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Business Supporters' Newsletter: July 2026

Dear All

We're delighted to welcome the following companies last month as business supporters of the AIPP: ATG Group and Irish Metal Refineries Ltd.

July 2026's newsletter highlights include:

- To spot this month: **Keep an eye out for the wool carder bee**
- To do this month: **Make sure your annual bedding plants include some pollinator-friendly options**
- NEW AIPP Phase III launched: **Download the All-Ireland Pollinator Plan 2026-2030**
- NEW resource: **Community Gardens - consider sponsoring a community garden in your local area**
- NEW Guest Blog: **Low mow lawns in June**
- Learn about bumblebees-biodiversity: **Wild Bee Festival 22-23 August - Waterford**
- Track bumblebees on your business site: **Carry out a Flower Insect Timed Count on Bramble or Ragwort in July**
- **Pollinator noticeboard: July 2026** - Review key nature accelerator initiatives to support your work on CSRD/VSME: [Business for Biodiversity BFBII](#) (with KPMG/ Deloitte), Business in the Community Ireland [BITCI](#) and Business in the Community Northern Ireland [BITCI NI](#).

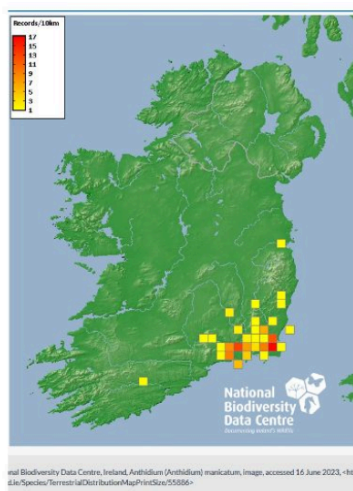
The All-Ireland Pollinator Plan is a voluntary framework bringing together different sectors across the island of Ireland to create a landscape where

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 Wool

Carder bee

This large solitary bee is very distinctive and can be spotted in gardens, especially in the South-East. It was first recorded in Ireland in 2015. Both males and females have a pattern of yellow markings down the sides of the abdomen, head and legs.



SUBMIT: Your solitary bee sightings

TO DO THIS MONTH: make sure your annual bedding plants include some pollinator-friendly options

At this time of year, the shops are full of traditional annual bedding (Begonia, Petunia, Geranium). Just bear in mind, that while these plants are very colourful, they are not good sources of pollen and nectar for bees and other insects. The good news is that there are a few options (below) that you can mix in that are excellent sources of food for pollinators.



DOWNLOAD: Top 10 Pollinator-friendly plants for different situations

NEW: All-Ireland Pollinator Plan 2026-2030 launched

The new All-Ireland Pollinator Plan (AIPP) 2026-2030 was launched on Thursday 9th July at the National Botanic Gardens, Dublin.

In attendance were Christopher O'Sullivan, Ireland's Minister for Nature, Heritage and Biodiversity and Andrew Muir, Minister of Agriculture, Environment and Rural Affairs, Northern Ireland plus many partners, supporters and business supporters.

The 2026-2030 phase of the Pollinator Plan is supported through funding from the Government of Ireland's Shared Island Fund, the National Parks and Wildlife Service, the Department of Agriculture, Food and the Marine, and the Northern Ireland Environment Agency (NIEA).

Building on the strong foundations of the first two phases (2015-2020 and 2021-2025), the new Pollinator Plan is the most ambitious yet, with even bigger plans to transform the landscape for pollinating insects.

We will begin to share the details of the new All-Ireland Pollinator Plan with you over the coming months. In the meantime, revisit the highlights of the All-Ireland Pollinator Plan 2021-2025 in our celebratory video (link below) and download the new plan itself.

ALL-IRELAND Pollinator Plan 2026-2030



An tIonad Náisiúnta
Sonraí Bithéagsúlachta
National Biodiversity
Data Centre

pollinators.ie

VIDEO: Celebrating the All-Ireland Pollinator Plan 2021-2025

DOWNLOAD: the All-Ireland Pollinator Plan 2026-2030

NEW RESOURCE: Community Gardens - consider sponsoring a community garden in your local area

Earlier this month, we were thrilled to release a new resource 'How to Manage Community Gardens for Pollinators'.

