



# VALUES AND DEPENDENCE OF SOCIETY ON POLLINATORS

## SUMMARY

VALOR is a multi-actor project that will co-develop a comprehensive systems-based approach to provide a deeper understanding of the cascading impacts of pollinator shifts from flower to fork and beyond. VALOR aims to empower actors to better understand their relationship with pollinators and will produce a number of co-developed tools for landowners, businesses and policymakers to better understand these risks and easily undertake their own studies by replicating our methods and employing our models.

## OBJECTIVES



Co-develop a better understanding of stakeholder knowledge needs around pollinators;



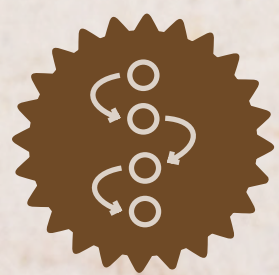
Better understand the dependence of society and the economy on pollinators;



Measure and model the cascading impacts of plant-pollinator networks on ecosystems and human well-being;



Explore the consequences of pollinator loss through value chains;



Forecast the resilience of pollinator networks and human benefits under future conditions;



Co-develop tools to engage and empower actors about pollinator conservation.



## GENERAL INFORMATION

**Consortium** | 16 partners, 12 countries

**Structure** | 9 Work Packages

**Duration** | January 2025 – December 2028

## COORDINATOR

**Dr Tom Breeze**

t.d.breeze@reading.ac.uk

University of Reading

## FOLLOW US

🏠 [valor-project.eu](https://valor-project.eu)

🐝 @valor-project.eu

in VALOR 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.

