



Business Supporters Newsletter: June 2023

The [All-Ireland Pollinator Plan](#) (AIPP) is a framework bringing together different sectors across the island of Ireland to create a landscape where pollinators can survive and thrive. Implementation of the AIPP is coordinated by the [National Biodiversity Data Centre](#).

Dear All

We are delighted to welcome the following companies/organizations as business supporters of the AIPP.

New Business Supporters in May included: AllinAll Ingredients, Circet Networks (Ireland) Limited, Bernie's Roscrea - Supervalu, Galgorm Manor.

DATES FOR YOUR DIARY

June is also a big AIPP month as we celebrate: Pollinator Week (19-25 June). Tap into what's happening on Twitter [@PollinatorPlan](#) and Instagram [@allirelandpollinatorplan](#).

Want to align your Marketing Communications with AIPP?

[REVIEW HERE](#) the AIPP Abridged Comms Plan for 2023.

Impacts & Dependencies - AIPP an evidence-based, 'entry-level' into biodiversity on any site

- In the language of biodiversity we often talk of 'impacts' and 'dependencies'. Simply put - we are '*dependent*' on pollinators (wild bees) for pollination of crops, trees, flowers etc. and we know we can have an almost immediate '*impact*' on their environment by delivering AIPP

evidence-based actions. We also know that as we start taking AIPP actions for pollinators, we are impacting on wider biodiversity.

- So, don't 'overthink' what your company might do for biodiversity. Focus on pollinators first, which can be cost-neutral or low cost, and then add other biodiversity year on year.
- Why not start with your [car park](#) and surrounding grassy areas? [Reduce mowing](#) to create naturally re-generated wildflower areas and choose planting options from our [TOP TEN](#) planting guide.
- REMEMBER choose an alternative action to [wildflower seed mixes](#) and [honeybee hives](#) neither of which is a biodiversity action.
- Also can you choose (i) Peat-free compost (ii) Pesticide-free bulbs/shrubs/trees (iii) Provenance-Irish native trees (e.g. a Blackthorn from Central/Eastern Europe will flower at the wrong time of year for our wild bees) (iv) Eco-alternatives to pesticides - BUT continue to spot spray [invasive species](#).
- **No physical site?** No problem; there are lots of [communication actions](#) in which your business can participate across employees, community and suppliers.

Need ideas to help?

Employees take pollinator friendly actions: [READ MORE HERE](#)

Suppliers take pollinator-friendly actions: [READ MORE HERE](#)

Community take pollinator-friendly actions: [READ MORE HERE](#)

MAP EARLY, MAP OFTEN

THANK YOU you to the 43 business in May, who mapped their AIPP evidence-based actions on our GIS '[Actions for Pollinators](#)' - biodiversity-accountability portal. Mapping actions is now MANDATORY and it is part of the requirement for AIPP participation.

DRIVE MEASUREMENT & MONITORING OF POLLINATORS ON YOUR BUSINESS SITE

- Not sure what is on your site? Then establish a [Baseline Ecological Survey](#) and repeat every 3 or every 5 years.
- To monitor what is on your site, invite employees to participate in [FIT Counts](#) or the fascinating and more challenging [Bumblebee Monitoring Scheme](#).
- Also check out the new weekly '[Biodiversity on the Farm](#)' initiative where farm-suppliers and growers can start to record the types of pollinators-biodiversity on their farms (no experience necessary).

