



2024 “*Vision 2040: Thriving ecosystems, economies, and agriculture*” Poster Job Advertisement

**Pollinator Partnership (P2) is seeking an artist to render the 2024 Pollinator Poster, this year focusing on “*Vision 2040: Thriving ecosystems, economies, and agriculture*”. Compensation: \$2,000 USD. To apply, please send a one-page narrative concept idea with a draft sketch to Shannon Farmer at [nappc@pollinator.org](mailto:nappc@pollinator.org) by Wednesday, December 13, 2023.**

### **Background**

Birds, bees, butterflies, moths, beetles, bats and other small mammals that pollinate plants are responsible for bringing us one out of every three bites of food. Pollinators also sustain our ecosystems and contribute to natural resources by helping plants reproduce. Unfortunately, many pollinating species are in decline. Without the actions of pollinators, agricultural economies, our food supply, and surrounding landscapes would suffer.

### **Our Solution for Sustainability**

Pollinator Partnership and its signature initiative the North American Pollinator Protection Campaign (NAPPC) address issues of pollinator health and decline using many resources and projects. Sustainable pollination and declines in pollinator health are complex issues that do not have simple solutions, but by addressing each area where pollinators interface with people we can make a significant impact in pollinator, ecosystem, and human health. One way we address this issue is through outreach, education, and action.

### **Purpose**

Each year, P2 and NAPPC, along with a wide range of partners (including federal agencies, non-profits, for-profits, individuals, etc.) design and distribute an educational pollinator poster. About 20,000 posters are distributed throughout the United States each year. They are one of the most popular outreach material items offered and are distributed for the cost of shipping and handling.

### **Use**

Each year’s poster is unique in size and content, and the posters are enjoyed and used in a wide variety of venues from classrooms, fairs, conferences, and offices, to homes, and educational trainings.

### **Poster Image – Vision**

This year’s “*Vision 2040: Thriving ecosystems, economies, and agriculture*” (working title, can be changed) poster will focus on depicting a vision for the future: *In twenty years we will have a sustainable and equitable world for people and pollinators, with food production, ecosystems and economies thriving*. In 2020, North American Pollinator Protection Campaign (NAPPC) members brainstormed to identify the key issues related to pollinator conservation and worked collectively to find solutions to make this vision become a reality (learn more at <https://www.pollinator.org/nappc/vision-2040>).



Pollinator conservation including species recovery, population stability, biodiversity, and functioning ecology cannot be achieved without the cooperation of many individuals, landscapes, and industries. It is critical to include everyone in the mission of promoting pollinators so that all may equitably reap the associated benefits of food security and a strong economy. This vision is complex and there is much work to be done but Vision 2040 is meant to set a goal for how we would like to see the world in the future, for pollinators, people, and the planet.

We hope this year's poster will build off of last year's "[Climate Change is in Our Hands](#)" poster which focused on the message that there are little things we can do each day to support pollinators, the little things that run the world. We envision this year's poster to be a graphical depiction of Vision 2040, showing the important connection between food production, ecosystems, and economies. We would like to see a landscape scene that highlights the balance and harmony between these three elements. The scene should include pollinators and pollinator habitat which is critical to this vision.

Showcasing the importance of including people from diverse backgrounds will help emphasize the message of equity. It may be that this scene will need to showcase the intricacies of these themes in a puzzle, web, cycle, or other method of showcasing these interacting elements. We hope when the viewer looks at this poster, they will be able to envision a sustainable world in which Vision 2040's priorities are realized.

As this is a complex vision, we wanted to offer some examples of how this may be depicted. Note, these are *only examples* to give the artist ideas:

- A roadmap to the future - a scene with a meandering road showing diverse people and industries in the background with pollinators and habitat depicted throughout.
- Steps to the future (or Stepping into the Future) - A child embarking on a path which has stops along the way that depict habitat with pollinators, economy (e.g. a farm stand), industry (e.g. a solar field), and diverse people working together.
- A puzzle - A butterfly (or other main image) that is made up of various smaller vignettes that each depict a piece of the vision.
- May our future be free of hunger - Series of images tied together that show how pollinators and people each need food and each system supports ecosystems and economies (Alternative title: HOME - Help our Mother Earth).
- Support the team building our future - Pollinators, business person, farmer, gardener, researcher, policymaker, educator, and YOU (Alternative title: PEACE - People Engaged in Action for Conservation and Equity).

Let this proposed vision spark creativity but do not feel limited to these ideas. The poster is a visual story meant to attract attention and inspire action around sustainability, equity, and collaboration within pollinator conservation. The most important part of creating any poster is to make it a beautiful work of



art. A scientific/naturalistic style is preferred. P2 staff will work with the artist on scientific accuracy and detail. To view past pollinator posters, please visit <http://pollinator.org/posters.htm>.

### **Submittal Details**

If interested in submitting a poster concept idea for consideration to render the 2024 “*Vision 2040: Thriving ecosystems, economies, and agriculture*” poster, please submit the below information as one PDF to [nappc@pollinator.org](mailto:nappc@pollinator.org):

- Contact information (name, email, physical mailing address)
- Background
  - Resume, CV, past projects, website/online portfolio, social media, etc.
  - 2 pages maximum
- Narrative about the poster concept
  - Method used (digital, traditional, etc.)
  - 1 page maximum
- Sketch of the proposed poster as digital art submitted as a pdf or .jpg. (300 ppi at 8.5 x11)

### **Timeline**

A poster concept idea with a draft sketch is due to Shannon Farmer at [nappc@pollinator.org](mailto:nappc@pollinator.org) by Wednesday, December 13, 2023. Once an artist has been chosen, the final illustration will be due by Friday, February 23, 2024.

### **Poster Size**

There is flexibility with the size of the poster, but past posters have ranged from 30 in x 12 in to 30 in x 32 in (including a gallery at the bottom of the poster for partner logos). We suggest using a standard poster size so that the poster may easily be framed.

### **Compensation**

Pollinator Partnership does not make any profit off the poster and distributes them for free (not including shipping and handling). P2 works to create the poster each year to help educate the public about the importance of pollinators. The chosen artist will receive \$2,000 USD upon completion of the agreement and delivery of the product of contracted work for the 2024 poster.

### **Legal**

Pollinator Partnership and the artist will co-own the rights to the final submitted digital artwork.

**Questions?** Contact Shannon Farmer at [nappc@pollinator.org](mailto:nappc@pollinator.org) or 415.362.1137.