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Business Supporters Newsletter: March 2026

Dear All

We're delighted to welcome the following companies last month as business supporters of the All-Ireland Pollinator Plan: Camida, Security in Shredding, Rosderra Irish Meats Group and Executive Helicopters.

March 2026's newsletter highlights include:

- To spot this month - **keep an eye out for the Hairy footed flower bee**
- To do this month: **register for a free online webinar on Flower-Insect-Timed Counts 1 April**
- Plan ahead: **Q2 actions to consider for your business site**
- Celebrate: **Happy National Tree week!**
- **Pollinator noticeboard: March 2026**

ESG | CSR/VSMES | BIODIVERSITY | NATURE-POSITIVE

- **2026 INTAKE OPEN!** Join [Business for Biodiversity \(BFBI\)](#) (and KPMG/Deloitte) to explore approaches to nature-positive through the FREE [#Discovery Track of the Nature Strategy Accelerator Programme](#). Additional tracks available [#Action](#) [#Strategy](#) and [#Evolution](#) depending on where you are on your nature-positive journey. Avail of in-person workshops, peer learning and expert guidance in relation to CSRD (and VSME). Contact Dr Maria Fitzpatrick manager@businessforbiodiversity.ie, BFBI's Executive Director.
- **Business in the Community Ireland (BITCI)** - explore BITCI's [Accelerate - The Business Pact for Climate and](#)

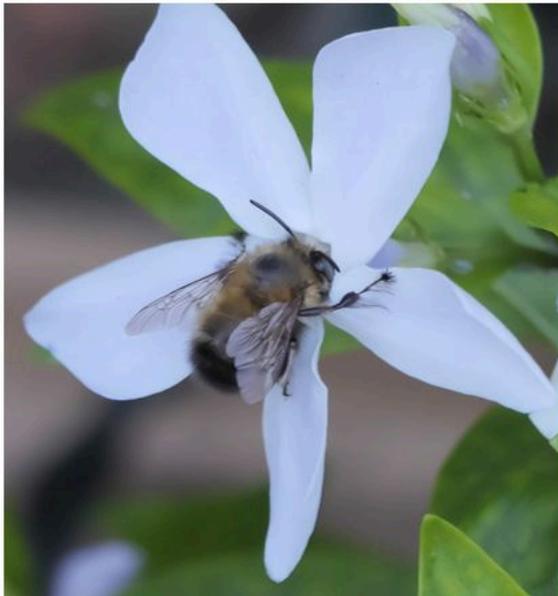
[Nature](#) and [BITCI's Business Working Responsibly Mark \("The Mark"\)](#), Ireland's *Environmental, Economic, Social and Governance* (EESG) standard, verified by the [National Standards Authority of Ireland](#). Contact Cillian McMahon CMcMahon@bitc.ie

- **Business in the Community NI (BITC)** - explore [BITC's Business and Biodiversity Charter](#) Contact Traci.Adams@bitcni.org.uk

The All-Ireland Pollinator Plan is a framework bringing together different 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.

TO SPOT THIS MONTH: keep an eye out for the Hairy-footed Flower Bee

This species was first spotted in March 2022 in Harold's Cross in Dublin City. It is a large *solitary bee*, but can look like a bumblebee. The males and females can be different to each other. The female can resemble a small black bumblebee with distinctive orange hairs on the hind leg. In Britain, it shows a preference for Lungwort. Males have light brown/ginger hairs all over their body and cream markings on their face. They also have distinctive long orange hairs on their middle legs and feet, which is where the species gets its name. Their quick darting flight motion is a good way to tell them apart from bumblebees. Keep an eye out and send a photo if you think you find any new populations this spring!



Hairy-footed Flower Bee Male



Hairy-footed Flower Bee Female

SUBMIT your solitary bee sightings ('casual'/individual record)

Hairy Footed Flower Bee - Information on the species in Britain

UPSKILL YOUR GREEN TEAM: with the free online solitary bee course (cavity nesting bees)

DOWNLOAD FOR FREE: online solitary bee poster

TO DO THIS MONTH: register for a free webinar on Flower-Insect-Timed Counts 1 April 2026

As flowers begin to bloom and more insects emerge, it's the perfect time to get ready for the busy biodiversity recording season ahead. The National Biodiversity Data Centre is running a free webinar on **1 April at 12pm** on Flower-Insect-Timed Counts (FIT Counts), which will give you everything you need to get started with 10-minute pollinator monitoring.

