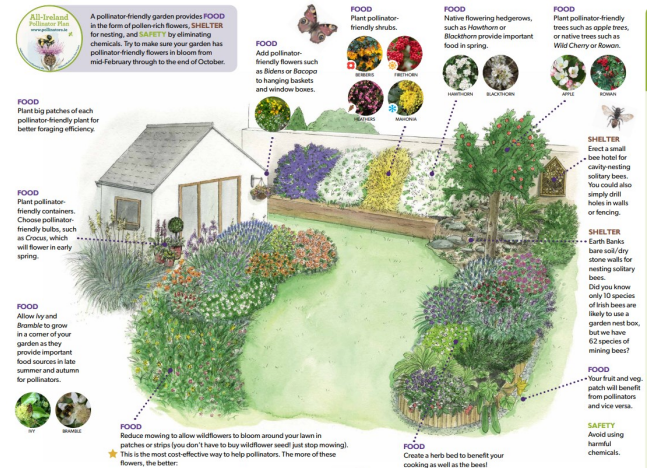


# Case Study



Member First Credit Union is a north Dublin based credit union comprising 75,000 active members.



'MFCU signed up as Business Supporters of the AIPP in September 2023 which coincided perfectly with the collation and publication of the MFCU Annual AGM report. The double page spread *Encouraging Biodiversity* in one's garden has had nothing but positive feedback from members.'

**Michael Walsh, Head of Regulatory Compliance, Member First Credit Union**

In line with the AIPP evidence-based '*Businesses: actions to help pollinators*' guidelines, MFCU has delivered the following actions:

Evidence-based Action delivered:

MFCU joined AIPP in September 2023 coinciding with the collation and publication of the MFCU Annual AGM report. A double-page spread entitled 'Encouraging Biodiversity' (Pages 26 & 27) was devoted to the All-Ireland Pollinator Plan evidence-based actions which can be taken in one's garden through AIPP's 'Pledge Your Garden'. The MFCU Annual AGM report was emailed to ~44,000 members and it has also been made available online to another ~30,000 members.

**Action 24** Sponsor pollinator activities in your local area

AIPP Page Reference: *Resources for Business » All-Ireland Pollinator Plan (pollinators.ie)*:

**Action 24:** Page 25

## Future Plans:

MFCU will continue to educate it's membership on the importance of supporting biodiversity/nature in our gardens and across the wider landscape.

