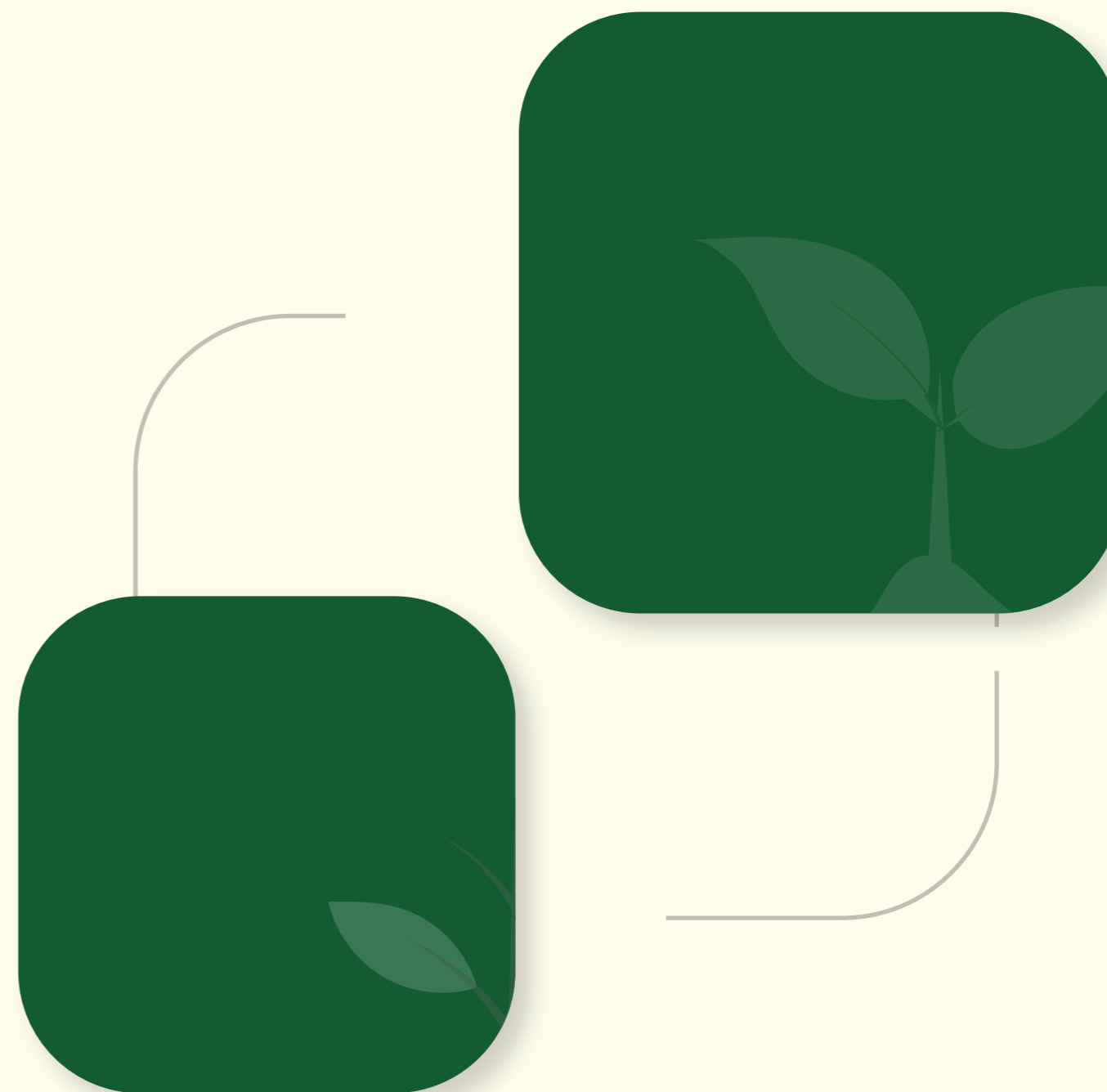


# Bees and Biodiversity

Learn what “SAVE THE BEES” means

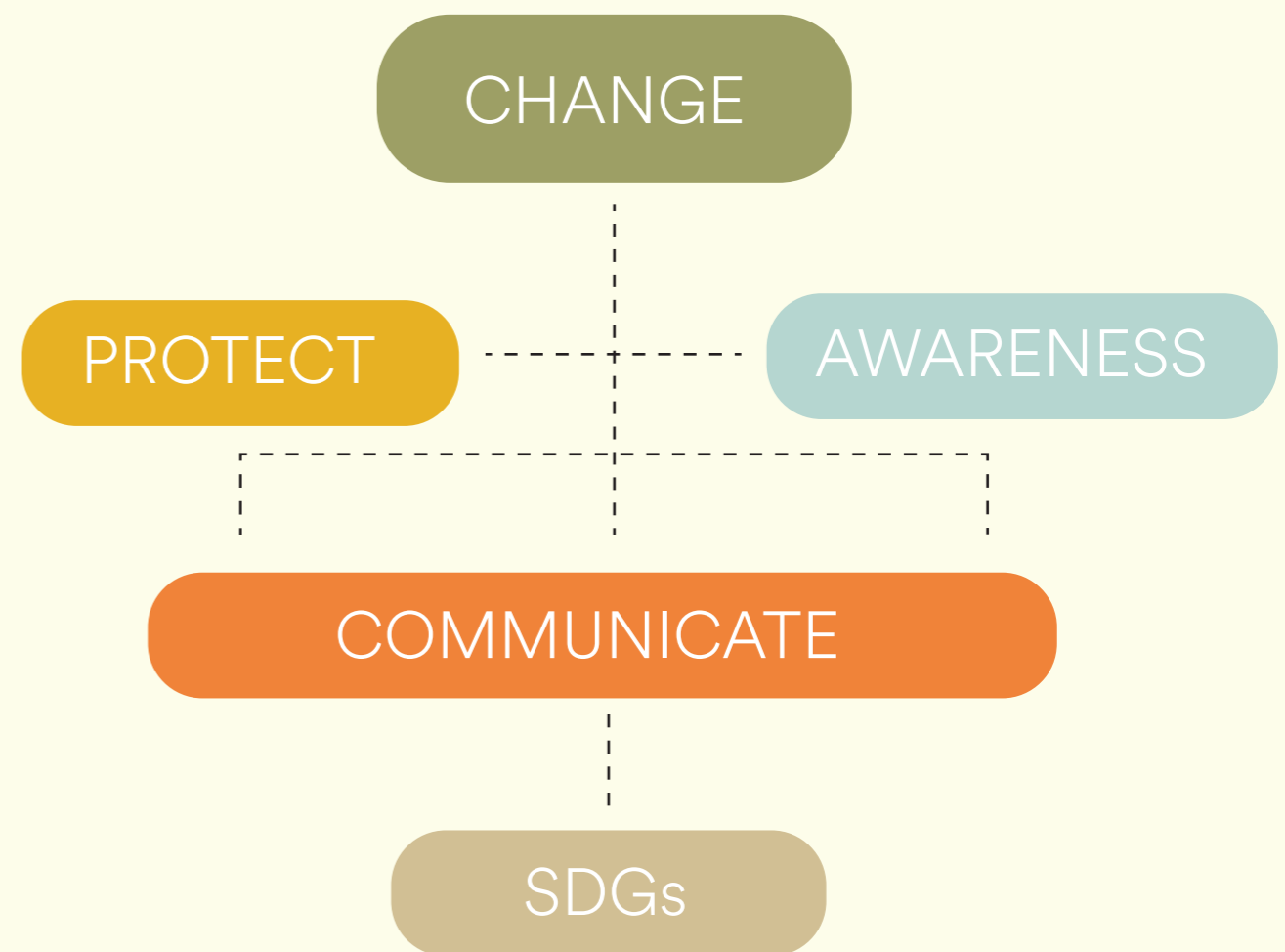
Get Started



# Sustainability Planning

This sustainability project requires in creating a future where both people and nature connecting together. The vision is to **CHANGE** and help build a more informed and conscious society, that understands the essential role bees play in our ecosystems and takes action to **PROTECT** them.

To raise **AWARENESS**, an A5 fold brochure were designed as well as a social media campaign that visually **COMMUNICATE** keys information in an engaging, accessible way. These tools help overcome barriers like lack of awareness to the public. This project send out the message both educational and visually impactful. The design choices e.g. typography, soft colour palettes, and symbolic imagery to help the public to understanding, encouraging viewers to connect with the issue and take meaningful action. This campaign could lead to broader environmental awareness, support for local biodiversity efforts, and stronger community engagement. It directly aligns with Sustainable Development Goal (SDGs): Life on Land, focuses on protecting, restoring, while promoting sustainable use of ecosystems and halting biodiversity loss.



# Understanding & Insights: securing a Sustainable Future of Bees



1700+ TREES WE PLANT EVERY MONTH

join +

Sustainability About Socials

## Eco-Impact

Sustainability in bee conservation means supporting bees without harming the environment. Practices like organic farming, planting native wildflowers, reducing pesticide use, and preserving natural habitats ensure that efforts to help bees are long-term and effective. What benefits bees also benefits biodiversity, agriculture, and our climate.

## Smart Choices

Not all solutions are equal sustainable approaches are those that restore balance rather than create new problems. Encouraging eco-friendly farming, protecting pollinator corridors, and educating communities are suitable, low-impact ways to safeguard bee populations for future generations.

## Natural Balance

Saving bees sustainably means working with nature, not against it. From planting diverse bee-friendly plants to supporting local beekeepers, actions must be suitable to local ecosystems.

## Local Focus

Sustainability means choosing solutions that fit the local environment. In Ireland, protecting native species like the Irish black bee requires preserving wildflower meadows, reducing imported bee strains, and supporting natural foraging habitats. Tailoring conservation efforts to local needs ensures healthier bee populations and stronger ecosystems.

