



BRAND BOOK

THE COMPLETE GUIDELINE OF POLLINERA

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INTRODUCTION

PollinERA aims to move the evaluation of the risk and impacts of pesticides & 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.

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FUNDING STATEMENT

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



**Funded by
the European Union**

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 minimum size of the logo must be 1 cm.



**Funded by
the European Union**

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LOGO



Main logo used on dark or black backgrounds



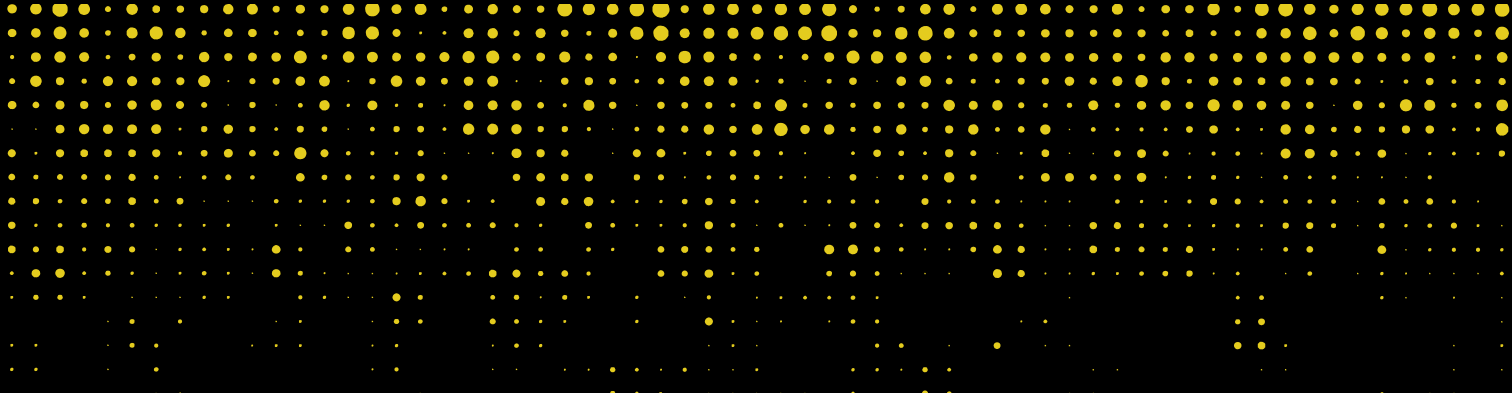
Main logo used on white or light backgrounds



Monochrome logo used on dark or black backgrounds

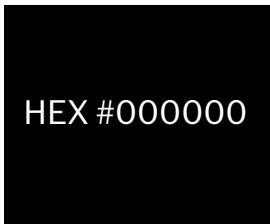


Monochrome logo used on white or light backgrounds



COLOURS

PRIMARY COLOURS



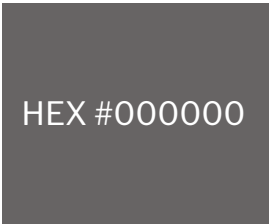
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- RGB 0/0/0



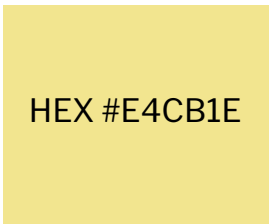
- CMYK 13/14/100/0
- RGB 229/203/30

Used in logo, on website and promotional materials

SECONDARY COLOURS



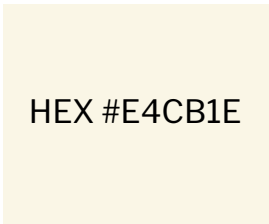
- CMYK 75/68/67/90
- RGB 0/0/0
- Tint 50%



- 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%

Used on website and promotional materials

SECONDARY COLOURS



HEX #894573

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



HEX #826A2A

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



HEX #A7B890

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



HEX #8BA8BA

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

Used on website and promotional materials

TYPOGRAPHY

Aa

Nexa Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Used in the logo

Aa

Nexa Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Used in the logo

Aa

Poppins

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used for headings on the website and the promotional materials

