ENDURE
European Network for Durable Exploitation of crop protection strategies

Project number: 031499

Network of Excellence
Sixth Framework Programme
Thematic Priority 5
FOOD and Quality and Safety

Deliverable DS3.1
Title: Start-up brochure

Due date of deliverable: M6
Actual submission date: M6
Start date of the project: January 1\textsuperscript{st}, 2007 \quad \textbf{Duration}: 48 months

Organisation name of lead contractor: CIRAD

Revision: V0.1

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<th>Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)</th>
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Glossary

**Page layout:** the page layout is the part of graphic design that deals in the arrangement and style treatment of elements (content) on a page. In computer software, a layout is the arrangement of the graphical user interface.

**Template:** a pre-developed page layout used to create new pages (paper or electronic) from the same design, pattern, or style.
The realisation of communication tools is an activity of ENDURE SA3.0. CIRAD is coordinating SA3.0. The start-up brochure, scheduled for the 6th month, is the first deliverable.

1 Logo and graphic identity
Although not scheduled in SA3 activity, the choice of a logo was the first step to ENDURE graphic identity. After several proposals made by CIRAD, exchanges about ENDURE identity and its graphic transcription led to a final version, adopted during the first ENDURE Executive Committee meeting about communication, on 25th January 2007. As six of the eleven members of were present, the logo received the definite agreement of the remaining five members, one week later.
The first products were recommendations about ENDURE colours and documents, a power point template for the presentations and a first layout of the public website for the kick-off meeting (21-23 February).
A call for photos was launched to the participants.
The start-up brochure project was launched soon after the kick-off meeting.

See Annex I: ENDURE Logo,
Annex II: ENDURE graphic identity,
Annex III: ENDURE presentation template,
and Public website: http://www.endure-network.eu/

2 Text
The text elaboration was an internal communication work, which raised discussions among the participants. The brochure would present the network, its objectives and its activities, explain why and how it would work. A first version circulated among the ExCom members and their communication teams. The other organisations representatives were also consulted. Many contributions and exchanges led to a synthesis version, which was submitted to the coordinator, P. Ricci.
The final version, rewritten by him, was approved by all the members of the Executive Committee.

3 Layout
The layout realised by CIRAD circulated among the Executive Committee members and their communication teams. The final version was approved by Endure coordination.

4 Printing and dissemination
4000 ex. were printed (11th June). 3000 are to be shared out among ENDURE members, on command (mailed by CIRAD).

A layout has been given to ENDURE participants for translations in other languages. French, Danish and Hungarian versions are scheduled.

See Annex IV: ENDURE Start-up brochure
Annex I: ENDURE Logo

The font used for the word endure is clear and the letters are close together to reflect the network concept.

The "flower" makes the logo more dynamic as it fans out, while the overlapping petals represent the synergies within the network.

Colours:
- red does mean danger, but also optimism;
- orange does not have any strong connotations, but it is stimulating, and the mix of red and yellow links it with the idea of exchanges;
- green, the colour for plants, also symbolizes hope and wellbeing.

Associated pictograms:

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Annex II: ENDURE graphic identity

Colors

C0 - M100 - Y79 - B20
R192 - G2 - B43
Pantone 187 C
#C0022B

C0 - M59 - Y96 - B0
R238 - G130 - B15
Pantone 165 C
#EEB20F

C57 - M0 - Y100 - B0
R131 - G184 - B25
Pantone 368 C
#83B817

Greys

Black 90%
Black 55%
Black 25%
Annex III: ENDURE presentation template

Societal expectations for safe food and environmentally friendly agriculture
Area 3.4.4 - Safer and environmentally friendly production methods and technologies and healthier food stuffs
Tackle 1: Reducing the use of plant protection products.

Crop protection; fragmented scientific knowledge and R&D community

End-users
(farmers, advisers), industry, policy-makers, society at large...