Sarah Kelly

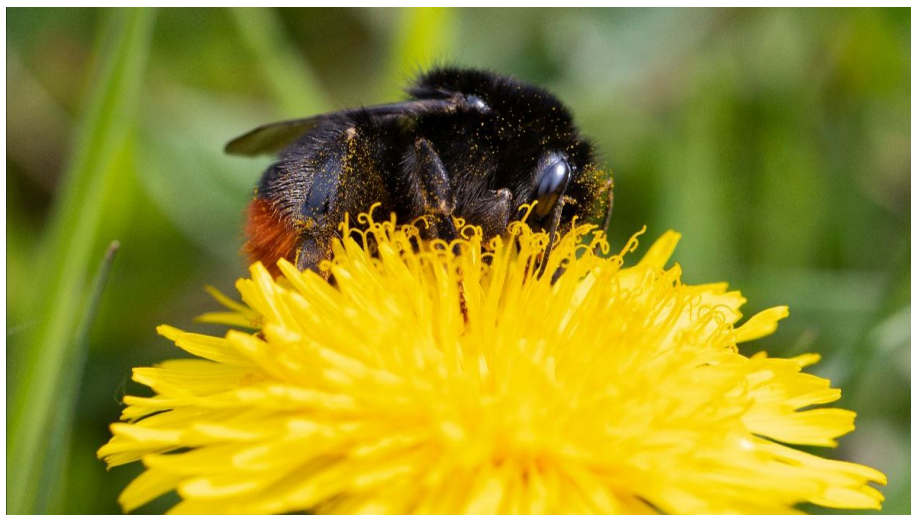
Agri/Business Officer

*The [All-Ireland Pollinator Plan 2021-2025](#), co-ordinated by the [National Biodiversity Data Centre](#), actively addresses the time-critical pollinator-biodiversity challenge. It is a shared plan of action for the island now in its seventh year, which builds on the targets within [The EU 2030 Biodiversity Strategy](#), Ireland's *National Biodiversity Action Plan 2017-2021* (Objective 4) and is mentioned in Northern Ireland's *Biodiversity Plan to 2020*, to halt and reverse pollinator decline by 2030. It responds to the Irish Government's 2019 Biodiversity Emergency Declaration which happened alongside the Climate Declaration. It is also aligned with Bord Bia's Origin Green programme with reference to 'pollinator actions', and, supports members' biodiversity targets.

Thanks to the funders of the Agri-business Officer position: [Bord Bia Origin Green's](#) food sustainability programme and [Business for Biodiversity Ireland](#), Ireland's new biodiversity hub.

WILD BEE WATCH: Keep an eye out for the Red-tailed Bumblebee

This bumblebee is very common. The females are entirely black with a red tail. PIC: Cathal Noonan



Submit your bumblebee sightings

TO DO THIS MONTH: Ensure your business site has no 'hunger gaps'

Try to make sure that your business site has something flowering from March to October for pollinators to feed on. At this point of the year, it's most likely *Clover* as well as various trees and shrubs including: *Laburnum*, *Lavender*, *Wallflower*, *Catmint*. The bumblebees and solitary bees are earning their keep at the

minute as they're also very busy pollinating the likes of tomatoes, strawberries and courgettes!
INVITE employees to reduce mowing, enhance pots or add to what's in their garden with pollinator-friendly options. Or even participate in Pledge Your Garden as we approach Pollinator Week 19-25 June. PIC: O'Donnell Furniture Makers.



THANK YOU for supporting #NoMowMay

We are incredibly grateful to ALL those businesses who supported No Mow May. It has resulted in lots of beautiful meadows emerging across the island. Some people have even reported wonderful *Bee Orchids* popping up for the first time! Thanks also to *An Post* who helped spread the message in 2023.

If you want to continue using the lawn on your business site to help pollinators, you can always cut (and lift) and let it bloom in June! You'll get a slightly different mix of native species appearing this time – typically dominated by *White Clover* and *Bird's-foot-trefoil*.

- Reducing mowing to once a month creates what is termed a 'short-flowering meadow'.
- Once a year cut is termed a 'long-flowering meadow'.
- REVIEW our new meadow guide to understand how to manage short and long-flowering meadows. REMEMBER to cut and lift the cuttings which reduces soil fertility and allows natural regeneration of our native wildflower heroes.
- Use AIPP signage and a mown perimeter strip to indicate a specific pollinator-biodiversity management regime.

