



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 1st, 2007

Duration: 48 months

Organisation name of lead contractor: CIRAD

Revision: V0.1

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)	
Dissemination Level	
PU Public	

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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 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

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
#EE820F




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

Greys 

 *Black 90%*

 *Black 55%*

 *Black 25%*

Annex III: ENDURE presentation template



**FOOD
QUALITY
AND
SAFETY**



endure

diversifying crop protection























**Societal expectations for
safe food and environmentally
friendly agriculture**

**Area 5.4.6 - Safer and environmentally friendly
production methods
and technologies and healthier food stuffs.
Topic 1 - Reducing the use of plant protection
products.**

EC Contribution
11,2 M €

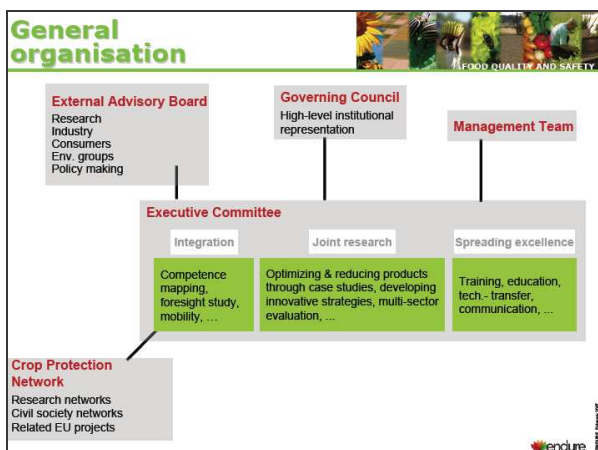
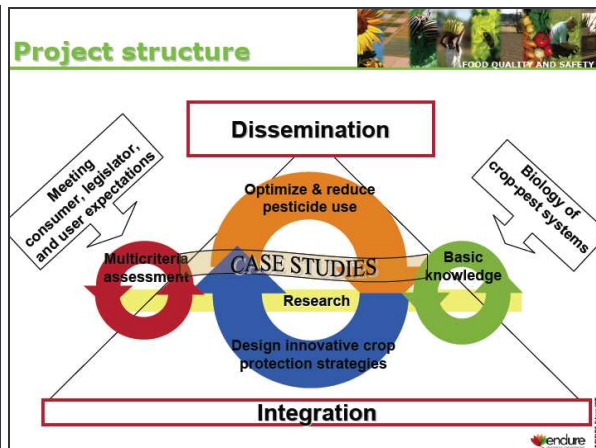
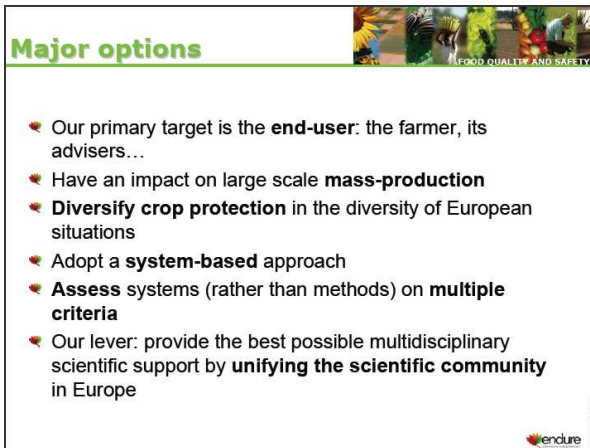
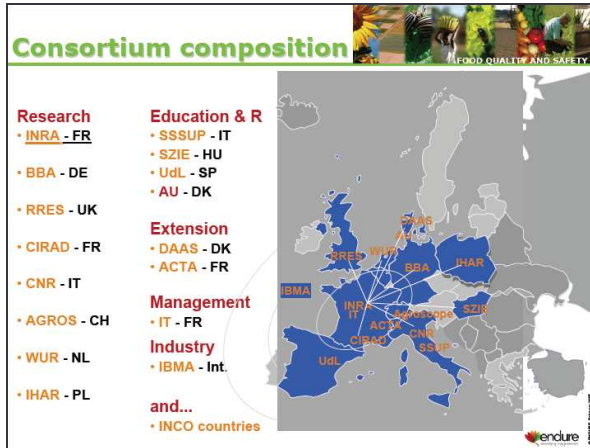


**European Network for
DURable Exploitation of
crop protection strategies**

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



Annex IV: ENDURE Start-up brochure

Organisation

External Advisory Board
 Representatives of
 Scientific research
 Industry
 Farming
 Consumers
 Environmental groups
 Policy makers

Governing Council
 High level institutional representation

Executive Committee (coordinator, activity leaders)

Crop Protection Network
 Research networks
 Related EU projects

Building the network
 Competence mapping
 Knowledge management
 Foresight study
 Mobility...

