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# Business and nature working together: action by the landscape architecture 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?

The landscape sector has plenty of opportunities to minimize its impact on biodiversity and contribute to ecosystem restoration and the creation of new habitats. Restoring pollinator populations to healthy levels will help to bring people in contact with nature, resulting in an increased attraction of the site for tourists and an increased value for the real estate market.

Businesses involved in landscaping can promote the design and management of spaces in a way that it provides multiple ecosystem services, while improving quality of life and supporting a green economy. Green infrastructure can be

used by developers to increase land value or to protect assets from the impact of climate change given the carbon storage, erosion and flood control services of many ecosystems.

Managing for pollinators can provide cost-effective solutions to grounds maintenance, engagement with community groups and individuals, whilst also resulting in a visually pleasing and ecologically valuable townscape and countryside.



Figure 1. A snapshot of the diversity of wild pollinators

## What can your business do?

The landscape architecture sector is well placed to seize opportunities and act positively and effectively for wild pollinator populations. These actions include:

- ▶ integrate green infrastructure into the early stages of the design process of a project, considering:
  - to recognize existing sources of food and shelter for pollinators on the project site, preserve them, and if necessary, strengthen their natural value to obtain a higher quality;
  - to identify locations where new habitats can be created to help pollinator populations, including green corridors;
  - to include green belts and green corridors when planning traffic verges, road side and railway verges, roundabouts, water ways and river banks;
  - to install biodiversity green roofs and walls, and providing sufficient nesting habitat in the vicinity (e.g. dead wood);
  - to nurture contact between people and nature and provide educational opportunities by inclusion of play spaces and community facilities together with the wildlife areas;
  - how to manage the site after construction in a pollinator-friendly way;
- ▶ make a well-considered choice of plant species, considering the importance of the plant species for pollinators, and avoiding invasive alien species;
- ▶ choose to mimic nature in its designs instead of traditional landscaping with monoculture lawns;
- ▶ promote actions to ensure healthy pollinator populations within the value chain;
- ▶ raise awareness of the role of pollinators to its stakeholders and encourage them to partake in actions that promote pollinator conservation (e.g. selecting native pollinator-friendly planting material);
- ▶ appoint estate managers with good communication skills and an aptitude for community engagement to explain the value of habitats on site to residents ;
- ▶ monitor and evaluate the impacts of actions on wild pollinators;
- ▶ partner up with NGOs, local nature authorities and/or biodiversity experts when drafting, implementing and evaluating actions for pollinators, whether they focus on company's site or the supply chain.



Small steps —> tangible results —> real change

More detailed guidance is provided in “Business and nature working together: action by the landscape architecture sector to protect wild pollinators” and on the [EU Pollinator Information Hive](#)