# Did you know?

IN IRELAND



## Honey bees.




1 in 3 Irish bee species is facing extinction due to habitat loss, pesticides, disease, and climate change. These pollinators are vital to our food system and natural ecosystems. Without them, both biodiversity and crop yields are at risk.

70%  
Habitat Loss

90%  
Parasites

50%  
Pesticides



Climate Change

**CAMPAIGN** 

Raise awareness on pollinators, advocate bee research and restoration.

## Solutions That Save the Bees

-  **Plant**  
Grow native plants to give bees a home
-  **Bees**  
Pollinators at work
-  **Pollen**  
Pollen fuels the hive
-  **Lavender**  
A bees favourite
-  **Bushes**  
Dense bushes offer shelter and nesting spots
-  **Flowers**  
Blooming flowers keep bees coming back

# Major **Threats** to Bees: A Growing Ecological Concern



## Chemicals

Pesticides harm bees' health, behavior, and survival



## Electromagnetic Radiation

Can interfere with their natural navigation systems



## Pesticides

Are the most prevalent parasite causing death in commercially managed honey bee colonies



## Climate Change

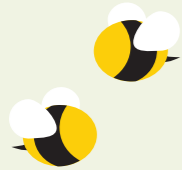
Disrupting the natural balance of their ecosystems





You can contribute to the preservation of nature!

The Save The Bees Foundation is a on-profit that organises bee research, environmental restoration. Donate here.



Donate

Grow the Planet

Encouraging awareness and action in a positive, visually appealing way

[Learn More ↗](#)

# Join us in the **fight** for the environment



cloud visuals

This visual supports planting bee-friendly areas and highlights a clean, safe ecosystem for bees to forage.

The clouds represent a calm, natural environment where bees thrive. The layered cloud shapes create a sense of depth and tranquility, reinforcing the importance of safe, pesticide-free habitats.

[About Us](#)

[View Campaign ↗](#)

## We strive to protect bees to preserve nature for future generations

This design choice was made to visually reflect the campaign's tone. Storytelling, natural, friendly, and educational. Soft shapes, pastel colours, and the use of clean typography like Quicksand all work together to create a welcoming and informative atmosphere. Each element, from clouds to plants, is carefully selected to symbolise different aspects of a healthy ecosystem, while also keeping the visuals simple and engaging.

Over

# 30%

of the 98 wild bee species are threatened with extinction according to the All-Ireland Pollinator Plan. The statistics shows that Bumblebees population has declining.

**24%**  
Europe

**50%**  
United States

**32%**  
Asia

By presenting data globally, the intention was to raise public awareness worldwide.

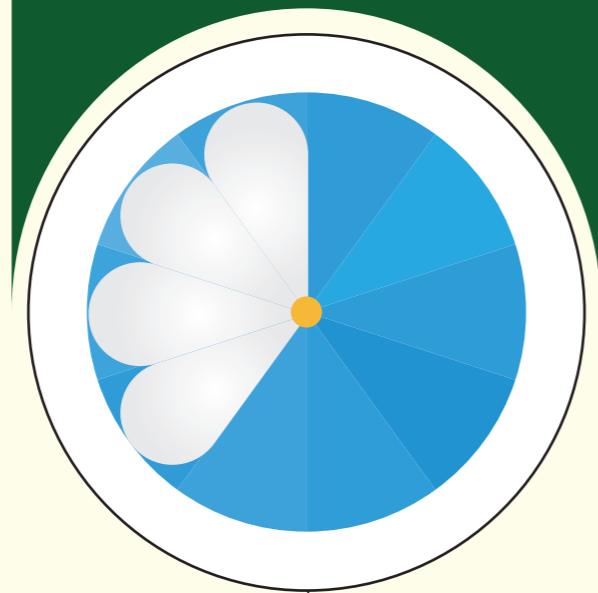


Chart showing alarming drop in bees presence.

Statistics



01 / 02

---

**01**

This design to present the statistic in a visually engaging and symbolic way. The pie chart subtly forms the shape of a flower, directly linking the data (49% of honeybee colonies lost every winter) to the natural world bees are part of.