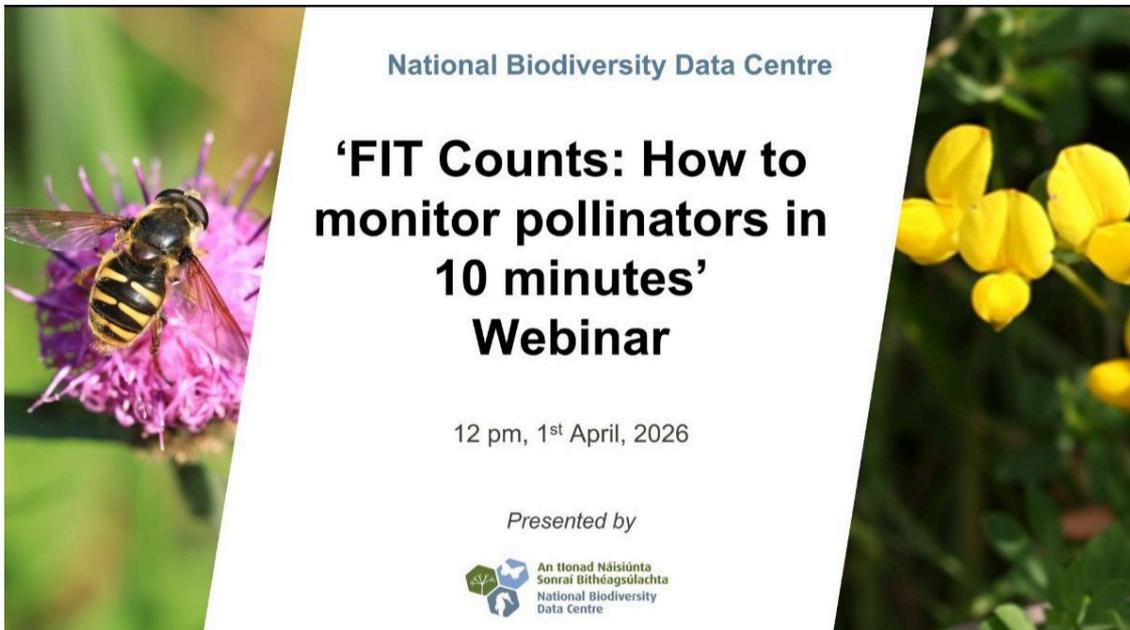
Track what's happening on your business site

FIT Counts (Action 22) are an easy, entry-level way (via App) of tracking insect abundance as you make changes on your business site in line with the AIPP's [Businesses: actions to help pollinators](#) evidence-based guidelines.

Discover how you can play a vital role in monitoring insects on your business site, in your garden, in your local park, or anywhere you find a patch of flowers.

The session will cover how FIT Count surveys work, what data is collected and why it matters, how your counts contribute to understanding pollinator trends, and practical tips on how to recognise different insect groups. Whether you're completely new to insect recording or looking to build your recorder skills, this webinar will give you everything you need to get started.

N.B. The FIT Count survey runs annually 1 April - 30 September. Invite your Biodiversity Champion(s)/Green Team to start submitting from the beginning of next month either monthly or weekly. Also consider setting up a biodiversity@companyx.com email to centralize FIT Count data gathering.



National Biodiversity Data Centre

**‘FIT Counts: How to
monitor pollinators in
10 minutes’
Webinar**

12 pm, 1st April, 2026

Presented by


 An tIonad Náisiúnta
Sonraí Bithéagsúlachta
National Biodiversity
Data Centre

REGISTER: for the free online FIT Count Webinar

DOWNLOAD: the FIT Count App

PLAN AHEAD: Q2 actions to consider for your business site

Which AIPP action(s) are you considering for Q2? Sometimes it can be as simple as instructing your grounds maintenance contractors or FMs how you want your site managed based on the evidence-based actions within [Businesses: actions to help pollinators](#). It might be your own site(s) or you might own or be located within a business park. Consider the following:

1. Instruct supplier contractors, including Facilities Managers, Landscapers and Grounds Maintenance contractors, to ‘Let Dandelions Bee’ (April - September) by implementing reduced mowing AND lifting cuttings.
2. Instruct supplier contractors, including Facilities Managers, Landscapers and Grounds Maintenance contractors, to maintain native hedgerows in a pollinator-friendly manner.

TOP TIP: Remember to pass on the specific AIPP [companion resources](#) and [How-to-guides](#) (e.g., [pollinator-friendly native hedgerow maintenance](#) or [Business Parks for pollinators](#)).

No physical business footprint?

Consider sponsoring annually your local [Tidy Towns](#) as a part of an [ecological corridor](#). Or consider sponsoring ‘[Thematic Place for pollinators](#)’ – a sensory, herb, rain, moon planter or garden in your [local community, school, sports/GAA club or faith community](#).

