

Bee Good Award



PRESENTED BY



IN COOPERATION WITH



BioBienenApfel

„Give bees a voice“

Bees are of immense importance to us because they pollinate agricultural plants. Their global economic benefit is calculated at €265 billion (as of 2015) – something that we don't usually hear about. Bees make delicious honey. But that's not all: many people don't realise just how important bees are for our society. As pollinator insects, they also make a particularly important contribution to our ecosystem. Bees are a miracle of evolution and indispensable for both humans and animals. The bee is our main pollinator of flowering plants. Around two thirds of food is directly or indirectly dependent on plant pollination by bees and would otherwise not be available at all or only in low quantities and of poor quality.

But bees are threatened with extinction. To save the bee and promote bee populations, the BEE GOOD PROJECT campaigns for expanding habitats for bees, certifies bee friendly farmers and promotes bee health.

BEE GOOD

Support pollinators with creation of new organic bee meadows by buying seeds.

“If the bee disappears from the surface of the earth, man would have no more than four years to live.

Albert Einstein
Physicist and Nobel Prize winner



Bee Good Award

This unique award is presented each year by WE FOR EARTH in cooperation with the BEESANDAPPLE project. It goes to well known people who campaign for and are deeply committed to a healthier, fairer and more sustainable world making them ambassadors for bees.

The first award winners are Sting and Trudie for their many decades' focus on hosting and protecting bee colonies. They are very much seen as role models for their generation and generations to come, as demonstrated especially by their own environment-conscious farming practices. This outstanding project is powered furthermore by Othmar Karas (vice president of the European Parliament), Dominic Thiem (tennis pro, currently ranked No. 4 in the world), Sebastian Vettel (four times F1 world champion) and many more. The BEE GOOD AWARD is an essential part of the biggest social project for bees in Europe, which aims at developing new habitats to accommodate up to 1 billion bees within the next few years.



Dear We For Earth and BEE GOOD,

With great pleasure we accept the Bee Good Award, because we know how important bees are for biodiversity. Thank you for your trust in Il Palagio's wines as well in our honeys and olive oil products. We have kept many colonies of bees both in England and Italy over the last three decades, and plant a rich diversity of flowers, plants and trees on our land to help them thrive. Bees play an integral role in continuing life on earth and we can all help to support their survival.

Trudie & Sting

Inspiring ideas

Together we can give bees a voice. The BEE GOOD project is an unique project. It connects the community with nature so that both can coexist on this planet.



Bee You

The BEE GOOD project provides private households with seeds for their own bee-friendly area (depending on availability) whether on the terrace or in the garden. Available as an accompaniment in punnets, from selected co-op partners, with limited free shipping



Bee Public

Larger areas such as green strips, meadows, parks, roadside verges, etc. can be converted into bee-friendly areas and nesting aids. Selected old people's homes are also integrated into this environmental project.



Bee Friendly Farming

Together with landowners, producers, we are sowing additional bee-friendly mixtures (subject to availability) on their organic areas. These are valuable compensation areas on which bees and other beneficial organisms can flourish.



Goals

Our main aim is to stabilise the bee population and to increase it naturally. Through the BEE GOOD project and its partners WE FOR EARTH and BEESANDAPPLE we want to develop new habitat that can accommodate up to 1 billion bees. The basis of bee protection is the conservation of habitat, meaning the simultaneous preservation of species-specific food sources and nesting sites, as well as the removal or reduction of various threats. It goes without saying that we conceived the whole project by taking the appropriate biodiversity into account. So much can be achieved by working together. By giving something back to nature we are rewarded with amazing natural experiences.

Profile

- During the summer months, a beehive holds up to 40,000 bees. (In winter, a bee colony consists of about 10,000 bees.)
- For a jar of honey (500 g), a bee must fly out 40,000 times.
- The total distance it covers in these trips is 120,000 km. Bees fly at 20 to 30 km/h.
- Its nectar collecting radius is 2 to 6 km around the hive.
- With dances, they communicate favourable collection places to the hive.
- 3.4 billion bee flight kilometres have been completed for this. That's 85,000 times around the Earth.
- 80% of our food depends on bee pollination.

Characteristics



By the
community for the
community



Development of
new habitat to
accommodate up
to 1 billion bees



Involving all parts
of society



Contribution to
our ecosystem
with an creation of
more than 120 ha
of space