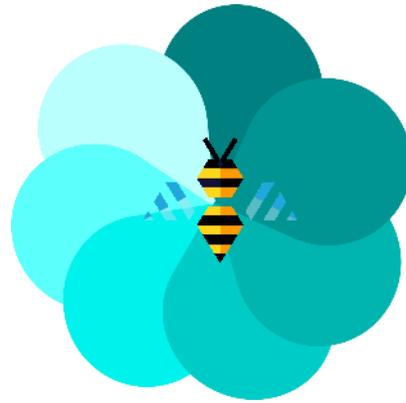


The BEESPOKE Project

Key Outputs & Recommendations



Policy Influencer Event, 30th May 2023

John Holland, Project Coordinator
Michelle Fountain, NIAB East Malling



Hosted by



European Committee
of the Regions



BEESPOKE

Benefiting **E**cosystems through **E**valuation of food **S**upplies
for **P**ollination to **O**pen up **K**nowledge for **E**nd users

Overall aim: Enhance and improve resources for pollinators



Project overview

The drivers

- €€€ Crop pollination across EU valued at 15 billion
- Pollinators in decline despite AES measures
- Crop pollination not a high priority for land managers

Project actions

- New expertise and tools for land managers to increase pollinators and crop pollination
- Novel wildflower seed mixes targeted at the crop pollinators
- New predictive software to identify where solutions needed
- Demo sites and training materials
- Better understanding of land managers, agri-environment schemes and the economics





Key outputs

Seed mixes developed



Key outputs

Seed mixes developed



Key outputs

Wildflower areas



Key outputs

Wildflower areas



Key outputs

Farmers attitudes



Key outputs

Farmers attitudes



Key outputs

Agri-environment schemes



Key outputs

Agri-environment schemes



**Policy
Recommendations**



Key outputs

Training & guidance



Key outputs

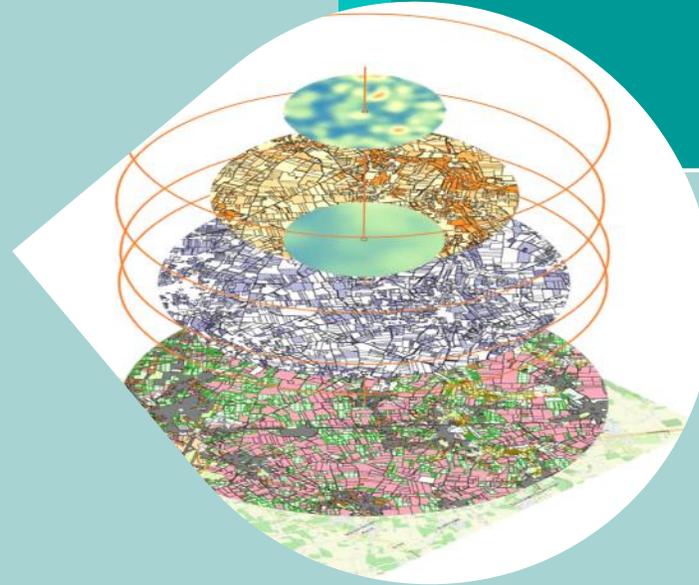
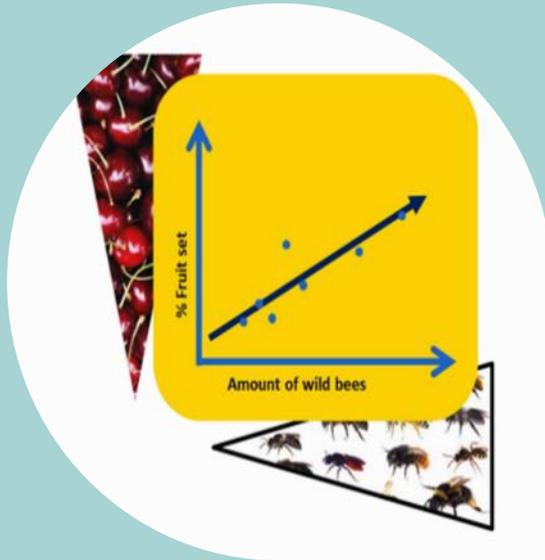
Predictive tools



