



Business and nature working together: action by the building 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 building sector has plenty of opportunities to minimize its impact on biodiversity and invest in ecosystem restoration and the creation of new habitats. Restoring pollinator populations to healthy levels will help to create a high quality living and working environment, resulting in an increased attraction of buyers, tenants and employees. While preventing economic losses, actions for wild pollinators also provide other environmental and social benefits through the provisioning of ecosystem services, e.g. reducing local problems such as flooding risks.

As a win-win, building with nature has been shown on many occasions to also increase the estate market value and assists the company in building/maintaining a good rapport with the public and other stakeholders.



Figure 1. A snapshot of the diversity of wild pollinators

What can your business do?

The 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 biodiverse green roofs and walls, and providing sufficient nesting habitat in the vicinity (e.g. dead wood);
 - to manage the site after construction in a pollinator-friendly way;
- ▶ mimic nature in its designs instead of traditional landscaping with monoculture lawns;
- ▶ make a well-considered choice of native plant species, considering the importance for pollinators and strictly avoiding invasive alien species;
- ▶ 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;
- ▶ 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 building sector to protect wild pollinators” and on the [EU Pollinator Information Hive](#)