide sources, routes, and levels of exposure as well as acute, subchronic and interactive effects of pesticides on pollinators representing different taxonomic groups.

ACTION | Pesticide and pollinator co-monitoring scheme (PPICAMS) prototype and protocols made available through the EU Pollinator Hub.

ACTION | In silico models related to chemical structure implemented in VEGARIB platform for (QSAR) quantitative structure-activity relationship) models and TKTD published on EFSA's TR Plate and species model papers published in the ESMU open collection.

ACTION | Documentation of the integrated systems ERA tools completed. Predictive ERA tools are co-developed and reality-benchmarked with monitoring data.

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POLLINERA

Understanding pesticide-Pollinator interactions to support EU Environmental Risk Assessment and Policy

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 @pollinERA_eu
 PollinERA Project
 @PollinERA_eu

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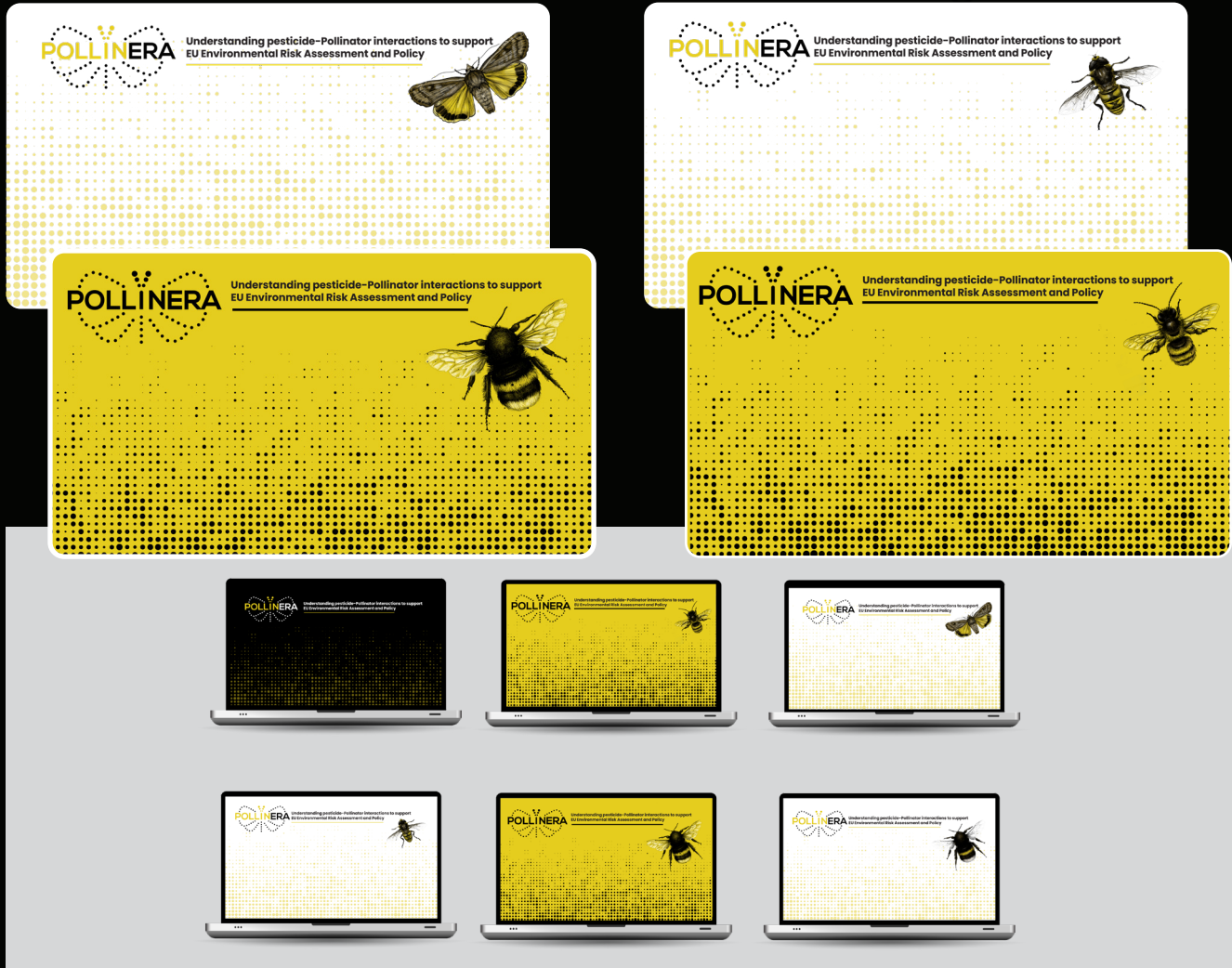
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PROMOTIONAL MATERIALS


- Virtual meeting backgrounds



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PROMOTIONAL MATERIALS

• Two-pager



Understanding pesticide-Pollinator interactions to support EU Environmental Risk Assessment and Policy

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[@PollinERA_eu](https://twitter.com/PollinERA_eu)

PROJECT SUMMARY

PollinERA aims to move the evaluation of the risk and impacts of pesticides and suggestions for mitigation beyond the current situation of assessing single pesticides in isolation on honey bees to an ecologically consistent assessment of effects on insect pollinators using a systems approach.

