

Specifications for a knowledge synthesis: “How is the effectiveness of terrestrial protected areas to conserve biodiversity measured?”



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Article 1: Context for the desk study

A) General context

On 1 October 2021, the European co-funded Partnership on Biodiversity (hereafter referred to as the “European Biodiversity Partnership” or “Biodiversa+”) has been launched as part of the EU Research & Innovation Programme Horizon Europe. This Partnership builds on the work and achievements of [BiodivERsA](#), a pan-European network of programmers and funders of biodiversity research.

B) The European Biodiversity Partnership: Biodiversa+

Biodiversa+ – the European Biodiversity Partnership – builds on the efficient structuring of the European Research Area in the domain achieved by BiodivERsA but aims to be more ambitious in terms of membership (both in terms of composition and geographical reach), budget envelope (>800 M€ euro over 7 years), and portfolio of activities.

Biodiversa+ is one of the actions included in the EU Biodiversity Strategy for 2030 to make the bridge between science, policy and practice. It coordinates research programmes between the EU and its Member States and Associated Countries and triggers combined action, mobilising for the first-time environmental authorities as key partners for implementing biodiversity research and innovation, along with ministries of research, funding agencies, and environmental protection agencies.

For now, 74 partners from 36 countries (EU member states and associated countries) are Biodiversa+ members.

LIFESPAN: 1 Oct 2021- 30 Sept 2028 (7 years)

LONG TERM GOALS: In line with international and EU commitments, Biodiversa+ aims to achieve the following long-term goals:

- no net ecosystem loss by 2030, with species extinction risks decreasing, and abundances of endangered species and their genetic diversity increasing;
- deployment of nature-based solutions at adequate scale to contribute to people’s needs across Europe;
- good biodiversity status fully acknowledged as one of the bases for sustainable development and a green economy, with EU leadership well recognized in this context.

OVERARCHING OBJECTIVES to be reached during the lifetime of Biodiversa+:

1. Produce actionable knowledge to tackle direct and indirect drivers of biodiversity loss; and assessment of novel tools and approaches to biodiversity/ecosystem conservation and restoration;
2. Improved monitoring of biodiversity and ecosystem services across Europe (status and trends), by setting up a Pan-European network of harmonised monitoring schemes;
3. Enhance the evidence base, accelerate the development and wide deployment of nature-based solutions to societal challenges across Europe in a sustainable and resilient way;
4. Making the business case for the conservation and restoration of ecosystems;
5. Science-based policy support for EU, Member States and Associated Countries

ACTIVITIES: In order to reach its objectives, Biodiversa+ deploys a wide range of activities:

- Develop, regularly update and promote the Partnership vision and strategy
- Promote and support Research & Innovation programs and projects across the European Research Area
- Promote and support transnational biodiversity monitoring
- Promote and support nature-based solutions and valuation of biodiversity in private sectors
- Better connect R&I programs and projects to policy, including science-based policy support
- Reinforce the excellence, visibility and impact of European R&I at the international level
- Promote communication, outreach and open science
- Promote stakeholder engagement in European Research and Innovation

EXPECTED IMPACT:

Biodiversity research and environmental policy institutions build-up coherent initiatives:

- An overarching platform connects national/local and European Research & Innovation programmes with environmental ministries and agencies, combining in-cash and in-kind resources;
- Multidisciplinary Research & Innovation programmes, developed with stakeholders, are available;
- EU and Member State / Associated Country biodiversity research agendas are complementary; a long-term pan-European strategic research agenda is co-created and implemented;
- A European network of coordinated observatories for biodiversity monitoring is delivering knowledge on biodiversity and ecosystem services to users;
- A broad range of activities, including but not limited to co-funded calls, are implemented to increase relevance, impact and visibility of R&I and European leadership in tackling the biodiversity crisis, in line with the European Green Deal, the

targets of the new EU Biodiversity Strategy for 2030, and the Convention on Biological Diversity.

- Biodiversity considerations are mainstreamed across sectors and policies across;
- Biodiversa+ will contribute to the objectives of the EU biodiversity Strategy and the target that, by 2030, biodiversity in Europe is back on a path of recovery.

