

Project Report

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PollinERA Deliverable - D6.3 Project branding and website

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D6.3 Project branding and website

24 June 2024

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Kremena Kaleva**



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D6.3 Project branding and website

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D6.3 Project branding and website

Preface

This document is a deliverable for the PollinERA project, funded under the European Union's Horizon Europe Research and Innovation Action under grant agreement No. 101135005.

The aim of this document is to present the PollinERA branding, visual identity and website as key tools in the project's communication and dissemination activities.

List of abbreviations

CMYK	Cyan, Magenta, Yellow, Black (colour code)
D6.3	Deliverable 6.3
EC	European Commission
EU	European Union
HEX	Hexadecimal colour
MS	Milestone
QR	Quick Response
RGB	Red, Green, Blue
WP	Work Package

Key takeaway messages

- D6.3 details the creation of PollinERA's visual identity, promotional materials, website and social media channels, all of which underpin the successful communication and dissemination activities.
- PollinERA's brand book serves as a guide for the utilisation and implementation of the visual identity of the project, including a project logo, colours, typography, visuals (scientific illustrations of PollinERA's study species) and branding.
- The initial pack of promotional materials include a two-pager, an introductory presentation, stickers, a poster, a roll-up banner, virtual meeting backgrounds, document templates (Deliverables, Milestones and Presentations), social media headers.
- The project's website serves as the project's communication and dissemination hub, ensuring the visibility of project activities and results. The purpose of the website is to host not only project outputs and developments but also project-related news, announcements and events, along with promotional materials.

Summary

The PollinERA project 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.

D6.3 Project branding and website

One of the main objectives of WP6 “Communication, dissemination and exploitation” is to ensure the broad recognition of PollinERA and the effective uptake of project results. Within this scope, Pensoft has produced a set of communication and dissemination tools and materials, including a brand book, various promotional materials and a website. The following report describes these tools, as well as their current and future implementation within the project communication and dissemination strategy.

1 Brand Book

The PollinERA Brand Book is a visual identity guide containing all essential guidelines for the use of project branding elements. It serves as a reference point for all project partners, aiming to guarantee a consistent and continuous presentation of project outputs, such as presentations, project documents and promotional materials. The Brand Book includes a light and a dark version, as well as a coloured and a monochromatic version of the PollinERA’s brand identity. Guidelines on the use of funding statements are also included. Additionally, the book introduces the project’s colour palette and fonts, along with illustrations of the project’s study species, and promotional materials.

The visual identity of the project was communicated to all project partners during the Kick-off Meeting in January 2024. It is also available to download in Microsoft Teams and SharePoint, used for internal communication by the consortium.

The PollinERA Brand Book is enclosed in Annex 1 of this Deliverable.

1.1 Logo

A PollinERA logo (Fig. 1) has been designed at the proposal stage and has been further used to establish a coherent visual identity for the project. The logo consists of the abbreviation of PollinERA – Understanding pesticide-**P**ollinator interactions to support EU **E**nvironmental **R**isk **A**ssessment and policy – and a visual element representing a butterfly in beelike colours. The guide provides the logo in light and dark versions, as well as in coloured and monochromatic versions. The logo was made available to the consortium for official communication purposes at proposal stage. It serves as the basis for all further promotional materials, as well as the website, in order to ensure consistent branding across all dissemination tools and channels.

D6.3 Project branding and website



Figure 1: PollinERA’s logo

1.2 Colours & Fonts

The PollinERA Brand Book introduces two primary colours (used in the logo, on the website and in promotional materials) and eight secondary colours (used only on the website and in promotional materials). The book provides the HEX code of each colour as well as their CMYK and RGB values (Fig. 2).

PRIMARY COLOURS

HEX #000000	<ul style="list-style-type: none"> • CMYK 75/68/67/90 • RGB 0/0/0 	HEX #E4CB1E	<ul style="list-style-type: none"> • CMYK 13/14/100/0 • RGB 229/203/30
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Used in logo, on website and promotional materials

SECONDARY COLOURS

HEX #000000	<ul style="list-style-type: none"> • CMYK 75/68/67/90 • RGB 0/0/0 • Tint 50% 	HEX #E4CB1E	<ul style="list-style-type: none"> • CMYK 13/14/100/0 • RGB 229/203/30 • Tint 50%
HEX #000000	<ul style="list-style-type: none"> • CMYK 75/68/67/90 • RGB 0/0/0 • Tint 10% 	HEX #E4CB1E	<ul style="list-style-type: none"> • CMYK 13/14/100/0 • RGB 229/203/30 • Tint 10%

Used on website and promotional materials

SECONDARY COLOURS

HEX #894573	<ul style="list-style-type: none"> • CMYK 49/85/30/9 • RGB 137/68/115 	HEX #826A2A	<ul style="list-style-type: none"> • CMYK 43/49/9/23 • RGB 130/106/42
HEX #A7B890	<ul style="list-style-type: none"> • CMYK 38/17/52/0 • RGB 168/184/143 	HEX #8BA8BA	<ul style="list-style-type: none"> • CMYK 47/25/19/0 • RGB 140/168/187

Used on website and promotional materials

Figure 2: PollinERA’s primary and secondary colours

D6.3 Project branding and website

The guide also outlines project-specific typography containing the fonts:

- 1) **Nexa Bold** (used in the logo);
- 2) **Poppins** (for headings on the website and the promotional materials);
- 3) **Libre Franklin** (for body text on the website and the promotional materials);
- 4) **Montserrat** (for headings in deliverable and milestone templates and presentation);
- 5) **Arial** (for body text in deliverable and milestone templates and presentations).

To ensure the accessibility of the fonts, a download button is provided beside each of them. All fonts are free to use and available online (Fig. 3).

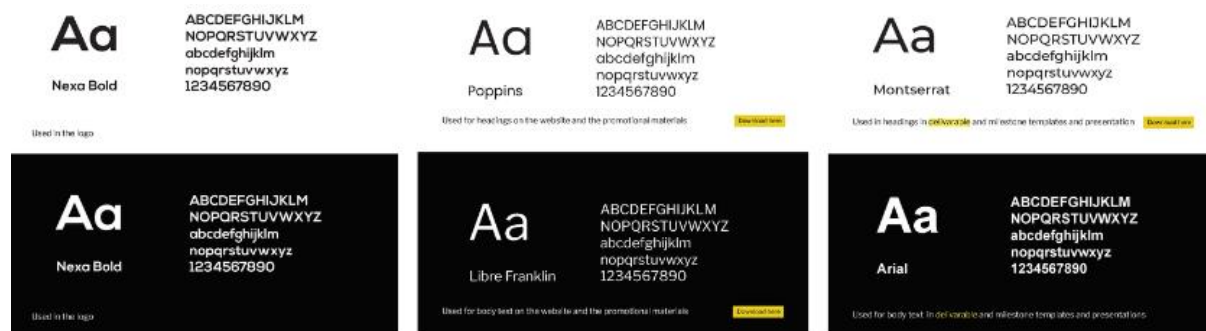


Figure 3: PollinERA's typography

1.3 Study Species Illustrations

To properly depict PollinERA's study focus, a set of seven species illustrations (Fig. 4) has been produced and added to the Brand Book in monochromatic and coloured versions. The illustrations are available on MS Teams and SharePoint and can be used by partners to produce any project-related visual material.

The study species illustrations are as follows:

- **Bee:** *Bombus terrestris* (Buff-tailed bumblebee), *Osmia bicornis* (Red mason bee) and *Apis Mellifera* (Honeybee);
- **Butterfly:** *Pieris napi* (Green-veined white);
- **Moth:** *Noctua pronuba* (Large yellow underwing);
- **Hoverfly:** *Sphaerophoria scripta* (Long hoverfly) and *Eristalis tenax* (Common drone fly).

D6.3 Project branding and website

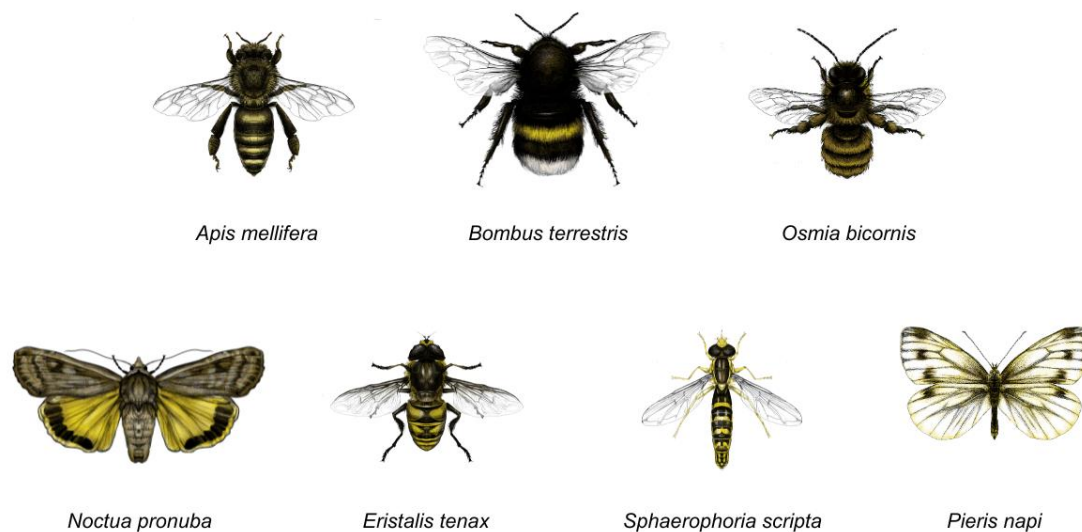


Figure 4: PollinERA's study species illustrations

2 Promotional Materials

The accessibility of project information in an easily digestible and visually appealing way by a wide variety of audiences is of utmost importance to PollinERA. Therefore, a pack of initial promotional materials has been created. These materials are initially created in a digital format and can be printed on demand with partners locally to be distributed at major events such as conferences, seminars, etc. All materials were subject to discussions and improvements from the project coordination team.