Joint research
 Optimising and reducing product use through case studies, developing innovative management strategies, multi-criteria assessment

Dissemination
 Training, education, technology transfer, communication

Research agenda

Virtual laboratory

Competence centre

Budget: 11.2 million € from the European Commission FP6 call on Food Quality and Security will provide four years (2007-2010) of support to ENDURE. Contract number: 034499

Participants

Research organisations

Agros, Agroscope Swiss Federal Research Station > Switzerland

BBA, Biologische Bundesanstalt für Land- und Forstwirtschaft > Germany

CIRAD, Centre de coopération internationale en recherche agronomique pour le développement > France

CNR, Consiglio Nazionale delle Ricerche > Italy

INRA, Plant Breeding and Acclimatization Institute > Poland

INRA, Institut national de la recherche agronomique > France

PIR, Plant Research International, PPO, Applied Plant Research Ltd, Agricultural Economic Institute > Netherlands

RKES, Rothamsted Research > United Kingdom

Universities

AU, University of Aarhus > Denmark

SSURP, Scuola Superiore di Studi Universitari e di Perfezionamento Sant'Anna > Italy

ISZ, Saint István University > Hungary

ULB, Université de Liège > Spain

Extension

ACTA, Association de coordination technique agricole > France

DAAS, Danish Agricultural Advisory Service > Denmark

Industry

IBMA, International Biocrocin Manufacturers Association > International

Management IT, INRA Transfert > France

Contact

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endure

diversifying crop protection

European Network for the Durable Exploitation of Crop Protection Strategies

Food Quality and Safety

<http://www.endure-network.eu>

> Context

Advances in crop protection have greatly contributed to high yields and consistency in production, but new concerns about human health and the environment and increased consumer awareness of pesticide use call for the development of lower input farming systems that are less reliant on pesticide use.

In Europe, tougher regulations on the registration of plant protection products and the protection of water resources are coming into force and a thematic strategy is being developed to fill the legislative gap regarding the use-phase of pesticides: a directive establishing a framework for Community action to achieve a sustainable use of pesticides is under discussion.

Supporting these changes requires that diversified crop protection strategies based on new technologies, new approaches and a broader range of tactics be proposed to and developed with well qualified growers and advisers. Stakeholders, especially policy-makers, need independent science-based advice to help them implement the new regulations.

> Objectives

The purpose of ENDURE is to answer these needs through the durable restructuring of European research and development allowing additional, coherent and re-oriented efforts in order to provide a better understanding of the biology of crop-pest interactions, coupling analytical and system-based approaches, to ensure that economists and sociologists join biologists and agronomists in the design of innovative cropping systems, and that this knowledge is efficiently mobilised at the farm level.

A European network of expertise and knowledge will be developed by partner organisations, progressively enhanced by teams from other Member States and countries outside Europe whose products are exported to Europe.

The network will establish itself as a world leader for development and implementation of sustainable crop protection strategies. The creation of a European pest control competence centre will provide the vehicle enabling it to become a central point of reference.

> The joint research programme

Optimising and reducing pesticide use

ENDURE aims to improve crop protection practices in the short term by demonstrating the feasibility of changing end-user practices towards more integrated strategies. Case-studies will be used to assess how existing practices, tools and evaluation methods can be strengthened, transferred to new agro-ecosystems and adopted by growers. Case-studies will first include wheat, potato, pomodoro, tomato and integrated weed management; maize, oilseed rape, grapevine and banana will be considered later on.

Designing innovative crop protection strategies

Major breakthroughs will be needed to actually meet the requirements of sustainable production in the longer term and offer a variety of options for different types of agriculture. ENDURE will explore new sources of innovation in the fields of prevention of pest damage, integration of precision agriculture technologies, landscape management and community ecology approaches. Existing strategies that offer scaling-up potential, and newly designed pioneering strategies based on cutting-edge research will be assessed for efficiency and applicability prior to field-testing.

> Building the network

A common research agenda

ENDURE will identify the areas of competence covered by each institution and will elaborate scenarios on the future of crop protection. On this basis, it will develop a vision of the evolving scientific and technological needs for reducing the reliance of European agriculture on pesticides and it will propose revised priorities for its own research agenda and that of national programmes.

A networked virtual laboratory

The scientific infrastructure required by ENDURE will be provided by networking the best facilities and know-how available among partners and by promoting the constitution of new facilities and resources when needed. This involves sharing biological and technical resources, organising multi-site field experimental networks, standardising methods and protocols, critically assessing the emerging technologies

> Disseminating results and knowledge

ENDURE activities will bring results, expertise and knowledge to all concerned parties.

Training and education

In order to foster rapid implementation of crop protection techniques, pilot training sessions with farmers, extension organisations and facilitators involved in crop management will be organised and the transfer of technologies generated in ENDURE to potential end-users, companies and industries will be supported.

Teaching collaborations will be established with universities and schools that provide crop protection PhD programmes, and summer school courses will be organised to improve the attractiveness of the crop-protection field for talented young scientists.

> Dialogue with stakeholders and end-users

ENDURE will set up the ENDURE competence centre to offer up-to-date and validated information on crop protection strategies in a form adapted to the various target groups. The centre will provide tools, methods and recommendations to growers and their advisers. It will be open to the needs and views of industry and society but independent of specific vested interests.

Communication tools and events will be organised to reach the scientific community beyond ENDURE. Guidance and tools will be provided to increase public awareness of crop protection issues and their environmental and social implications.

<http://www.endure-network.eu>