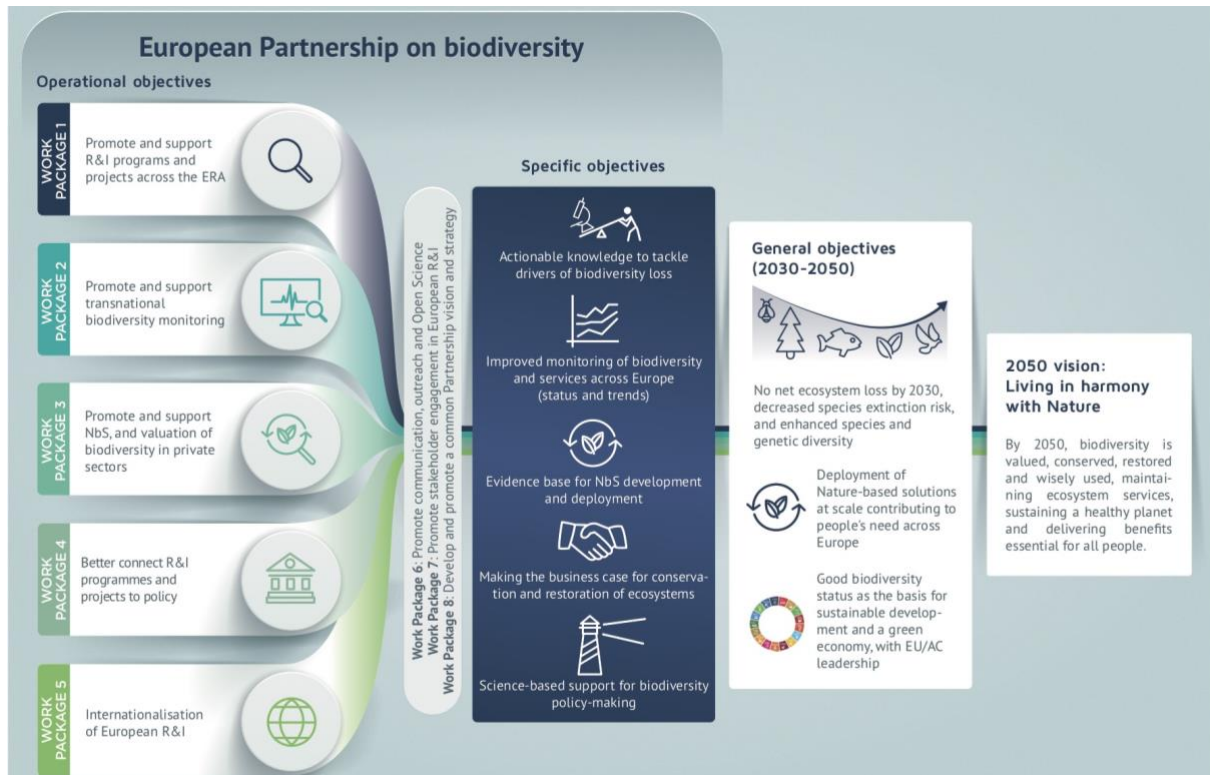


Figure 1: summary of the Partnership's vision, objectives and activities

C) Biodiversa+ Flagship Programmes

Biodiversa+ has a long-term strategic vision that guides its activities over the coming years. This strategic vision is described in the [Biodiversa+ Strategic Research and Innovation Agenda \(SRIA\)](#) and was prepared by the Biodiversa+ Coordination team and all Biodiversa+ Partners, in close consultation with the European Commission.

The Biodiversa+ SRIA will concretely be implemented through multi-annual Flagship Programmes that are launched every one or two year to tackle thematic issues, mobilising the wide portfolio of Biodiversa+ activities. Flagship Programmes can hold a joint call for research proposals but this is not a requirement. Having different duration, several flagship Programmes will run in parallel and synergies amongst Flagship Programmes are encouraged to better understand and highlight interlinkages between biodiversity and other challenges.

Four flagship programmes launched in the first two years of Biodiversa+ (2021-2023):

- Supporting biodiversity and ecosystem protection across land and sea (launched in October 2021)
- Better transnational monitoring of biodiversity to better characterise, understand and report on biodiversity dynamics and trends (launched in October 2021)
- Better knowledge to develop, deploy and assess Nature-Based Solutions (launched in October 2022)
- Supporting societal transformation for the sustainable use and management of biodiversity (launched in October 2022).

D) Biodiversa+ and the production of desk studies

As part of its Work Package 4 “*Connecting R&I programs, results and experts to policy*” (see figure 1), Biodiversa+ aims to improve information exchanges between science, policy and other stakeholders, both upstream and downstream. This will help to improve both the relevance and uptake of funded research in relevant societal and policy processes. More specifically, through a diversity of science-policy interfacing activities, the objectives are:

- To ensure a tighter collaboration than currently observed between national/local and European-level policy makers dealing with biodiversity and related issues, environmental agencies, R&I policy makers and R&I programme funders.
- To reinforce the knowledge base on important policy issues and consequently propose policy options and guide policy development and implementation at global, European and national/local levels.

E) Context of the call for tender: Biodiversa+ subtask 4.1.2

In the context described above, the Biodiversa+ subtask 4.1.2 “*Desk studies and production of knowledge syntheses*” led by the French Foundation for Research on Biodiversity (FRB) is looking to subcontract a service provider to undertake a knowledge synthesis on the subject of biodiversity monitoring in the support of the evaluation of protected area effectiveness.

Indeed, protected areas (PAs) are a recognised global conservation and management tool that conserve biodiversity and its associated ecosystem services¹. The current Aichi Biodiversity Targets of the Convention on Biological Diversity (e.g., Aichi target 11) call for at least 17% of global terrestrial and inland waters - especially areas of particular importance for biodiversity and ecosystem services - to be conserved through effectively and equitably managed, ecologically representative and well-connected systems of protected areas and other effective area-based conservation measures by 2020.

At the European scale, the EU biodiversity strategy for 2030 sets out a target of protecting at least 30% of EU land by 2030, while also ensuring that all protected areas **are effectively**

¹ Rodrigues, A.S.L., Cazalis, V., 2020. The multifaceted challenge of evaluating protected area effectiveness. Nat Commun 11, 5147. <https://doi.org/10.1038/s41467-020-18989-2>

managed. 26% of EU land is currently protected (data as of 2021)², of which 18.6% of this area is designated as Natura 2000 sites – areas protected under the EU Birds and Habitats Directives – and 7.4% as other complementary national designations³.

However, the designation of protected areas is not in itself a guarantee of biodiversity protection as the effectiveness of their management is a decisive factor in achieving various conservation outcomes⁴. Indeed, distinguishing between PA management effectiveness and PA conservation effectiveness are important elements to consider⁵. There is a lack of systematically consolidated information on how effectively such areas are managed, and how effectiveness is measured - a diversity of indicators and metrics are used to judge efficacy-. For instance, protection levels can be a good indicator of PA performance, but critical assessments are required to look at whether conservation efforts are appropriately strategized to deliver desired ecological benefits. Moreover, as large-scale initiatives, which take into account connectivity, which likely contribute to the long-term viability of mobile species⁶, conserving and managing large portions of land connecting PAs is an increasingly important strategy to maintain connectivity and achieve regional, national, and international conservation objectives⁷. Indeed, the perimeters of conservation areas are often determined by expert opinion and based on socio-political criteria, thus the extent to which they are effective in terms of species' ecological needs may differ. Indeed, it is important that protected areas in the EU are no longer monitored as separate isolated units but continually managed as part of a wider network of conservation areas. Given that the current biodiversity monitoring landscape is quite scattered at pan-European scale, it should be particularly useful to consolidate evidence in an objective, transparent, and meaningful way to document the different - and 'best' - ways of measuring the effectiveness of protected areas. This may allow for biodiversity monitoring program managers to better support the evaluation of protected areas across countries.

Indeed, assessing – based on the scientific literature – the effectiveness of protected areas and networks of PAs needs to be evaluated both inside and outside of protected area perimeters. e.g. the effects of buffer zones on conserving biodiversity may also need better clarification to

² European commission (2023) *EU Biodiversity Strategy Dashboard* Available at: <https://dopa.jrc.ec.europa.eu/kcbd/dashboard/> (Accessed: 13/11/2023).

³ European commission (2023) *EU Biodiversity Strategy Dashboard* Available at: <https://dopa.jrc.ec.europa.eu/kcbd/dashboard/> (Accessed: 13/11/2023).

