



Food and Agriculture
Organization of the
United Nations



20 May 2023

World Bee Day

GET INVOLVED

BEE ENGAGED

in pollinator-friendly
agricultural production



fao.org/world-bee-day

#WorldBeeDay

#Savethebees

Get involved

We depend on bees and other pollinators for our existence. They play a vital role in agriculture and global ecosystems by maintaining our food supply and contributing to biodiversity and other ecosystem services. The vast majority of pollinators are wild, including over 20 000 species of bees and many types of butterflies, birds, bats and other insects. However, in many areas, bees, pollinators, and many other insects are declining in abundance and diversity. Most of these drivers are human-induced.

The celebration of **World Bee Day on 20 May** presents an opportunity to **call for global** cooperation and solidarity to ensure that we prioritize efforts to protect bees and other pollinators, thereby mitigating threats posed to food security and agricultural livelihoods and defending against biodiversity loss and environmental degradation. World Bee Day is also an occasion to **raise awareness** of how **everyone can make a difference to support, restore and enhance the role of pollinators**.

Use this guide to get inspired and get involved!

The theme for 2023

Bees and other pollinators are fundamental for the health of ecosystems and food security. However, intensive monoculture production and improper use of pesticides pose serious threats to pollinators by reducing their access to food and nesting sites, exposing them to harmful chemicals, and weakening their immune systems.

Under the theme **“Bee engaged in pollinator-friendly agricultural production”**, World Bee Day 2023 aims to raise awareness of the importance of adopting pollinator-friendly agricultural production practices to protect bees and other pollinators, while contributing to the resilience, sustainability and efficiency of agrifood systems.

The celebrations around this year's World Bee Day will be in the form of a global outreach campaign and a major hybrid event, featuring high-level guests, and bee and pollination experts and practitioners from across regions. World Bee Day outreach activities have a broad target audience including beekeeping practitioners, governments, policymakers, private sector, non-governmental organizations, civil society, research and academia, donors and the general public.



Calls to action

Now is the time to re-think how we relate to nature and pollinators and take action to support them and the livelihoods they support.

All of us need to appreciate bees and other pollinators for their hard work and contributions, and participate in global solidarity efforts wherever possible, because protecting these creatures is critical to maintaining healthy ecosystems, producing the food we eat, and ensuring our own protection.

Governments need to address the devastating effects that threats of unsustainable agricultural practices on bee and pollinator populations and their abilities to deliver ecosystem services and bee products. Ministries can support the promotion of pollinator-friendly agricultural production, including establishing policies, regulations and standards to influence pest management and pesticide use and protect pollinators.

Private sector enterprises can play a significant role in promoting pollinator-friendly agricultural production by factoring pollinator health and costs into business decisions related to habitat loss and by minimizing the misuse of pesticides. In addition, through supply chain transparency, investments in research and innovation, engagement with farmers, and collaboration with governments and non-governmental organizations (NGOs), they can enhance the sustainability of agricultural production and meet the increasing demand for sustainable and environmentally responsible products.

Civil society organizations (CSOs) are key in promoting pollinator-friendly agricultural production by advocating for policies and practices that support pollinator health, and build capacity, monitor, report, and facilitate dialogue and mediation between

farmers, beekeepers and other actors. CSOs have the opportunity to better support the roles of bees and pollinators in their work, noting the strong connection that pollinators and sustainable and environmentally responsible agriculture have with improved food security, livelihoods, and the Sustainable Development Goals (SDGs).

Researchers, the scientific community, farmers/ranchers, and indigenous and local knowledge holders can work together to promote pollinator-friendly agricultural production and advance research on pollinator monitoring, to make decisions and take actions that benefit pollinators, to implement field- and landscape-level pollinator protection mechanisms, and to reduce the harmful effects of pesticides on bees and other pollinators by advancing less harmful alternatives.

Urban dwellers and urban beekeepers can reinforce and implement management practices that maintain healthy pollinator communities, promote initiatives in urban and peri-urban areas to enhance pollinator habitat, enhance floral diversity, and improve the relationship between people and pollinators by raising public awareness of the importance of pollinators for their daily lives.

Consumers also have a role to play in supporting sustainable development through the choices they make with their daily life. By buying organic and locally-grown produce, supporting pollinator-friendly labels, reducing food waste, and planting pollinator-friendly gardens, they can protect pollinators and safeguard the undeniable benefits they bring.



