

VALOR

VALUES AND
DEPENDENCE
OF SOCIETY ON
POLLINATORS

 valor-project.eu



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.



PARTNERS



COUNTRIES



MONTHS



OBJECTIVES



**WORK
PACKAGES**

OBJECTIVES



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



Explore the consequences of pollinator loss through value chains;



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



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



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



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



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 or the European Research Executive Agency (REA). Neither the EU nor REA can be held responsible for them.

APPROACH

VALOR bases its approach on the specific needs of **seven focal regions** across Europe, where the impacts of pollinator shifts on ecosystems, farm businesses and local communities will be explored through primary research and modelling.



CONSORTIUM

-  University of Reading
-  Swedish University of Agricultural Sciences
-  Albert Ludwig University of Freiburg
-  Jagiellonian University
-  Spanish National Research Council
-  Wageningen University
-  Lund University
-  University of La Laguna
-  University of Natural Resources and Life Sciences
-  University of Helsinki
-  Pensoft Publishers
-  UNEP-WCMC
-  European Landowners' Organization





COORDINATOR

Dr Tom Breeze
✉ t.d.breeze@reading.ac.uk



Associated partners

-  University of New England
-  China West Normal University
-  Beijing Forestry University

DURATION

4 years
January 2025 – December 2028

FOLLOW US

