

# All-Ireland Pollinator Plan (AIPP)



## Background

- This plan was developed in response to alarming declines in pollinator populations, where one-third of Ireland's 98 wild bee species are threatened with extinction.
- It encourages collaboration across different organisations to make the landscape more pollinator friendly. Ireland became one of the first countries in Europe to adopt such a national framework.
- The initiative was led by the National Biodiversity Data Centre, coordinated by a 16-member steering group, and supported by over 100 organisations.
- Implementation was voluntary and involved a range of stakeholders: councils, farmers, schools, businesses, and faith groups.
- Despite minimal funding (€15,000 annually from the Department of Agriculture), the Plan sparked a nationwide biodiversity movement, involving thousands of people and groups.

## Key Activities

- Development of 81 evidence-based actions structured under five objectives: making farmland, public, and private land more pollinator-friendly; raising awareness; supporting beekeepers; expanding scientific knowledge; and tracking change.
- The actions were designed to reverse habitat loss, improve food supply, and provide safe nesting areas across all land types, from farms and transport corridors to schools and gardens.
- Creation of sector-specific guidelines (e.g. for councils, faith groups, businesses, transport).
- Launch of the Protecting Farmland Pollinators project (EIP-funded, involving 40 farms) running from 2019-2023. The project aim was to show that any farm can become more pollinator friendly.
- Education campaigns through schools, communities, and Tidy Towns.
- Establishment of a public 'Actions for Pollinators' online mapping portal.
- Collaboration with transport and infrastructure bodies for verge and greenway management.
- Implementation of pollinator awards in Green Flag Parks and Tidy Towns.
- Active monitoring via bumblebee and butterfly transects and citizen science.



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## Impact

### Environmental Impact

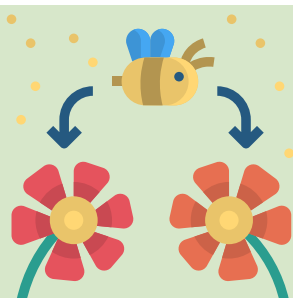
- Over 80 wildflower meadows created by local authorities.
- Over 100 hectares of meadowland managed by the National Trust.
- Motorway verges and transport corridors managed under reduced mowing regimes.
- Rapid occupation of newly created nesting sites by solitary bees within weeks.
- Reduced pesticide use by multiple councils and public bodies.

### Community Engagement

- 55% of councils became formal AIPP partners.
- 270 businesses committed to actions.
- 160 towns and villages entered the pollinator awards.
- Faith groups, schools, and hospitals created new habitats.
- Widespread public support: 96% want more public land managed for pollinators.

### Education and Awareness

- 'Save the Bees' education pack distributed to 3,200 schools in 2020.
- Over 700 teachers trained via Green-Schools programmes.
- Public campaigns and signage increased awareness in parks, towns, and along roads.



## Impact

Additionally, this plan has informed the development of pollinator strategies published in Scotland (2017), Norway (2018) and the Netherlands (2018).

## Challenges & Solutions

### Challenges:

- Limited funding and no central budget.
- Voluntary nature of the plan required sustained motivation.
- Scaling actions varied across landowners and jurisdictions.
- Need for ongoing scientific monitoring.

### Solutions:

- Secured small-scale funding from diverse sources (e.g., Bord Bia, SuperValu, Heritage Council).
- Developed tailored, practical, and freely available resources.
- Built a network of stakeholders and local champions.
- Created award schemes and public recognition to incentivise action.
- Collaborated with academics and citizen scientists for monitoring and research.



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## Tips for Similar Projects

- Provide free, accessible, and evidence-based resources.
- Encourage voluntary engagement through storytelling and recognition.
- Work across administrative boundaries for wider impact.
- Use small-scale pilot projects to build support before scaling.



## Identified Limitations/Weaknesses

- Despite progress, pollinator populations remain at risk, and actions must be scaled further.
- Funding remained modest, limiting central coordination capacity.
- Some actions, particularly on farmland, require systemic policy shifts to be sustainable long-term.
- Urban pollinator efforts were sometimes constrained by concerns over “untidy” green spaces.

However, in one focus group, a participant involved in community climate action praised this plan for reshaping priorities within national initiatives like Tidy Towns. It has helped to shift the emphasis from aesthetics to protecting wildlife, planting native species, reducing mowing, and embracing rewilding!

## Video

- [Video Playlist](#) from the National Biodiversity Data Centre
- All Ireland Pollinator’s [Recorded Talks](#)

## Video Description

The All-Ireland Pollinator Plan website features and recommends videos hosted by the National Biodiversity Data Centre. It also offers a wide range of resources, including rare species guides, how-to manuals, best-practice guidelines, plant lists, recorded talks, publications, and more.

## Resources

- [The All Ireland Pollinator Plan Resources](#)
- The [‘Ideas Hub’ on the All-Ireland Pollinator Plan Website](#) showcases project ideas from a variety of sectors.
- The [‘Actions for Pollinators’ map](#) allows users to explore and register pollinator-friendly activities across Ireland.

## Partners

