

All-Ireland Pollinator Plan

Key campaigns and messages in 2024



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're already doing significant work to help achieve this goal and have plans to promote your work within your own networks. By popular request, and to help you in the development of your own communication plans, we're sharing information about our key campaigns in 2024, and invite you to join in.

Overleaf you will find a summary of our key monthly messages for 2024, including hashtags for social media and links to resources with further information.

We were thrilled to see so many of you take part in and promote **#NoMowMay** last year. This year we will be expanding our messaging to raise awareness about pollinator-friendly mowing in April (**#LetDandelionsBee**), June (**#LetItBloomJune**), and July (**#HelpThemFlyJuly**). We need to make sure we're all sharing the right advice to prevent misinformation and promote the best, evidence-based actions for pollinators. As our partners, we need your help to make sure the correct information is shared with as many people as possible.

To help you plan your actions and communications, here are a few general tips:

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.	✗ Use wildflower seed mixes or seed ball-type products in natural or semi-natural areas. 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 local provenance, 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.

Kate Chandler

Communities and Engagement Pollinator Officer National Biodiversity Data Centre

kchandler@biodiversityireland.ie

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 2024

<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>Plan for pollinators</i></p> <p>Make a pollinator plan for land you own or manage. Map existing habitats and identify measures to protect them. Use our resources to identify the right actions.</p> <p>Get involved: Plan for pollinators</p> <p>Find out more: Top 10 Actions for Pollinators</p> <p>Full list of AIPP Resources</p>	<p>March <i>Pollinators emerge from hibernation</i></p> <p>Pollinators are starting to emerge from hibernation. See if you can spot the first bumblebees, solitary bees, hoverflies and moths. Are any pollinators feeding or nesting on land you own or manage? Start to make a plan for reducing mowing.</p> <p>Get involved: Post pictures of emerging pollinators</p>
<p>April <i>Let Dandelions Bee</i></p> <p>In 2023, records showed 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 areas on social media.</p> <p>Key dates: 20th - World Bee Day</p> <p>Find out more: No Mow May homepage</p> <p>Hashtag: #NoMowMay</p>	<p>June <i>Let it Bloom June</i></p> <p>No Mow May is over, but reducing mowing throughout the year can be a huge help to pollinators. If you're used to mowing often, try cutting down to once a month to let wildflowers grow.</p> <p>Get involved: Share pictures of your Let it Bloom June areas.</p> <p>Hashtag: #LetItBloomJune</p>
<p>July <i>Help Them Fly July</i></p> <p>Hopefully you're noticing insects visiting areas where you've reduced mowing. Some meadows can take a while to establish. We'll share tips on how you can manage your meadow to encourage wildflower growth.</p> <p>Hashtag: #HelpThemFlyJuly</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: Creating & Restoring Meadows in Local Communities & Gardens (Version for Councils to be released in 2024)</p>
<p>October <i>Plant food for next year's pollinators, collect and plant tree seeds</i></p> <p>It's time to plant pollinator-friendly bulbs and native trees. Collect local, native tree seeds and plant them sustainably.</p>	<p>November <i>Where do pollinators go in winter?</i></p> <p>Many bumblebees will be going into hibernation now. Learn about what happens to pollinators in the winter, check your bee box to see if it's occupied. 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 2024 pollinator highlights.</p>