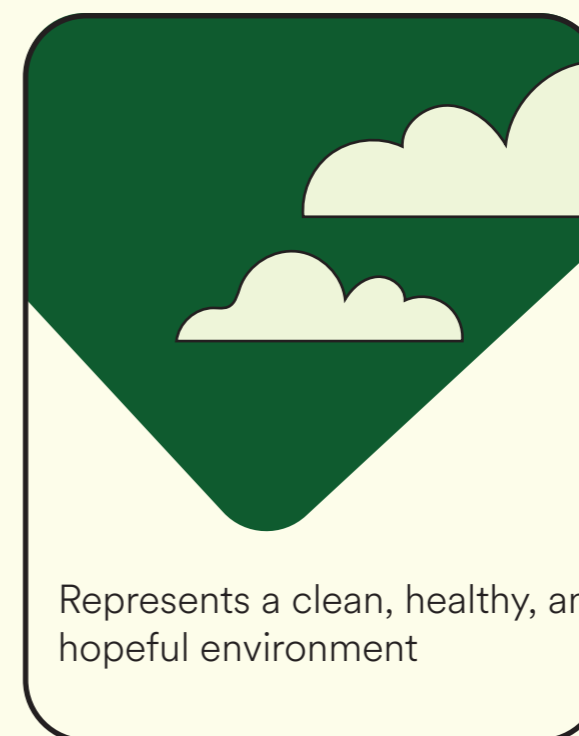
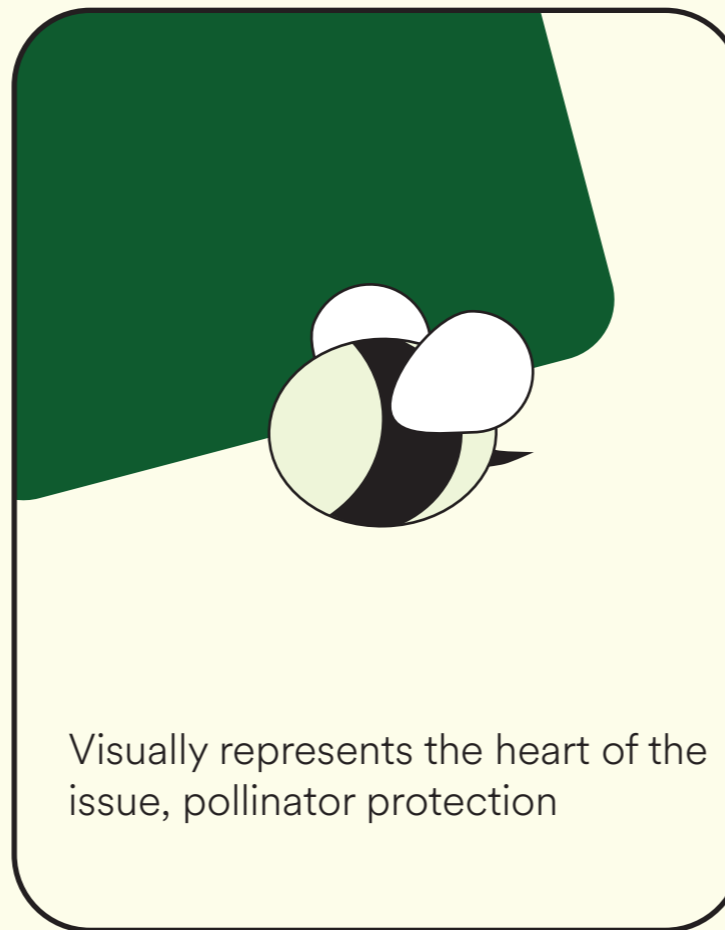
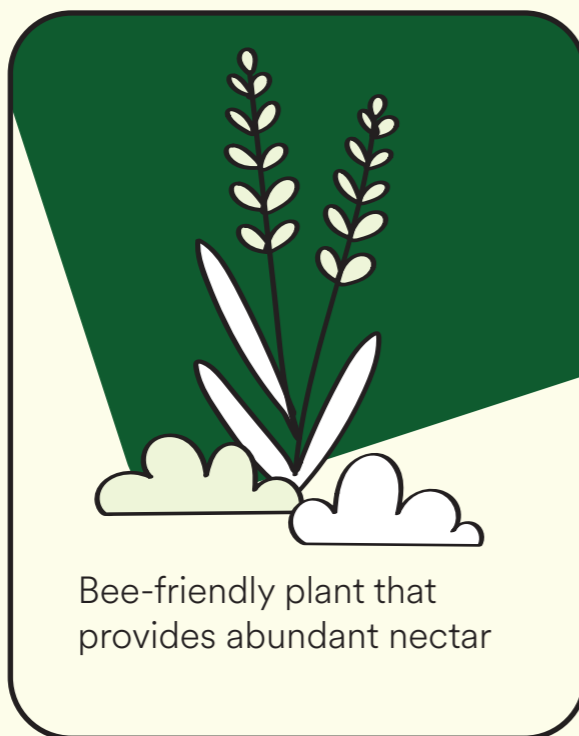
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**02**

The soft, rounded petal segments evoke a sense of fragility, reflecting the vulnerability of bee populations.



what the art represents...