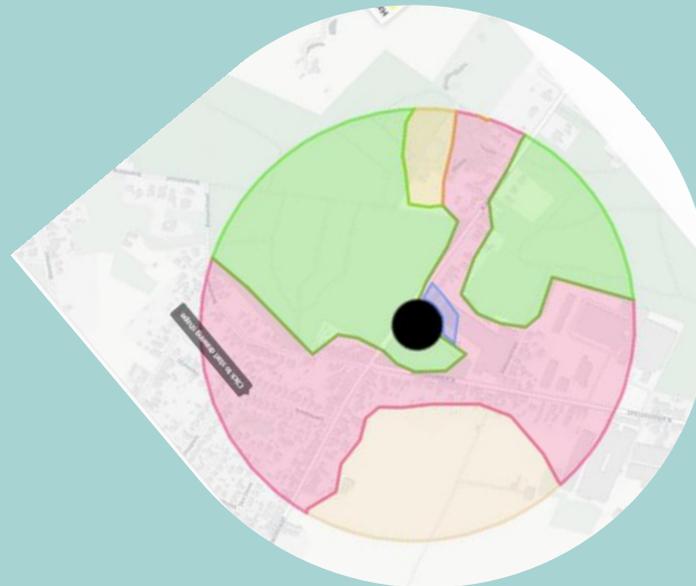
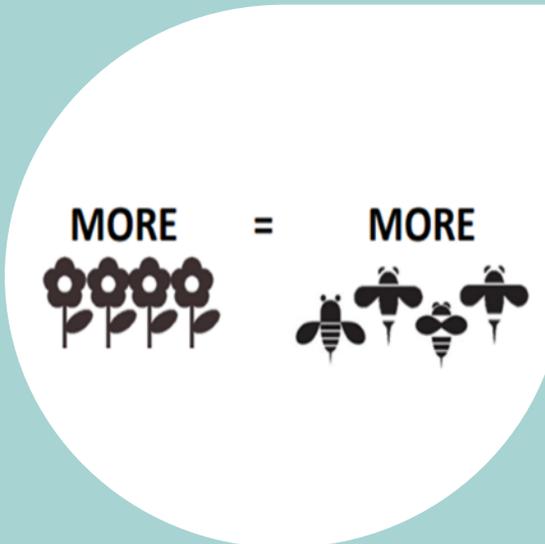
Key outputs

Predictive tools

Pollination maps
for agriculture



The added value
of flower strips



Key outputs

Online resources



Key outputs

Online resources





Key outputs

- ✓ Seed mixes developed
- ✓ New wildflower areas
- ✓ Farmers attitudes
- ✓ Agri-environment schemes
- ✓ Training and guidance
- ✓ Predictive tools
- ✓ Online resources