⁴ Cazalis, V., Princé, K., Mihoub, J.-B., Kelly, J., Butchart, S.H.M., Rodrigues, A.S.L., 2020. Effectiveness of protected areas in conserving tropical forest birds. *Nat Commun* 11, 4461. <https://doi.org/10.1038/s41467-020-18230-0>

⁵ Rodríguez-Rodríguez, D., Martínez-Vega, J., 2022. Effectiveness of Protected Areas in Conserving Biodiversity: A Worldwide Review, Strategies for Sustainability. Springer International Publishing, Cham. <https://doi.org/10.1007/978-3-030-94297-7>.

⁶ Hofmann, D.D., Behr, D.M., McNutt, J.W., Ozgul, A., Cozzi, G., 2021. Bound within boundaries: Do protected areas cover movement corridors of their most mobile, protected species? *Journal of Applied Ecology* 58, 1133–1144. <https://doi.org/10.1111/1365-2664.13868>

⁷ Stewart, F.E.C., Darlington, S., Volpe, J.P., McAdie, M., Fisher, J.T., 2019. Corridors best facilitate functional connectivity across a protected area network. *Sci Rep* 9, 10852. <https://doi.org/10.1038/s41598-019-47067-x>

render conservation objectives more operational. Thus, aiding in improving the effectiveness and upscaling of conservation and restoration actions.

Accordingly, the review should succeed in contributing to the Biodiversa+ flagships “Better transnational monitoring of biodiversity to better characterise, understand and report on biodiversity dynamics and trends” and “Supporting biodiversity and ecosystem protection across land and sea” (see article 1C of the specifications).

Article 2. Description of expectations for the desk study

A) Objectives of the desk study:

Review methods to evaluate the impact of Protected Areas (PAs) and networks of PAs on the state of conservation, from data to indicators, considering various dimensions of biodiversity monitoring (e.g. remote sensing, citizen science and conventional field monitoring).

Primary question:

How is the effectiveness of terrestrial protected areas to conserve biodiversity measured?

Possible secondary questions:

- How can biodiversity monitoring support the evaluation of PAs and what are the missing biodiversity monitoring schemes (especially at transnational scale) to objectively measure this effectiveness?
- How can measuring effectiveness be standardized and/or improved across scales?
- What are the methods most widely used to assess PA effectiveness?

The service provider must ensure that this desk study will:

- feed into the Biodiversa+ flagship “Better transnational monitoring of biodiversity to better characterise, understand and report on biodiversity dynamics and trends”; in alignment with the Biodiversa+ SRIA cross-cutting theme A)
- feed into the Biodiversa+ flagship “Supporting biodiversity and ecosystem protection across land and sea”, in alignment with the Biodiversa+ SRIA (cross-cutting theme B)
- provide a state of knowledge that will help to guide policy action and improve monitoring of protected areas in Europe.

B) Expected use of methods:

It is expected that the methods employed to produce such a synthesis are inspired by systematic maps or reviews (James et al., 2016⁸; Frampton et al., 2017⁹; Livoreil et al., 2017¹⁰). Additionally, “[scoping reviews](#)” and/or “[rapid evidence assessments](#)” (Dicks et al., 2018¹¹) may be relevant when full systematic methods need to be accelerated. Indeed, the use of a structured, stepwise **methodology – which may follow an *a priori* protocol – in order to collate and synthesise** existing relevant evidence (scientific and/or gray literature) is expected (cf. James et al 2016; Livoreil et al 2017). However, components of the process are expected to be simplified or omitted – depending on volume of literature – to produce the synthesis in the given period of time.

The time available to produce the study will be *ca.* 12 months. We encourage the service provider to consider appropriate methods (no. of academic sources of literature, the need to simplify the search strategy...), in order to deliver the study on time (January 2025 – see article 3).

Question structure:

In order to answer the primary question of interest, a *P-I-C-O* formula may be particularly useful (Frampton et al., 2017; Livoreil et al., 2017). Indeed, where PAs are the *intervention* it may be appropriate to consider all types of protected areas and/or their level of protection (e.g the IUCN protected area management categories).

In terms of **Outcomes**, it may be useful to illustrate what types of indicators, metrics are used for evaluating effectiveness of PAs.

C) Expected types of output:

The knowledge synthesis (i.e. a written report), should identify knowledge gaps/knowledge clusters, along with a database of existing evidence (hereafter referred to as the “Evidence base”, and the list of included publications).

The synthesis should more specifically allow to identify both useful and missing biodiversity monitoring elements/measurements/methods required to adequately evaluate the effectiveness of terrestrial protected areas to conserve biodiversity.

⁸ James, K.L., Randall, N.P., Haddaway, N.R., 2016. A methodology for systematic mapping in environmental sciences. *Environ. Evid.* 5, 7. <https://doi.org/10.1186/s13750-016-0059-6>

⁹ Frampton, G.K., Livoreil, B., Petrokofsky, G., 2017. Eligibility screening in evidence synthesis of environmental management topics. *Environ. Evid.* 6, 27. <https://doi.org/10.1186/s13750-017-0102-2>

¹⁰ Livoreil, B., Glanville, J., Haddaway, N.R., Bayliss, H., Bethel, A., de Lachapelle, F.F., Robalino, S., Savilaakso, S., Zhou, W., Petrokofsky, G., Frampton, G., 2017. Systematic searching for environmental evidence using multiple tools and sources. *Environ. Evid.* 6, 23. <https://doi.org/10.1186/s13750-017-0099-6>

¹¹ Dicks LV, Haddaway N, Hernández-Morcillo M, Mattsson B, Randall N, Failler P, Ferretti J, Livoreil B, Saarikoski H, Santamaria L, Rodela R, Velizarova E, and Wittmer H. (2017). Knowledge synthesis for environmental decisions: an evaluation of existing methods, and guidance for their selection, use and development – a report from the EKLIPSE project.

D) Project's sponsor

Biodiversa+, through the French Foundation for Research on Biodiversity (who is a Biodiversa+ partner) is the project sponsor.

The follow-up of the project will be done by the French Foundation for Research on Biodiversity together with the active Partners of the Biodiversa+ subtask 4.1.2 (see article I part D), ensuring alignment with the overall needs and strategy of Biodiversa+.