TOP TIP: Remember to follow the [step-by-step to support evidence-based biodiversity sponsorship](#).



Business Parks for pollinators



Most plants on the island of Ireland are pollinated by wild bees. We have over 100 species of bee, but one third is threatened with extinction due to the loss of natural habitat that provides them with food and shelter. To give future generations access to crops, wild plants, and native hedgerows we need to create a network of habitats to support pollinators.

It's not about letting the whole landscape 'rewild', but rather managing it more sustainably to give pollinators food, shelter, and safety through evidence-based actions which may also include pockets across your business site which are 'less managed'.

www.pollinators.ie



'Every business park can play a part in creating a landscape where pollinators can survive and thrive.'



PLAN AHEAD: Q1-Q4 actions for pollinators

CELEBRATE: Happy National Tree Week!

National Tree Week runs from the 8th-15th March this year. It's the perfect time to remember why these beautiful plants are so important for pollinators on the likes of our business sites. Many species, like Willow and Blackthorn, are vital sources of nectar and pollen, blooming early in the year when other sources of food are scarce.

Planting native trees is a popular activity, and a great way to create ecological corridors with business neighbours by joining up other habitats, but remember: Right tree, Right Place, Right Space.

Right Tree: Choose local provenance, native trees to prevent diseases, and so that your tree is genetically suited to your area.

Right Place: We need a mosaic of habitats to support biodiversity, not just trees. Avoid planting in places that are already valuable for nature, such as species-rich grassland.

Right Space: Think about what will happen to the tree in the future: how tall will it grow? Will it produce fruit that will fall? You want your tree to last a long time, so make sure you pick a suitable space for it.

Find out more in 'Planting Trees for Pollinators', a resource produced with the support of the Tree Council of Ireland, the Native Woodland Trust, and Trees on the Land.

REMEMBER: Don't strip out a beautiful existing meadow on your business site to plant trees. A meadow is an equally important habitat.

PLANTING TREES FOR POLLINATORS



Pollinators like wild bees need nectar and pollen for energy and protein. Tree flowers can provide both, often when other food is scarce in spring and early summer.

Planting trees is a great way to create 'wildlife corridors.' Bumblebees tend to forage up to 1km from their nest, and solitary bees only forage within a few hundred metres. The more connected their habitats are, the easier it is for them to find the resources they need. Plant trees to create wildlife corridors between existing valuable habitats such as species-rich grassland and native flowering hedgerows.

Right Tree

Trees are crucial to a healthy ecosystem and can support a huge variety of species. Local provenance native trees are best for our native wildlife as they have evolved alongside each other. If grown locally there will be a lower risk of importing pests and diseases.

On the back of this flyer is a selection of native trees that are particularly good for pollinators.

Right Place

A variety of habitats is needed for a healthy ecosystem. Some habitats are already valuable to biodiversity, so it is best to avoid planting trees in these areas.

They include species-rich grassland, wetlands or areas adjacent to streams, coastal habitats, bogs, heathland, or sites with rare or protected species.

Right Space

When selecting a tree, think about what will happen to it in the future: How tall will it grow? What will the canopy cover be like? Will it produce fruit that will fall in the autumn?

Hopefully your tree will last a long time in its environment, and all of these factors might impact



Native Pollinator-friendly Trees

Hawthorn/ Whitethorn



Hawthorn/Whitethorn is a common hedgerow species but can also be grown as a standalone tree producing lots of flowers for pollinators and red haws in autumn for birds to enjoy. Hawthorn supports c.149 insect species.

Height: 15m

Blackthorn



Blackthorn provides a home for 109 insect species. Related to cherries and plums, the fruit of the blackthorn resemble small plums and are enjoyed by lots of animals, including wood mice, finches and foxes.

Height: 6-7m

Willow



Willow supports 266 insect species and 160 lichens. Goat or Grey willows are wonderful plants for pollinators as they provide lots of pollen and nectar in their tiny flowers in early spring when there is little else in flower. Willows can be grown easily from cuttings.

Height: 10m

Rowan



Rowan is also known as 'Mountain Ash' as it has similar leaves to the ash tree. Rowan supports 28 insects and 125 lichens. It is a very attractive tree, with white flower clusters in spring for pollinators, and red berries in autumn.

Height: 8-10m

Wild Cherry



Wild Cherry is a pretty native tree that will provide food for pollinators as well as fruit for birds. Its beautiful blossom makes it a popular choice for towns and parks.

Crab Apple



Crab Apple can be found in many of our old native hedgerows. It supports 93 insect species, including pollinators, and crab apples provide food for birds and

DOWNLOAD: Planting trees for pollinators leaflet

POLLINATOR NOTICEBOARD: March 2026

RESOURCES - BLOGS - WEBINARS - EVENTS etc.