This booklet, developed in collaboration with Community Gardens Ireland, provides guidance on how these important community spaces can support pollinating insects. It was launched on Saturday 20th June at an event in Greystones and Kilcoole Community Garden, Co. Wicklow.

Pollinators like bees, hoverflies and moths play an essential role in the life of community gardens. They ensure many food plants produce a healthy harvest by transferring pollen between flowers. Apples, strawberries, tomatoes and pumpkins are just some of the foods we enjoy thanks to pollinators.

The new resource includes advice on pollinator-friendly actions to suit community gardens of all sizes, including mowing less in grassy areas to encourage wildflowers to grow naturally, letting native trees and hedgerows bloom, and providing nesting habitat in the form of bare earth banks for solitary bees. It also includes lists of herbs, fruit and vegetable plants which rely on insect pollinators, and which can help feed hungry bees as well as humans. It will also encourage other beautiful insects like butterflies to visit.

Managing community gardens for pollinators ensures a bountiful harvest of locally grown food, thriving biodiversity, and flourishing spaces where humans can connect with nature and one another.

A huge thank you to Community Gardens Ireland for collaborating with us on the booklet, and to Greystones & Kilcoole Community Garden for hosting the launch.

Considering sponsorship at your local community garden? Download the free booklet at the link below and check out the step-by-step on how to sponsor in the local community.



NEW RESOURCE: Community gardens for pollinators

REVIEW: Business sponsorship for pollinators

NEW GUEST BLOG: Low-mow lawns last month (June)

Reducing mowing, even to just once a month, can help native flowers and beneficial grasses grow naturally, providing pollinators with food and shelter. In June, many meadow areas are at their peak, and pollinators are busy laying their eggs and foraging for nectar and pollen.

In this guest blog, we invited gardeners to share their low-mow lawn stories and tell us what they noticed popping up in June.

Your Biodiversity Champion, Green Team and other colleagues might like to know more on how they can support pollinators-biodiversity in their gardens.



READ: Low-mow lawns in June

READ: Pledge Your Garden for employees

Wild Bee Festival: 22-23 August, Waterford

We are delighted to announce the 2026 Wild Bee Festival will take place on Saturday 22nd and Sunday 23rd August at the Waterford Education Support Centre.

The Wild Bee Festival is an annual event coordinated by the National Biodiversity Data Centre, aiming to raise awareness of Ireland's pollinators and how to help them in local communities. This year's festival is organised in collaboration with the B Corridor group in Waterford.

Get ready for a weekend of free talks, walks and workshops about wild bees and how we can help them in our communities. More details of the programme will be shared very soon.

Considering sponsoring an evidence-based action in the local community. Consider a Wild Bee Festival in your area - click the link below.



The poster features a central white rectangular area with text and logos, set against a background of a blue sky with clouds and green rolling hills. At the top right is a large yellow sun. The logos at the top include the National Biodiversity Data Centre (An tIonad Náisiúnta Sonraí Bithéagsúlachta), the All-Ireland Pollinator Plan (www.pollinators.ie), and B Corridor (WE protect encourage biodiversity). The main text is centered and reads: 'Saturday 22nd and Sunday 23rd August', 'Wild Bee Festival 2026', 'Waterford Education Support Centre', 'Newtown Rd, Waterford, X91 XD98'. Below this is a paragraph: 'The Wild Bee Festival is an annual celebration of pollinating insects and how we can help them in our local communities.' Another paragraph follows: 'Join us for a free weekend of talks, walks and workshops with the National Biodiversity Data Centre, B Corridor and biodiversity experts, and find out how you can help these important insects survive and thrive.' The next paragraph states: 'The 2026 Wild Bee Festival is coordinated by the National Biodiversity Data Centre in collaboration with B Corridor.' At the bottom, the website 'pollinators.ie/wildbeefestival' is listed, followed by 'Find out more about the B Corridor group at www.bcorridorwaterford.com'. Two circular inset images of bumblebees on purple flowers are positioned at the bottom left and right corners of the white area.