Article 3. Organisation of the delivery

A) Schedule

- Market publication (15th December 2023)
- Closing of the receipt (27th of January 2024 – midnight)
- Contract notification (6 of February 2024)
- A first consultation meeting will be conducted with the selected service provider at the latest two weeks after the selection of the service provider. The work is foreseen to start in **mid-February 2024**.
- Bi-monthly meetings will be planned after the start of the contract between the service provider and Biodiversa+.
- Delivery of an advance draft version of the desk study (November 2024)
- Delivery of the final version of the desk study (January 2025).

B) Organisation and completion deadline

The service provider will comply with the implementation schedule which will be confirmed upon notification of the contract, taking into account the deadlines imposed in the specifications. The implementation schedule, duly signed by the service provider, will become a contractual document.

The service provider will appoint before the start of the work a contact person for the duration of the project.

C) Modification of the offer

No change to the selected offer can be made during execution without the written authorisation of Biodiversa+ and the validation of the project officers.

Any request by the service provider to change the chosen offer must be in writing and specified as well as the performance gains or losses compared to the initial offer.

The costs resulting from changes and consequences not validated by Biodiversa+ as well as any additional work carried out without the written authorisation of the Biodiversa+ representative will be borne by the service provider.

D) Information and project progress meetings

A launch meeting will be organised in which the service provider will participate. The objective of this meeting will be to present the proposed orientations and methods to be used during the

work. It will also be an opportunity for the service provider to propose improvement to the desk study, based on its experience.

The service provider is required to be represented at this meeting at least by the project manager, or someone able to take decisions / implement the requests made by Biodiversa+.

Following each project meeting, the service provider will inform the Biodiversa+ representatives about the progress and choices on a fortnightly basis (where relevant). The Biodiversa+ representatives, *via* a dedicated “working group” (see article 1D) whose role will be to follow/accompany the service provider, will have the possibility to comment on the choices made and propose modifications to the choices if they do not correspond to the decisions taken during the initial meeting and in the specifications.

In their offer, the service provider will explain in the concept document how Biodiversa+ contact people to be involved in the process to develop this desk study. At the launch meeting, the service provider will present a draft planning showing the key milestones of the production of this desk study and discuss with Biodiversa+ to agree how it will be involved in the process (be informed and/ or be invited to provide feedback).

E) Reference person

Within Biodiversa+, the person in charge of following-up the project will be: Joseph Langridge. We would like to ensure that we can regularly discuss with the service provider’s project manager by phone or video call to ensure smooth collaboration (typically once every two weeks).

Contact of the Biodiversa+ project manager:

Joseph Langridge

Mail: joseph.langridge@fondationbiodiversite.fr

Phone: +33 1 80 05 89 54

Applications should be sent to Joseph Langridge by email before the closing of the receipt with Cécile Mandon (cecile.mandon@fondationbiodiversite.fr) in cc.

F) Final delivery

The final product (desk study) will align with the Biodiversa+ graphic charter available in annexe 4 of these specifications. The desk study will be written in British English.

Article 4. Applications

A) Elements composing the application file

Each service provider will have to provide the following information, using the attached application template called “application form”:

- **GENERAL INFORMATION:** concerning the applicant, presence of a dedicated project manager directly in contact with the project's sponsor. This should also include information on prior experiences **related** to the topic area of the desk study. Including examples of a knowledge synthesis *per se* demonstrating experience in using these methods (but not mandatorily related to the subject of the current topic).
- **THE PROJECT'S APPROACH:** A presentation of the approach envisaged to develop the Biodiversa+ desk study, the coherence with Biodiversa+, and a schedule for the undertaking of the desk study.
- **HIGHLIGHTED ANTICIPATED RESULTS:** an indication of what results should be expected thanks to the proposed approach.
- **INFORMATION RELATED TO AN EXPERT GROUP:** when possible, provide information concerning the number of employees/experts involved in the desk study.
- **THE QUOTE:** information concerning the use of the budget, see section C below.

B) Evaluation criteria

The following criteria will be used to evaluate the applications received:

- **1/ RELEVANCE TO CALL:** the tender will have shown a clear understanding by proposing an evidence synthesis which addresses a clearly focused question(s) and provides a statement of the objective(s)? Compliance with specifications, understanding of the needs and objectives of the desk study will be explicit.
- **2/ CONTENT AWARENESS AND EXPERIENCE:** the applicant will show that it is up-to-date on the topic in question, this will be demonstrated by relevant high-quality work from previous engagements.
- **3/ METHODS EXCELLENCE:**
 - **3a/** The applicant suggests the use of relevant and clear methods for the desk study.
 - **3b/** The planned data extraction and synthesis methods are well-described.
 - **3c/** The feasibility of the working program is appropriate, the planned work schedule appears achievable in the 1-year time frame?
- **4/ QUOTE:** the given quote is detailed and coherent.

Biodiversa+, through FRB, reserves the right to negotiate the offers received.

C) Budget

To conduct this desk study, applicants may request a maximum budget of 58,000€ (taxes included). And must provide a detailed quote following the template provided in the application form.

D) Payment modalities

- 40% at the beginning of the contract;
- 60% once the final version is received

The service provider will send an invoice at the beginning of the contract and once the final version is received and approved by the French Foundation for Research on Biodiversity.

Article 6. Modalities

A) Penalties

When the contractual execution deadlines defined in the present note are exceeded, the service provider incurs, except in cases of *force majeure* or fault by Biodiversa+, a late penalty of 500€ per month of delay.

B) Ownership

The contract holder assigns and transfers to the FRB and therefore Biodiversa+, on an exclusive basis, and for the duration of this contract, the property rights attached to the works produced under the contract for the needs of the FRB and Biodiversa+. This property clause includes in particular the right of reproduction on all media and the right of representation.

C) Insurance

Before any start of performance, the service provider must prove that he is covered by an insurance contract for civil liability appearing in articles 1382 to 1384 of the French Civil Code, as well as for his professional liability, in the event of damage caused during or as a result of the performance of the services covered by the contract.

D) Termination of the contract

If Biodiversa+ finds a failure in the performance of the services in relation to the obligations resulting from the application of the present specifications, it reports the failure to the service provider by registered letter with acknowledgement of receipt.

This letter has the value of formal notice and the service provider has 15 days to present his observations.

If Biodiversa+ finds that despite its warning, the performance of the contract is still unsatisfactory, Biodiversa+ notifies the service provider by registered letter with acknowledgement of receipt. The contract can then be terminated without further formal notice and without notice to the service provider.

