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Business and nature working together: action by the forestry sector to protect wild pollinators

What about pollinators?

Pollinators – such as bees, hoverflies, moths, butterflies and beetles – are declining dramatically around the world, and Europe is no exception. With pollinator populations being essential in underpinning the stability of pollinator services over time, this decline of pollinators puts managed and natural ecosystems functioning at risk.

Why should your business care?

Managing forests adequately today is a precondition to secure sustained supply of forest resources tomorrow. Furthermore, the interest of the sector's customers (for example, retailers) in the sustainability performance of its suppliers (i.e. forestry business) is increasing as a consequence of the increased public attention to the biodiversity and climate crises. Taking pollinator-friendly measures can therefore be used as a marketing strategy for the business. The latter can also translate into direct benefits, such as hiring and maintaining a highly-skilled workforce.

What can your business do?

The forestry sector is well placed to contribute towards stopping the decline of wild pollinators. Specifically, the sector can play a big role in convincing its suppliers (i.e. forest managers) to take measures directly in the forest to improve the condition of these delicate ecosystems and the services they deliver. When doing so, cooperating with NGOs and/or academics is highly recommended. It is considered a best practice to involve these expert stakeholders when drafting, implementing and evaluating actions for pollinators, whether they focus on the company's site or the supply chain.

It is recommended for the sector to take action to protect wild pollinators. These actions include:

- assist its suppliers in managing the forestry landscape to support rich biodiversity, directing them to pollinator-friendly forest management practices such as:
- pollinator-friendly management of forest edges and canopy-openings, creating a mix of habitats and allowing sunlight to enter the rides;
- increasing the diversity of tree species in forests, thereby improving the health of soils;
- maintaining a variety and good amount of dead wood habitat and veteran trees;
- increasing landscape heterogeneity.
- monitor and evaluate the impacts of actions on wild pollinators;
- encourage sustainable pollinator management within the entire value chain;
- raise awareness of the role of pollinators and encourage stakeholders to partake in actions that promote pollinator conservation;
- partner up with NGOs, local nature authorities and/or academics when drafting, implementing and evaluating actions for pollinators, whether they focus on company's site or the supply chain.