SEND US PICS of your pollinator-friendly business site to skelly@biodiversityireland.ie representing No Mow May or Bloom in June and featuring your car park, (mini) meadow, planter or hanging basket and we will feature a selection of the best in next month's newsletter.



DRIVING MEASUREMENT (1): find out if pollinators are thriving on your business site through Flower-Insect Timed (FIT) Counts

FIT Counts are a really important way to help us monitor pollinator activity. Why not invite your site's Biodiversity Champion or your company's Green Team to help us measure what's happening with pollinators on your site?

3 Steps to a FIT Count:

- (1) download the free [FIT Count App](#)
- (2) watch a 50x50cm patch of flowers for 10 minutes, and,
- (3) count how many insects visit.
- N.B. A FIT Count can be carried out anywhere, and on any flower. In the month of June, it is especially useful to carry out FIT Counts on *Red or White Clover* - one of our 15 target flowers - but you can conduct it on other flowers too. In 2022, the average number of insects recorded on a FIT Count was 8. Don't forget, ALL submissions are validated.
- Is your business keen to measure the efficacy of [AIPP evidence-based actions](#)? Invite your Green Team to participate in the [Bumblebee Monitoring Scheme](#).

INVITE employees to conduct FIT Counts in their gardens OR participate in the National Biodiversity Data Centre's *Garden Butterfly Monitoring Scheme* (LINK below) where they can help by counting butterfly numbers visiting their garden.


Not sure what biodiversity is on your business site? Commission a [Baseline Ecological Survey](#) and repeat every 3 or 5 years. Want to check out what biodiversity is on/adjacent to your site? [Maps - Biodiversity Maps](#) (biodiversityireland.ie)

Pollinator monitoring: Flower-Insect Timed Counts (FIT Counts)

<https://biodiversityireland.ie/surveys/fit-counts/>

Watch a 50cm x 50cm patch of flowers for 10 minutes and count how many insects visit. This scheme runs from April until September

National Biodiversity Data Centre
Documenting Ireland's Wildlife

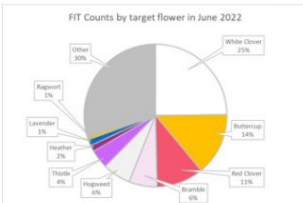


JUNE Target Flowers: This month please try to carry out FIT Counts on **Red or White Clover**. Other good target flowers are Buttercup, Bramble, Hogweed, White Dead-nettle.

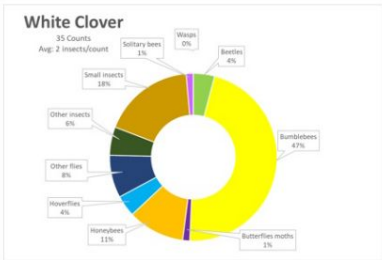
June 2022

Total number of FIT Counts	141
Average Insects/FIT Count	8.0


FIT Counts by target flower in June 2022



White Clover
35 Counts
Avg: 2 Insects/Count



Based on the 2022 data, bumblebees were by far the most common visitors to White Clover last June



Bumblebee on White Clover (Cathal Noonan)