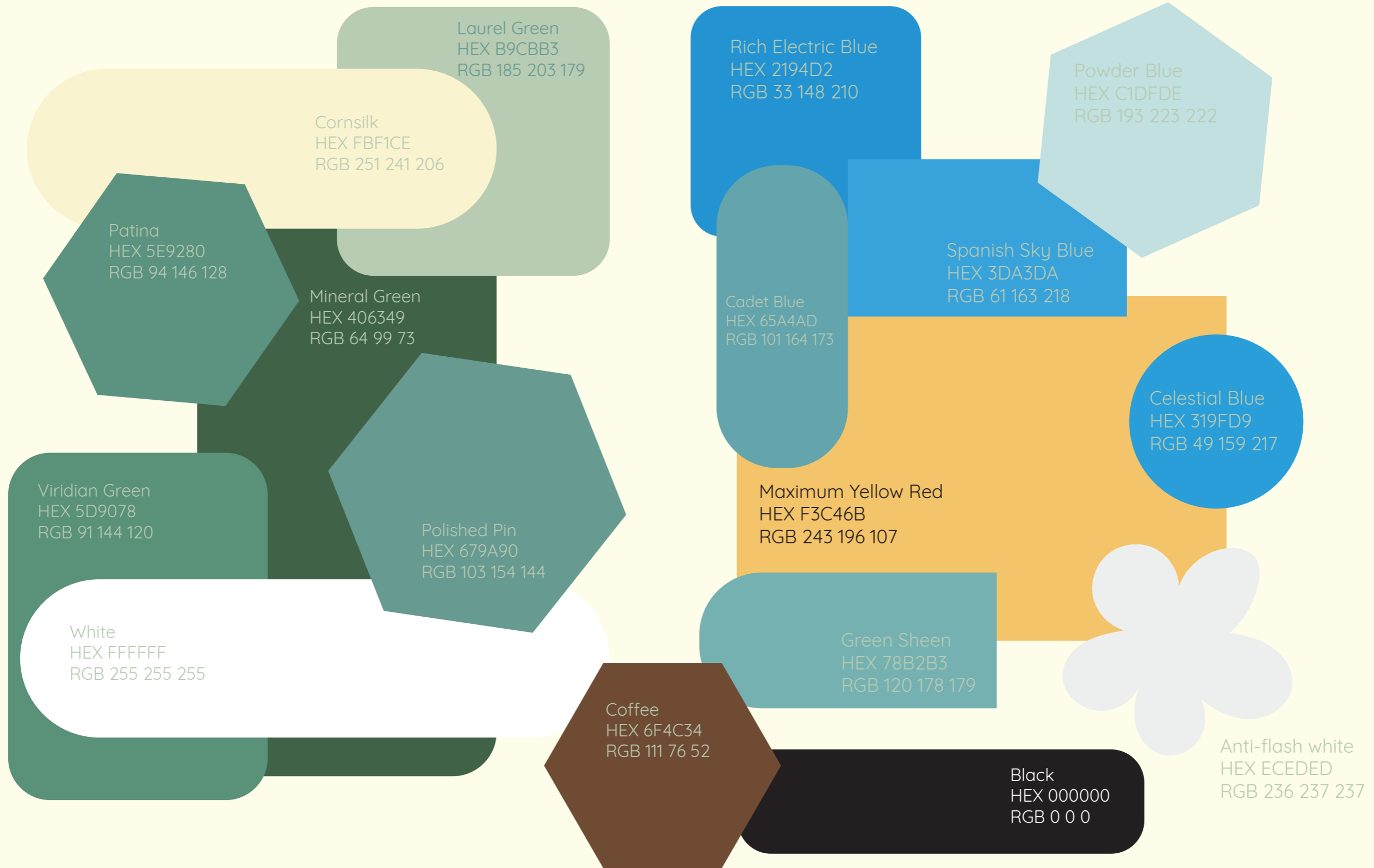


A5 size leaflet

Communicate Key

Growth, nourishment, and the foundation of a thriving ecosystem

Global importance of bees and their impact on the planet's ecosystems



The colour chosen was nature-inspired to reflect the theme of sustainability and harmony with the environment. Green symbolises growth and nature, yellow represents bees and energy.

# PROTECT YOUR PLANET

→ **ADOPT OR BUY  
TO SAVE THE BEES**

APPEARANCE: ROUNDED EDGES

LOOK: APPROACHABLE

TONE: WARM AND INVITING

SUPPORT: CLEAR COMMUNICATION

FONT

Soft curves of the font harmonise with nature-inspired elements e.g. clouds, plants, etc.

Aligns visually with the gentle, nature-focused message

Legible across devices and formats

**Bb**

# Quicksand

Font Family

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz.  
1234567890'%'!

**Bold**

Regular

Save The Bees encourages everybody to plant seeds locally to where you live.

**Aa1**

The Quicksand for its clean, friendly look that makes the "Save the Bees" message feel approachable and easy to read across formats.

# PLANT TREES FOR BEES



## HOW?

1. Choose bee-friendly flowering trees like willow, linden, or fruit trees that provide nectar and pollen.
2. Water young trees regularly and add mulch to support healthy growth and blooming.
3. Plant in sunny, pesticide-free areas where bees can safely forage.

Some bee-friendly garden flowers:  
Lavender, Mahonia, Hawthorn  
Honeysuckle, Ivy and Abelia

## THREATS



### Chemical Pesticides & Herbicides

Honeybees ingest these chemicals pesticides during their daily pollination rounds. Widespread and ubiquitous use of pesticides, common practice in the current chemicals intensive agriculture systems, can lead to mortality and/or altered foraging abilities for both wild and managed bees



### Radiation

Electromagnetic radiation from mobile towers and Wi-Fi may affect bees by disrupting their natural navigation. This interference can lead to disorientation, making it harder for bees to return to their hives. Some studies also suggest that long-term exposure may reduce foraging ability and weaken bee health. While not the only threat, radiation is considered a contributing factor to the decline of bee populations.