2.1 Introductory presentation

PollinERA has created and distributed a comprehensive project introductory presentation (Fig. 5) delineating the project's background, consortium details, methodology, anticipated outcomes, and tasks. The presentation also outlines workflows, the One System framework PollinERA expects to produce, study species, and synergies. The presentation is conveniently provided in an editable PowerPoint format, enabling partners to customise it to suit their specific needs when presenting the project. Additionally, it is made available in PDF format to facilitate easy sharing with stakeholders, ensuring the broad distribution of project insights.

D6.3 Project branding and website

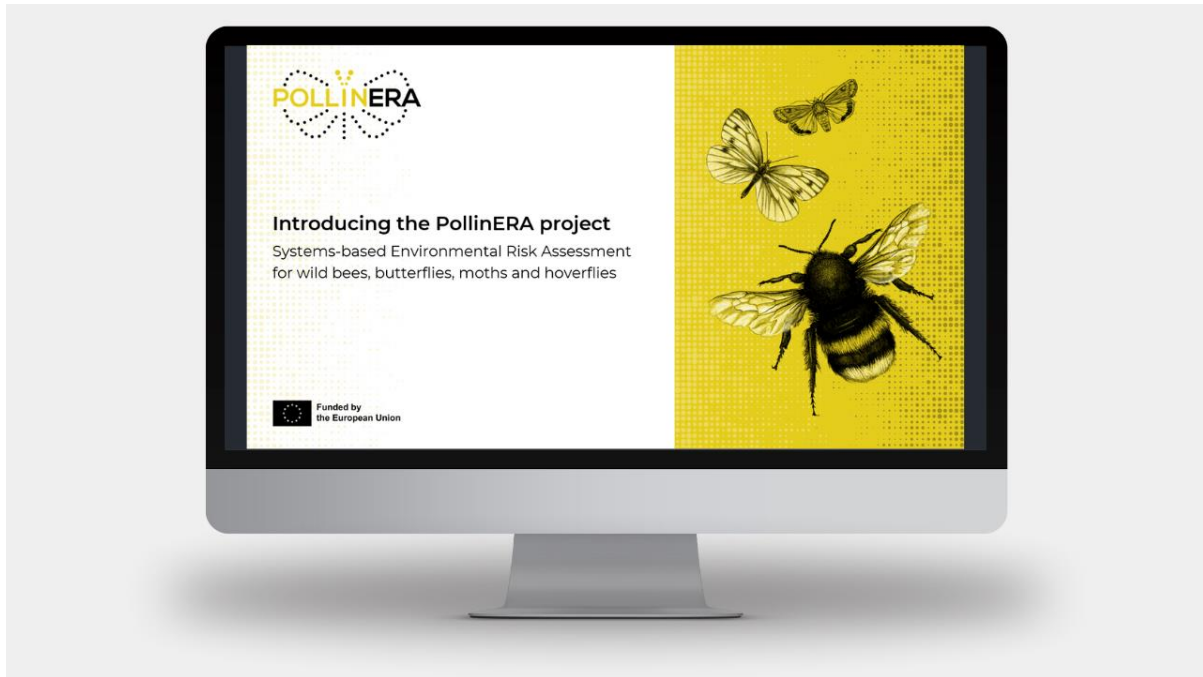


Figure 5: PollinERA’s introductory presentation

2.2 Two-pager

Adhering to the project’s overall visual identity, presented in the Brand Book, the two-pager summarises the main elements of PollinERA, such as the aim, specific objectives with respective actions, consortium details, work packages, duration and coordination (Fig. 6). The two-pager will be distributed at various conferences, workshops and meetings and is also available as a printable file in the Media Centre of the project website.

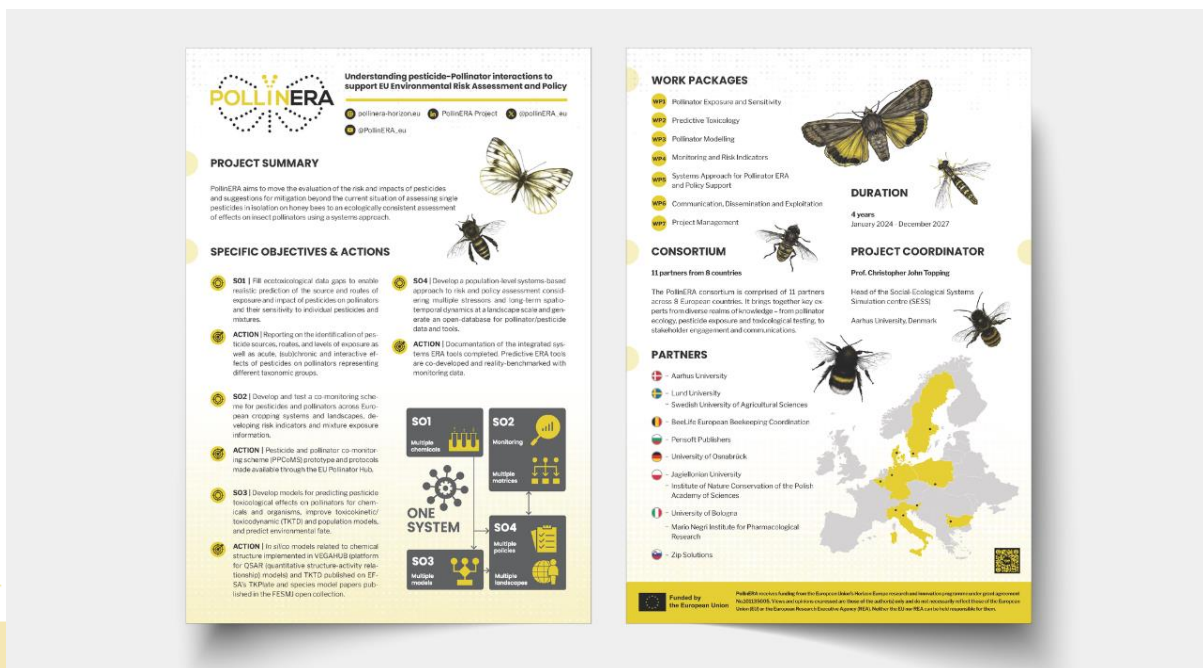


Figure 6: PollinERA’s two-pager

D6.3 Project branding and website

2.3 Poster

PollinERA’s poster carries similar information content-wise to a two-pager but is more reliant on visual elements and minimalism. It offers an accessible and clear introduction to the project in an eye-catching design, illustrating the aim and specific objectives, including details about the consortium, structure and duration of the project (Fig. 7). The poster will be used to present the project at physical conferences, meetings and stakeholder events.



Figure 7: PollinERA’s poster

2.4 Roll-up banner

The main purpose of PollinERA’s roll-up banner is to enrich the project’s presence at conferences, meetings, and stakeholder events. It showcases the project and partners’ logos, along with a short summary sentence of the project’s main aim, social media handles and a QR code for easy access to the website (Fig. 8).

D6.3 Project branding and website



Figure 8: PollinERA's roll-up banner

D6.3 Project branding and website

2.5 Stickers

Providing project stickers at various events is a proven dissemination approach to reaching a wider and diverse audience. Therefore, two versions of PollinERA stickers (Fig. 9) were produced early on in the project and distributed at the kick-off meeting in January 2024 and at the kick-off meeting of PollinERA's sister project – WildPosh. Using the logo as the central element, the stickers serve as a simple yet effective tool for amplifying awareness.



Figure 9: PollinERA's stickers

The PollinERA stickers are more than just a decorative element; they symbolise a tangible link to the project, leaving a lasting imprint on those who receive them. In the realm of PollinERA's objectives, the sticker carries a dual significance – not only does it promote the project's mission, but it also underscores a dedication to it. Widely distributed among the partners, the sticker is also conveniently accessible for download on the project's website, ensuring its widespread visibility and resonance.

In addition to the logo stickers, PollinERA will distribute a large info sticker containing all seven study species, which can be detached individually (Fig. 10).