Need to alleviate bottlenecks

- Better articulate analytical and system-based research
- Exploit interaction between individual methods → integrated strategies
- Make IPM feasible for mass-production agriculture
- Favor widespread use of emerging technologies
- Deal with emerging pests at a global level
- Collect data on actual pesticide application rates and ecological risks
- Couple economic models to agronomic and ecological ones
- Acquire long-term vision on the indirect effects of changes in crop protection practices
**Consortium composition**

- Research
  - INRA - FR
  - BBA - DE
  - RIES - DK
  - CRAD - FR
  - CNR - IT
  - AGROS - CH
  - WUR - NL
  - BIA - PL
- Education & R
  - SSSUP - IT
  - SJIE - HU
  - UL - BE
  - AU - DK
- Extension
  - DAAS - DK
  - ACTA - FR
- Management
  - IT - FR
  - Industry
  - IBMA - INT
  - and...
  - INCO countries

**Main objectives**

- *bring together* available research capacity and resources
  - Programme, facilities, mobility
- *enhance* the research-to-R&D innovation process
  - Researchers → extension, practitioners
- *bring in* other sectors: industry, policy making, civil society
- *pass on* knowledge, know-how and resources through training and education
- *endure* by building a sustainable and trans-national institution

**Major options**

- Our primary target is the *end-user*: the farmer, its advisers.
- Have an impact on large scale *mass-production*
- Diversify crop protection in the diversity of European situations
- Adopt a *system-based* approach
- Assess systems (rather than methods) on multiple criteria
- Our lever: provide the best possible multidisciplinary scientific support by unifying the scientific community in Europe

**Project structure**

**Dissemination**

- **Optimize & reduce** pesticide use
- **Design innovative** crop protection strategies

**Integration**

**General organisation**

- External Advisory Board
  - Research
  - Ethics
  - Consumers
  - Stakeholders
  - Policy making
- Governing Council
  - High-level institutional representation
- Management Team
- Executive Committee
  - Integration
  - Joint research
  - Funding excellence
- Crop Protection Network
  - Research networks
  - Civil society networks
  - Related to projects
Annex IV: ENDURE Start-up brochure

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> Context

Advanced crop protection has greatly contributed to high (and sustained) food production. The new vision about substance endocrine health and ecosystems27 requires a new paradigm that involves the effective use of plant growth regulators to aid in the production of food, protecting the environment and achieving sustainable agriculture. The European project ENDURE seeks to develop sustainable and innovative strategies to reduce the risk of endocrine disruption caused by plant protection product use and to contribute to a more sustainable and productive agriculture.

> Objectives

OBJECTIVES

1. To identify and characterize the potential of the European network for the sustainable exploitation of crop protection strategies
2. To build a network of stakeholders involved in crop protection strategies
3. To promote the implementation of sustainable crop protection strategies
4. To contribute to the development of new crop protection strategies

> The joint research programme

Optimising and reducing pesticide use

ENDURE aims to optimise crop protection practices in the short term by implementing the feasibility of changing and new practices and reducing targeted management. The project will also focus on developing and testing new methods to optimise the use of plant protection products, with the potential for application in agriculture and horticulture. The project will also aim to reduce the environmental impact of plant protection products by developing new methods to optimise the use of plant protection products, with the potential for application in agriculture and horticulture.

> Disseminating results and knowledge

ENDURE will share its results through a variety of platforms, including webinars, workshops, and publications. The project will also work to improve the understanding of the public and policymakers about the need for sustainable crop protection strategies by providing them with the knowledge and tools necessary to make informed decisions.

> Building the network

A common research agenda

ENDURE will follow the path of commodity groups in each country and will address the challenges of the future of crop protection. On this basis, it will develop a vision of the future of plant and crop protection in Europe and identify new opportunities for the creation of a European network for the sustainable exploitation of crop protection strategies.

A network of stakeholders

ENDURE will benefit from the network of stakeholders involved in crop protection strategies, including those involved in research, development, and implementation. The project will also work to involve policymakers and stakeholders in the development of new crop protection strategies.

A shared knowledge base

ENDURE will provide a platform for the exchange of knowledge and information, including the creation of a knowledge database. This database will be updated regularly and will be made available to all stakeholders involved in the development of new crop protection strategies.

A common understanding

ENDURE will provide a common understanding of the challenges and opportunities associated with the development of new crop protection strategies. The project will also work to foster a common understanding of the need for sustainable crop protection strategies among policymakers, stakeholders, and the public.

> Food Quality and Safety

http://www.endure-project.eu

http://www.endure-project.eu/