### Climate Change

Climate change poses a serious threat to bee populations by disrupting the natural balance of their ecosystems. Rising temperatures, unpredictable weather, and shifting seasons can affect the timing of flower blooming, making it harder for bees to find food when they need it most. Droughts and heatwaves can reduce the availability of nectar and pollen, while extreme weather events can destroy habitats and nesting sites. As climate zones shift, bees may struggle to adapt quickly enough, leading to population declines and reduced pollination which affects both biodiversity and food production



### Parasites and Diseases

In Ireland, bees face growing threats from parasites and diseases, especially the Varroa mite, which spreads viruses and weakens colonies. Native bees, like the Irish black bee, are also at risk from imported diseases and loss of genetic diversity. Fungal infections and habitat loss add to the pressure, making disease control and sustainable beekeeping vital for their survival.

## WHY BEES MATTERS?

Bees are vital pollinators, helping plants grow, reproduce, and produce food. They support the growth of fruits, vegetables, and flowers, making them essential for both ecosystems and our food supply. Without bees, biodiversity and agriculture would suffer greatly.



## ECOSYSTEMS & EXTINCTION

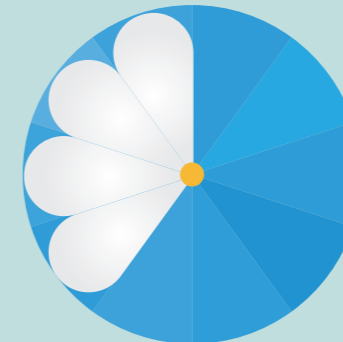
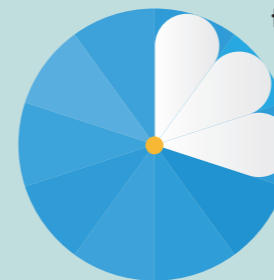
Bees play a vital role in Ireland's ecosystems and agriculture, pollinating many of the crops we rely on, such as apples, berries, and vegetables. Around 75% of flowering plants depend on pollinators like bees to reproduce. Their work supports biodiversity, helps maintain healthy landscapes, and provides food for both people and wildlife. Without bees, Ireland's natural balance and food production would be seriously at risk.

Beekeepers report losing an average of

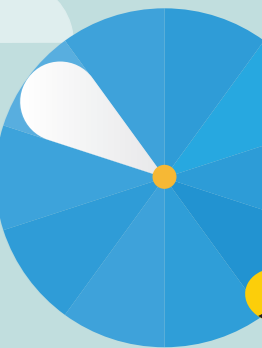
29%

to

49% of all honeybee colonies every winter



If bee population keeps declining there will be dangerous consequences for all ecosystems.



Let's save the bees together!