D6.3 Project branding and website

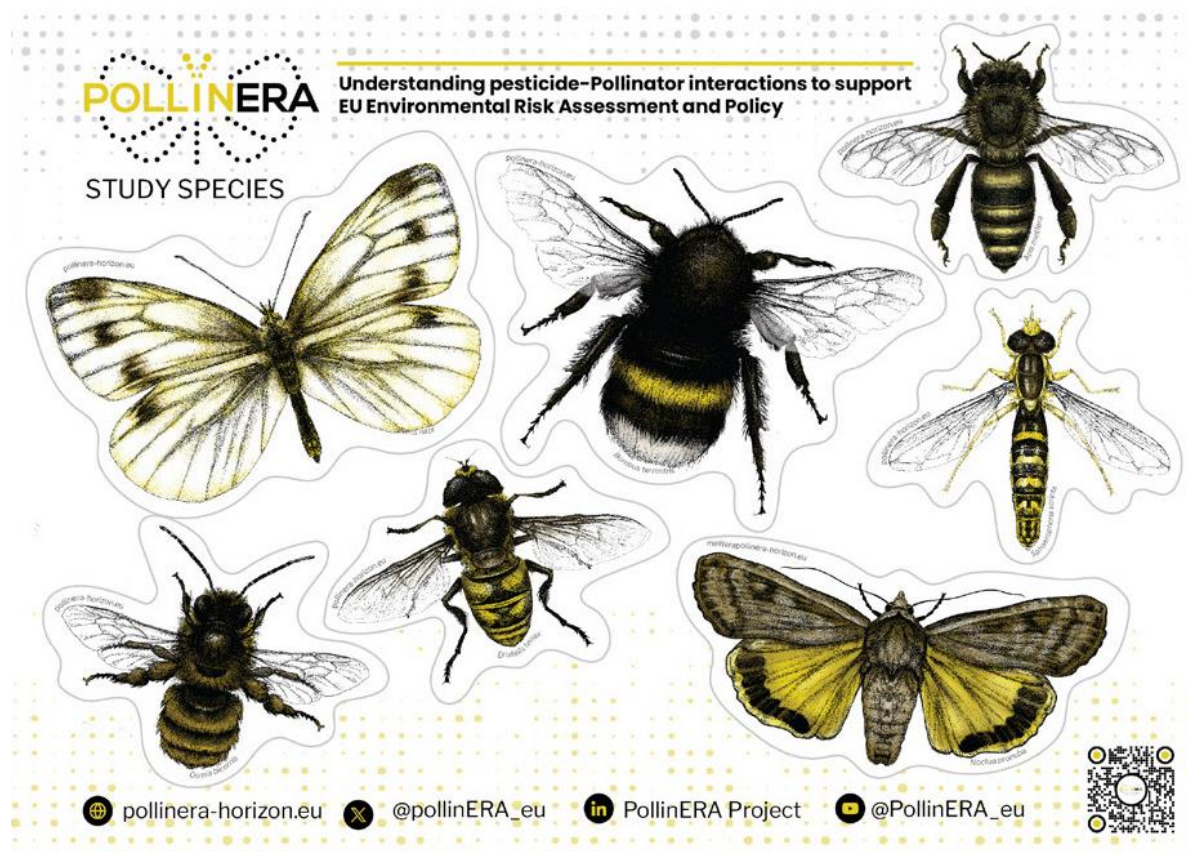


Figure 10: PollinERA’s study species info sticker

2.6 Virtual meeting backgrounds

To elevate PollinERA’s overall online presence, project-branded virtual meeting backgrounds were developed and shared among the consortium (Fig. 11). Partners are encouraged to use them to promote the project during online meetings, webinars and online conferences. The backgrounds are designed and carefully tested for compatibility with the three main online meeting platforms – Zoom, Teams and Google Meets.

D6.3 Project branding and website

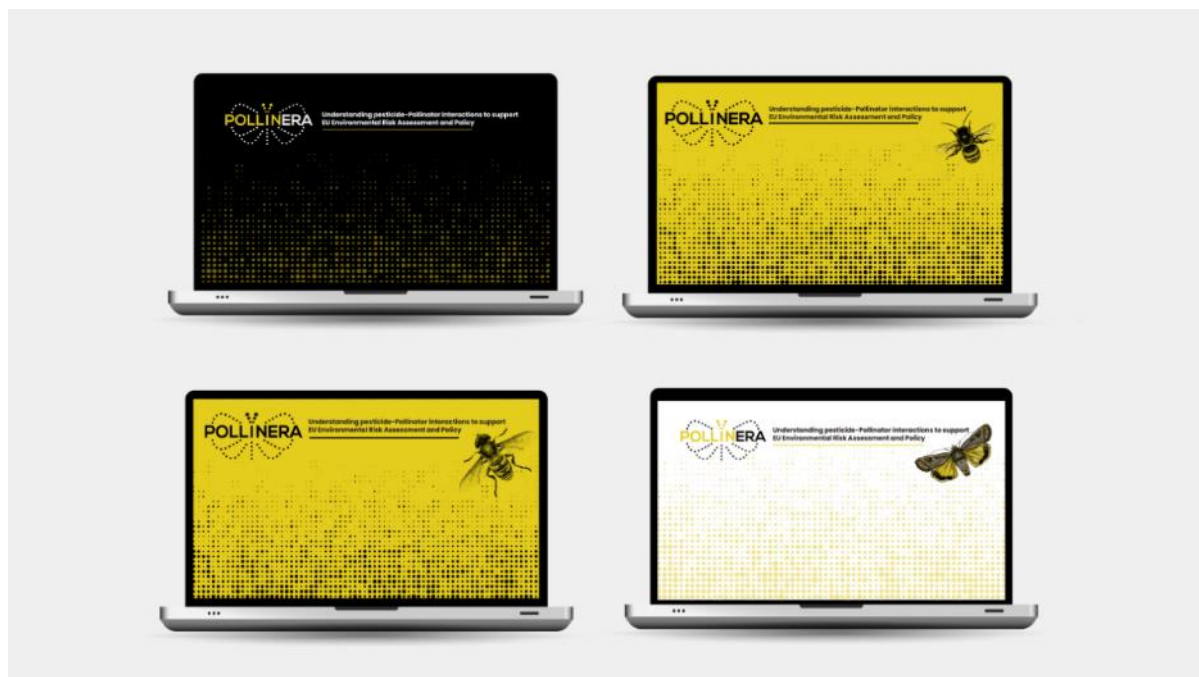


Figure 11: PollinERA’s online meeting backgrounds

2.7 Social media headers

The main aim of PollinERA’s branding is to make the project outstanding, recognisable and memorable. Adhering to this concept, various social media headers for X and LinkedIn were produced (Fig. 12). Their design includes two primary project colours and illustrations of PollinERA’s study species, along with a funding statement. To highlight the project’s progress and constant evolution, the social media headers will be symbolically updated, each time with one more species, in Months 12, 18, 24, 36 and 48.



Figure 12: PollinERA’s social media headers for X (left) and LinkedIn (right)

D6.3 Project branding and website

2.8 PollinERA QR code

The PollinERA QR codes (Fig. 13) are designed to ensure the effortless reachability of project results by simply scanning the tailor-made code via a mobile device, leading directly to the project’s website. The QR code is a standard feature of all current and future communication and dissemination materials, included in all promotional materials.



Figure 13: PollinERA’s QR code leading to the project’s website

3 Document templates

To ensure consistency in presenting project outputs, PollinERA has developed project-themed document templates (Fig. 14) for utilisation by partners. These templates, including a PowerPoint presentation, a deliverable report template, and a milestone report template, have been meticulously crafted to meet the specific content requirements and contextual needs surrounding the use of the respective document format. Each template incorporates PollinERA's logo, corporate colour palette, typography, and symbols, ensuring a cohesive visual identity across all documents.

D6.3 Project branding and website

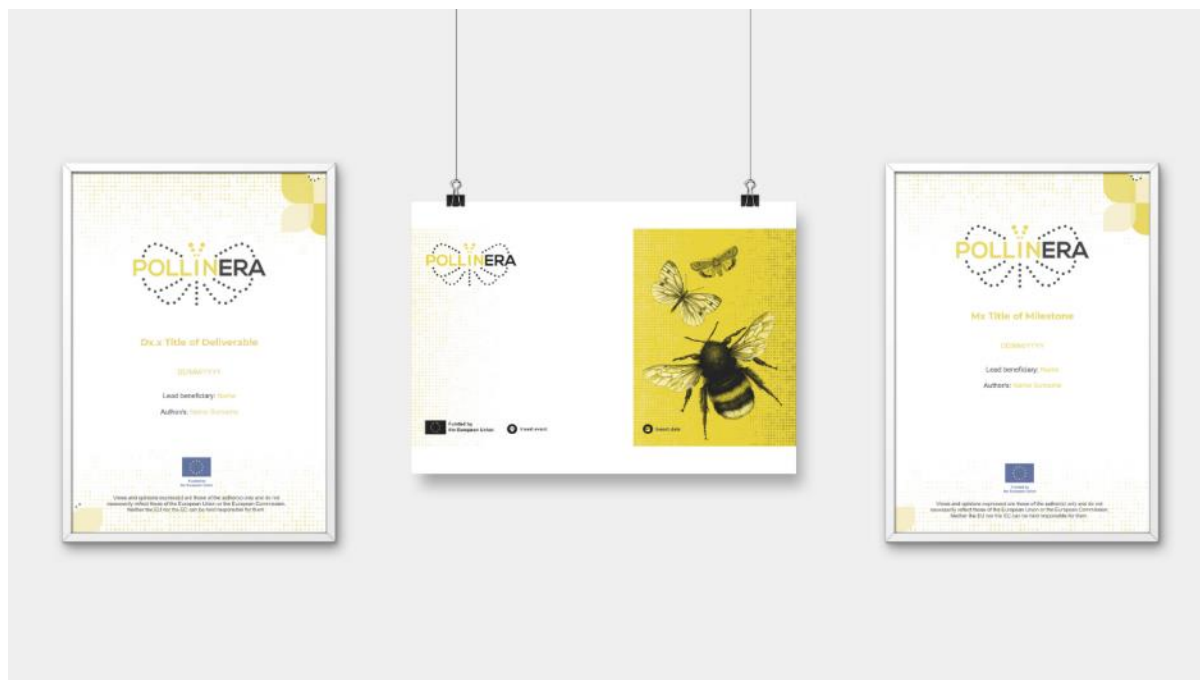


Figure 14: PollinERA’s document templates for presentation, deliverable report and milestone report

All templates were designed at the very beginning of the project and are made available and easy to access for all partners Microsoft Teams and SharePoint used for internal communication by the consortium.

