

The All Ireland Pollinator Plan: sharing stories to change behaviour

www.pollinators.ie



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BIODIVERSITY LOSS IS A HUGE PROBLEM



Ireland has ~31,500 species living within 117 habitats

- Of those habitats assessed only **9%** are in a good state
- Of those species assessed **17%** are threatened with extinction from Ireland

Identify simple vehicles that can be used to sell a biodiversity message to a very wide audience



- ✓ Pollinators are an element of biodiversity that people understand & relate to
- ✓ Can be communicated as a clean & simple message
- ✓ Changes can be easily monitored
- ✓ Protecting pollinators has knock-on benefits for biodiversity generally



The plight of pollinators is typical of many components of our biodiversity

Ireland has **99** bee species

Honeybee



Bumblebees



Solitary bees

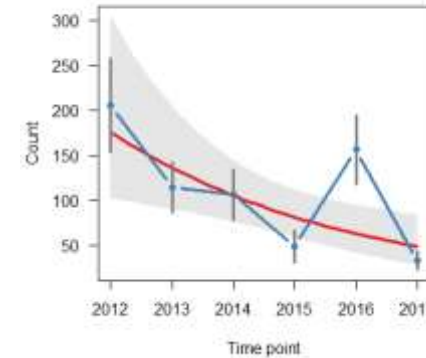


WILD POLLINATORS



One third of our 98 wild bee species are threatened with extinction from Ireland

Bumblebee Monitoring Scheme



Abundance of common bumblebees has declined since 2012

Rare species are disappearing through loss of semi-natural habitats & common species are declining in abundance as a consequence of how we manage the rest of the landscape

If there is a problem what do you do?

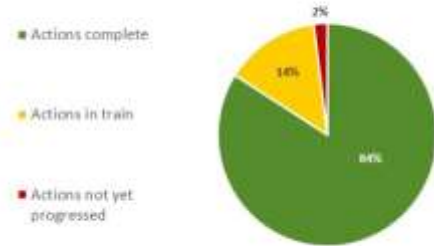
1. Decide if it's important
2. Critically assess the problem and how serious it is
3. Identify the causes
4. Collectively agree a positive framework to address the problem
5. Identify **evidence-based actions** to help
6. Communicate these properly
7. Develop a partnership driven approach where possible
8. Track progress – is it working?



ALL-IRELAND POLLINATOR PLAN KEY SUCCESSES: 2015-2020

81 actions have been delivered

Status of the 81 actions in the AIPP 2015-2020



* Some actions not yet progressed are funding dependent

Evidence-based toolkits by sector



55% of Councils have become partners



162 local communities have become pollinator-friendly



Reached all 3,200 primary schools in RoI



Business supporters continue to increase



Parks become pollinator friendly through Green Flag award



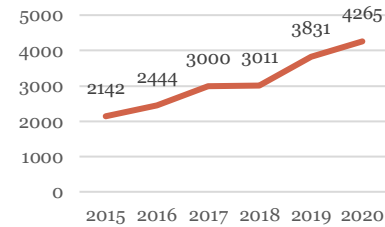
1,600+ sites logged
as pollinator-friendly



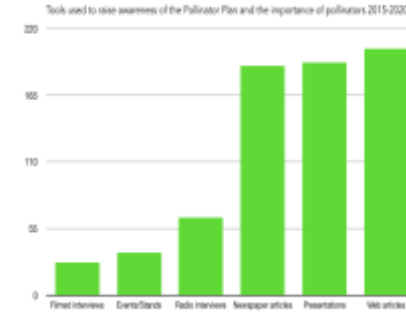
Increasing levels of
volunteer **recording**