The termination takes effect on the date of notification of the said decision. Upon termination of the contract by Biodiversa+, any payments made may not be reclaimed and Biodiversa+ is relieved of any remaining payments foreseen in the contract.

E) Litigation and disputes

In the event of a dispute and in the absence of an amicable agreement, any difficulties in the application of this contract will be submitted to the administrative court of Paris.

Article 7. Annexes

ANNEXE 1: GENERAL RESOURCES

- Biodiversa website: <http://www.biodiversa.eu/>
- Biodiversa+ SRIA: <https://www.biodiversa.org/1913/download>

ANNEXE 2: BIODIVERSA+ SUMMARY OF THE FLAGSHIP PROGRAMME “IMPROVED TRANSNATIONAL MONITORING OF BIODIVERSITY TO BETTER CHARACTERIZE, UNDERSTAND AND REPORT ON BIODIVERSITY DYNAMICS AND TRENDS”

- Rationale

Many efforts have been made to monitor components of European biodiversity, including well established networks to survey populations of common birds and butterflies that increase our understanding of their dynamics and deliver on indicators used by policy makers. However, major knowledge gaps remain for many taxonomic and functional groups, and biodiversity monitoring is largely fragmented among countries/regions, taxa/biodiversity dimensions, databases/data formats, indicators used to communicate, and information fluxes to research and decision makers, including policy makers. It is also needed to increase the coverage of biodiversity monitoring schemes (in terms of areas and biodiversity taxa and dimensions) and to make the best use of traditional and emerging/new methodologies and technologies for monitoring. This would allow establishment of a pan-European network of harmonized monitoring schemes able to measure and analyse biodiversity changes across Europe, increasing our understanding of biodiversity dynamics and efficiently informing decision makers.

ANNEXE 3: BIODIVERSA+ SUMMARY OF THE FLAGSHIP PROGRAMME “SUPPORTING BIODIVERSITY AND ECOSYSTEM PROTECTION ACROSS LAND AND SEA”

Rationale

- The EU Biodiversity Strategy 2030 recognizes that protected areas are important for the conservation of biodiversity, and that the existing network of protected areas is not sufficiently large to safeguard biodiversity. Evidence also shows that the Aichi biodiversity targets of 17% of land and 10% of sea covered by protected areas, are insufficient to adequately protect and restore nature ([IPBES, 2019](#)). The EU Biodiversity Strategy 2030 therefore sets an ambitious objective of establishing a truly coherent Trans-European Nature Network, to include legal protection for at least 30% of the land and 30% of the sea in the EU, of which 1/3 (10% of land and 10% of sea) to be under strict protection. These EU targets are in line with the global targets being proposed to the next Conference of the Parties (COP15) of the

UN Convention on Biological Diversity. According to the Strategy, the target of 30% of the land and 30% of the sea in the EU under legal protection by 2030 should be reached by completing the Natura 2000 network and by new designations under national protection schemes. The Strategy also highlights the importance of setting up ecological corridors in order to have a truly coherent and resilient Trans-European Nature Network, and of promoting and supporting investments in green and blue infrastructure.

- The Strategy identifies the need to concentrate, for the identification of areas to be protected, on areas of very high biodiversity or potential. The designation of additional protected and strictly protected areas, either to complete Natura 2000 or under national protection schemes, will be a responsibility of the Member States. It will be guided by a set of criteria to be agreed on by the Member States by the end of 2021, and based on significant work done in the past to identify areas based on their importance for conservation of biodiversity. This includes work done on [Key Biodiversity Areas KBAs](#) building on decades of experience in the context of identification of Important Bird Areas IBAs, Ecologically and Biologically Significant Areas EBSAs, Alliance for Zero Extinction sites AZEs and other streams of work. Although these criteria are not directly linked to a requirement for legal protection of the identified areas, they provide a good scientific basis to guide the selection of areas to be protected. For example, the KBA criteria can be applied to species and ecosystems in terrestrial, inland water and marine environments and can help identify priority sites for the establishment of [Privately Protected Area \(PPAs\)](#).
- The guidance to be put forward by the Commission will also indicate how other effective area-based conservation measures (OECMs¹) and greening of cities could contribute to the above-mentioned targets.
- Importance to learn from failures and successes (assessing effectiveness of approaches); importance of exchange of best practices and capacity building;
- Importance of recognizing that different rationales and paths for biodiversity conservation exist, fundamental inputs are expected from the research and knowledge community to deepen our understanding of the drivers of biodiversity dynamics, provide science-base guidance to actions and policies aiming at biodiversity protection and restoration, and help the rigorous assessments of their outcomes;

ANNEXE 4: BIODIVERSA+ GRAPHIC CHARTER



biodiversa+
European Biodiversity Partnership

Logo guidelines + Templates

October 2021





Symbol



FULL LOGO



Logotype



Project strapline

The Biodiversa+ logo is made up of three main components; the **Symbol**, the **Logotype** and the **Project strapline**.

When using the full logo they should always be used in the proportions, spacing and alignment as shown here. This ensures the brand is represented with visual consistency across all media.

Please note that the logo should always be implemented from approved sources.

Digital files in a variety of file formats are available on request.

Logo: recommended reproduction size

Minimum recommended size



The minimum recommended reproduction size of the Biodiversa+ logo is shown (left) – which is 15mm high when printed and 100px or greater when displayed on screen.

Optimum recommended size



The optimum size of the logo should be 22mm high or greater (where space allows) when printed.

This ensures the project strapline retains clarity and readability.

Logo: minimum recommended clear space



Dashed surround indicates minimum recommended clear space.

To ensure the logo is free from any other visual distraction a minimum amount of space should be maintained around it. This visually separates it from any other graphic elements and typography.

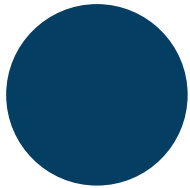
This distance is called 'clear space'.

The minimum clear space should be the height of the 'b' in the logotype, as shown in the diagram (left).

Whenever possible this amount of clear space can be increased for further clarity.