[Download here](#)

Aa

Libre Franklin

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used for body text on the website and the promotional materials

[Download here](#)

Aa

Montserrat

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used in headings in deliverable and milestone templates and presentation

[Download here](#)

Aa

Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Used for body text in deliverable and milestone templates and presentations

VISUALS

ILLUSTRATIONS



Apis mellifera



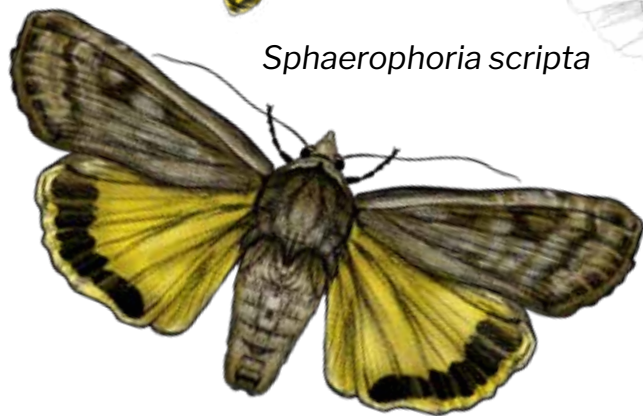
Osmia bicornis



Sphaerophoria scripta



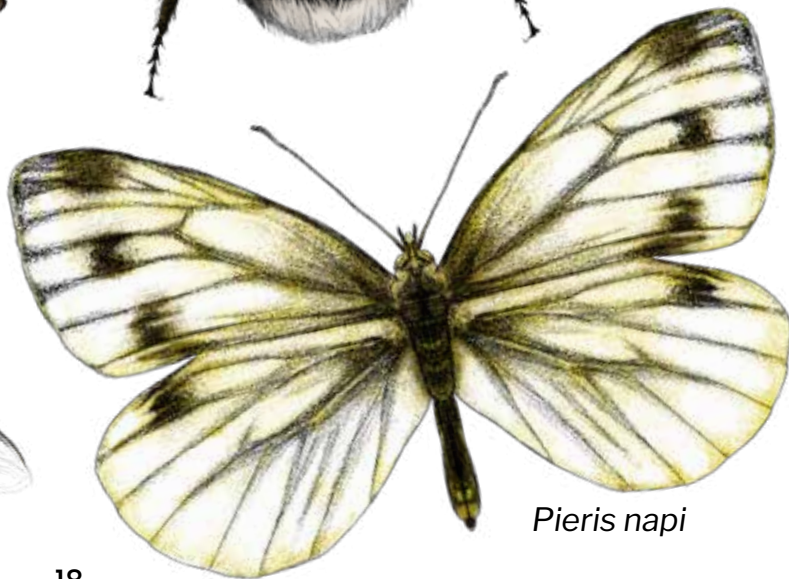
Bombus terrestris



Noctua pronuba



Eristalis tenax



Pieris napi

ILLUSTRATIONS



Apis mellifera



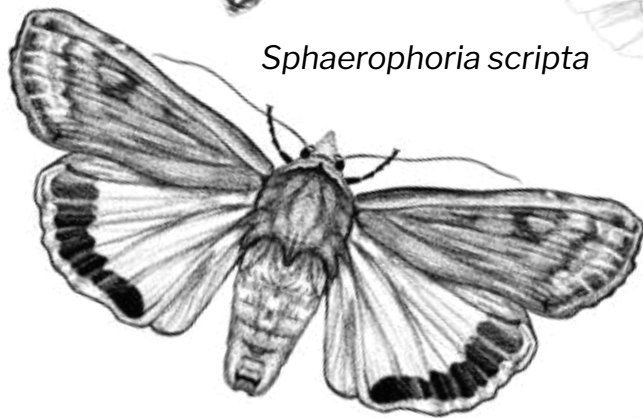
Osmia bicornis



Sphaerophoria scripta



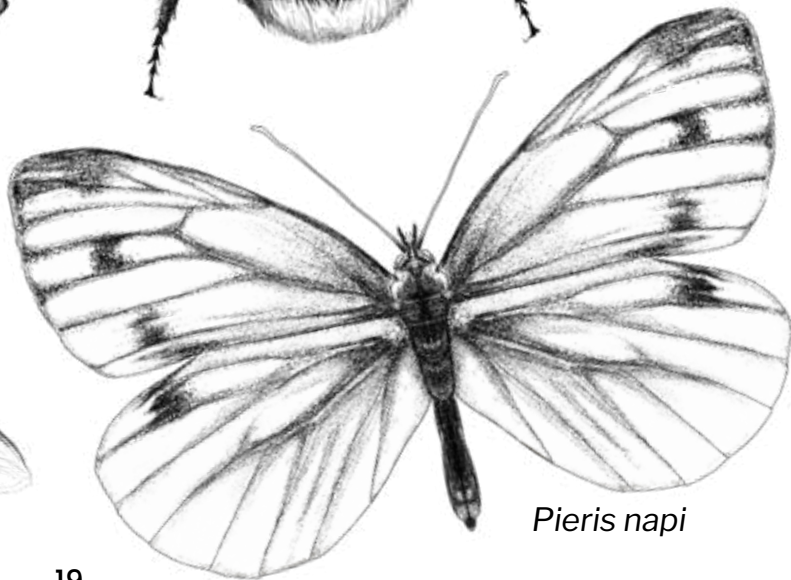
Bombus terrestris



Noctua pronuba

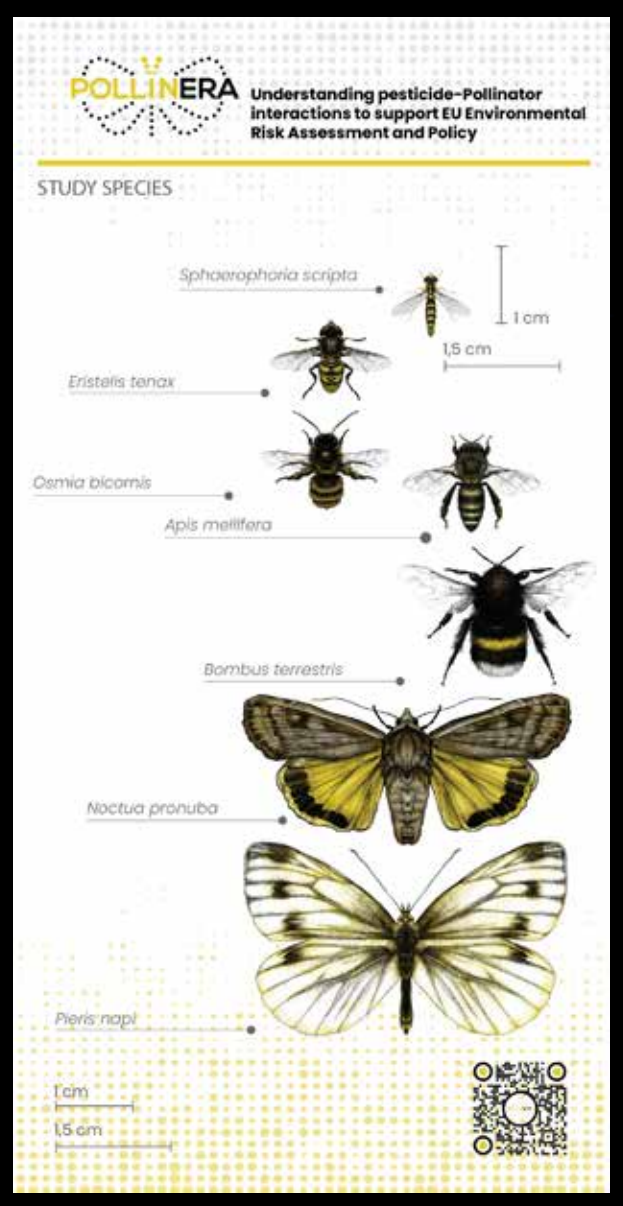