Key recommendations

Seed mixes



Key recommendations

Native seeds - Location

Seed mixes



Key recommendations

AES payments - Economics

Seed mixes

Native seeds
Location



Key recommendations

Flexibility

Seed mixes

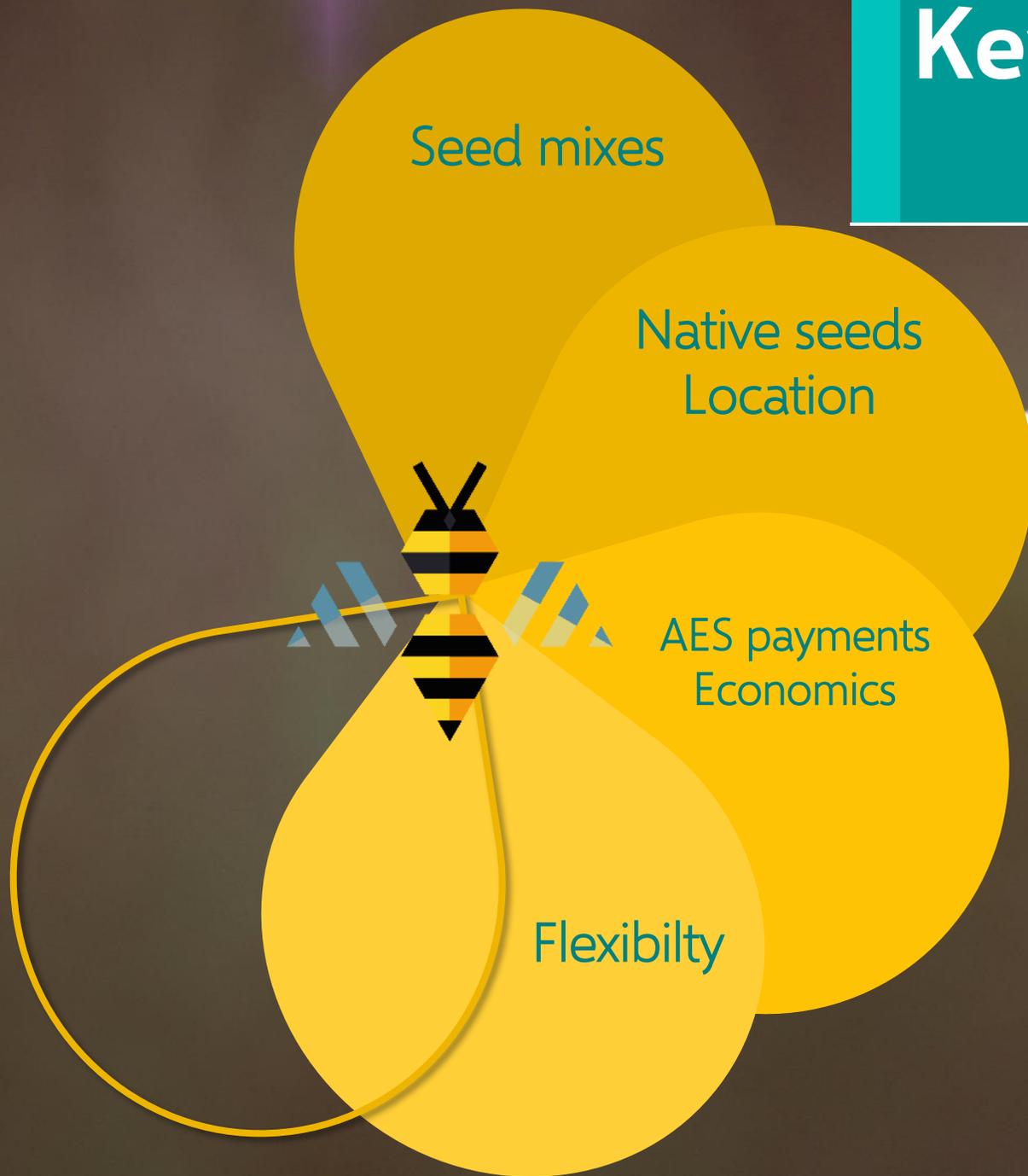
Native seeds
Location

AES payments
Economics



Key recommendations

Food for pollinators



Key recommendations

Multiple benefits

Seed mixes

Native seeds
Location

AES payments
Economics

Food for
pollinators

Flexibility



Key recommendations

Advice

Seed mixes

Native seeds
Location

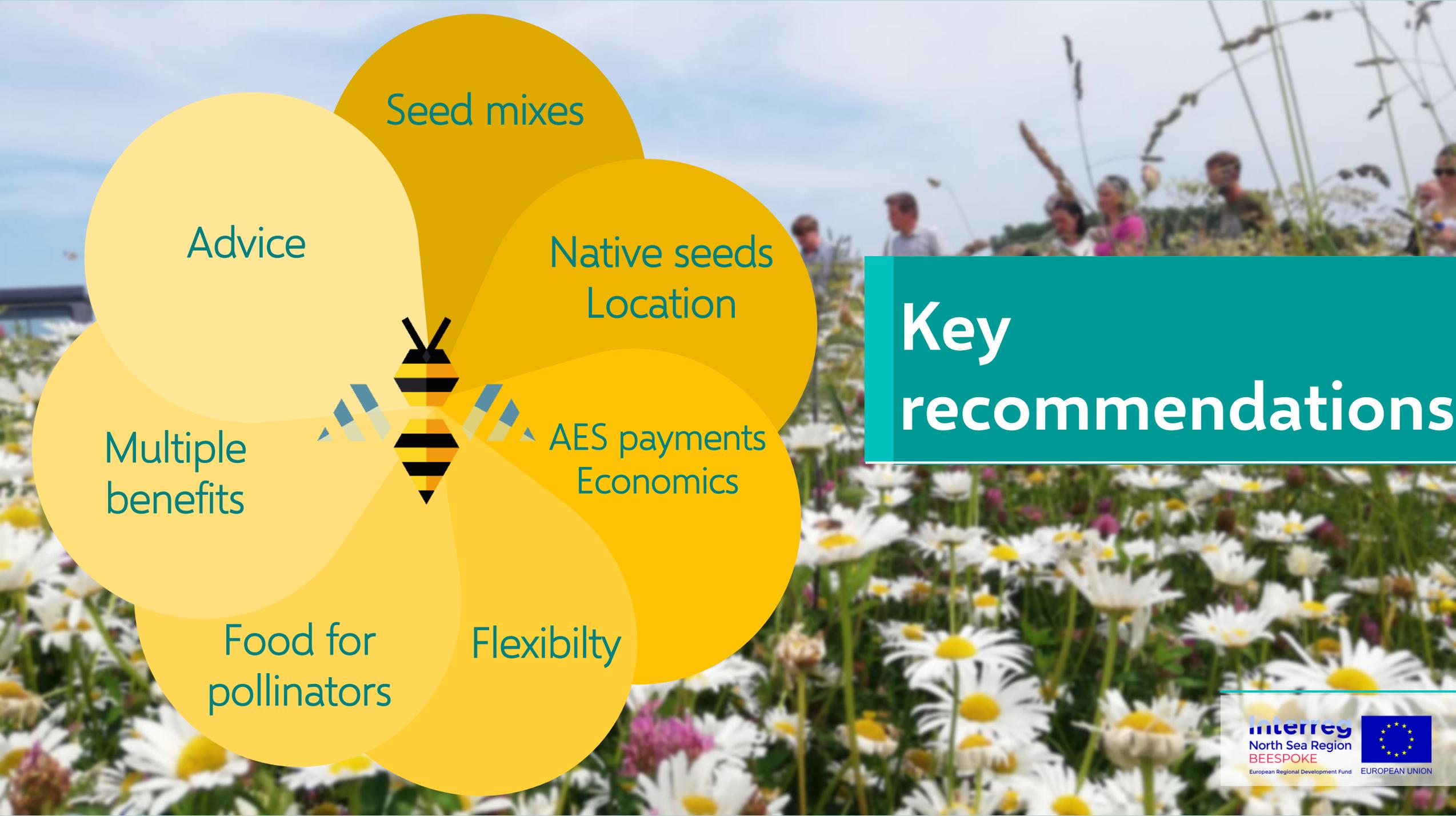
AES payments
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Seed mixes

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