Records added to national
database



Raising Awareness



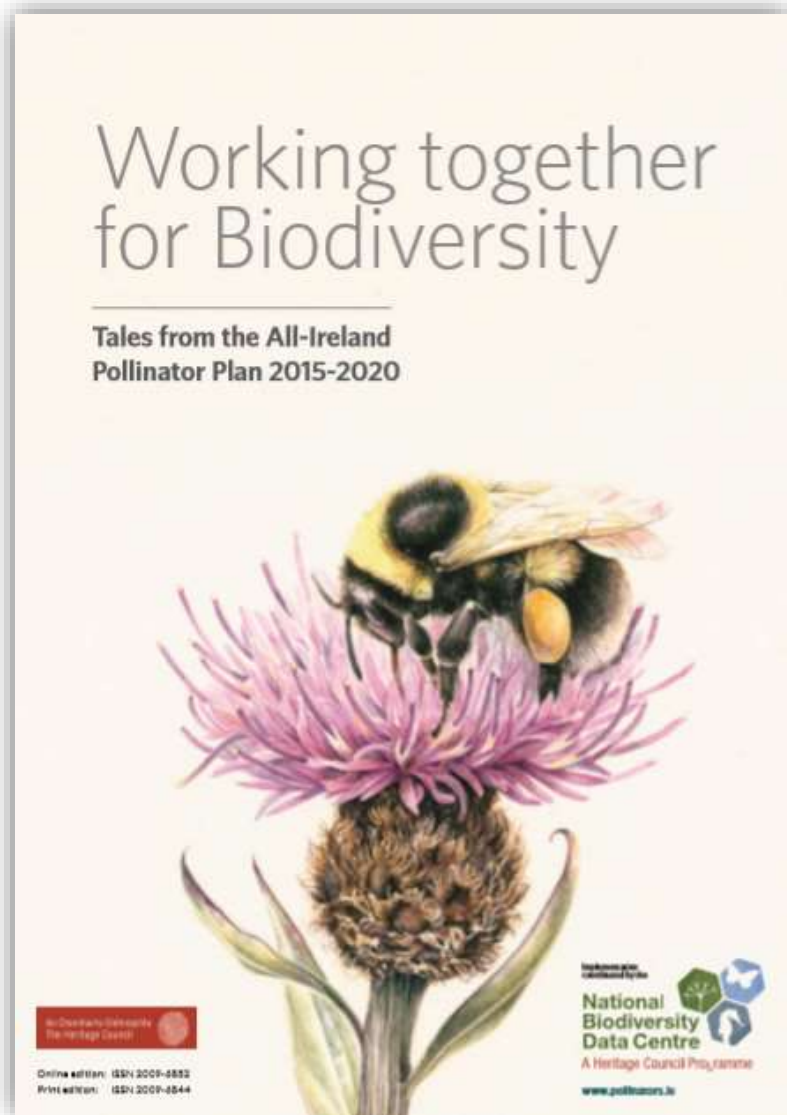
Farmland EIP project
2019-2023



Irish Pollinator Research
Network established
2017



Regarded as a
success story
internationally



Showcases a small fraction of the thousands of people who have made the AIPP a reality

<https://pollinators.ie/working-together-for-biodiversity>

Also published a AIPP 2015-2020: Final Review document

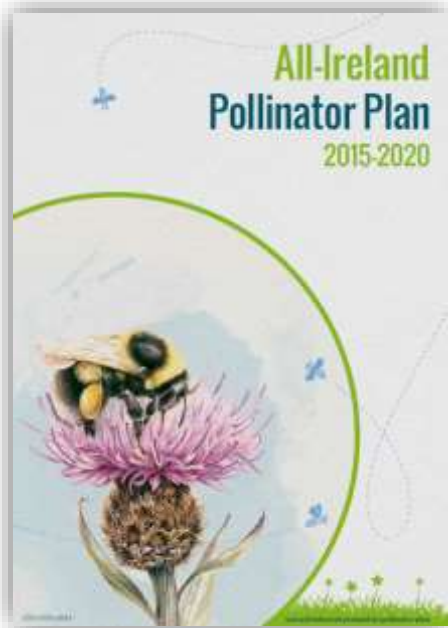
MAKING POSITIVE CHANGES FOR BIODIVERSITY

TEN LESSONS LEARNED SO FAR

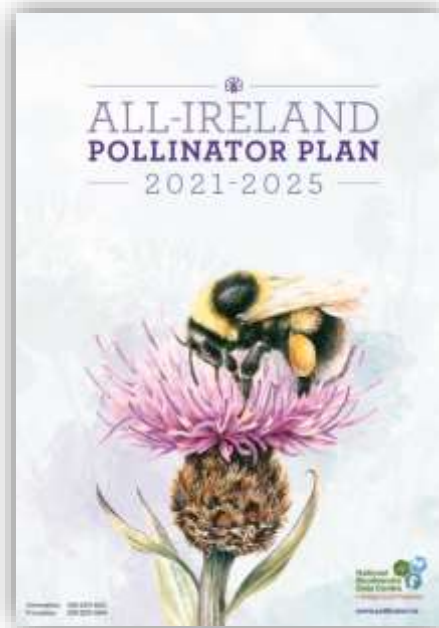


1. Collectively agree a realistic framework

- ✓ All-Ireland
- ✓ Cross-sectoral Steering Group
- ✓ Development involved public consultation