## The SOLUTION

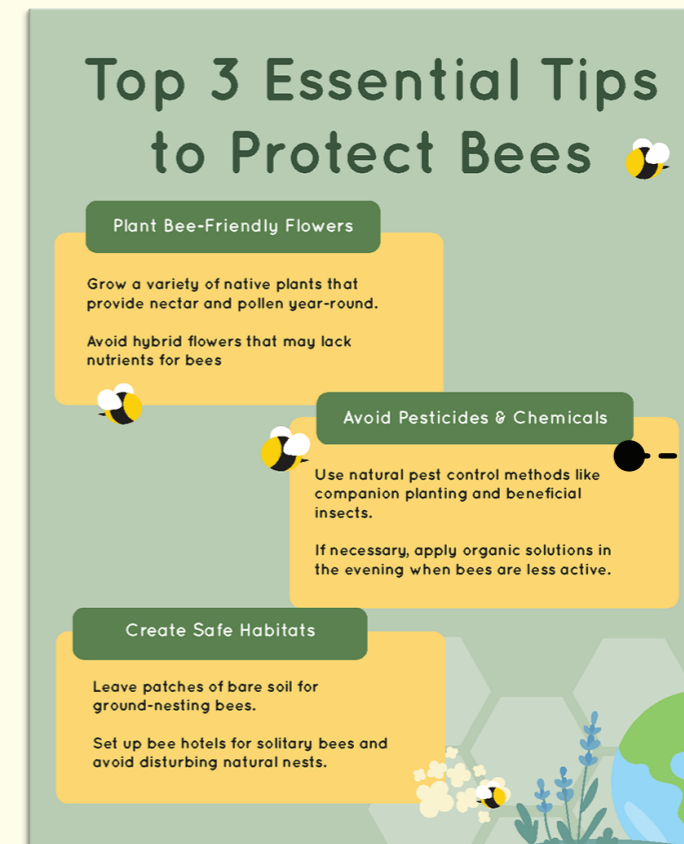
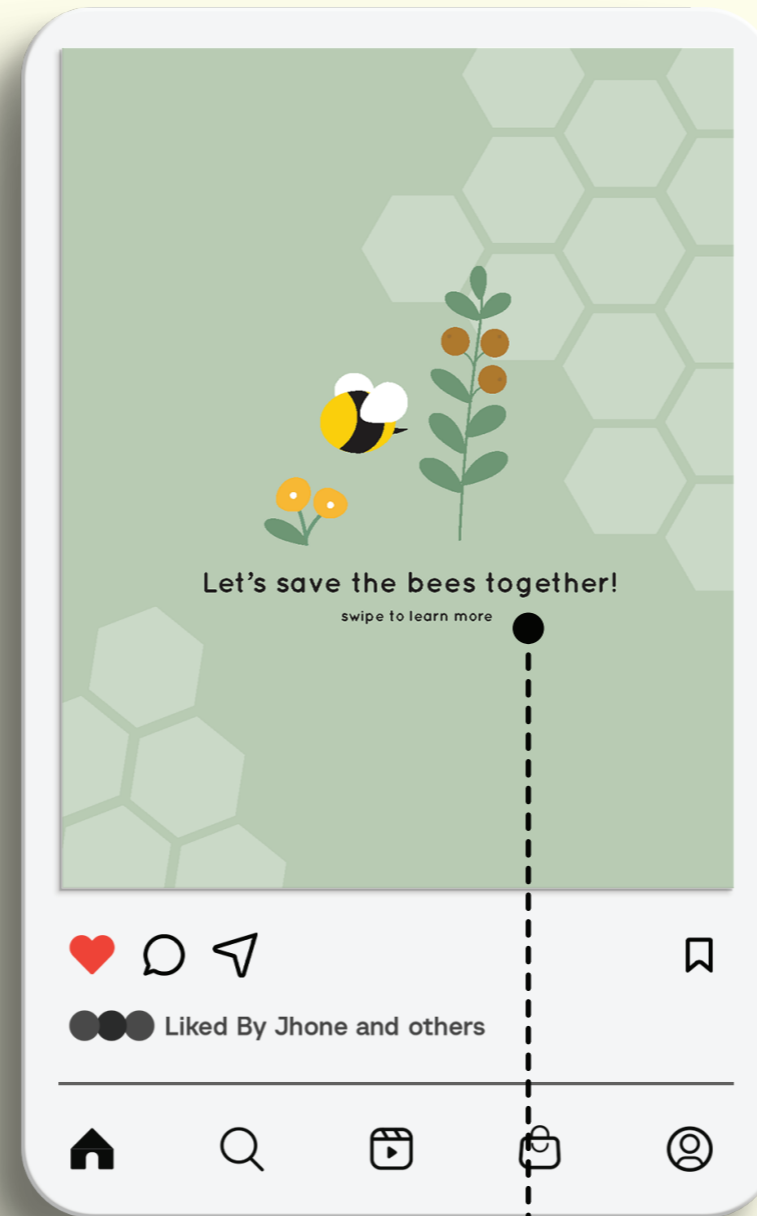
### ecological farming

### ECOLOGICAL FARMING insures healthy farming and healthy food for TODAY and TOMORROW

Healthy farming practices protect soil, water, and the climate while promoting biodiversity. They avoid contaminating the environment with harmful substances such as chemical pesticides, synthetic fertilisers, and genetically engineered organisms.

An A5 four-fold leaflet was made to effectively communicate the sustainability message in a structured and visually engaging way. Its compact

