

All-Ireland Pollinator Plan

Key campaigns and messages in 2023



Every year, the All-Ireland Pollinator Plan aims to raise awareness of pollinating insects on the island of Ireland, the challenges they face, and how to help these important insects.

As partners and supporters of the Pollinator Plan, we know you are doing significant work to help achieve this goal and have plans in place to promote your work within your own networks. By popular request, and to help you in the development of your own communication plans, we are sharing information about our key campaigns this year, and would like to invite you to join in.

Overleaf you will find a summary of our key monthly messages for 2023, including ideas on how to engage, hashtags for social media, and links to resources with further information.

Our two main campaigns are **#NoMowMay**, which runs across the entire month of May, and **#WorldBeeDay**, which is an annual global celebration of bees on the 20th May. Every year we are delighted to see more and more people engage with these campaigns. As they become more well known, we are keen to make sure the right advice is being shared to prevent misinformation and promote the best, evidence-based information on how to help wild pollinators.

To help you plan your actions and communications, here are a few tips on 'dos and don'ts':

Do	Don't
✓ Allow native wildflowers to grow naturally by reducing mowing. Share stories of wildflowers that have popped up thanks to pollinator-friendly mowing. #PatienceNotPackets	✗ Use wildflower seed mixes or seed ball-type products, especially outside gardens. They often contain non-native species and can inadvertently introduce invasive species.
✓ Plant pollinator-friendly perennials in gardens, parks, or similar settings. See our website for advice on pollinator-friendly species.	✗ Get honey bee hives to help biodiversity – honey bees are not in decline and studies have shown they compete for food with struggling wild bees.
✓ Protect and plant native flowering trees and hedgerows.	✗ Build or buy large insect hotels. Keep them no bigger than an average-sized bird box to prevent disease and predation.

You can find out more about the best ways to help pollinators here: [Top 10 actions for pollinators](#)

We hope you will join us in raising awareness of pollinators this year. Your support of the Pollinator Plan is hugely appreciated, and is key to its ongoing success. By working together we can come closer to our goal of creating a landscape where pollinators can survive and thrive.

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The All-Ireland Pollinator Plan is a framework bringing together sectors across the island of Ireland to create a landscape where pollinators can survive and thrive. Its implementation is coordinated by the National Biodiversity Data Centre.

Connect with us on social media



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All-Ireland Pollinator Plan Key Monthly Messages 2023

<p>January <i>Plant and protect native pollinator-friendly trees</i></p> <p>Now is the perfect time to plant native pollinator-friendly trees like Willow, Rowan, and Wild cherry. Choose the right tree, right space and right place</p> <p>Get involved: Plant native pollinator-friendly bare-root trees</p> <p>Find out more: Planting trees for pollinators flyer</p>	<p>February <i>Pollinators start to appear</i></p> <p>Pollinators are starting to emerge from hibernation. Native flowers aren't out yet, but bulbs like Snowdrops, Crocuses and Grape Hyacinth are rich in pollen and nectar and provide vital early food.</p> <p>Get involved: Share pictures of bumblebees and pollinator-friendly plants.</p> <p>Find out more: Top 10 Pollinator-friendly bulbs</p>	<p>March <i>Take the right actions for pollinators</i></p> <p>Some actions are better for pollinators than others. We will be debunking myths and helping people take the right actions for biodiversity.</p> <p>Get involved: Post pictures of your pollinator-friendly actions.</p> <p>Hashtag: #PatienceNotPackets</p> <p>Find out more: Top 10 Actions for pollinators</p>
<p>April <i>Let Dandelions Bee</i></p> <p>In 2022, records showed that Dandelions were the number one favourite food for Ireland's wild bees. These often-overlooked plants are starting to flower now. Let them bloom to feed our pollinators.</p> <p>Get involved: Raise awareness among your networks</p> <p>Hashtag: #LetDandelionsBee</p>	<p>May <i>No Mow May</i></p> <p>This hugely popular campaign is a chance to celebrate the benefits of reduced mowing for pollinators. Native wildflowers emerge naturally with less mowing.</p> <p>Get involved: Share pictures of your No Mow May on social media.</p> <p>Key dates: World Bee Day: 20th</p> <p>Hashtag: #NoMowMay</p>	<p>June <i>The value of pollination</i></p> <p>We need pollinators for food sustainability. 100 crops provide 90% of the world's food. Of these, 71 are pollinated by bees. This month, we'll be talking about the value of pollination to humans.</p> <p>Key dates: Pollinator Week: 19th—25th June</p> <p>Hashtag: #PollinatorWeek</p>
<p>July <i>Summer colour</i></p> <p>Native plants provide the best source of nectar and pollen for wild bees, but there are many non-native ornamental plants that can supplement their food supply in gardens, parks and business settings</p> <p>Get involved: Share pictures of your pollinator-friendly summer colour.</p> <p>Find out more: Top 10 Pollinator-friendly Plants</p>	<p>August <i>August's seeds feed next year's bees</i></p> <p>Wildflower meadows are looking tired now. This is a normal and important part of their cycle. They will soon be dropping their seeds which will emerge as next year's wildflowers. Don't mow yet!</p> <p>Get involved: Harvest your wildflower seeds to sow locally</p> <p>Find out more: Collecting and Using Pollinator-friendly Wildflower Seed</p>	<p>September <i>Time to mow your meadow</i></p> <p>Most wildflowers will have dropped their seeds by now. If you have a long-flowering meadow, this is the time to cut it. Make sure you remove grass cuttings to reduce the fertility of the soil, helping more wildflowers grow.</p> <p>Find out more: Managing meadow guide (To be released)</p>
<p>October <i>Plant food for next year's pollinators</i></p> <p>It's time to plant pollinator-friendly bulbs and native trees. Orchards are great habitats for wild bees and hoverflies, which in turn which in turn help them produce fruit.</p>	<p>November <i>Preparing for the winter</i></p> <p>Many bumblebees will be going into hibernation now. Celebrate late-flowering sources of food like Ivy.</p>	<p>December <i>Reviewing the year</i></p> <p>Now is the time to review your progress for the year, share success stories and celebrate what you have achieved.</p> <p>Get involved: Share your 2023 pollinator highlights.</p>