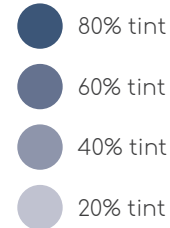
Logo: colour references

Blue

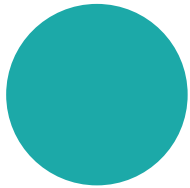


PRINT:
C **100** M **76** Y **36** K **26**

SCREEN:
R **16** G **59** B **96**
103b60

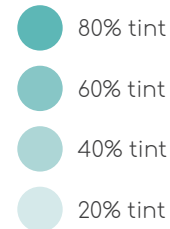


Aqua



PRINT:
C **77** M **10** Y **38** K **0**

SCREEN:
R **2** G **164** B **167**
02a4a7

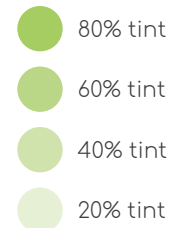


Green



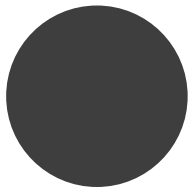
PRINT:
C **49** M **2** Y **100** K **0**

SCREEN:
R **152** G **192** B **30**
98c01e



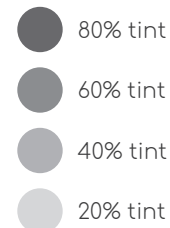
Grey

(to be used
in place of
pure black)



PRINT:
C **0** M **0** Y **0** K **90**

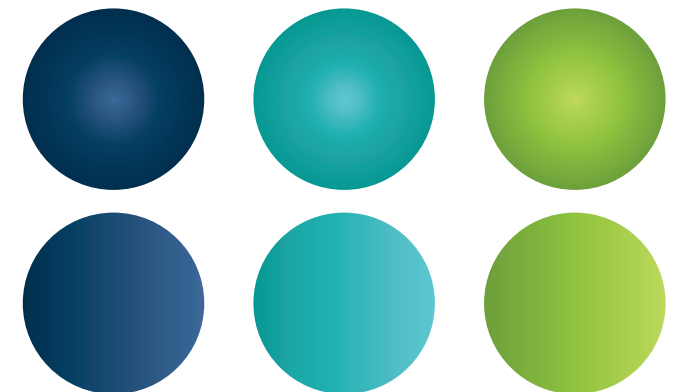
SCREEN:
R **60** G **60** B **60**
3c3c3c



Breakdown values for the core brand colours, which are derived from the logo symbol and logotype are detailed here.

For further flexibility – the recommended tints (80% • 60% • 40% • 20%) can be used to good effect for more subtle representations or visual hierarchy in design and layout.

No attempt to change these colours or their values should be made to the logo files.



Radial and linear style gradients (shown above) can also be used as design features for backgrounds alongside and in place of solid areas of colour.

Logo: use of the symbol as a graphic device



Single image variation



Three image variation

The symbol element from the logo can be used as a container shape to house a single image – or – three images, within the individual segment shapes.

This graphic device can be used in combination with and support the main logo which can be particularly useful where a further illustrative narrative may be required.

For example, the symbol (or a zoomed-in section of it) containing image(s) can create visual interest and impact on report covers, campaign literature or social media posts and be used to further illustrate key messages, topics and themes to a specific piece of communication.

Logo: use of the symbol as a graphic device (cont.)



Variation 1



Variation 2



Variation 3



Variation 4



Variation 5

Illustrated here are a set of five variations of the 'three images within the logo symbol'.

These Biodiversa+ approved images can be used as ready-made assets.

Additional bespoke versions can also be created by using the logo symbol image mask file — also available as a digital asset.

Comfortaa

Light	Semi Bold
Regular	Bold
Medium	

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
& ? ! @ / £ \$ € + () , . ; : ' " - — © ® ™ *
0123456789 Comfortaa Light

Visit GoogleFonts using the link below and download the free/
open-source font files by clicking on the 'Download family' button.
Unarchive and install these on to your local system.

fonts.google.com/specimen/Comfortaa

Typography is an important component of the visual identity and when used consistently it unifies the appearance of every piece of Biodiversa+ communication.

The typeface used in the logotype element of the logo is a free and open-source GoogleFont called **Comfortaa** (shown left).

It is recommend that this can be used for any text set as 'display' type, i.e. at larger sizes such as headings.

An accompanying text font called 'Nunito' has also been selected that pairs well with Comfortaa, and can be used for longer paragraphs of body copy (shown overleaf).

Different weights and sizes can be utilised for varying emphasis and visual hierarchy.

These GoogleFonts should be used where possible when producing materials in professional design and layout software, such as the Adobe Creative Suite.

Nunito

Extra Light	<i>Italic</i>	Semi Bold	<i>Italic</i>
Light	<i>Italic</i>	Bold	<i>Italic</i>
Regular	<i>Italic</i>		

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

& ? ! @ / £ \$ € + () , . ; : ' " - - © ® ™ ✱

0123456789 Nunito Light

Visit GoogleFonts using the link below and download the free/
open-source font files by clicking on the 'Download family' button.
Unarchive and install these on to your local system.

fonts.google.com/specimen/Nunito

This is also free and open-source and available for download as a GoogleFont, it is called **Nunito** (shown left).

It is recommend that this is used alongside the main logotype font when representing larger paragraphs of body copy, for example when prolonged reading is of consideration.

An example usage of the two GoogleFonts in action together is displayed overleaf.

These GoogleFonts should be used where possible when producing materials in professional design and layout software, such as the Adobe Creative Suite.

Biodiversa+ heading in Comfortaa Bold (24pt)

Sample sub-head in Comfortaa Regular (16pt)

An example of running body copy in Nunito Bold (12pt)

Atiust per natae endendebitas soloribus qui nobit et exerest atia voluptas endusan isinven tibusandion por sit quia volupta tquodit periossit reptaepudam, ut odit, tet, soluptae dolor sam.

Sample sub-head in Comfortaa Regular (16pt)

Nunito Light (12pt) conse cus, cum fugia nullorest audae la cor a nectatis nonet venimus ipsam vellorem **emphasis in Nunito Bold Italic,**




ipsandi que comnisquam fugia volores ectatent que etus imuscim eria que etuscimus que reperum rescia nonseque debis doles non pre quia nim ium ea volum quuntotatem aut peruntusam, que

sectibea dellessi untist voluptis modi aut ad minus moluptatet fugitio rporibus, id que liquos repudist eaquunt volutenectem quas molupti sus nos resecum dolores sequas mo ipsantia cuptatatendi reribus.

