



Food and Agriculture  
Organization of the  
United Nations



20 May 2021  
**World Bee Day**

**Get involved**






## Get involved



We depend on bees and other pollinators for our existence. They play a vital role in agriculture and global ecosystems by maintaining our food supply and contributing to biodiversity and other ecosystem services. The vast majority of pollinators are wild, including over 20 000 species of bees and many types of butterflies, birds, bats and other insects. However, in many areas, bees, pollinators, and many other insects are declining in abundance and diversity. Most of these drivers are human-induced.



The celebration of World Bee Day on 20 May presents an opportunity to **call for global cooperation and solidarity** to ensure that we prioritize efforts to protect bees and other pollinators, thereby mitigating threats posed to food security and agricultural livelihoods and defending against biodiversity loss and environmental degradation. World Bee Day is also an occasion to **raise awareness** of how **everyone can make a difference to support, restore and enhance the role of pollinators**.

Use this guide to get inspired and get involved!



## The theme for 2021



World Bee Day 2021 falls during an exceptional moment in history, where many countries continue to deal with the widespread effects of the COVID-19 pandemic. As we strive to emerge from these difficult circumstances, the theme of World Bee Day 2021 is one of optimism: **“Bee Engaged – Build Back Better for Bees”**.

The celebrations around this year’s World Bee Day will be in the form of a global outreach campaign and a major virtual event, featuring high-level guests, and bee and pollination experts and practitioners from across regions. World Bee Day outreach activities have a broad target audience including beekeeping practitioners, governments, policymakers, private sector, non-governmental organizations, civil society, research and academia, donors and the general public.



INTERNATIONAL YEAR OF  
FRUITS AND VEGETABLES

2021

Did you know that many fruits and vegetables rely on pollination either directly or indirectly? Watermelon, pumpkin, tomato, aubergine, papaya, orange, lime, strawberry, apple, mango and many many more... 2021 marks the **International Year of Fruits and Vegetables (IYFV)** and FAO is the lead agency for celebrating the year in collaboration with other relevant organizations and bodies of the United Nations (UN) system. The #IYFV2021 is an opportunity to heighten awareness of the important role fruits and vegetables play in human nutrition, food security and health, and in achieving the Sustainable Development Goals (SDGs). On World Bee Day 2021, let's remember how our pollinator heroes help produce nutritious and diverse fruits and vegetables.



## Calls to action

**Now is the time to re-think how we relate to nature and pollinators and take action to support them and the livelihoods they support.**

**All of us** need to appreciate bees and other pollinators for their hard work and essential role in nature, and participate in global solidarity efforts wherever possible, because protecting these creatures ensures our own protection.

**Governments** need to urgently address the devastating effects that threats to bees and pollinators are having on their populations and their abilities to deliver ecosystem services and bee products. In addition, bees and sustainable beekeeping play a vital role in maintaining livelihoods (directly or indirectly) all around the world. Bees and their pollination services are renowned for the important contribution they make to the achievement of certain SDGs – such as SDG 2, Zero Hunger; SDG 12, Responsible Production and Consumption; and SDG 15, Life on Land. Governments need to take urgent action to institute policies that reduce pesticide risks to pollinators, protect and increase pollinator habitats, and support beekeepers.

**Private sector enterprises**, which play a critical role in promoting and helping pollinators, can take the lead in their protection by factoring pollinator health and costs into business decisions related to habitat loss, minimizing pesticide risks and mitigating the effects of climate change on pollinators.

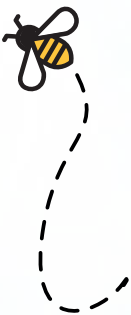
**Civil society organizations** need to recognize and better support the roles of bees and pollinators in their work, noting the strong connection that

pollinators have with improved food security, livelihoods, and the SDGs.

**Researchers, the scientific community, farmers/ranchers, and indigenous and local knowledge holders** need to advance research on pollinator monitoring, be empowered to make decisions and take actions that benefit pollinators, implement field- and landscape-level pollinator protection mechanisms, and reduce the harmful effects of pesticides on bees and other pollinators by advancing less harmful alternatives.

**Urban dwellers and urban beekeepers** need to reinforce and implement management practices that maintain healthy pollinator communities; promote initiatives in urban and peri-urban areas to enhance pollinator habitat; enhance floral diversity; and improve the relationship between people and pollinators by raising public awareness of the importance of pollinators for their daily lives.

**Consumers** must realize that they play a key role in supporting sustainable development through the choices they make with their individual daily purchases. It is important that consumers understand their role and the specific implications of how, by choosing certain products or facilitating certain environmental measures and initiatives, they can aid the survival of pollinators and safeguard the undeniable benefits they bring.





## Interesting facts about bees and pollinators

- Pollinators such as bees, birds and bats, contribute to 35 percent of the world's total crop production, pollinating 87 of 115 leading food crops worldwide.
- Three out of four crops across the globe producing fruits or seeds for human use as food depend, at least in part, on pollinators.
- Pollination benefits human nutrition – enabling not only the production of an abundance of fruits, vegetables, nuts and seeds, but also more variety and better quality.
- The alarming decline of bees and pollinators in many regions can be attributed to a number of factors including improper use of pesticides, habitat degradation, unsustainable intensification of agricultural systems, pests and pathogens, and climate change.
- Sustainable agriculture approaches such as agroecology can reduce risk to pollinators by helping to diversify the agricultural landscape, offering natural habitats to pollinators, and making use of ecological processes as part of food production.





## How to participate

Get involved in one of the following ways or encourage your network to do so!

