



Bee Landscape Road Map

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2023, DOI nr 10.18174/585204
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Accompanying knowledge products

- Bee Landscape Road Map
- Bee Landscape Road Map Manual
- 4 Brochures Developing a bee landscape together, directed at:
 - Farmers
 - Businesses
 - Citizen/civic initiatives
 - Regional authorities

Design

Taco Zwaanswijk - Stainless Media



Fold

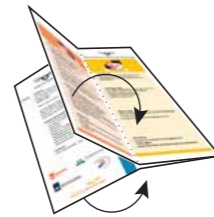
Step 1

Fold the A3 in half on the dotted line:



Step 2

On the center of the page, fold the front and back so that the card is zigzag folded:



Social Network

Inspiration & Learning



Bee Landscape Road Map

Ecological Network

This road map can be used by organisations that want to contribute to and support a bee-friendly landscape. It offers a clear overview of factors that can successfully transform an area into a 'Bee Landscape'. The road map distinguishes different phases of network development and types of 'returns' a bee landscape can provide.

Costs & Added Value

This road map can help new bee landscapes build up their social networks more efficiently and effectively improve wild pollinator populations. Besides that, it can help existing networks to assess and improve their effectiveness.



Bee Landscape Road Map

Start small, strive to expand the bee landscapes!

Check and follow the progress!



Social Network

Start-up phase

- Find actors who take on different roles
- Create a network with a diversity of organisations
- Appoint a key actor
- Seek connections with other networks
- Get citizens and businesses engaged
- Explore each other's ambitions
- Explore the municipal policies

Network development

- Define a common ambition and set goals
- Start small, strive to expand the network
- Welcome new partners
- Join goals described in the council policy and follow it up critically
- Find a local council employee who is passionate about pollinators and get them involved
- Connect bee landscape goals with opportunities in other policy areas
- Respond to changes in staffing

Planning

- Set up an execution programme:
 - with different types of measures
 - for both food and nesting places
 - for different types of areas
- Implement a monitoring scheme
- Make it easy for people to contribute to the bee landscape
- Start with reachable goals (low-hanging fruits)
- Safeguard the existence of the bee landscape for the mid and long term

Execution

- Share results and evaluations with the social network
- Promote all activities broadly, handle complaints immediately



Inspiration & Learning

Start-up phase

- Learn from existing partners
- Learn from existing neighbouring networks/landscapes
- Promote the new network with general ambitions broadly

Network development

- Meet regularly, organise field trips
- Discuss all learning points
- Propagate your ambitions
- Share projects that serve as an example
- Use social media

Planning

- Share successes and learning points within and outside the social network
- Propagate your ambitions and progress

Execution

- Monitor and evaluate the support for measures
- Make specific agreements on continuous learning and improvement



Ecological Network

Start-up phase

- Explore the area and potential regarding flora and fauna
- Tap into the knowledge and experience of local organisations such as environmental (educational) organisations

Network development

- Make sure that the programme offers diversity in:
 - Types of habitat elements (food and nesting places)
 - Types of measures (adjustments in land management, seeding, etc.)
 - Types of areas and land owners
- Include climate change in planning
- Create a regional opportunities map

Planning

- Set up a monitoring plan
- Carry out a baseline measurement
- Experiment (pilots)

Execution

- Execute planned measures!
- Carry out the planned monitoring
- Evaluate monitoring results and adjust the execution when necessary



Costs & Added Value

Start-up phase

- Secure funding, exempt the key actor from other tasks or arrange for a volunteer position
- Explore options for (private) funding to organise the social network organisation

Network development

- Determine a budget that matches your goals, and include monitoring
- Find funding from different sources and for the long term, in line with the scale and ambition

Planning

- Invest in all types of returns that the bee landscape offers
- Consider what the bee landscape also offers in other aspects

Execution

- Monitor and evaluate the costs and added value of the bee landscape