



Food and Agriculture  
Organization of the  
United Nations



20 May  
World Bee Day

Get involved

Bee engaged with youth



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

# Get involved

Bees and other pollinators are essential for our existence, sustaining agriculture and biodiversity worldwide. With over 20,000 species of bees and various other wild pollinators, they face challenges from human activities, such as habitat loss, pesticide use, and climate change.

**World Bee Day 2024** highlights and celebrates the role of youth in beekeeping and pollinator conservation. This year's theme emphasizes global cooperation to engage young individuals in protecting these vital species. By doing so, we safeguard food security, preserve agricultural livelihoods, and combat biodiversity loss.

**Use this guide to get inspired and get involved!**

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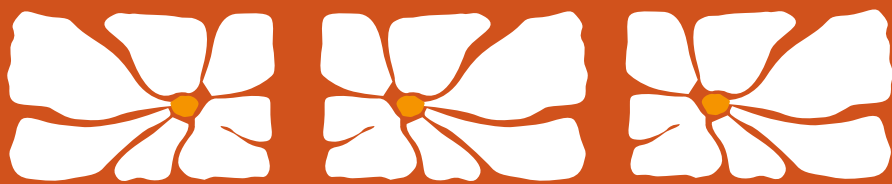
# The theme for 2024

In recognition of the pivotal role that youth can play in addressing challenges bees and other pollinators are facing, **World Bee Day 2024** focuses on the theme “**Bee engaged with Youth.**” This theme highlights the importance of involving young people in beekeeping and pollinator conservation efforts, recognizing them as the future stewards of our environment.

This year’s campaign aims to raise awareness among youth and other stakeholders about the essential role of bees and other pollinators in agriculture, ecological balance, and biodiversity preservation. By engaging young people in beekeeping activities, educational initiatives, and advocacy efforts, we can inspire a new generation of environmental leaders and empower them to make a positive impact on the world.

The celebrations for **World Bee Day 2024** will include a global outreach campaign and an in person event, bringing together high-level guests, beekeeping experts, and youth participants from around the world. This campaign will provide a platform for dialogue, collaboration, and knowledge-sharing, fostering intergenerational exchange and inspiring action towards a more sustainable future for bees and other pollinators.





# Calls to actions

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

## All of us

Join the buzz for **World Bee Day 2024!** Spread awareness about the importance of bees and other pollinators among friends, family, and the community.

- Foster an environment that supports, encourages and empowers youth in sustainable beekeeping and bee-friendly initiatives.

## Youth

- Take the lead in sustainable beekeeping and pollinator conservation efforts in your community. Get involved, learn, and inspire others to join the cause.
- Engage in mentorship programs and seek guidance from experienced beekeepers to develop your skills and make a meaningful impact in beekeeping.

## Experienced beekeepers

- Mentor and empower young beekeepers by sharing your expertise and providing opportunities for hands-on learning and skill development.
- Collaborate with youth-led initiatives and organizations to amplify their voices and support their efforts in beekeeping and pollinator conservation.

## Governments

- Reaffirm youth involvement in beekeeping and sustainable agricultural practices to address the impact on food security.
- Develop pollinator-friendly policies in collaboration with youth representatives that specifically encourage and support young beekeepers, considering their role as future stewards of the environment.





### Private sector

- Partner with youth-led organizations and initiatives to support sustainable beekeeping and pollinator conservation efforts. Provide funding, resources, and expertise to empower young people to make a difference.
- Invest in apprenticeship programs, internships, and job opportunities for young people interested in beekeeping and related fields, helping to build a sustainable future for beekeeping and agriculture.

### Civil society organizations (CSOs)

- Advocate for policies that recognize and promote the critical role of young beekeepers in maintaining healthy ecosystems and combating food insecurity.
- Facilitate dialogue and collaboration between young beekeepers, farmers, and other stakeholders to ensure a sustainable future for beekeeping.

### Research and scientific community

- Develop and implement field- and landscape-level protection mechanisms with a focus on youth engagement.
- Collaborate with youth researchers and organizations to address key challenges for sustainable beekeeping and pollinator conservation through research and innovative solutions.