Eristalis tenax



Pieris napi

ILLUSTRATIONS





BRANDING

PRESENTATION TEMPLATE



Title of presentation

Presenter



Funded by
the European Union



Insert event





Insert date

Title of slide

Body text

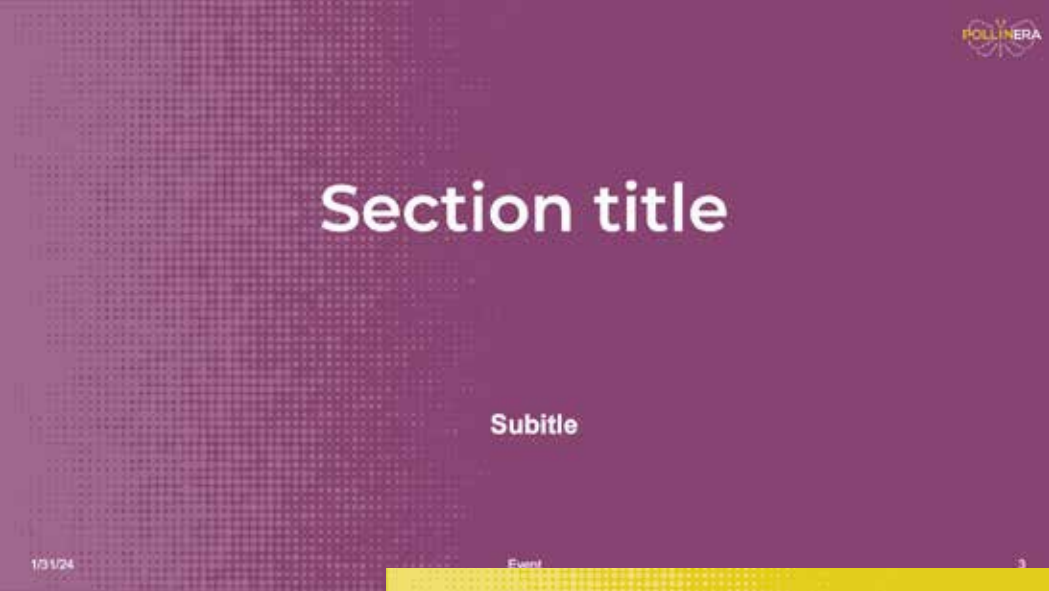
1/31/24

Event

2

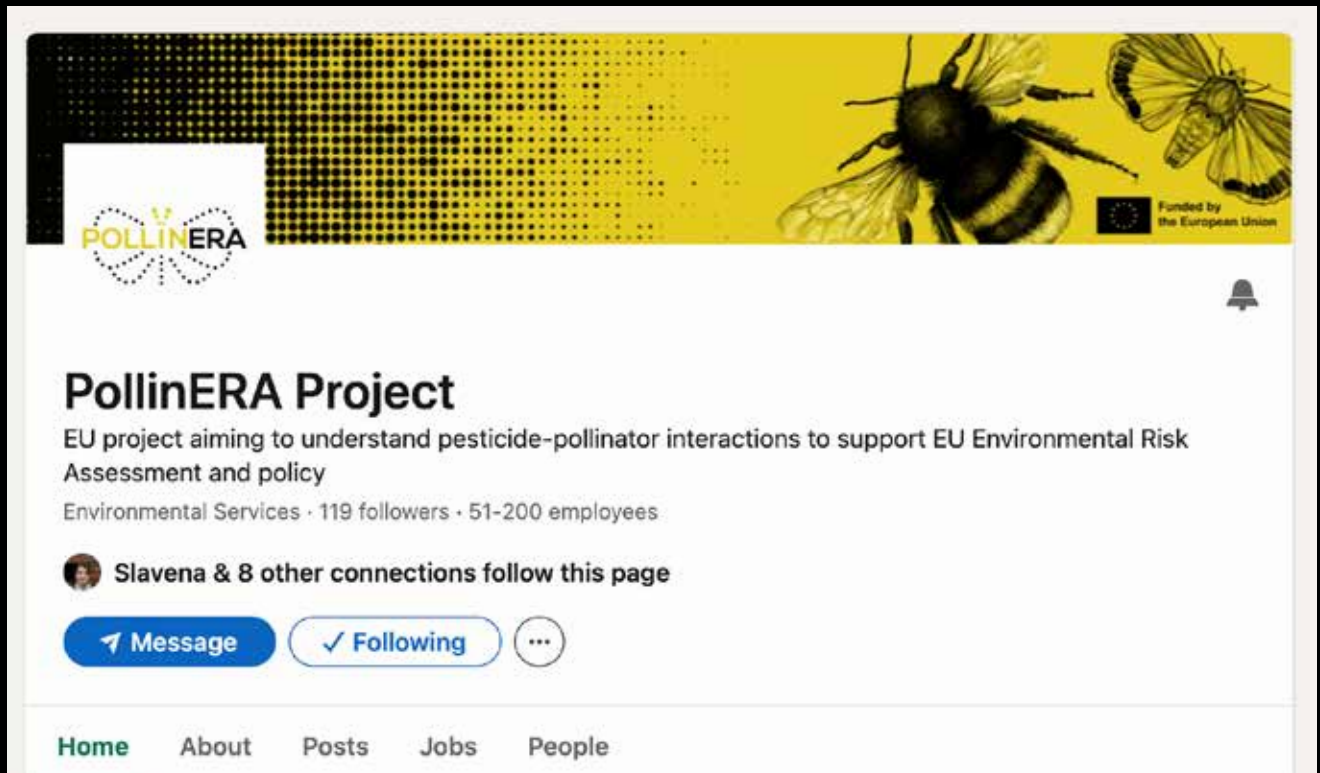


PRESENTATION TEMPLATE



SOCIAL MEDIA HEADERS

- LinkedIn



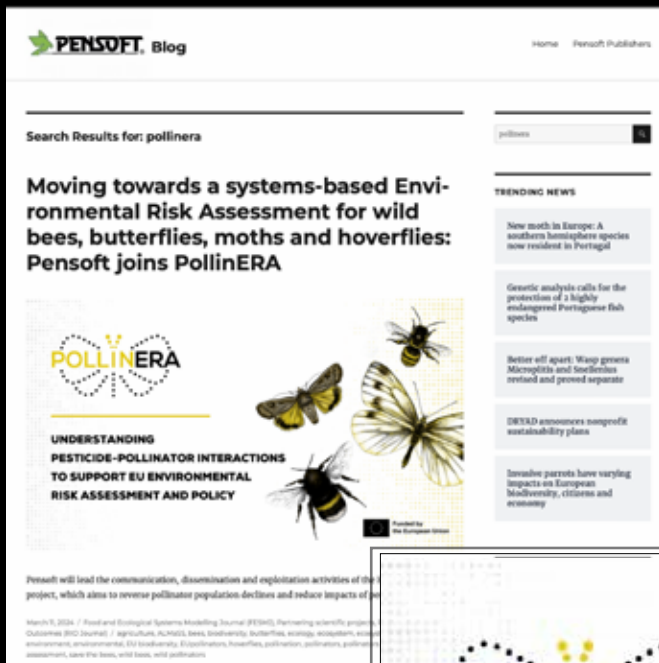
SOCIAL MEDIA HEADERS

• X



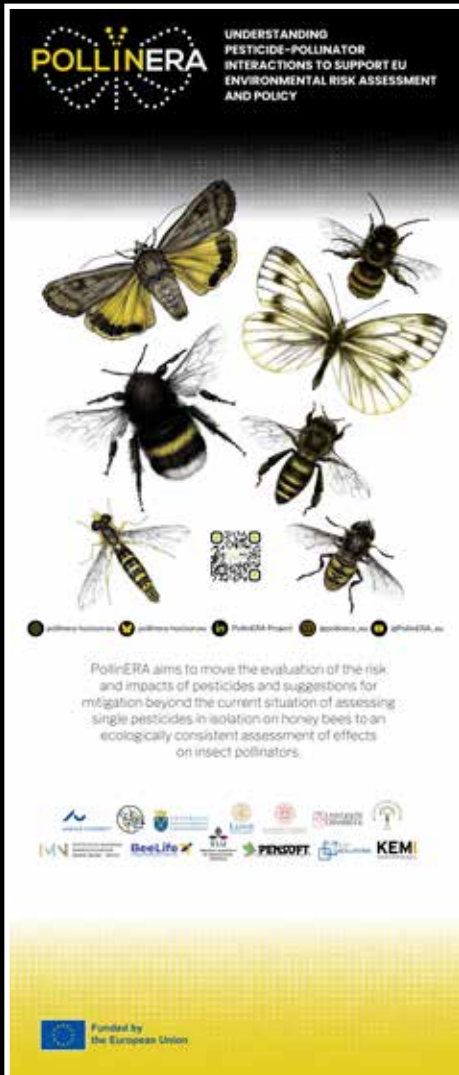
SOCIAL MEDIA HEADERS

- Blog post cover



PROMOTIONAL MATERIALS

- Roll-up Banner



PROMOTIONAL MATERIALS

- Poster



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

 pollinera-horizon.eu  pollinera-horizon.eu  PollinERA Project  @pollinera_eu  @PollinERA_eu

SUMMARY

Public RA aims to move the evaluation of the risks and benefits 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 12 institutions, 8 countries
STRUCTURE 7 work packages