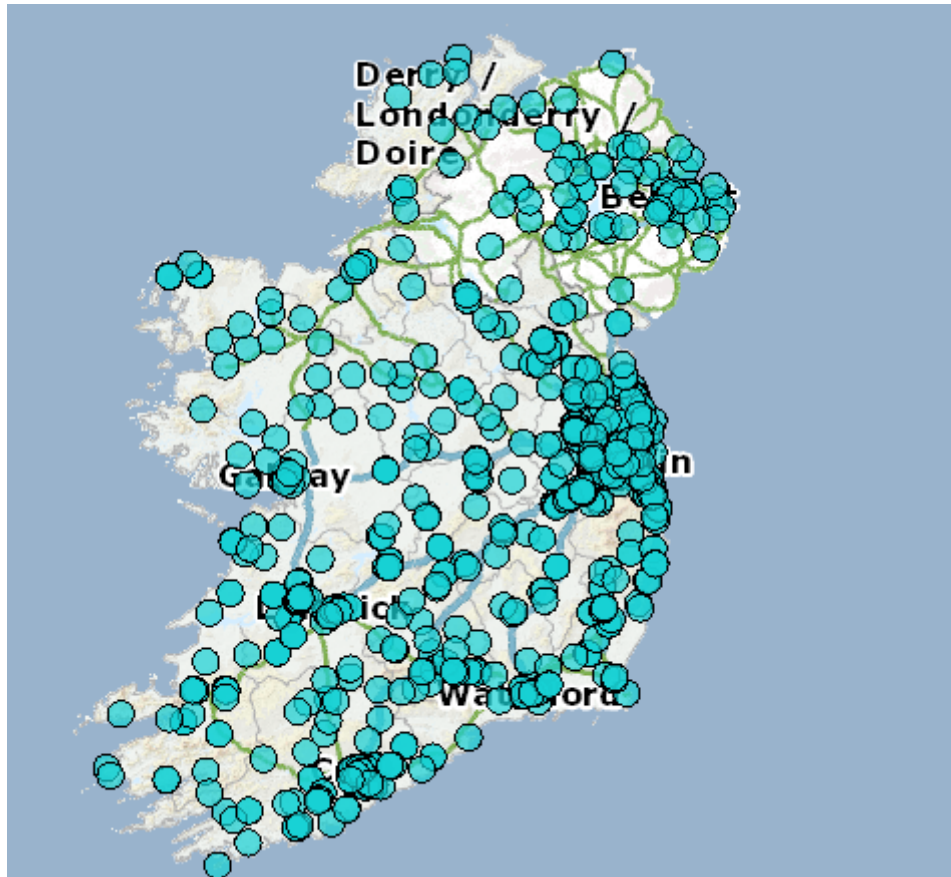
[FIT Count website](#)

[Garden Butterfly Monitoring Scheme](#)

DRIVING MEASUREMENT (2): help us by mapping your actions on

Actions for Pollinators (GIS) biodiversity-accountability portal

THANK YOU to the 43 companies who mapped their AIPP evidence-based actions in May. We really appreciate it. This helps to drive data on: (a) which actions you are taking, and, (b) how extensive those actions are. This information, alongside recording through [FIT Counts](#) and monitoring through the [Bumblebee Monitoring Scheme](#) helps drive data and provides trends of what's happening to pollinators-biodiversity on the island of Ireland. [REVIEW other recording and monitoring schemes through the National Biodiversity Data Centre, which help track changes.](#)



WEBINAR: ORIGIN GREEN

Pathways to Pollinator-biodiversity: farmland management to measurement

26 August 2023, 1000-1100

Masterclass Overview

Origin Green, in conjunction with the All-Ireland Pollinator Plan (AIPP), will be hosting the second in a three-part webinar series focused on **processor/agri-business** actions to encourage farm suppliers/growers on enhancing pollinator biodiversity.

This webinar of 2023, on Wednesday 26 July, will focus on:

- The evidence emerging from the 'Protecting Farmland Pollinators' EIP (European Innovation Partnership) project which is developing a pollinator whole farm 'scoring' system which has its basis in the *All-Ireland Pollinator Plan Farmland Guidelines*.
- An EIP participant farmer's experience of implementing the whole farm 'scoring' system, and,

- How the [Irish Pollinator Monitoring Scheme \(IPoMS\)](#) is shaping our understanding on Irish Farms.

The webinar will feature an update from Dr Saorla Kavanagh Project Manager on the Protecting Farmland Pollinators EIP, Dr Michelle Larkin on evidence emerging from the Irish Pollinator Monitoring Scheme and a farmer participant in the Protecting Farmland Pollinators EIP.