4 Website

The official website of the PollinERA project (www.pollinera-horizon.eu) serves as a one-stop shop for all project materials, activities, developments, goals, results and outputs. Maintained by PollinERA’s communication team, Pensoft Publishers, it is regularly updated to keep the audience informed and ensure the continued interest of already attracted visitors. Following the guidelines set forth in the Brand Book, the website provides a user-friendly interface, including an easy-to-use navigation menu. The footer of the website contains links leading to PollinERA’s social media accounts, newsletter subscription form, and some of the website pages.

4.1 Current structure

The **Homepage** of the PollinERA website contains introductory information about the project’s mission, along with latest project developments (Fig. 15).

D6.3 Project branding and website

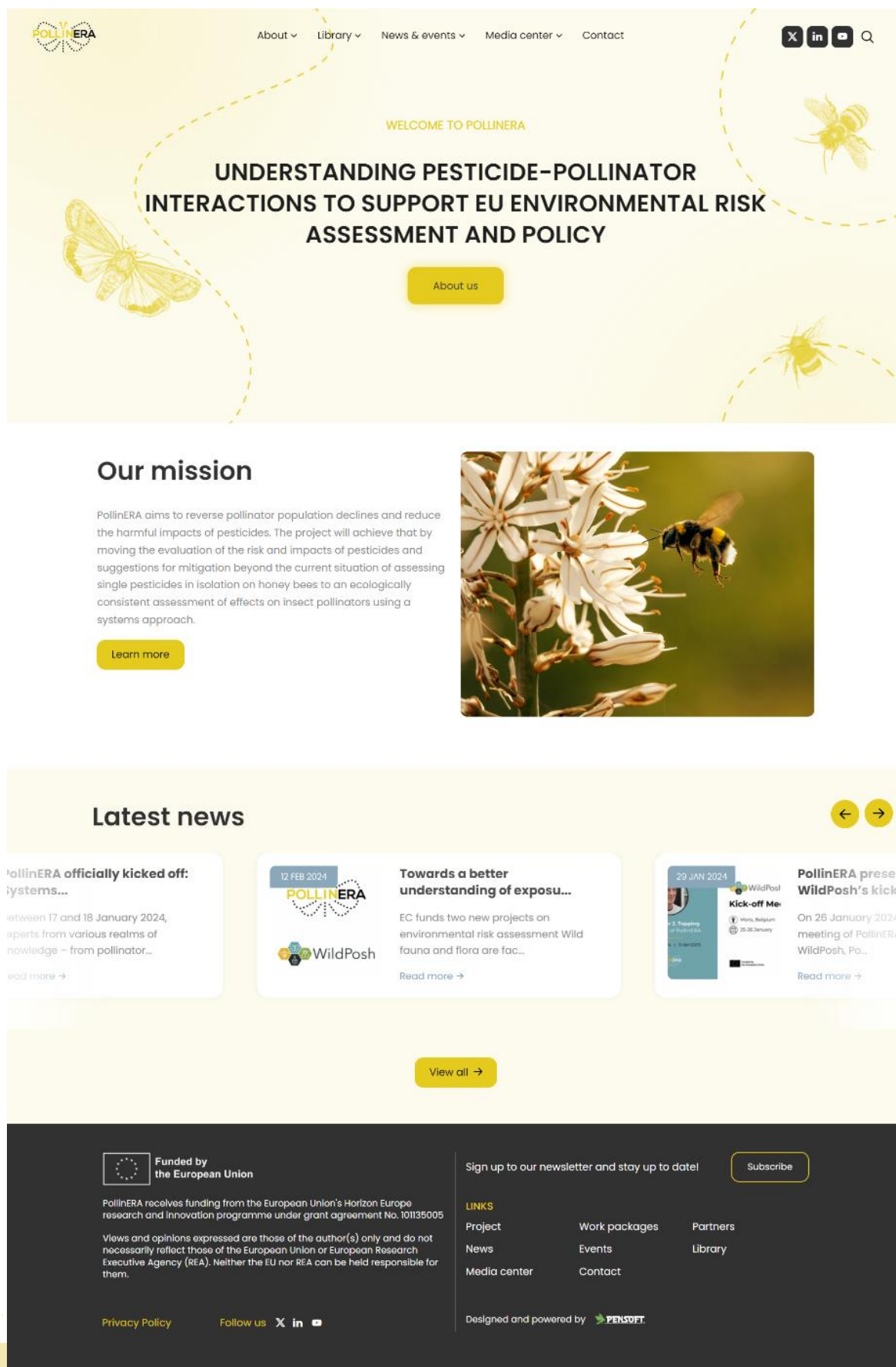


Figure 15: Homepage of PollinERA's website

D6.3 Project branding and website

The **About** page is separated into three sections:

- **The project:** introduces the vision of the project, along with the four specific objectives and their respective actions (Fig. 16);
- **Work packages:** provides a brief summary of the main objectives of each work package (Fig. 17);
- **Partners:** presents the project partners in an interactive way, describing their expertise and role within PollinERA (Fig. 18).

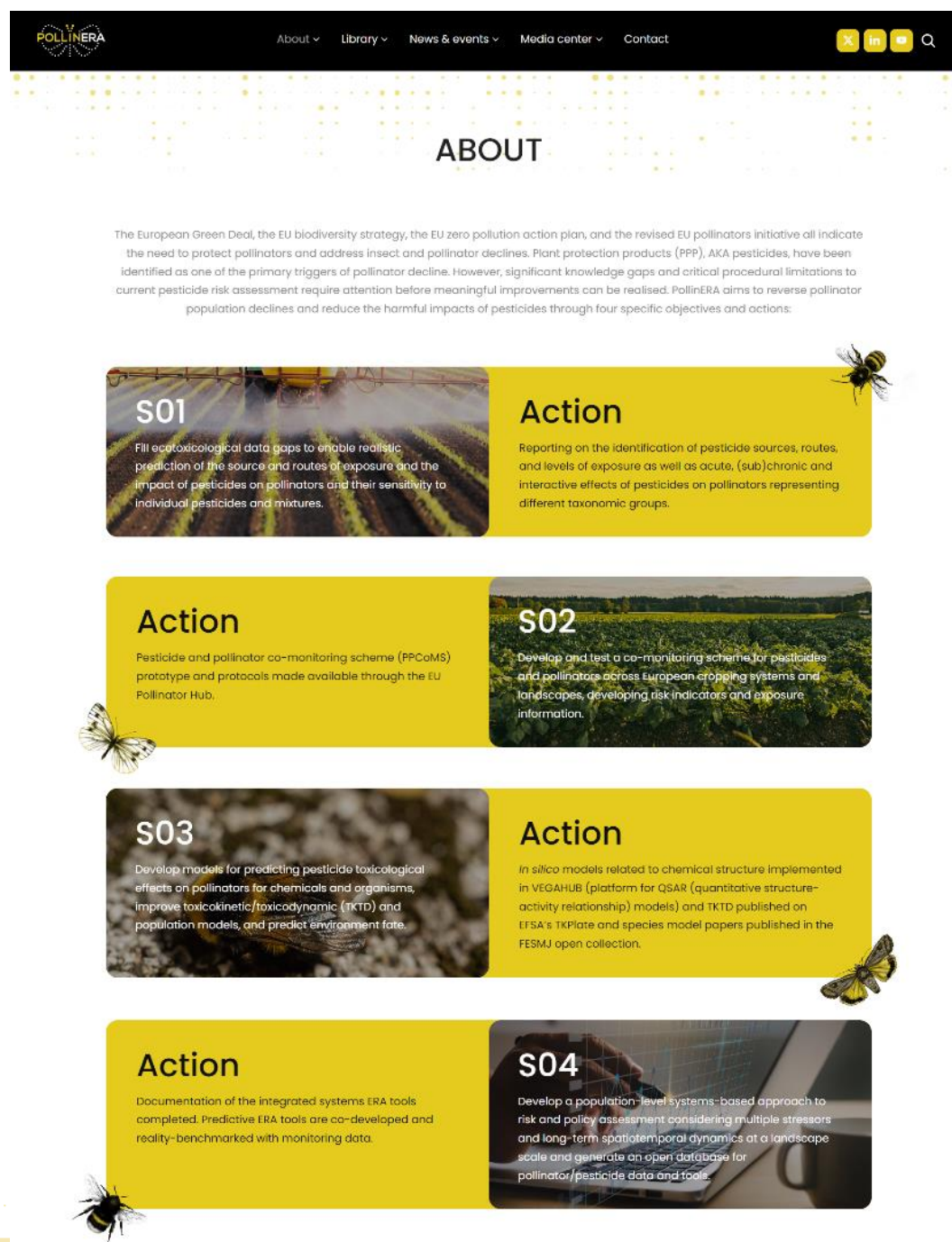


Figure 16: PollinERA's About page: The project

D6.3 Project branding and website

WORK PACKAGES

WP1 Pollinator Exposure and Sensitivity ^

WP1 will:

- 1) follow a traits-based approach to determine species' vulnerability to pesticides by linking specific traits (morphological, physiological, ecological) to external exposure and intrinsic sensitivity;
- 2) assess critical pesticides (singularly or in combination) to identify potential interactions that may lead to deviations from dose addition (potentiation, synergism, antagonism) and potential time-reinforced toxicity properties;
- 3) generate toxicological data to calibrate the models in the other WPs, including targeted experiments to support TKTD models, and to develop standardized ecotoxicological tests for new test organisms suitable for the risk assessment.