WHERE TO START ON YOUR POLLINATOR-BIODIVERSITY JOURNEY

- START with the Scoring Checklist on [Page 34 Businesses: actions to help pollinators](#).
- Run a [Biodiversity Maps](#) report (down to 1km2) for your site.
- Check out which of your business neighbours are delivering [Actions for Pollinators](#).
- Review your Local Biodiversity Action Plan (LBAP) on [Action for Biodiversity](#), and speak to your local [Biodiversity Officer](#) to increase engagement..
- Nominate a Biodiversity Champion and create a Green Team. Invite them to sign up to the [AIPP business supporters monthly newsletter](#)
- Learn about pollinators-biodiversity with [free online courses](#).
- Participate in biodiversity [Training Events Workshops and Webinars](#).

HOW TO COMMUNICATE

- Connect through socials - Insta [@allirelandpollinatorplan](#), X [@PollinatorPlan](#)
- Communicate what you are doing for biodiversity by aligning with the [All-Ireland Pollinator Plan Key Campaigns and Messages 2026](#)

POLLINATOR-FRIENDLY MAINTENANCE GUIDELINES

- **Planting & Maintenance:** [Top Ten Guide](#), [Pollinator-friendly planting code](#), [Planting/Management on New Construction Developments](#) (a Cluid guide) - biodiversity actions endorsed by the AIPP.
- [Native hedgerows](#), [Nesting habitat](#), [Orchards](#).
- [Reduced mowing/ meadows](#) and verges (and lift the cuttings!).
- [Solar Farms](#), [Wind Farms](#), and [Healthcare sites](#).
- Working with public sector/ local authorities/ semi states? [Review the Biodiversity Duty Reporting Guidance for Public Bodies](#)

POLLINATOR-FRIENDLY CONSIDERATIONS

Why your business should consider an:

[https://mailchi.mp/3d8fbd174981/all-ireland-pollinator-plan-february-2026-newsletter-9257860?e=\[UNIQID\]](https://mailchi.mp/3d8fbd174981/all-ireland-pollinator-plan-february-2026-newsletter-9257860?e=[UNIQID])

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- [ALTERNATIVE action to sowing a wildflower seed mix after earthworks - Page 10](#) - choose a fine-leaved grass mix and then reduced-mowing and lift the cuttings.
- [ALTERNATIVE action to honeybee hives](#).
- [ALTERNATIVE action to sowing/gifting wildflower seed mixes](#). Think carefully by reading [Dr Noeleen Smyth's article on the issues with wildflower seed mixes](#).
- ALTERNATIVE employee/client, choosing instead a [Bumblebee poster](#), [herb packets](#) (Page 12), [sunflower seeds](#) (Page 27), or [bulbs](#) (Page 11), or choose from the [TOP TEN guide of pollinator-friendly plants](#) for different situations.

POLLINATOR-FRIENDLY IDEAS

- [Create *thematic* places for pollinators - sensory, herb, rain or moon garden/planter as part of a biodiversity walking trail?](#)
- [Raise awareness in your value chain including Client engagement for pollinators](#).
- Identify AIPP pollinator-friendly [procurement \(tendering/specifying\) and sponsorship](#).
- Score how [pollinator-friendly your car park](#) is (Page 31).
- Develop an [ecological corridor](#) with business neighbours in your [business/technology park](#).
- **Geographic-based local actions:** [Large Carder Bee - coastal areas across the island](#), [Shrill Carder Bee - Roscommon, South Galway or The Burren](#)), [Great Yellow Bumblebee - Mullet Peninsula/ Belmullet, Co. Mayo](#).

TRACK - MEASURE - MONITOR: MAP EARLY, MAP OFTEN

- [Score your business site](#) (Checklist Page 34) on pollinator-biodiversity-friendly actions.
- Log [Actions for Pollinators \(GIS\)](#) to layer data for your site over time.
- Identify which biodiversity is on or 'adjacent' to your site via [Biodiversity Maps](#).
- Engage your [value chain with AIPP evidence-based actions](#) and set simple SMART targets.
- [Track and measure what's happening to pollinators on your site](#) in a scientifically robust manner e.g., Friday FIT Counts (easy-level App) and Bumblebee Monitoring Scheme (mid-level).
- Map, track and manage invasive species via [www.invasives.ie](#)
- Healthy meadow indicators: [Track/record rare bee orchids on your site](#).

Invite colleagues, Biodiversity Champions and your Green Team to sign up to receive the free, monthly AIPP business supporters newsletter.



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