SPECIFIC OBJECTIVES & ACTIONS

SO1 | Fill ecotoxicological data gaps to enable realistic prediction of the source and routes of exposure and impact of pesticides on pollinators and their sensitivity to individual pesticides and mixtures.

ACTION | Reporting on the identification of pesticide sources, routes, and levels of exposure as well as acute, (sub)chronic and interactive effects of pesticides on pollinators representing different taxonomic groups.

SO2 | Develop and test a co-monitoring scheme for pesticides and pollinators across European cropping systems and landscapes, developing risk indicators and mixture exposure information.

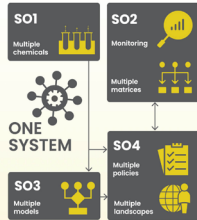
ACTION | Pesticide and pollinator co-monitoring scheme (PPCoMS) prototype and protocols made available through the EU Pollinator Hub.


SO3 | Develop models for predicting pesticide toxicological effects on pollinators for chemicals and organisms, improve toxicokinetic/toxicodynamic (TKTD) and population models, and predict environmental fate.

ACTION | In silico models related to chemical structure implemented in VEGAHLB (platform for QSAR quantitative structure-activity relationship) models and TKTD published on EFSA's TKPate and species model papers published in the FESMU open collection.

SO4 | Develop a population-level systems-based approach to risk and policy assessment considering multiple stressors and long-term spatiotemporal dynamics at a landscape scale and generate an open-database for pollinator/pesticide data and tools.

ACTION | Documentation of the integrated systems ERA tools completed. Predictive ERA tools are co-developed and reality-benchmarked with monitoring data.





WORK PACKAGES

- WP1** | Pollinator Exposure and Sensitivity
- WP2** | Predictive Toxicology
- WP3** | Pollinator Modelling
- WP4** | Monitoring and Risk Indicators
- WP5** | Systems Approach for Pollinator ERA and Policy Support
- WP6** | Communication, Dissemination and Exploitation
- WP7** | Project Management

DURATION












4 years
January 2024 - December 2027

CONSORTIUM

11 partners from 8 countries

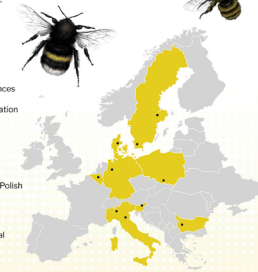
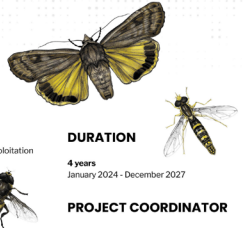
The PollinERA consortium is comprised of 11 partners across 8 European countries. It brings together key experts from diverse realms of knowledge – from pollinator ecology, pesticide exposure and toxicological testing, to stakeholder engagement and communications.


PARTNERS

-  Aarhus University
-  Lund University
-  Swedish University of Agricultural Sciences
-  BeeLife European Beekeeping Coordination
-  Pensoft Publishers
-  University of Osnabrück
-  Jagiellonian University
-  Institute of Nature Conservation of the Polish Academy of Sciences
-  University of Bologna
-  Mario Negri Institute for Pharmacological Research
-  Zip Solutions

PROJECT COORDINATOR

Prof. Christopher John Topping
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Aarhus University, Denmark



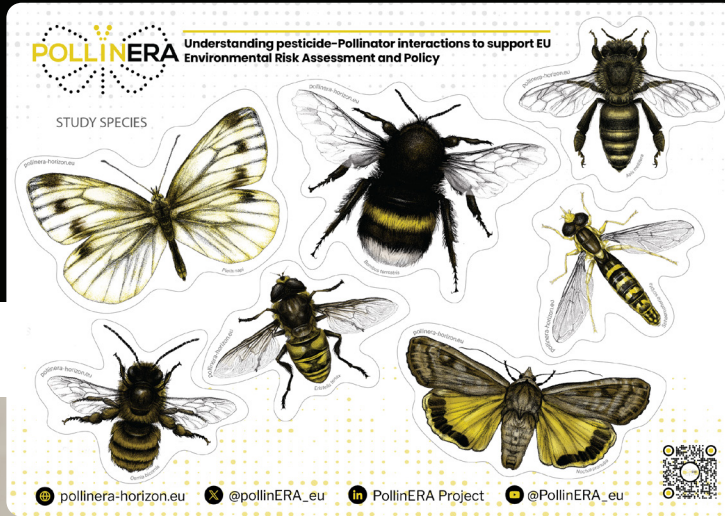
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- Info stickers



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PROMOTIONAL MATERIALS

- Stickers



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