### Urban dwellers and beekeepers

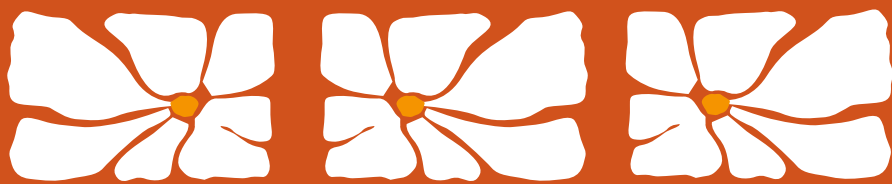
- Promote awareness among urban youth about the vital role of bees, butterflies and other pollinators in their environment and food security.
- Raise awareness of the important role that pollinator-friendly practices and plant selection in gardens, terraces and balconies can play in improving pollinator habitat in the urban environment.

### Consumers

- Educate the younger generations about the importance of their choices in supporting sustainable agriculture and beekeeping practices.
- Encourage consumers to choose organic and locally grown products, support pollinator-friendly labels, and actively participate in planting pollinator-friendly gardens.



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# How to participate

Get involved in one of the following ways and 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.

## **Honey tasting.**

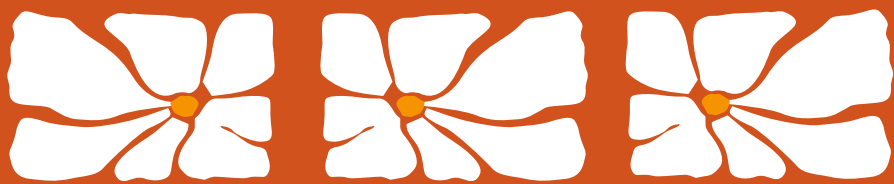
To celebrate World Bee Day why not organize a honey tasting session with your friends and family? Can you tell the difference between honeys produced from different plants visited by the bees? Which is your favorite? Can't meet in person? Don't worry, you can even find virtual honey tasting sessions online!

## **Organize a world bee day event.**

Embrace creativity by exploring various activities and innovative event formats. Consider digital platforms or alternative approaches to ensure inclusivity and engagement. From online discussions to interactive workshops, there are countless ways to celebrate and advocate for bees.







### **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.

### **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.

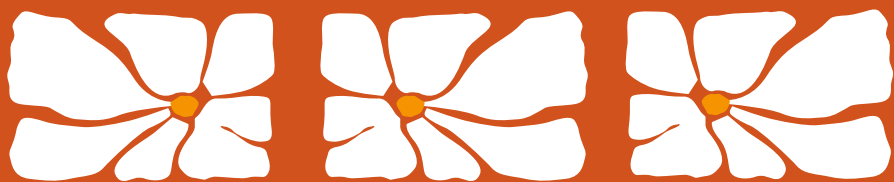
### **Add the world bee day button to your website.**

Mark the day by including the World Bee Day button on 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.

### **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.





# Bee-friendly basics / Young farmer in action!



## Plant **Bee**-friendly gardens

- Choose native plants and attractive crops that provide food for bees.
- Include a variety of flowers that bloom at different times of the year.

## Support local **Bee**keepers

- Buy honey and other bee products from local beekeepers.
- Learn more about beekeeping and your local products.

## Create **Bee** habitats

- Set up bee houses or nesting sites for solitary bees.
- Create hedgerows and leave nesting sites and patches of bare ground for ground-nesting bees.

## Avoid chemical use that can harm **Bees**

- Reduce or change the usage of pesticides and fertilizers.
- Choose organic and sustainable food options.

## Learn about **Bee** species

- Explore the different types of bees in your area.
- Understand their habitats and needs for survival.



# Communication materials



Here you can find a list of multilingual communication materials for promoting World Bee Day. 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](#)
- [@FAOLivestock](#)
- [@FAONews](#)
- [@FAOKnowledge](#)

### Main language accounts

- [@FAOArabic](#)
- [@FAOenFrancais](#)
- [@FAOenEspagnol](#)
- [@FAORussian](#)

### [LinkedIn](#)

### [Instagram](#)

### [YouTube](#)

### [Weibo](#)

WeChat: Search “FAOChina” on WeChat

### [TikTok](#)

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

World Bee Day Trello board

### [Bee quiz: What's the buzz about the bees?](#)

### Articles, stories and publications

- [Stories](#)
- [Publications](#)
- [Videos](#)
- [Infographics](#)

### 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)

[fao.org/world-bee-day](https://fao.org/world-bee-day)

#WorldBeeDay  
#Savethebees