Sample pull-out in Comfortaa Bold (16pt)

Sample sub-head in Comfortaa Regular (16pt)

- Sample bullet point in Nunito Light (12pt)
- Sample bullet point, this one runs over more than one line to show variation
- Sample bullet point

 www.biodiversa.org
 contact@biodiversa.org
 twitter.com/BiodivERsA3

Arial

Regular

Regular Italic

Bold

Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

& ? ! @ / £ \$ € + () , . ; : ‘ “ - — © ® ™ *

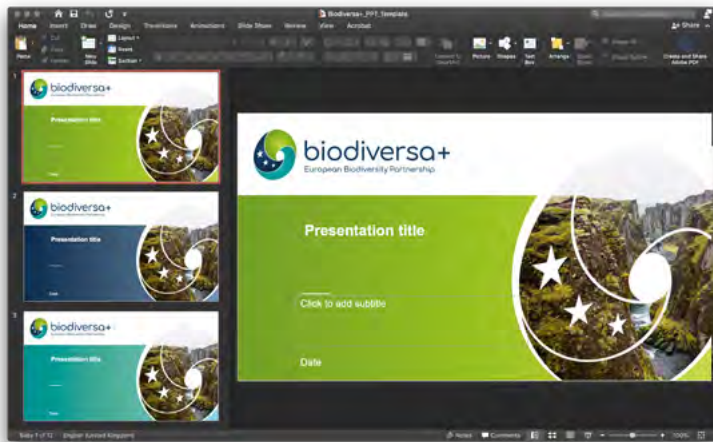
0123456789 Arial Regular

The Microsoft templates — Power Point and Word documents utilise the standard system font **Arial** (shown left).

This was a decision made to ensure immediate use of templates would be an easy process, with no foreseeable issues when sharing templates or working across different platforms and legacy versions of software.

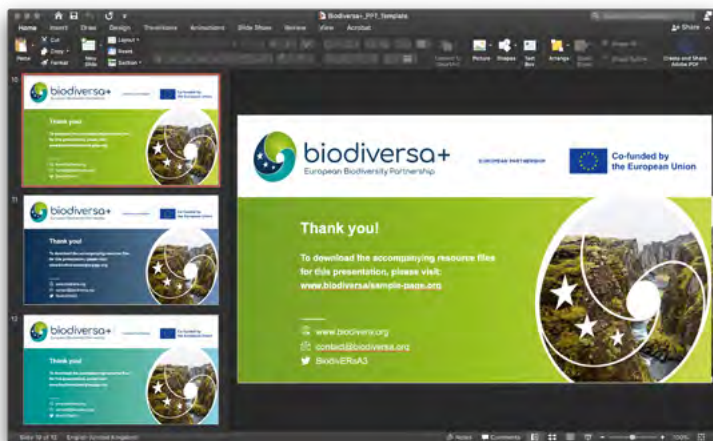
This also eliminates the need to download and install any third-party fonts.

'Title slide' & 'End slide' – single image, using mask background



Title slide (Normal View)

Illustrating the 3 core brand colour options



End slide (Normal View)

Illustrating the 3 core brand colour options

A Microsoft Power Point slide deck at a widescreen ratio of 16 : 9 has been created for Biodiversa+ presentations.

For the 'Title' & 'End' slides a PNG mask background (with transparency) has been adopted. This allows the user to include a single image within the logo symbol.

This can be achieved by following these steps:

- Delete the placeholder image (which is in position to illustrate the whereabouts of the logo symbol mask)
- In the PPT menu. Go to '**Insert**' + '**Picture from File...**' – browse to the location of your chosen image and select it for use in your presentation

TIP: Re-size your image accordingly using your photo editing software beforehand. This will ensure your presentation doesn't become too large in file size when saved.

- Scale/position your image over the logo symbol mask area and select '**Send to Back**' from the '**Arrange**' menu.

Templates: Power Point (cont.)

'Title slide' & 'End slide' – using pre-cropped three image symbol

The five variations of the 'three images logo symbol' are shown in the Power Point 'Examples' document.

These have been pre-cropped (for both 'Title' & 'End' slides) and supplied as ready-made image files to aid with ease of positioning.

To achieve this, simply add the image 'Insert, Picture From File...' in the menu – and position over the white area with the bottom and right edges (Title slide) or bottom edge (End slide) touching the extremities of the Power Point slide.



Title slide (Normal view)

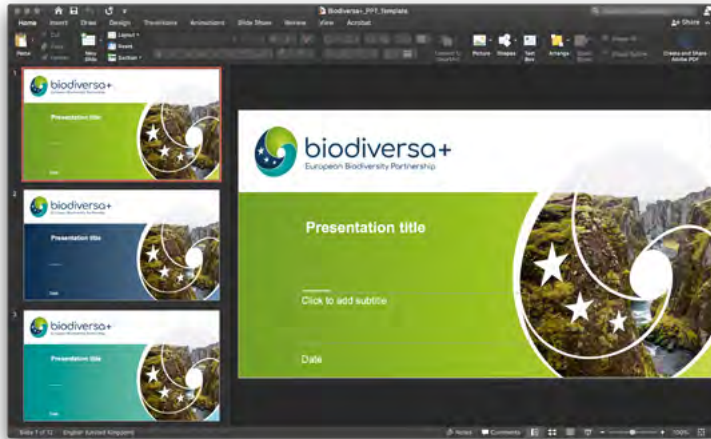
Illustrating the 5 variations of three image logo symbol



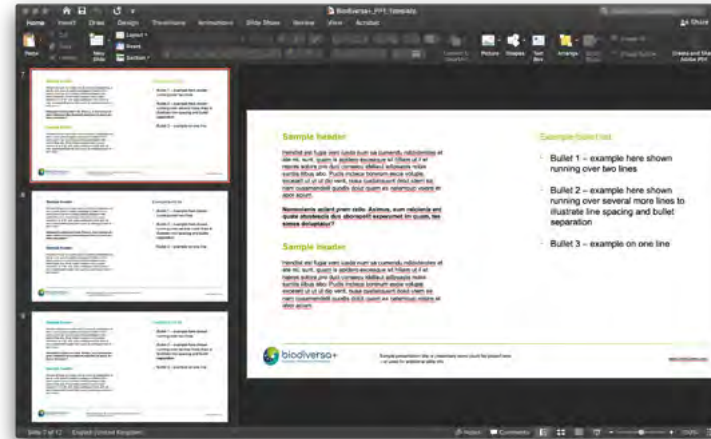
End slide (Normal view)