WP2 Predictive Toxicology ^

WP2 will:

- 1) use machine learning to develop in silico models to assess the effects of pesticides and other pollutants towards pollinators;
- 2) include theoretical information on the modes of action and experimental values on related substances (read-across) within the machine learning models;
- 3) develop models to group substances according to their common mode of action. Implement and make freely available within the open-source platform VEGA the developed models.

WP3 Pollinator Modelling v

WP4 Monitoring and Risk Indicators v

WP5 Systems Approach for Pollinator ERA and Policy Support ^

WP5 will:

- 1) integrate the toxicology, in silico toxicological models, animal modelling, and monitoring into a framework for systems ERA for pollinators;
- 2) evaluate how these tools might assist in drawing management from all relevant policy instruments together to maximise synergy and increase the impact of the systems ERA for pollinators;
- 3) explore alternative approaches in ERA scenarios and models to identify relevant risk drivers and ensure robustness and generic applicability of tools and ERA outcomes for high-level decisions;
- 4) adopt a system perspective thus optimising resource use, reducing risk, and ensuring data and knowledge reusability across regulatory and societal sectors.

WP6 Communication, Dissemination and Exploitation ^

WP6 will:

- 1) ensure the broad recognition of project results by supplying PollinERA with a strong visual identity and coherently tailored promotion;
- 2) set up a clear, relevant, and effective PEDR, including a communication strategy and an engagement strategy, the update of the same and the delivery of the corresponding activities and reporting thereof;
- 3) stimulate discussion on new policies or implementation of existing ones based on PollinERA results;
- 4) maximise the visibility, reputation, as well as project impact, with a clear pathway towards selected KERs.

WP7 Project Management v

Figure 17: PollinERA's About page: Work packages (semi-expanded)

D6.3 Project branding and website

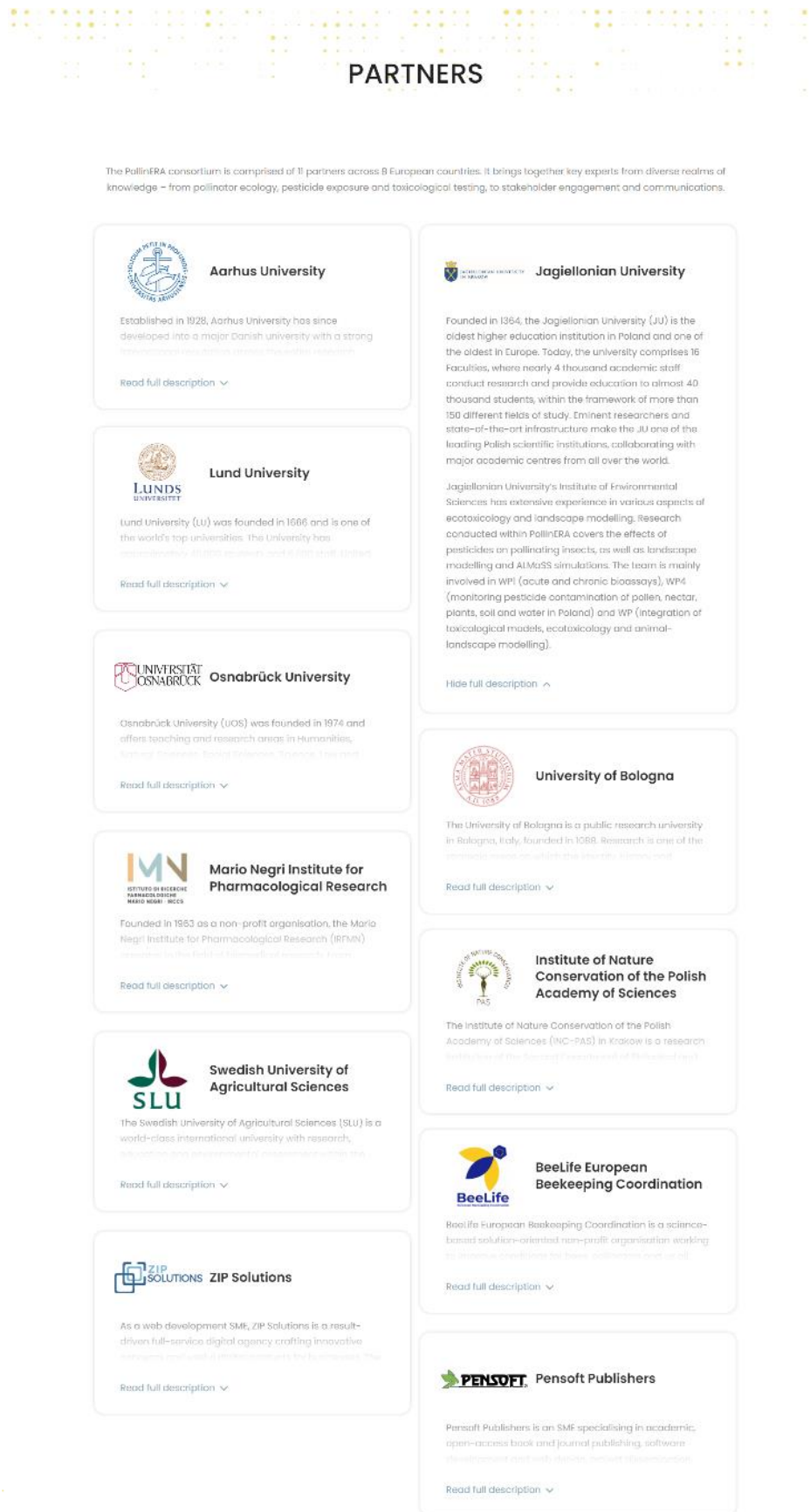


Figure 18: PollinERA’s About page: Partners (semi-expanded)

D6.3 Project branding and website

Once available, all open-access scientific output resulting from the project, as well as public deliverables and relevant publications, will be added to the **Library** page on the website and made available to all stakeholders and the general public.

Visitors will also be able to get informed on the latest updates in the **News** section, where PollinERA outputs are presented in an engaging and informative manner (Fig. 19). All project-organised and relevant events can be accessed in the **Events** section in a calendar or list view (Fig. 20). The events organised by PollinERA or of relevance to the project are also announced in a news-article format.