✓ **81** actions



✓ **186** actions

- ✓ Wanted it to be more ambitious, yet remain realistic
- ✓ Critically reviewed successes and failures and built upon these for the next five years

2. Plan your core message carefully – it should be clean and simple



If you want to help implement the All-Ireland Pollinator Plan
it is important to think about how your site can provide

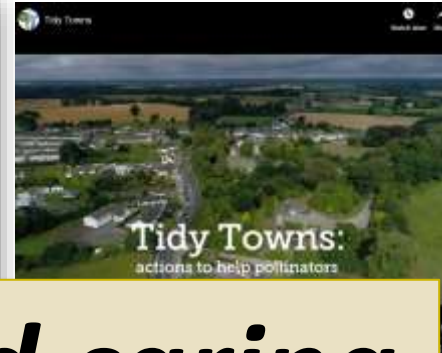
food, shelter & safety

✓ In doing this you help protect biodiversity generally



© Steven Falk

3. Messaging should be positive, constructive & celebrate the biodiversity we have



Connecting and caring



4. Solutions should be evidence-based and carefully tailored to the target audience



- ✓ Actions are all evidence-based
- ✓ Relevant sectors feed into development
- ✓ Communication is tailored each time

- ✓ Pollinator friendly actions, each very clearly explained
- ✓ Lots of options
- ✓ All actions are pragmatic & low cost

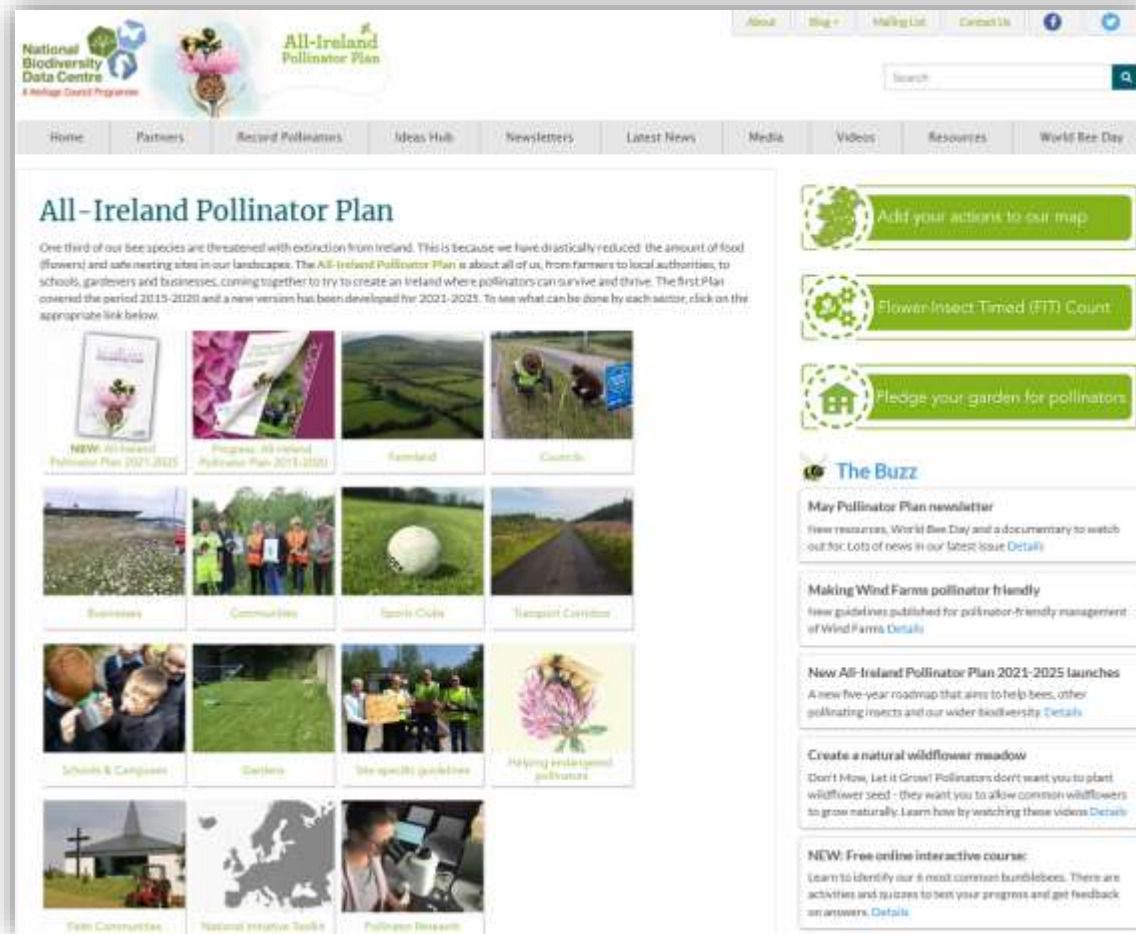
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Use existing networks/partnerships to encourage implementation and roll out

