

Title

Bee Urban – social entrepreneurship to promote a greener city and local commitment

Short description

The social entrepreneurship Bee Urban started in 2011. The primary objective of the company is to supply the ecosystem service pollination. The second objective is to spread knowledge about the importance of bees, and also to increase the amount of bees in urban environments. Partnered with this initiative, businesses can sponsor beehives to financially support them, but leave Bee Urban with the responsibility to take care of the hive. The Bee Urban services include beehives, biodiversity gardens and habitat creation for pollinating insects and birds. When a company decides to become a sponsor, Bee Urban holds a lecture on the environment and bees, which is a way to spread an environmental brand of systems thinking to a broader audience. This many encourage systems thinking in other aspects of their lives, potentially leading to triple-wins in more fields other than beekeeping.

Topic

Living – Green spaces

Characteristics (type, level)

Neighborhood, Local/Regional Intervention, Private, Public

Country/Countries of implementation

Sweden

Aims and Objectives

The aim is to bring more bees to urban environments, and to prevent net loss of biodiversity and ecosystem services. The main objective is to focus on the ecosystem service and on awareness raising. To increase understanding of bees and pollination, and getting people to understand how important they are for agriculture and food production.

Target Group

Companies, work places, landlords and tenants, the general public

Status

Ongoing

Start and Completion dates

Started in 2010 and is still ongoing, volume of business is about 600 000 Euro.

Lifestyle and Behavior Change

An increases awareness of how urban bees contribution to greater biodiversity. Companies are increasingly thinking about corporate social responsibility, improving their environmental profile.

Effects on:

Health and Wellbeing	Urban bees promote a greener city and local commitment among habitants. Bees will contribute locally through more greenery on farms and plantations on balconies and patios have a greater opportunity to thrive.
Vulnerable populations	The Bee Urban services include biodiversity gardens and habitat creation for pollinating insects and birds. The production of honey creates seasonal jobs.
Environment	The practice has an impact on biodiversity and the provision of the ecosystem service pollination. Thousands of bees will hopefully make the neighborhoods even greener in the long term. A key to a sustainable society is that people learn more about ecosystems, and we think this practice will increase that opportunity.

Initiated and/or implemented by

Two Swedish biologists started in 2011 the company Bee Urban, a social entrepreneurship, with the aim to prevent net loss of biodiversity and ecosystem services. The idea is to spread knowledge about how important bees are, and also to actually increase the amount of bees.

Stakeholders and sectors involved

Municipalities, urban planners, the environment and sustainability sector. Private sectors and commercial companies.

Financial support

Companies, work places and private individuals can become sponsors of beehives and contribute financially. Bee Urban charges a price, approximately 0.2 EURO per bee, which covers the costs of equipment and maintenance, and contributes to their education schemes. National innovation grant.

Evidence-base

In recent years, it has been reported from parts of the world that bees, in a larger extent than usual, started to disappear or die. If the bees disappear, we would not have access to

vegetation that is depending on pollinated by bees. Contrary to one might believe, bees flourish in big cities.

Main activities

When a company or work place decides to become a sponsor they get a lecture on the environment and bees, which is a way to spread a kind of systems thinking to a broader audience. The beehives will be placed on the company's premises, the bees take care of themselves but Bee Urban supervise and help with the management of the hives. Large property owners and landlords in Stockholm are also sponsoring beehives, and they involve tenants in the decisions regarding placement and the management of the hives. In the end of the season, the sponsors gets the delicious by-product of it all: honey.

Evaluation

Information on completed evaluations are available from Bee Urban.

Main results

Bee Urban has currently about 70 clients, mostly in and around Stockholm. Bee Urban is slowly expanding throughout Sweden.

Key success factors and barriers

To get habitants in Stockholm to keep bees and local companies to sponsor the hives. To turn good deeds into business! Barriers: As always, difficult to start a new company when investment capital is needed. Need to build on collaboration and long term cooperation agreement.

INHERIT Perspective

The social entrepreneurship Bee Urban is a potential TRIPLE WIN, with a positive effect on health/well-being, social and economically vulnerable groups, sustainable lifestyles and behaviors. Bee Urban will also increase awareness of how bees contribution to greater biodiversity. The key to a sustainable society is that people learn more about ecosystems, and this project will increase that opportunity. Companies are increasingly thinking about corporate social responsibility and improving their environmental profile.

More information

<http://www.beeurban.se/>

<http://hallbarstad.se/biodling-for-en-gronare-stad/>

https://www.google.com/maps/d/viewer?mid=1XZFnDAb3XWNZkKlhl09n-RBixlA&hl=en_US&ll=59.30471657083999%2C18.211684403906247&z=11

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