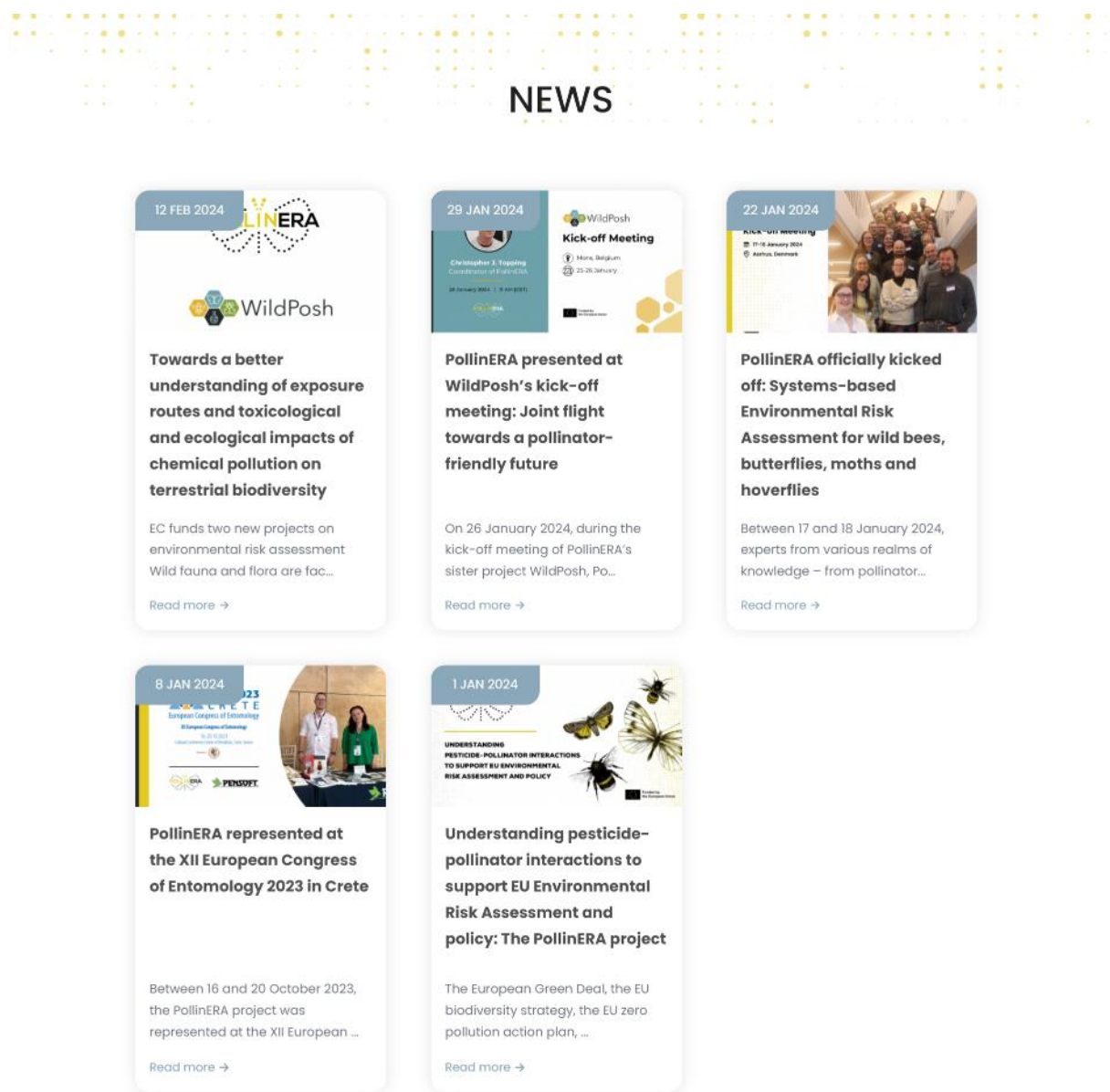


Figure 19: PollinERA's News page

D6.3 Project branding and website

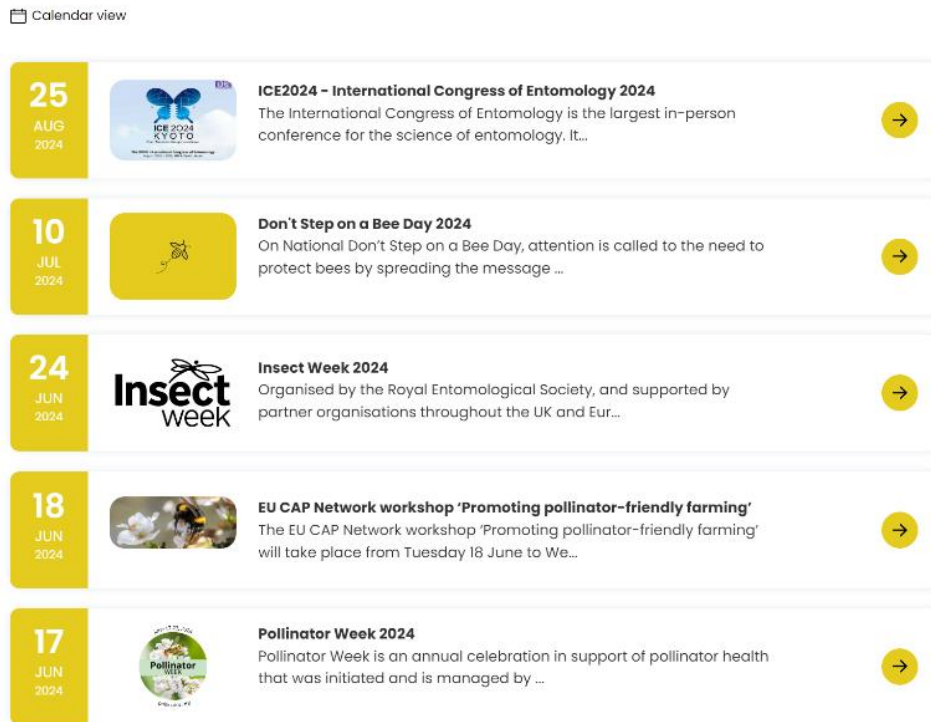


Figure 20: PollinERA's Events page (list view)

All outreach materials are hosted in the **Media center** of the project's website, where they can be easily accessed and downloaded. This page is organised into three subsections: Logo, Promotional materials, Press releases. As the project progresses, the media center will be expanded with more subsections, such as Video, Newsletters, and Presentation.

The **Contact** page contains the contact information of the project coordinator Prof. Christopher John Topping and the project manager Luna Kondrup Marcussen (Fig. 21).

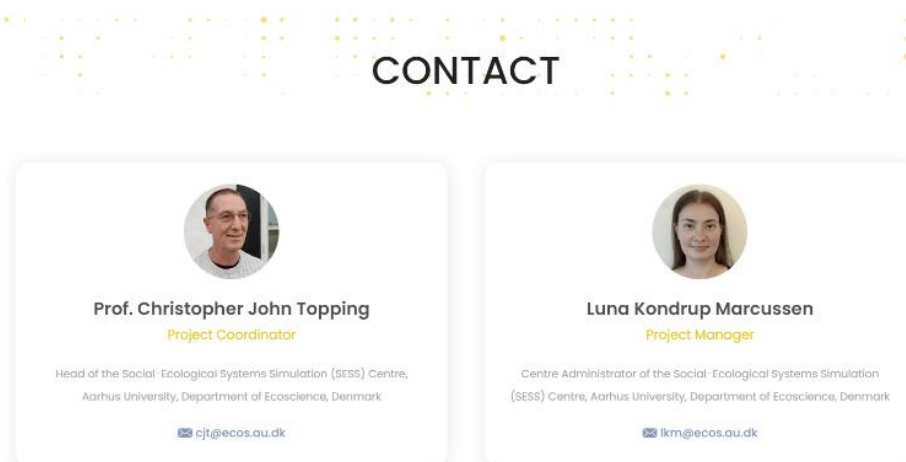


Figure 21: PollinERA's Contact page

D6.3 Project branding and website

4.2 Future updates

Video content is proven to be one of the most engaging formats, and thus, an envisaged update for the Homepage is to embed a PollinERA **explanatory video** right after the Our mission section (*MS20 First newsletter & PollinERA explanatory video*, due M18).

To highlight the importance of each consortium member for the project, a new **Insider section** within the Partners page will be created. Each partner will be presented with a photo and a short biography under the respective partnering institution.

The News page will be facilitated with a new feature to provide visitors with the opportunity to **filter** the project updates in several categories (Publications, Events, Updates, Campaigns) and to sort the news articles by date.

Following PollinERA's ambition to deliver a policy brief collection by the end of the project, once the first document is available, a **Policy Corner** page will be launched, enabling stakeholders and policy-makers to access relevant information faster.

PollinERA's main goal is to combine several *in silico* models and develop a One System framework, taking a systems view on risk assessment and policy evaluation, including an international monitoring program developed within the project. With the overall aim of making the website result-oriented, the PollinERA communication team will develop a **"One System" page** dedicated entirely to the framework with a comprehensive explanation of its essence and functionality.

5 Social Media Channels

Social media platforms are a valuable tool in communication and dissemination, allowing the project to reach a wider audience and create a supportive community of individuals, interested in the topics of pollination, entomology, biodiversity and nature conservation.

To raise awareness of PollinERA's mission and progress, project profiles (Fig. 22) have been established on X ([@pollinERA_eu](#)) and LinkedIn ([PollinERA Project](#)). They provide fast and momentary access to PollinERA's most recent developments and act as a convenient resource for announcing events, workshops, and project-related or relevant news. PollinERA has also established its channel on YouTube ([@PollinERA_eu](#)) where it will share and store its collection of videos (Fig. 22).

D6.3 Project branding and website

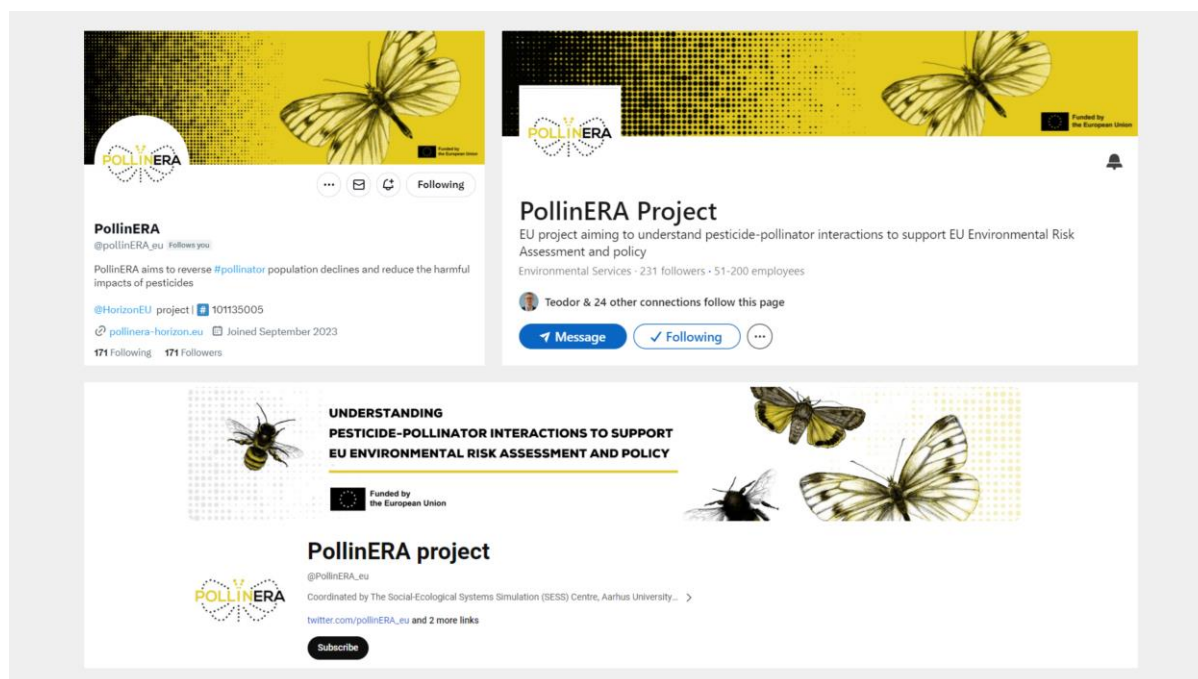


Figure 22: PollinERA’s social media accounts (X, LinkedIn and YouTube)

Buttons to the PollinERA social media profiles are displayed on the project’s homepage, which are linked directly to the relevant social network accounts. They are also indicated on all project promotional materials.