 **An tIonad Náisiúnta
Sonraí Bithéagsúlachta
National Biodiversity
Data Centre**

 **All-Ireland
Pollinator Plan
www.pollinators.ie**

 **B
CORRIDOR
WE protect
encourage
biodiversity**



**Saturday 22nd and Sunday 23rd
August**

Wild Bee Festival 2026

Waterford Education Support Centre
Newtown Rd, Waterford, X91 XD98

The Wild Bee Festival is an annual celebration
of pollinating insects and how we can help
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collaboration with B Corridor.

pollinators.ie/wildbeefestival

Find out more about the B Corridor group at
www.bcorridorwaterford.com

READ MORE: Wild Bee Festival Waterford

SPONSORING IN 2027: Consider a local Wild Bee Festival

TRACK BUMBLEBEES: carry out a Flower-Insect Timed Count (FIT Count) in July on Bramble OR Ragwort

FIT Counts are an important way that you can help us monitor pollinators on your business site. They are a quick and easy (entry-level) survey that involves watching a 50cm x 50cm patch of flowers for 10 minutes and count how many insects visit.

Anyone can get involved, and you can carry out a FIT Count anywhere, and on any flower, but where you can, please use one of our 15 target flowers. In July, it's especially useful to carry out FIT Counts on Bramble or Ragwort. Click The FIT Count link below for rules of the road.

In 2025, 1,323 validated FIT Counts were submitted by 235 different volunteers. The average number of insects per FIT Count was 9. The most common insect group recorded were other flies followed by hoverflies then bumblebees. Gardens were the most common habitat FIT Counts were carried out in last year. Why not try one where you are to see how your site compares?

Visit the link below to download the 2025 newsletter and see the full results of the scheme last year. An app is available for Ireland that allows you to carry out a FIT Count and upload the results in one go.

The National Biodiversity Data Centre also runs a Garden Butterfly Monitoring Scheme. You can help by counting the number of butterflies visiting your garden. Find out more by visiting the link below.

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.

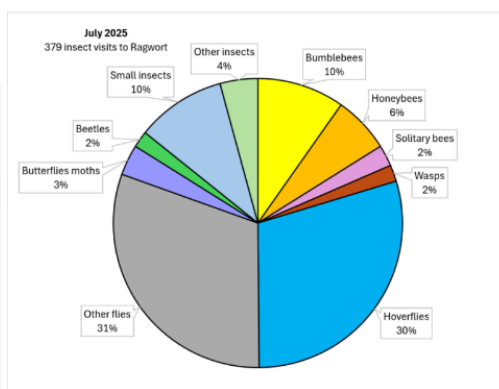
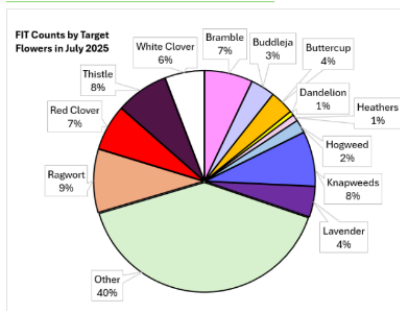
JULY

Target Flowers for July 2026: **Ragwort, Bramble or Hogweed**. Other target flowers to be on the lookout for include Buttercup, Knapweeds, Lavender, Thistle, White Clover and Red Clover

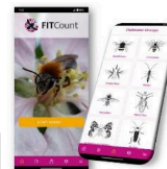
July 2025

Total number of FIT Counts 311

Average Insects/FIT Counts 10.6



Other flies and hoverflies were the most common visitors to Ragwort in July



Two hoverflies visiting Ragwort (Michelle Larkin)

TRACK BUMBLEBEES ON YOUR BUSINESS SITE: Flower-Insect-Timed Count

Garden Butterfly Monitoring Scheme

Download Android app from Google Play

Download Apple (iPhone/iPad) app from the App Store

POLLINATOR NOTICEBOARD: July 2026

RESOURCES - BLOGS - WEBINARS - EVENTS etc.