5. Information has to be easily accessible – free and using appropriate channels

www.pollinators.ie



6. Work together as much as possible

Trying to create a societal shift in how we manage the landscape




Use existing networks/partnerships to encourage implementation and roll out



7. Continuously exchange knowledge and learn from each other

Be open to evolving, adapting and learning

- ✓ Monthly newsletter
- ✓ Social media
- ✓ Regular knowledge exchange blogs
- ✓ Ideas hub on website



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☐ Email

2. To do this month: No Mow May

If you've cut your grass after allowing Dandelions to flower and provide vital food, now is the time to let it get slightly longer again as it's allow important plants like Clover to grow. You don't have to let things go wild but reducing mowing, even in small areas, will have a very positive impact on our pollinators (and it's free!)

Reduced mowing provides free superfoods for pollinators:

- 1. Dandelion: Pollen-rich
- 2. Clover: Nectar-rich
- 3. White clover: Pollen-rich
- 4. Red clover: Pollen-rich

3. World Bee Day 20th May - free booklet in the Irish Examiner

The Irish Examiner will have an A5 booklet on the All-Ireland Pollinator Plan and how you can help. Don't forget to pick up your copy on 20th May. It's a brilliant chance to get a free hard copy of our resourceful Many Thanks to the Irish Examiner for their support of the All-Ireland Pollinator Plan.

The link below will be updated to include A&P activities around World Bee Day 2021



Top Tweet earned 21.8K impressions

Still deciding on your resolutions for 2019? Why not help our endangered pollinating insects by taking these simple steps. For more, see pollinators.ie [#AllIrelandPollinatorPlan](https://twitter.com/rbKevQri6H)



Blog

Hoverflies at home – getting to know your garden residents

Creating a lawn spiral for pollinators

Creating a Pollinator Corridor in Ballincollig

Spreading seeds of doubt – take 'wildflower' mixes

Ballincollig City Centre



All-Ireland Pollinator Plan

SPRAY FREE

CARING FOR OUR POLLINATORS

8. Communicate in the best way possible

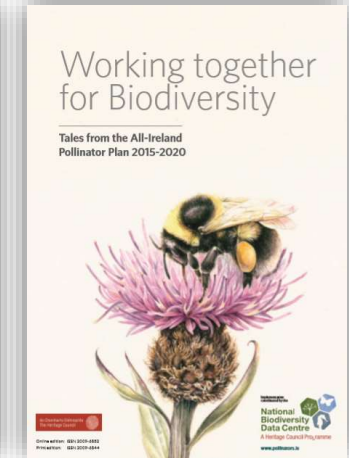
- Peer-to-peer, where possible
- Try to communicate active messages – & have lots of different ways to help
- Try to deliberately reach new audiences



9. Manage in an open and transparent way – give recognition to those helping

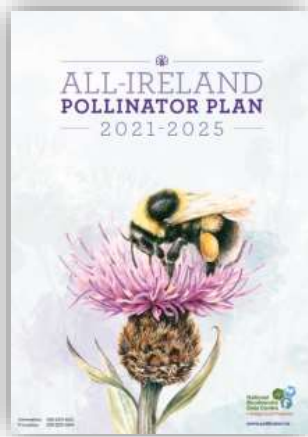
Together we can make a difference - no one is being asked to go it alone