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Interesting facts about bees and pollinators

- The vast majority of pollinator species are wild, including more than 20 000 species of bees.
- Pollinators such as bees, birds and bats, contribute to 35 percent of the world's total crop production, pollinating 87 of 115 leading food crops worldwide.
- Around 10 percent of the total economic value of agricultural output for human food is dependent on insect pollination.
- Close to 75 percent of the world's crops producing fruits or seeds for human use depend, at least in part, on pollinators.
- Pollination enables the production of an abundance of diverse and nutritious fruit, vegetable, and nut species.
- The alarming decline of bees and pollinators in many regions can be attributed to a number of factors including improper use of pesticides and habitat loss.
- Protecting bees and other pollinators is one of the pillars of the transformative change needed for agroecological transitions and sustainable agriculture.



How to participate

Get involved in one of the following ways or encourage your network to do so!

BRING WORLD BEE DAY TO YOUR OWN TOWN OR CITY. Pro-bono advertising is a great way to increase the impact of World Bee Day even beyond 20 May – pollinators play a vital role in protecting ecosystem health and food security. Approach municipalities, outdoor advertisers, transportation companies, such as city metro, buses or trains, shopping malls, cinemas or airports now to display the [World Bee Day poster](#).

COMMUNITY OR SCHOOL INITIATIVE. Start an initiative in a community or school garden to teach young people about the benefits of pollinators and what healthy pollinator-habitats look like. Learning how to protect pollinators through ecosystem-friendly practices (plant diversity, integrated pest management) supports the environment and helps boost food security.

ORGANIZE A WORLD BEE DAY EVENT. Although World Bee Day 2023 takes place under challenging circumstances, you can still call for action and make a tangible difference. Take a fresh approach by considering different activities or new formats for events – either by going digital or respecting any physical distancing measures. Some events, such as panels, public lectures or even a quiz night could be just as effective online.

ADD THE WORLD BEE DAY BUTTON TO YOUR WEBSITE. Mark the day by including the [World Bee Day button](#) to your website a week or two before 20 May and get people talking about bees and other pollinators. Using a visual, such as the button, is great way to increase interest and awareness about the day and show your support.

HONEY TASTING. To celebrate World Bee Day why not organize a honey tasting session with your friends and family? Can you tell which bee produced which honey? Which is your favourite? Can't meet in person? – don't worry you can even find virtual honey tasting sessions online!

PARKS AND GARDENS. If you enjoy a walk in the park or garden, why not make your local town or municipality aware of World Bee Day? Many of the plants and trees in the beautiful parks and gardens around the world would not exist without our pollinators.

IMPROVE YOUR KNOWLEDGE. Want to find out more about bees and pollinators? Then why not visit the home of [FAO's Global Action on Pollination Services for Sustainable Agriculture](#), where you'll discover all sorts of resources, including videos, publications, databases and details about major initiatives related to bees and pollinators.

SPREAD THE WORD. Inform, educate and engage audiences with real facts. Join the #WorldBeeDay campaign by sharing our free material on digital channels. Identify and engage with local and national digital influencers in the food and development sector (bloggers, actors, popular public figures, photographers and experts) to amplify our messages around sustainable beekeeping.



Communication materials

Here you can find a list of multilingual communication materials for promoting World Bee Day. Some of these will be available very soon, so stay tuned as the resources are updated in the [World Bee Day Asset Bank](#). These materials can be downloaded and shared easily with external partners or providers.

**TAG @FAO IN YOUR POSTS OR
ONE OF THE ACCOUNTS BELOW**

[Facebook](#)

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Main Corporate Accounts

- [@FAO](#)
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Main language accounts

- [@FAOArabic](#)
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[LinkedIn](#)

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[Weibo](#)

WeChat: Search "FAOChina" on [WeChat](#)

[TikTok](#)

[World Bee Day Website](#)

[World Bee Day Trello board](#)

[Bee quiz: What's the buzz about bees?](#)

Articles, stories and publications

Stories

- [A lifelong livelihood](#)
- [Syrians create buzzing agricultural businesses](#)
- [The Moroccan beekeepers' mission to preserve the Saharan Yellow Bee](#)
- [Equal in the eyes of bees](#)
- [No sweeter business](#)
- [More stories on bees](#)

Publications

- [Protecting pollinators from pesticides – Urgent need for action](#)
- [Good beekeeping practices for sustainable apiculture](#)
- [Towards sustainable crop pollination services](#)
- [Pollinators challenge badge \(Summary version\)](#)
- [Why bees matter: The importance of bees and other pollinators for food and agriculture](#)
- [Mainstreaming of biodiversity and ecosystem services with a focus on pollination](#)
- [More on pollination](#)

Videos

- [World Bee Day playlist](#)

Infographics

- [Pollinators](#)
- [Benefits of pollinators](#)
- [Honey](#)
- [Beehive products](#)
- [The pollination services of forests](#)

Other products

- [Bee-inspired poems](#)
- [Flight of the Bumblebees – Composed by Michael Omer](#)

To let us know about your event
or ask a question, email us at
world-bee-day@fao.org

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