- Catch up on the celebratory '[100 Tales of Hope for Ireland's Bees](#)'
- [Discover some beautiful 'Meadow Magic' with Louth school students.](#)
- Working as a grounds maintenance contractor with [South Dublin County Council](#)? Check out [SDCC Parks' 'Pollinator Action Plan 2026-2030'](#) and [Biodiversity Duty - Reporting Guidance for Public Bodies](#).

WHERE TO START ON YOUR POLLINATOR-BIODIVERSITY JOURNEY?

- START with the Checklist on [Page 34 Businesses: actions to help pollinators](#).
- Review your Local Biodiversity Action Plan (LBAP) on [Action for Biodiversity](#).
- Engage with your local [Biodiversity Officer](#).
- Discover which business neighbours are delivering [Actions for Pollinators](#).

HOW TO COMMUNICATE/ENGAGE

- Align communications with the monthly [All-Ireland Pollinator Plan Key Campaigns & Messages](#).
- Sign up to the [AIPP business supporters monthly newsletter](#).
- Connect through socials - Insta [@allirelandpollinatorplan](#).
- Provide [Learning for pollinators](#) to colleagues.
- Nominate a [Biodiversity Champion](#) and/ or create a [Green Team](#).
- Engage your [value chain](#) with AIPP evidence-based actions.
- Identify AIPP pollinator-friendly [procurement \(tendering/specifying\) and sponsorship](#).

POLLINATOR-FRIENDLY MAINTENANCE GUIDELINES

- **Maintenance:** [Native hedgerows](#), [Reduced mowing/ meadows and verges](#) (and remember to lift the cuttings), [Nesting habitat](#). Check out specific guidelines for [Business/technology parks](#), [Solar Farms](#), [Wind Farms](#), and [Healthcare sites](#).
- **Planting:** [Top Ten Guide](#), [Pollinator-friendly planting Code](#), [Orchards](#), [Planting/Management on New Construction Developments](#) (a Cluid guide) - endorsed by the AIPP.
- Create **thematic** places for pollinators - [sensory, herb, rain or moon garden/planter as part of a biodiversity walking trail](#).
- **Working with public sector/ local authorities/ semi states?** [Review the Biodiversity Duty Reporting Guidance for Public Bodies](#)

TRACK - MEASURE - MONITOR: MAP EARLY, MAP OFTEN

- [Score your business site](#) (Checklist Page 34) on pollinator-biodiversity-friendly actions.
- Run a [Biodiversity Maps](#) report for your site.
- Log [Actions for Pollinators \(GIS\)](#) to layer data for your site over time.

- [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).
- Track healthy meadow indicators: [Track/record rare bee orchids on your site](#).
- Manage invasive species via www.invasives.ie

CONNECT WITH NATIONAL BIODIVERSITY INITIATIVES - ESG | CSRD/VSME | TOWARDS NATURE-POSITIVE

- Join [Business for Biodiversity \(BFBI\)](#) (and KPMG/Deloitte) to explore moving towards nature-positive (CSRD/VSME) through the FREE [#Discovery Track of the Nature Strategy Accelerator Programme](#). Progressive tracks coupled with in-person workshops, peer learning and expert guidance available. Contact Dr Maria Fitzpatrick manager@businessforbiodiversity.ie, BFBI's Executive Director.
- **Business in the Community Ireland (BITCI)** - explore [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

POLLINATOR-FRIENDLY CONSIDERATIONS

Why your business should consider an:

- [ALTERNATIVE action to sowing a wildflower seed mix after earthworks - Page 10](#) - instead choose a fine-leaved grass mix and then reduced-mowing and lift the cuttings.
- [ALTERNATIVE action to honeybee hives](#) Page 21.
- [ALTERNATIVE action to sowing/gifting wildflower seed mixes](#). Think carefully and read [Dr Noeleen Smyth's article on the issues with wildflower seed mixes](#).
- ALTERNATIVE GIFTS include a [Bumblebee poster](#), [herb packets](#) (Page 12), [sunflower seeds](#) (Page 27), [bulbs](#) (Page 11), OR [choose from the TOP TEN guide of pollinator-friendly plants for different situations](#).

PIC Large Carder bee - Steven Falk



**INVITE Biodiversity Champions, your Green Team and colleagues to
sign up to the AIPP business supporters' newsletter**



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