**BRING WORLD BEE DAY TO YOUR OWN TOWN OR CITY.** Pro-bono advertising is a great way to increase the impact of World Bee Day even beyond 20 May – pollinators play a vital role in protecting ecosystem health and food security. Approach municipalities, outdoor advertisers, transportation companies, such as city metro, buses or trains, shopping malls, cinemas or airports now to display the [World Bee Day poster](#).

**COMMUNITY OR SCHOOL INITIATIVE.** Start an initiative in a community or school garden to teach young people about the benefits of pollinators and what healthy pollinator-habitats look like. Learning how to protect pollinators through ecosystem-friendly practices (plant diversity, integrated pest management) supports the environment and helps boost food security.

**ORGANIZE A WORLD BEE DAY EVENT.** Although World Bee Day 2021 takes place under challenging circumstances, you can still call for action and make a tangible difference. Take a fresh approach by considering different activities or new formats for events – either by going digital or respecting any physical distancing measures. Some events, such as panels, public lectures or even a quiz night could be just as effective online.

**ADD THE WORLD BEE DAY BUTTON TO YOUR WEBSITE.** Mark the day by including the [World Bee Day button](#) to your website a week or two before 20 May and get people talking about bees and other pollinators. Using a visual, such as the button, is a great way to increase interest and awareness about the day and show your support.

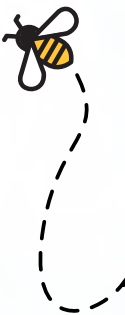
**COVID-19.** As we aim to build back better after a global pandemic, we are also looking to “**Build Back Better for Bees**”. And not just bees, but all pollinators! Pollinators play a vital role in providing ecosystem services that help conserve biodiversity and prevent the outbreak of deadly viruses that might otherwise be unleashed through biodiversity loss. Make sure your community, organization or government is extolling the benefits of bees and pollinators in their messaging on pandemic resilience and building back better.

**HONEY TASTING.** To celebrate World Bee Day why not organize a honey tasting session with your friends and family? Can you tell which bee produced which honey? Which is your favourite? Can't meet in person? – don't worry you can even find virtual honey tasting sessions online!

**PARKS AND GARDENS.** If you enjoy a walk in the park or garden, why not make your local town or municipality aware of World Bee Day? Many of the plants and trees in the beautiful parks and gardens around the world would not exist without our pollinators.

**IMPROVE YOUR KNOWLEDGE.** Want to find out more about bees and pollinators? Then why not visit the home of [FAO's Global Action on Pollination Services for Sustainable Agriculture](#), where you'll discover all sorts of resources, including videos, publications, databases and details about major initiatives related to bees and pollinators.

**SPREAD THE WORD.** Inform, educate and engage audiences with real facts. Join the **#WorldBeeDay** campaign by sharing our free material on digital channels. Identify and engage with local and national digital influencers in the food and development sector (bloggers, actors, popular public figures, photographers and experts) to amplify our messages around sustainable beekeeping.



## Communication materials

Here you can find a list of multilingual communication materials for promoting World Bee Day. Some of these will be available very soon, so stay tuned as the resources are updated in the [World Bee Day Asset Bank](#). These materials can be downloaded and shared easily with external partners or providers.

### TAG @FAO IN YOUR POSTS OR ONE OF THE ACCOUNTS BELOW

#### Facebook

#### Twitter

##### Main Corporate Accounts

- @FAO
- @FAOnews
- @FAOKnowledge

##### Main language accounts

- @FAOArabic
- @FAOenFrancais
- @FAOenEspanol
- @FAORussian

#### LinkedIn

#### Instagram

#### YouTube

#### Weibo

**WeChat:** Search “FAOChina” on WeChat

#### TikTok

#### [World Bee Day Website](#)

#### [World Bee Day Trello board](#)

#### Articles, stories and publications

##### Stories

- [The Challenge of BEE-ING in a pandemic – Female beekeeper from Georgia – coming soon](#)
- [Bee-ing grateful to our pollinators](#)
- [Spotlight: Seven bee-friendly fruits and veggies](#)
- [Why we need bees for a nutritious future](#)

##### Publications

- [Towards sustainable crop pollination services \(e-version\) – coming soon](#)
- [Fruit and vegetables – coming soon](#)
- [Pollinators challenge badge \(Summary version\)](#)
- [Why bees matter: The importance of bees and other pollinators for food and agriculture](#)
- [Mainstreaming of biodiversity and ecosystem services with a focus on pollination](#)

#### Videos

##### Youtube

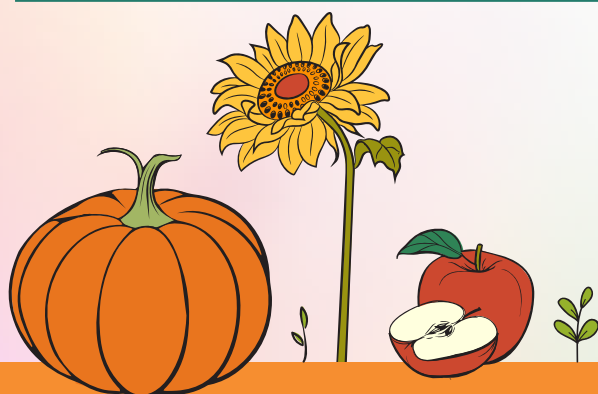
- [World Bee Day 2021](#)

#### Infographics

- [Pollinators](#)
- [Benefits of pollinators](#)
- [Honey](#)
- [Beehive products](#)

#### Other products

- [Bee-inspired poems](#)
- [Flight of the Bumblebees - Composed by Michael Omer](#)



To let us know about your event or ask a question, email us at [world-bee-day@fao.org](mailto:world-bee-day@fao.org)

[www.fao.org/world-bee-day](http://www.fao.org/world-bee-day)  
#WorldBeeDay #Savethebees