- ✓ Annual reviews
- ✓ Supporter frameworks
- ✓ Awards
- ✓ Pollinator champions



10. Track progress – people want to know what they are doing is working

1. Track implementation of the actions in the Plan



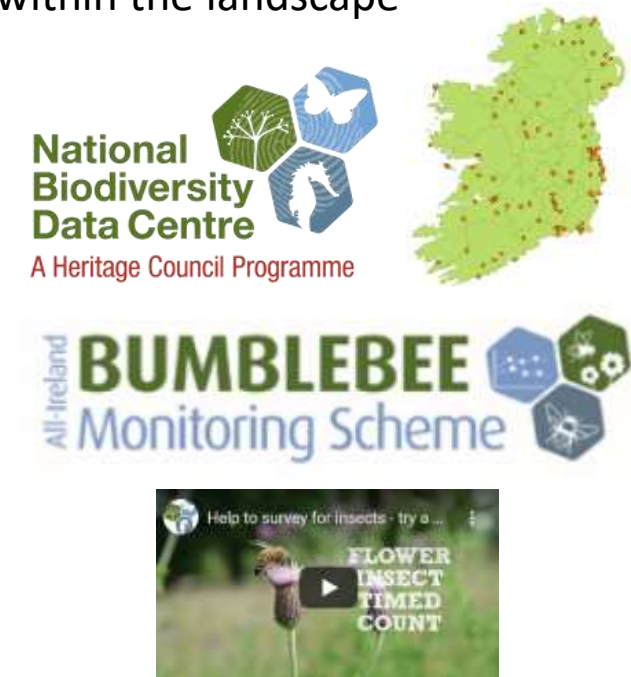
Those who have responsibility for actions have to report their progress once a year

2. Track creation of pollinator habitat/resources

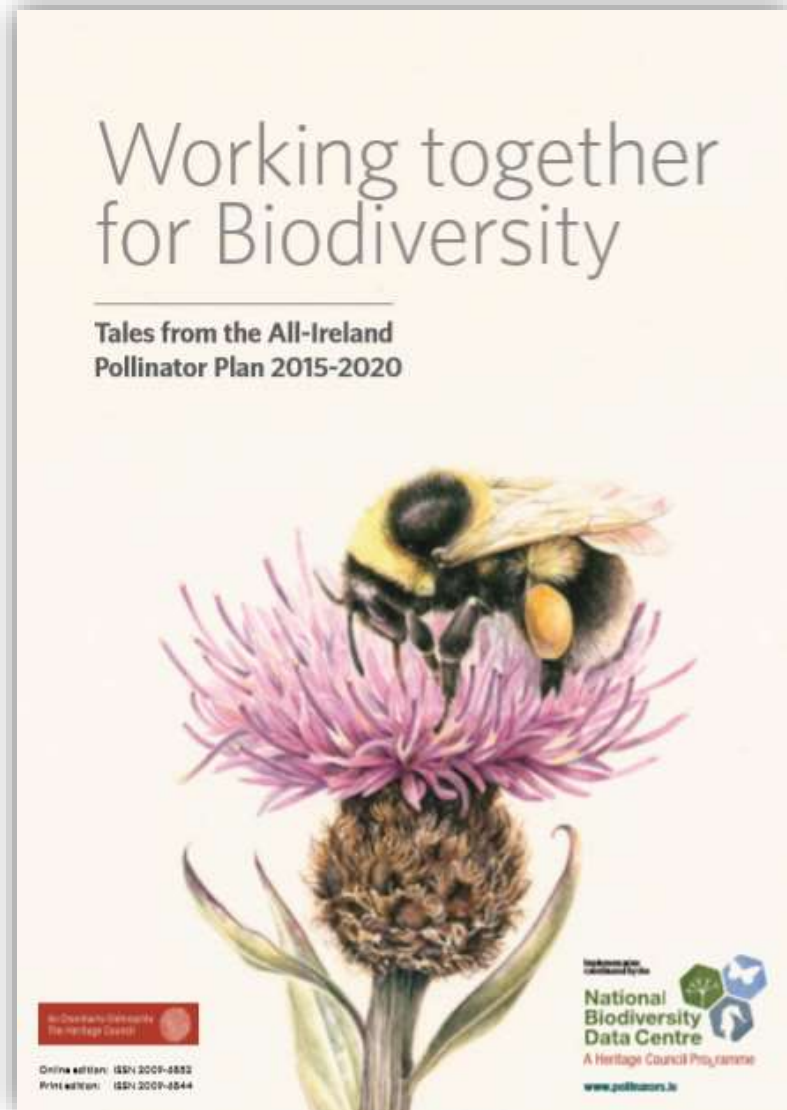


Publicly available online mapping system:
<https://pollinators.biodiversityireland.ie>

3. Track changes in pollinators within the landscape



Communities can track the impact of their own actions



**Lots of small actions,
taken together, can begin
to solve big problems**

www.pollinators.ie

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THANK YOU