6 Conclusion

PollinERA’s *D6.3 Project branding and website* presents the creation of the project’s brand manual, promotional materials, website and social media channels. Created at the beginning of the project, all elements of the visual identity of PollinERA will be used during and beyond the project lifetime. By adhering to the visual guidelines set forth in the Brand Book and using the resources outlined in this deliverable, PollinERA will increase the public’s awareness and interest in the project’s progress and developments, which will boost its impact on the current state of European pollinators’ health.

D6.3 Project branding and website



www.pollinera-horizon.eu

Project partners



AARHUS UNIVERSITY



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



D6.3 Project branding and website

7 Annex



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.

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.

FUNDING STATEMENT

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



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LOGO



Main logo used on dark or black backgrounds



Main logo used on white or light backgrounds



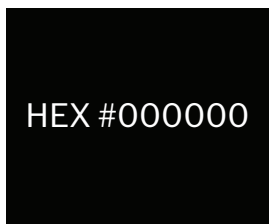
Monochrome logo used on dark or black backgrounds



Monochrome logo used on white or light backgrounds

COLOURS

PRIMARY COLOURS



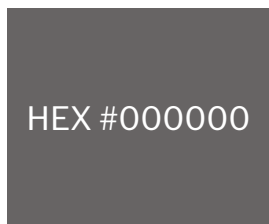
- CMYK 75/68/67/90
- RGB 0/0/0



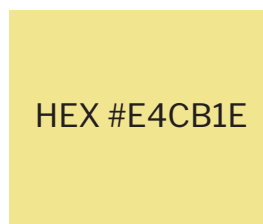
- CMYK 13/14/100/0
- RGB 229/203/30

Used in logo, on website and promotional materials

SECONDARY COLOURS



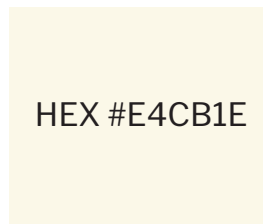
- CMYK 75/68/67/90
- RGB 0/0/0
- Tint 50%



- 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

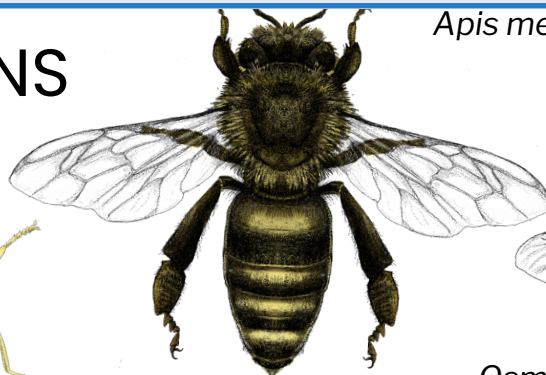
Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
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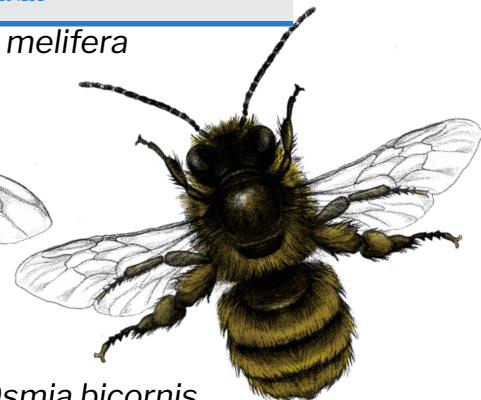
Used for body text in deliverable and milestone templates and presentations