DURATION January 2024 - December 2027

COORDINATOR
Prof. Christopher J. Rapping
Head of the Social-Ecological Systems Simulation Centre (SES3)
Aarhus University, Denmark

SPECIFIC OBJECTIVES & ACTIONS

S01 Fill ecological 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 measure exposure information.

S03 Develop models for predicting pesticide toxicological effects on pollinators for chemicals and organisms, integrate toxicological (toxicology, TKTD) and population models, and predict environmental risks.

S04 Develop a population-level systems-based approach to risk and policy assessment considering multiple stressors and long-term spatiotemporal dynamics of a landscape state 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, sublethal, and interactive effects of pesticides on pollinators representing different taxonomic groups.

ACTION Pesticide and pollinator co-monitoring scheme (PPECMS) pilot study and pesticide data available through the EU Pollinator Hub.

ACTION In silico models related to chemical structure implemented in VEGAS-B (glyphosate) for DMAP quantitative structure-activity relationship models and TKTD publication on EFSA TKP and species model papers published in the FESM open collection.

ACTION Documentation of the integrated systems ERA tools completed. Predictive ERA tools are co-developed and ready-to-benchmark with monitoring data.

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

 pollinera-horizon.eu  pollinera-horizon.eu  PollinERA Project  @pollinera_eu  @PollinERA_eu

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PROMOTIONAL MATERIALS

- Roll-Up Banner



PROMOTIONAL MATERIALS

- Virtual meeting backgrounds



PROMOTIONAL MATERIALS

- Two-pager



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

pollinera-horizon.eu @PollinERA_Project @PollinERA_eu
pollineta-horizon.eu @pollineta_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 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.

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.

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 Hubs.

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 VEGA-HUB platform for QSAR (quantitative structure-activity relationship models) and TKTD published on EFSA's TKPato and species model papers published in the FESM 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

12 partners from 8 countries

The PollinERA consortium is comprised of 12 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.

PROJECT COORDINATOR

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



PARTNERS

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





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PROMOTIONAL MATERIALS

- Info stickers



PROMOTIONAL MATERIALS

- Stickers



PROMOTIONAL MATERIALS

- Stickers