Illustrating the 5 variations of three image logo symbol

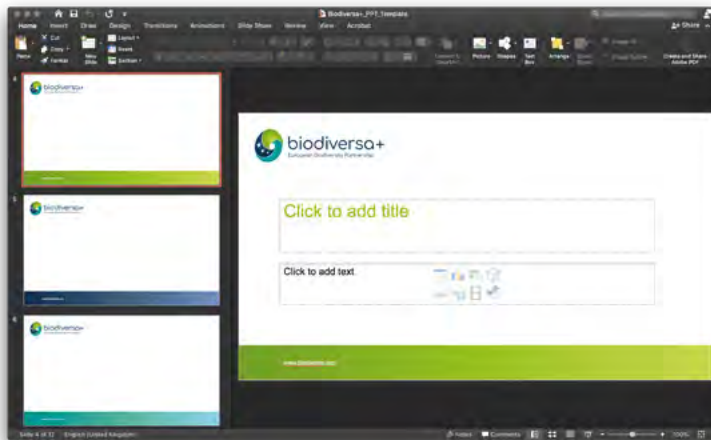
Templates: Power Point (cont.)



1. Title slide



3. Sample content



2. Section start

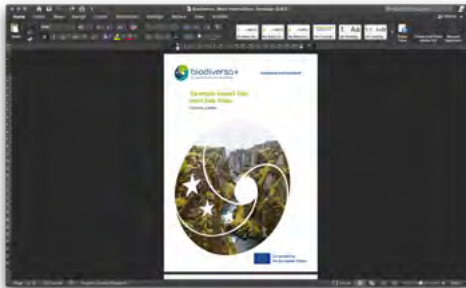


4. End slide

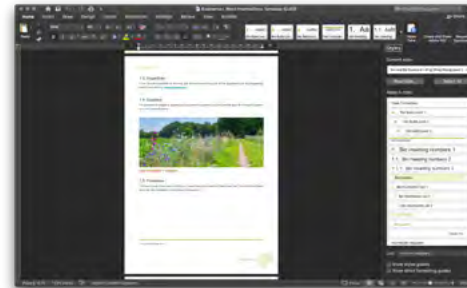
The slide variations (shown left) are available to view on opening the Power Point 'Template' file in the 'Normal' view.

Variations of the: 'Title', 'Section Start', 'Content' & 'End' slide layouts have been produced in the three core brand colours – Green, Blue & Aqua.

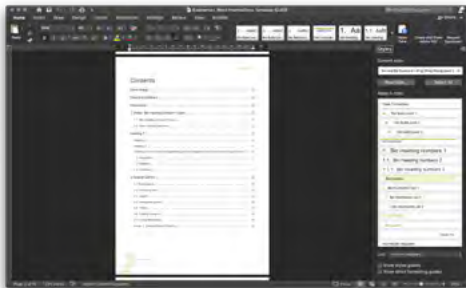
Templates: Word (internal) report template



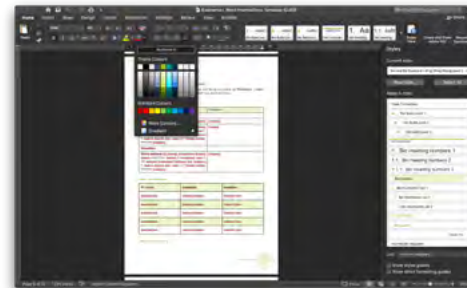
Cover with image mask



Other styles



GUIDE contents



Tables & Theme Colours



Heading Styles

Two Microsoft Word documents have been created for Biodiversa+. These are shown here and the next page.

The Word template shown here can be used for internal communications, ranging from anything as simple as the minutes from a meeting, up to a more complex full reporting document.

A cover page has been developed which utilises a PNG mask background (with transparency). This allows the user to add a single image behind the logo symbol shape (further information on how to achieve this is set-out in the Word **'Template'** file).

Even and odd page headers/footers have been included on the internal pages, which show page numbers, along with editable text for the Document Title (header) and further bespoke information, currently the web address (footer).

A range of **'Styles'** and **'Theme Colours'** are pre-set in this document for easy use.

The **'GUIDE'** document (shown left) which accompanies the blank **'Template'** file illustrates further the potential of these styles, with notes and tips on their usage.

Templates: Word (external) headed paper

Biodiversa+
LOGO GUIDELINES + TEMPLATES • Oct 2021

The Header



A simple Microsoft Word document has also been created for any Biodiversa+ external communications.

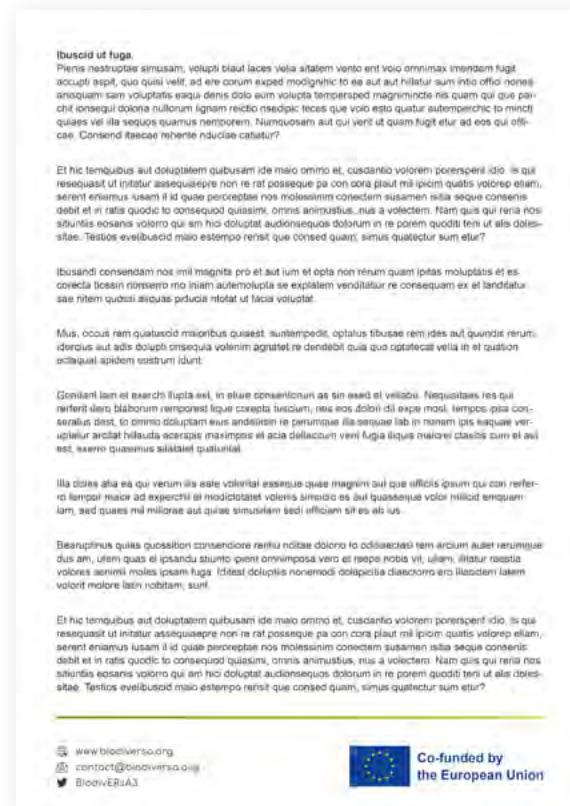
This follows the style of a headed paper.

The Header (1st page only):

contains the Biodiversa+ logo along with the text 'European Partnership' (as this is editable text, and not part of the header image background, it can be easily omitted if necessary).

The footer (1st and subsequent pages):

contains the Biodiversa+ web address, email contact and twitter handle along with the EU emblem and Co-funded partnership text.



The Footer





biodiversa+

European Biodiversity Partnership

 www.biodiversa.org

 contact@biodiversa.org

 twitter.com/BiodivERsA3

