



# Save the Bees: Opportunity for what?

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# [ On the edge ]

- Pesticides (Neonicotinoides), *Varroa*, *Nosema*, viruses, global market.



# ["Save the bees" campaign]

■ Environmentalists' movements



<http://www.helpsavebees.co.uk>

Beekeepers' activity



<http://www.ohranimo-cebele.si/>

# [ Environmentalist ]

- Recognizing well accepted idea of honeybee importance in the nature.
- Possibility for general awareness of endangered environment.
- Q: What is real ecological background?



# [ Beekeepers ]

- Opportunity for wider recognition of importance of beekeeping for the survival of human society
- Opportunity to have leading position in environment protection activities
- A challenge to use the movement for marketing bee products (ethics?)
- Q: What is real ecological background?

# [ What is ecological background? ]

- *Apis mellifera* L. (Honeybee) a necessary piece in the ecosystem chain?  
*E.g. app. at 1/4 of the World's land honeybee is alien species*
- Maintaining biodiversity  
*It is only one pollinator species, choose one, favoring most melliferous plant species. Potential competitor in pollination sources.*

*(Diego Medan)*

# [ Honeybee and Environment management ]

- Necessary pollinator in agriculture production (*degradation of environment, lack of pollinators, not optimal pollination to obtain high yields and high quality, limited requirements - Marcelo Aizen*)
- Honeybee as an indicator species for environmental monitoring due to human activities effects on ecosystem.

# Monitoring environment with honeybees

- Collection of samples from the plants and other resources.
- Indirect monitoring of plant biodiversity
- Following of pollutants in the bee products and bees itself
- Potential for large scale monitoring using samples from whole colonies
- Potential for sampling from specific location using dance communication information



# Consumer prospective

- Bee products are healthy and without pollutant residues.
- Can beekeepers really obtain that in environment mainly with intensive chemically supported agriculture?



# [ Food-centric approach ]

- <http://www.securefoodssavebees.com/>

“If you are interested in the future of food in Australia then you have come to the right place. Also, if you are interested in the role of the European Honeybee in Australia or the eradication of the Asian bee (*Apis cerana*), then this site is for you.”

# [ Marketing bee products ]

- <http://www.honeycouncil.ca/index.php/saveourbees>

It's Critical! Canada has lost 35% of its honey bee colonies for the past three years!!!

- <http://www.savethebeesshirts.com/>
- Give Your Phone a "Bee" Beard



Image credit: Magners Bee Beard

# Used to entertain, sell the product

- Games:

<http://www.muzundrum.com/bees.h>



- <http://www.helpthehoneybees.com/>



# [Wider view]

- Nicolette Hahn Niman: A Way to Save America's Bees: Buy Free-Range Beef (The Atlantik Jul 14 2011)

*“As part of our new revolutionary Ethical Operating Plan we are extending the Plan Bee campaign to address the decline of other ‘at risk’ pollinators such as bumblebees, butterflies and moths.”*

# Cities as refugees

- Cities could save bees

Flowers on the windowsill and hanging baskets on lamp posts could prove to be the savior of bees, according to new research that suggests they are better off in cities than the countryside.

*By Louise Gray, Environment  
Correspondent  
02 Aug 2011, Telegraph*



# NGO, community awareness

- <http://www.save-bee.com> (founds?)
- <http://helpsavebees.posterous.com/>

## The Blog at Help Save Bees

- <http://www.facebook.com/pages/Help-Save-Bees/>
- <http://www.buzzaboutbees.net/save-the-bees.html>

## 10 simple thinks...

- <http://www.care2.com/greenliving/help-save-bees.html>

## 5 ways to help...

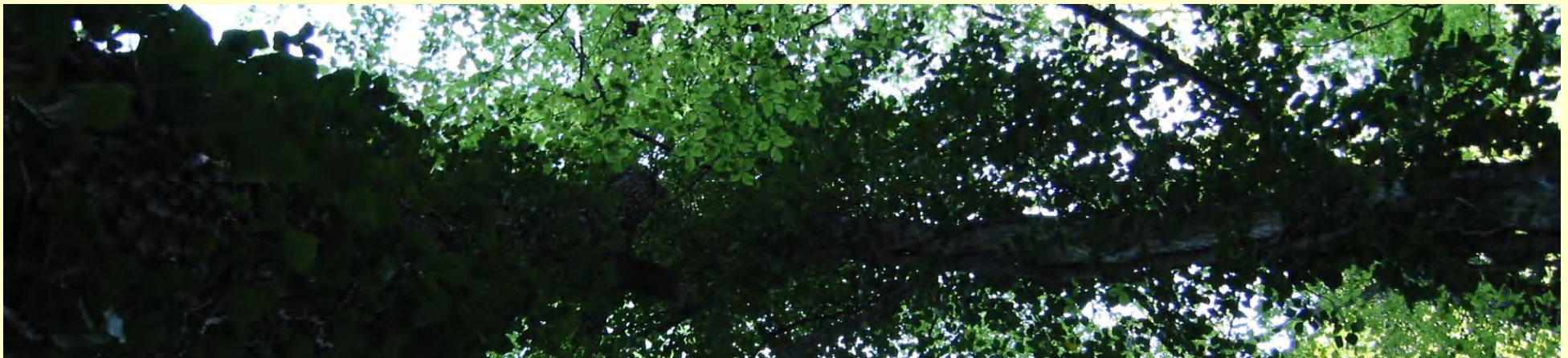
# World-wide political topic

- <http://www.savehoneybees.org/>
- Discovery News (Thu Mar 10, 2011 09:23 AM ET) Peter Capella , AFP:  
THE GIST  
*The United Nations is urging international efforts to save bee colonies, which are in serious decline. Much of the decline is taking place in the industrialized northern hemisphere.*

BUT: On global scale is an increase!!

# [ Dangers of campaign ]

- Communicating misleading ecological information (credibility?)
- Weak arguments with simple generalization approach.
- Just “simple” marketing strategy?



# [ Opportunities of campaign ]

- Getting highly educated and aware consumers
- Possibilities to market high value added beekeeping products
- Actually, beekeepers can put themselves on the front of sustainable and environmental friendly production of the food

# Education of beekeepers

- Beekeeping it self should be environmentally friendly =>organic, ecological?
- Honey bee (*Apis mellifera* L.) only one species of pollinators!
- Promote and take care for other native pollinators!
- Take care for bee plants!
- Healthy beekeeping is possible in healthy environment!



# [Beekeepers educate public]

- School clubs
- Public shows
- Touristic routes





# [ Result ]

- Increase and confirmation of public awareness for environmental protection and sustainable management with natural resources
- Increase of consumption of local bee products

# [ Opportunity for: ]

- Bigger sale of added value local **beekeeping** products and services (e.g. tourism)

BUT:

- Needed appropriate knowledge of ecology, real role of honey bee (*Apis mellifera* L.)
- Honey bee is bioindicator!
- Practicing care for the environment and sustainable development (Certification!), e.g. care for diversity of native bee flora and native pollinators.



# Thanks!



- Slovene campaign “Save the bees”

- Intereg project: [Amc Promo BID](#)

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