VISUALS

ILLUSTRATIONS



Apis mellifera



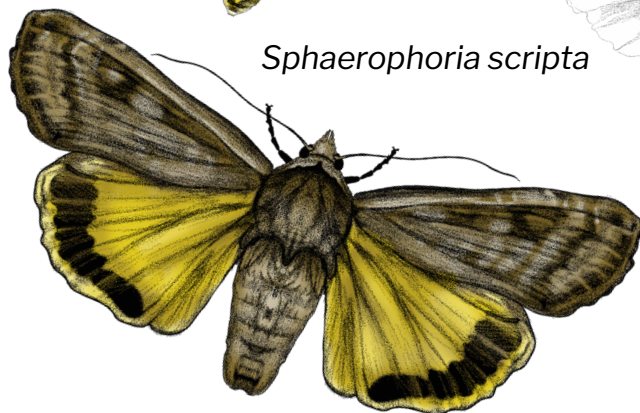
Osmia bicornis



Sphaerophoria scripta



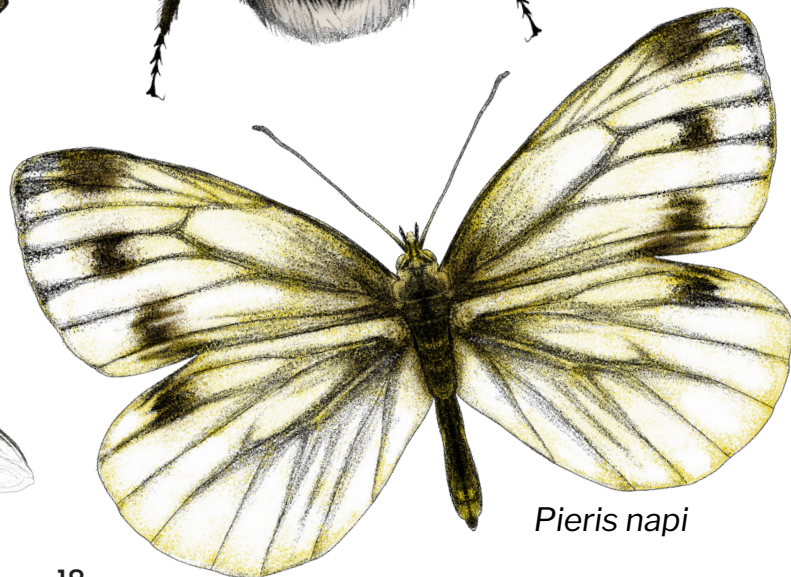
Bombus terrestris



Noctua pronuba

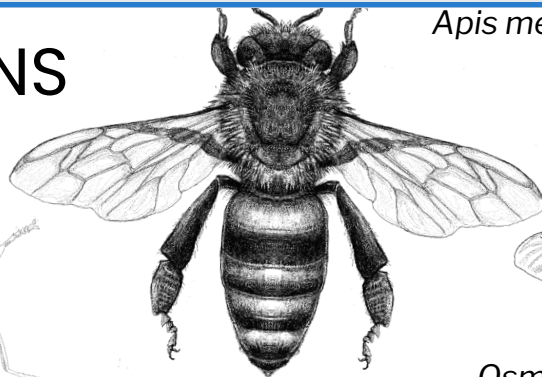


Eristalis tenax

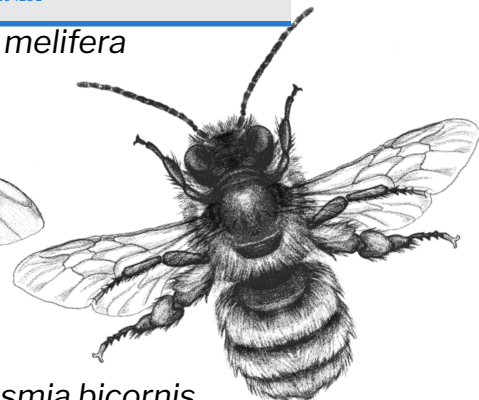


Pieris napi

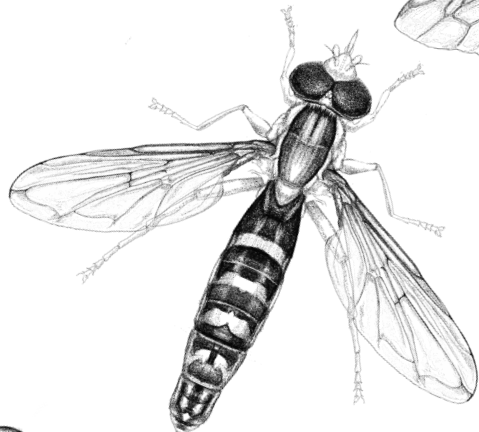
ILLUSTRATIONS



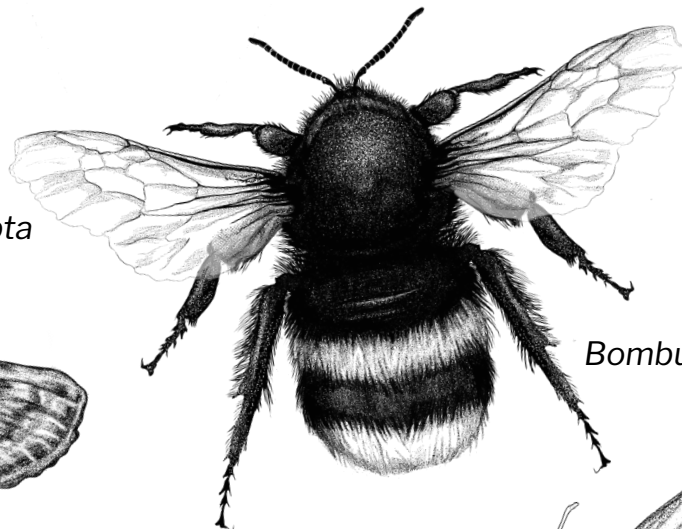
Apis mellifera



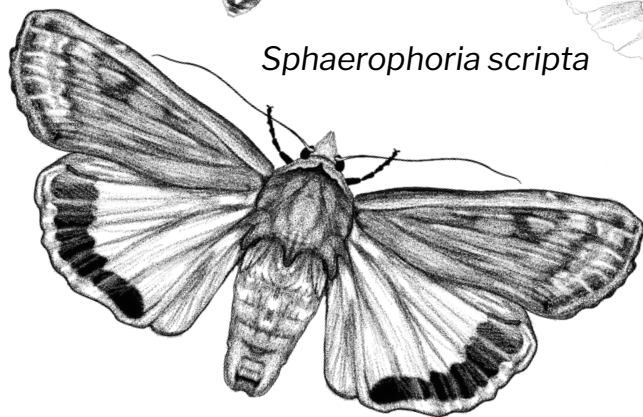
Osmia bicornis



Sphaerophoria scripta



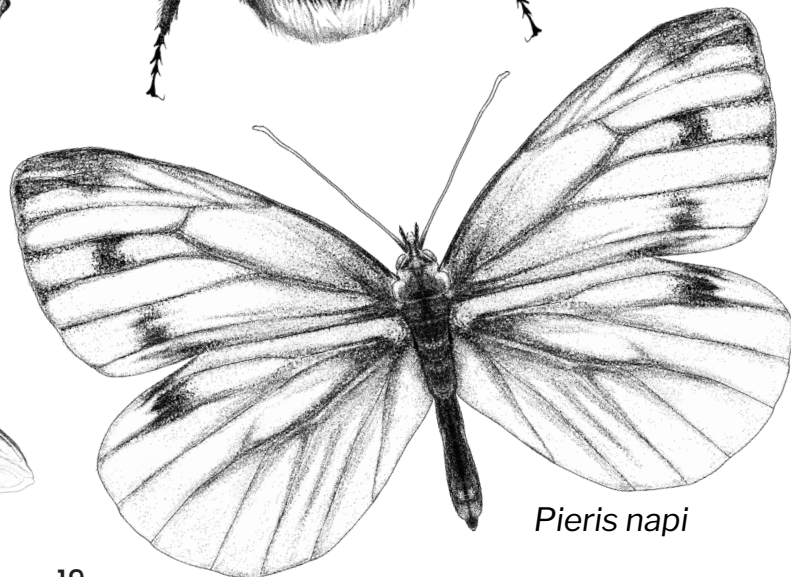
Bombus terrestris



Noctua pronuba



Eristalis tenax



Pieris napi

BRANDING

PRESENTATION TEMPLATE

The image displays a presentation template with two slides. The top-left slide is the title slide, featuring a white background with a yellow dotted pattern. It includes the POLLINERA logo, a large title placeholder, a presenter name placeholder, and logos for the European Union and an event. The top-right slide is a yellow-themed image with a dotted background, showing a bee and two butterflies. The bottom-left slide is a content slide with a white background and yellow dotted pattern, containing a slide title, body text, and a date placeholder. The bottom-right slide is a white background with a yellow dotted pattern, featuring the POLLINERA logo in the top right corner, a date placeholder, an event name placeholder, and a page number placeholder.

POLLINERA

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

Section title

Subtitle

1/31/24

Event

3

POLLINERA

Thank you!

pollinera-horizon.eu [@pollinERA_eu](https://twitter.com/pollinERA_eu) [PollinERA Project](https://www.linkedin.com/company/pollinera-project)

Funded by the European Union

Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union (EU) or the European Research Executive Agency (REA). Neither the EU nor REA can be held responsible for them.

SOCIAL MEDIA HEADERS



- LinkedIn


The screenshot shows the LinkedIn profile page for the PollinERA Project. At the top is a banner image identical to the one above. Below the banner is the PollinERA logo, which consists of the word "POLLINERA" in a stylized font with a crown-like shape above the 'I'. To the right of the logo 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". There is a small profile picture of a woman and the text "Slavena & 8 other connections follow this page". Below this are three buttons: "Message" (with a paper plane icon), "Following" (with a checkmark icon), and a three-dot menu icon. At the bottom of the page, there are navigation tabs: "Home" (highlighted in green), "About", "Posts", "Jobs", and "People".

SOCIAL MEDIA HEADERS




• X

← **PollinERA**
26 публикацији



POLLINERA

⋮  **Слегвано**

PollinERA
@pollinERA_eu

PollinERA aims to reverse #pollinator population declines and reduce the harmful impacts of pesticides

@HorizonEU project | # 101135005

SOCIAL MEDIA HEADERS

- 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

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 project, which aims to reverse pollinator population declines and reduce impacts of pesticides.

March 11, 2024 / Food and Ecological Systems Modelling Journal (FESMJ), Partnering scientific progress. Outcomes (BIO Journal) / agriculture, ALMaSS, bees, biodiversity, butterflies, ecology, ecosystem, environment, environmental, EU biodiversity, EU pollinators, hoverflies, pollination, pollinators, pollinators 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 →](#)

POLLINERA

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

pollinera-horizon.eu
[@pollinERA_eu](https://twitter.com/pollinERA_eu)
[PollinERA Project](https://twitter.com/PollinERA_Project)
[@pollinERA_eu](https://twitter.com/pollinERA_eu)


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 insolation on honey bees to an ecologically consistent assessment of effects on insect pollinators.

Funded by the European Union




PROMOTIONAL MATERIALS

• Poster



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

 pollinera-horizon.eu
 [@pollinERA_eu](https://twitter.com/pollinERA_eu)
 [PollinERA Project](https://www.linkedin.com/company/pollinERA-Project)
 [@PollinERA_eu](https://www.youtube.com/channel/UC...)

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.

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 OBJECTS & ACTIONS

S01 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.

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 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 (PPICMS) prototype and protocols made available through the EU Pollinator Hub.


ACTION | In silico models related to chemical structure implemented in VEGANUB (platform for QSAR (quantitative structure-activity relationship) models) and TKTD published on EFSA's TKPlate 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 reality-benchmarked with monitoring data.







Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union (EU) or the European Research Executive Agency (REA). Neither the EU nor REA can be held responsible for them.





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

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 [@pollinERA_eu](https://twitter.com/pollinERA_eu)
 [PollinERA Project](https://www.linkedin.com/company/pollinERA-Project)
 [@PollinERA_eu](https://www.youtube.com/channel/UC...)

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PROMOTIONAL MATERIALS

- Virtual meeting backgrounds



PROMOTIONAL MATERIALS

• Two-pager



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

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 PollinERA Project
 @pollinERA_eu
 @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.

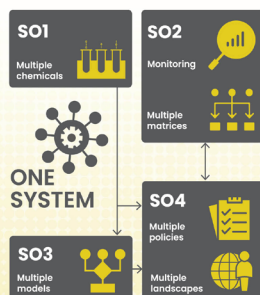
ACTION | Pesticide and pollinator co-monitoring scheme (PPCoMS) prototype and protocols made available through the EU Pollinator Hub.

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 VEGAHUB (platform for QSAR (quantitative structure-activity relationship) models) and TKTD published on EFSA's TKPlate and species model papers published in the FESM open collection.

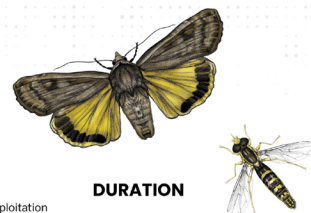
SO4 | Develop a population-level systems-based approach to risk and policy assessment considering multiple stressors and long-term spatio-temporal dynamics at a landscape scale and generate an open-database for pollinator/pesticide data and tools.

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



PROJECT COORDINATOR

Prof. Christopher John Topping

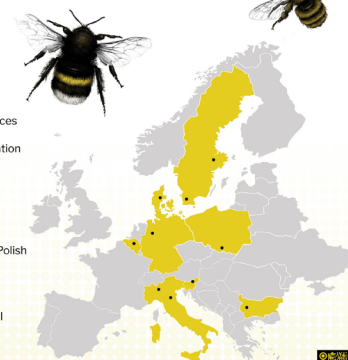
Head of the Social-Ecological Systems Simulation centre (SESS)

Aarhus University, Denmark



PARTNERS

- Aarhus University
- Lund University
- Swedish University of Agricultural Sciences
- 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

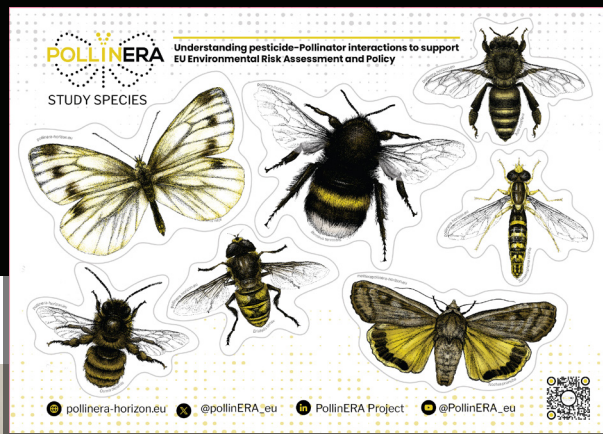


Funded by the European Union

PollinERA receives funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101135005. Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union (EU) or the European Research Executive Agency (REA). Neither the EU nor REA can be held responsible for them.

PROMOTIONAL MATERIALS

- Info stickers



PROMOTIONAL MATERIALS

- Stickers



PROMOTIONAL MATERIALS

- Stickers