Agenda and Speaker Details

- Introduction: Martin Hofler, Sustainability Partnership Manager at Bord Bia
- Dr Saorla Kavanagh, Project Manager, 'Protecting Farmland Pollinators' – developing a whole farm scoring system for farmer suppliers
- Dr Michelle Larkin, Project Manager, Irish Pollinator Monitoring Scheme
- Farmer – confirmed.

[BOOK HERE](#)



An initiative by

BORD BIA
IRISH FOOD BOARD

BOOK HERE

Pollinator Research in Ireland

To mark World Bee Day 2023, Professor Jane Stout (co-founder of the AIPP) provided an update on the [Irish Pollinator Research Network \(IPRN\)](#). An incredible EIGHT pollinator PhDs have been completed by students who are part of the network in the last 12 months! Learn more about the fascinating research taking place in Ireland to underpin the All-Ireland Pollinator Plan.



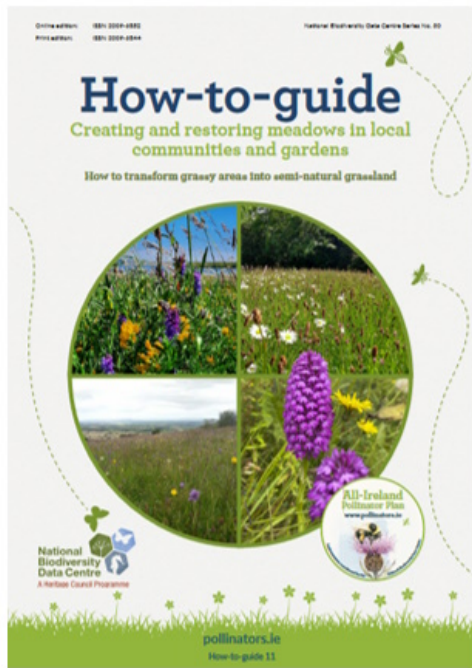
[Read more](#)

NEW RESOURCE (1): Transforming grassy areas on your business site(s) into native meadows

Native meadows, even mini ones, are one of Ireland's most important habitats. They support a huge number of species above ground and in the soil. In the last few decades these fragile habitats have been disappearing fast. Our new guide, developed with native grassland experts, explains how to create and restore meadows on your business site, in your garden or within your local community. It guides you through the gradual process of creating short-flowering or long-flowering meadows through reduced mowing (and lifting of cuttings!) and explains all the pitfalls to watch out for.

SEND US PICS of the pollinator-friendly planting on your business site (with relevant credit) to Sarah Kelly skelly@biodiversityireland.ie. We will feature a selection of the best in next month's newsletter.

Looking for a more specific wild bee project associated with (mini) meadows? Consider supporting our rare *Large Carder Bee* through simple actions in your area. N.B. Please email Sarah Kelly skelly@biodiversityireland.ie to check that your location is conducive to this type of habitat development. [READ MORE](#) about the excellent work carried out in Skerries to help this beautiful Bumblebee.



Read more

NEW RESOURCE (2): TOP TEN Pollinator-friendly plants for different situations

Don't forget, if you are creating new planting areas on your business site(s) for pollinators, be it window boxes, hanging baskets and pots, or flowerbeds, planters and green roofs then check out the new AIPP guide. Don't forget the potential for a car park makeover including a reduce mowing regime and include signage!



Download Guideline

RESOURCES: Supporting resources when taking evidence-based actions to 'connect habitat'

As a business supporter you will be:

- 1) Following the suggested evidence-based actions listed **A-F** in the: [Businesses: actions to help pollinators](#) - aligned to ISO14001:2015 and currently being updated.
- 2) Then mapping any actions you take on: - [Actions for Pollinators \(biodiversityireland.ie\)](#)

However, if you're not quite sure, there are lots of supporting guidelines - just click the links below:

A - Retain what's great on site already

Not sure? Commission a Baseline Ecological Survey and repeat every 3 or 5 years via the [Chartered Institute of Ecologists and Environmental Managers](#). This will provide measurement on how species rich your site is becoming over time.