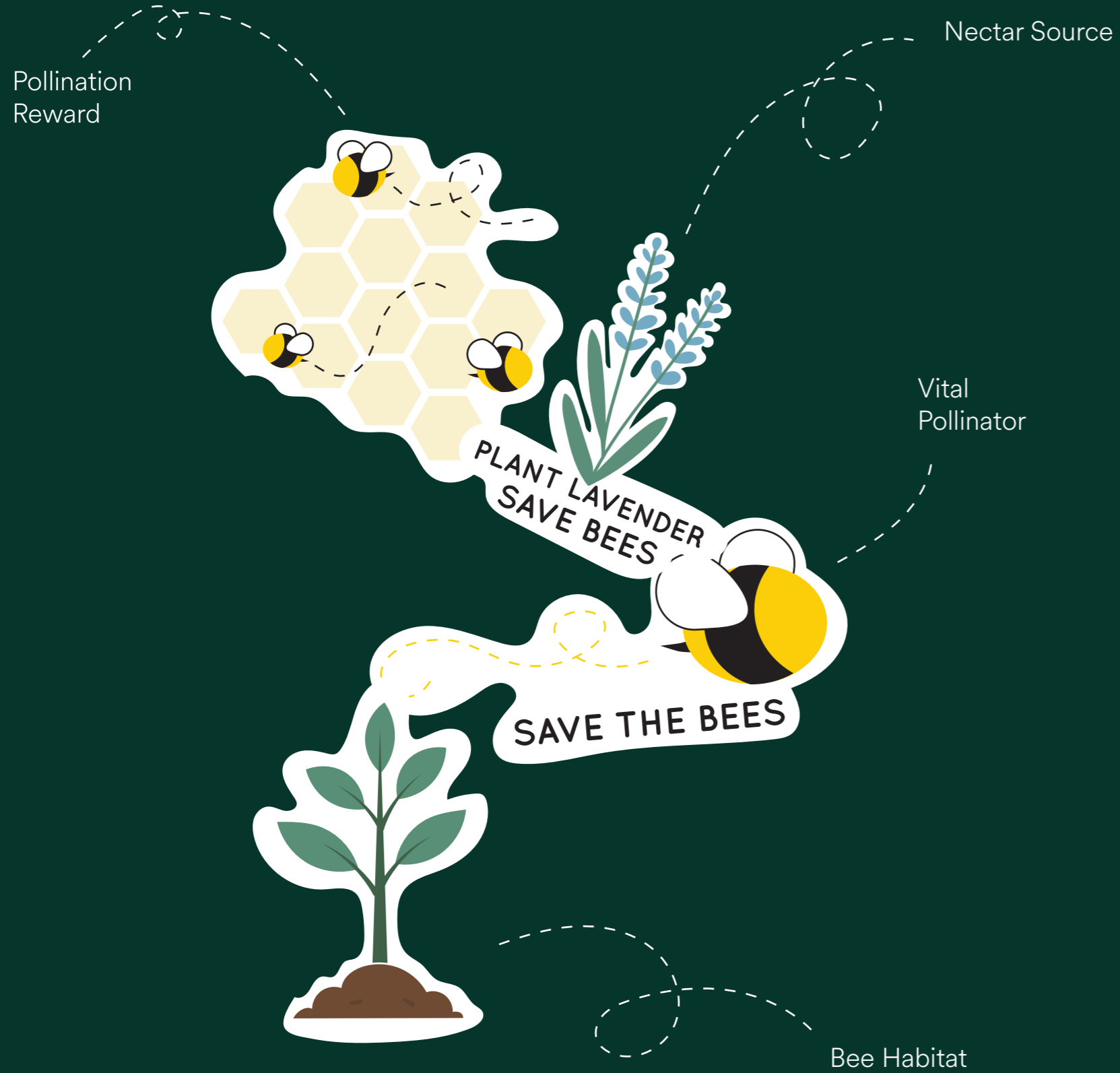




This social media campaign was designed to raise awareness about the urgent need to protect bees through simple, actionable tips and visually engaging content. Using soft pastel colours and clear illustrations, the campaign aims to educate a broad audience about the role of bees in pollination and biodiversity. Each post is tailored for quick understanding and shareability, encouraging viewers to take part in bee-friendly practices and spread the message within their communities.

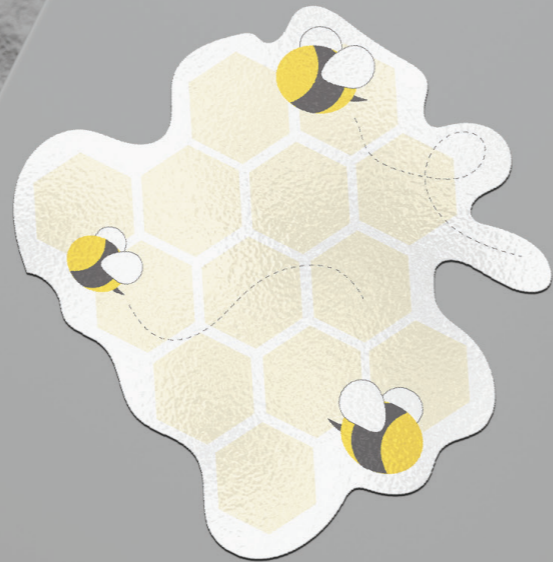
Call to action  
Swipe to learn more...

Facts



# Save the Bees Stickers

"Save the Bees" stickers as a simple yet powerful tool to spread awareness in an accessible and engaging way.





## HOW?

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3. Plant in sunny, pesticide-free areas where bees can safely forage.

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## THREATS

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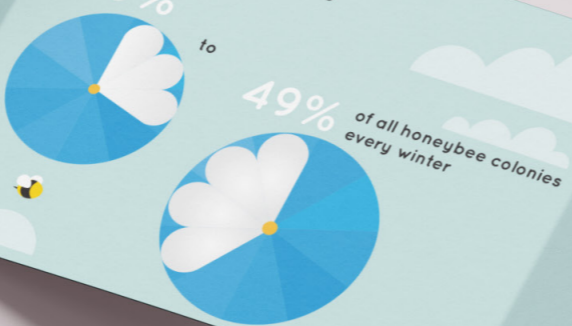
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Bees play a vital role in island's ecosystems and agriculture, pollinating many of the crops we rely on, such as papaya, taro, and vegetables. Around 75% of flowering plants depend on pollinators like bees to reproduce. Their work supports biodiversity, which maintains healthy landscapes and provides food for both people and wildlife. Without bees, island's natural balance and food production would be seriously at risk.

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