B - [Pollinator-friendly mowing](#): to generate [naturally occurring wildflowers](#). Include [signage](#).

C - [Pollinator-friendly planting](#): both native and ornamental. Plant and manage pollinator-friendly [native hedgerows](#) and [native trees](#). Consider enhancing your [car park](#).

- **PLEASE DON'T** plant/distribute/sell the following 'considered' invasive species: *Rhododendron*, *Fuchsia*, *Cherry Laurel*, *Sycamore*, *Snowberry*. [READ MORE HERE](#)
- **PLEASE CHOOSE** an alternative action to sowing wildflower seed mixes.

D - **Eliminate Pesticides**: BUT continue to spot spray [invasive species](#).

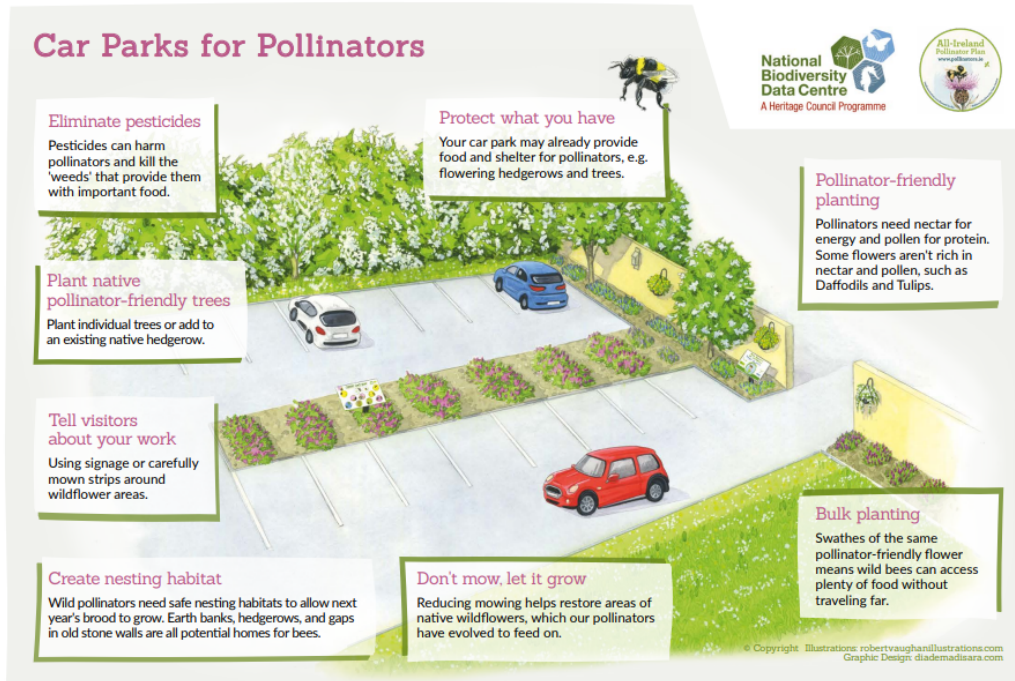
E - Designate and [provide nesting habitat](#).

F - Communication Actions: review the [Business FAQs](#) for ideas across employees, suppliers and community.

REMEMBER: Introducing/managing a honeybee hive/apiary is a wonderful hobby, and great if part of your

core business, but NOT a biodiversity action. The honeybee is a managed pollinator and not under threat on this island. Increasing numbers may create competition for food for our wild pollinators. If considering, PLEASE SEEK EXPERT ADVICE [Too many honey bees can threaten wild bees](#) » [All-Ireland Pollinator Plan](#) (pollinators.ie)

ALREADY BEEN WORKING ON YOUR CARPARK IN 2023? Then send us your pics (with relevant credit) and we will feature the best in our next newsletter. Email Sarah Kelly skelly@biodiversityireland.ie



Resources

Business colleagues wanting a copy of the newsletter straight to their desktop? [CLICK HERE](#)



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