



YOUNG LIONS COMPETITIONS

16-20 JUNE 2025

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BEE:WILD PR BRIEF

How can mayors turn their cities into pollinator paradises? Lead the buzz to save our wild bees and pollinators! Shape your legacy.

Background

Bee:wild is a global awareness and fundraising campaign dedicated to protecting and restoring pollinator populations and their habitats through conservation, education, research and advocacy. Working in coalition with scientists, purpose-driven brands 'powered by pollen', non-profit organisations, grassroots initiatives and celebrity and digital influencers, our mission is to create a world where pollinators thrive, securing biodiversity and food systems for future generations.

Bee:wild is a campaign of Re:wild – a global conservation organisation founded by a group of renowned conservation scientists together with Leonardo DiCaprio and combining more than 35 years of conservation impact.

The Challenge

Business challenge: Although cities occupy just 3% of the earth's land, they're home to more than half the world's population and drive 75% [1] of global resource consumption. Many mayors prioritise infrastructure and urban growth while sidelining biodiversity and nature. And yet wildflower corridors and pollinator habitats are proven tools for boosting urban resilience and improving health for their citizens. Bee:wild wants to see mayors take the lead and prioritise transforming their cities and green spaces into pollinator havens. Bee:wild wants to see this issue near the top of the mayoral agenda. Cities can be lifelines for wild bees and other



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pollinators.

[1] United Nations Habitat (2022)

Key ask: Make pollinator conservation **personal** to mayors by positioning it as a legacy-defining opportunity. Prove that cities can become global leaders in rewilding – starting with bees.

Target audience

City mayors worldwide:

- **Demographics:** Urban leaders aged 35–65, balancing economic growth, public health, and sustainability
- **Responsibilities:** Allocate budgets, influence policy, and drive civic pride
- **Psychographics:** Legacy-driven, competitive (e.g., “Greenest City” rankings), and responsive to voter demands

Insight

“Mayors protect what voters value – voters value vibrant cities.

Often, ‘green city’ policies don’t specifically include a focus on pollinators. Pollinator habitats aren’t just nice to have – they boost tourism, mental health, food resilience, and community pride. Mayors want to leave a legacy – bee and pollinator-friendly spaces for nature to thrive within cities are a tangible, visible achievement. We need to bring this issue of protecting and restoring nature for pollinators right to the top of the mayor’s agenda.



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Strategy

“From concrete to corridors: Make pollinators the pulse of your city”

1. **Reframe rewilding:** Position wild bees as the “gateway species” to urban biodiversity – small actions (e.g. wildflower corridors, bee highways, pesticide bans) yield big results.
2. **Leverage competition:** Create a “**Pollinator City Certification**” programme, ranking cities globally – a global leaderboard for bee-friendly cities. Mayors compete for recognition and funding.
3. **Citizen power:** Mobilise voters (especially Gen Z) to demand pollinator policies, making it a political win for mayors.

Key message

Your city’s near future buzzes with wild bees and pollinators. Lead the change.

Personality

- **Tone:** Bold, visionary, and pragmatic. Think **Jacinda Ardern** meets **David Attenborough**.
- **Attitude:** “You’re not just a mayor – you’re an ecosystem architect. A future-proofer. A mental health provider.”
- **Visuals:** Contrast stark cityscapes with lush pollinator corridors. Use data visualisations (e.g. “1 mile of bee highway = 10,000 wild bees saved. A community of happier citizens”).



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Campaign dos and don'ts

DO

- Highlight **wild bees** (not honeybees) and their economic impact (e.g. “wild bees add US\$150bn to global crops”).
- Read the **case studies** in the Appendix (e.g. Utrecht’s “buzz stops”, London’s wildflower corridors).
- Include **actionable tools**: Policy templates, budget guides, and citizen petitions.

DON'T

- Use generic “save the bees” messaging – focus on **urban innovation**.
- Depict mayors as passive – show them as **action heroes**.
- Overload with scientific jargon – keep it relatable.

Additional information

1. **Partnerships**: Collaborate with C40 Cities and UN-Habitat to amplify reach.
2. **Budget**: US\$500,000 for media buys, influencer partnerships, and certification programme rollout

Competition submission requirements

Each team will be submitting the following for the PR competition:

1. **A 10-slide presentation** – including images and English text. It should bring your idea



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and campaign to life in response to the brief. This will be presented to the Jury.

2. **A digital presentation image** – a visual overview of your work, including images and English text. It should concisely summarise the brief, execution and results.
3. **A four-part written submission** to give more context to your work. This includes:
 - a. **Background** (150-word limit) – overview of the brief, objectives and situation
 - b. **Creative idea** (150-word limit) – how the idea was designed to earn attention from the target audience
 - c. **PR strategy** (150-word limit) – explain the insight, key message, target audience
 - d. (consumer demographic, individuals, organisations), creation and distribution of assets
 - e. **PR execution** (150-word limit) – explain the implementation, timeline, and scale.

[END OF BRIEF]



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APPENDIX

The Dutch Example: Buzz Stops for a Sustainable Future

In Utrecht, the Netherlands has turned bus stops into "buzz stops" by planting pollinator-friendly plants like wild strawberries and poppies on their roofs. Wouldn't it be great if EVERY city did this? This project helps:

- Create habitats for bees and butterflies in city centers.
- Purify the air, improving health in cities with high pollution levels.
- Store rainwater and capture dust, making the city more sustainable.
- Support biodiversity, encouraging more plant life to thrive.
- The project is a model for other cities—with similar efforts underway in the UK, Canada, and Australia.

Real-World Examples That Work

1. B-Lines, UK

- Mapping over 150,000 km² of pollinator highways, Buglife is reconnecting wildflower corridors in urban areas like Leicester, creating vibrant strips along road verges and connecting city parks to countryside meadows.
- 1,500 hectares of habitat restored to form "superhighways" for pollinators in densely developed regions.

2. The Netherlands' Bee Strategy

- Amsterdam is a global leader, creating eco-passages that link green spaces across the city.



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- Bee hotels, green roofs, and flower-rich tram lines now support over 300 wild bee species in the city.

- Result: 45% increase in bee diversity over just a few years.

3.Seattle's Pollinator Pathway

- A grassroots initiative has created a 1-mile pollinator corridor between urban parks, which sparked a citywide shift toward pollinator-friendly planting.

- This initiative has been replicated in cities like Boston, New York, and Atlanta.

Successful Examples of Rewilding for Pollinators

- London, UK: Wildflower corridors to support pollinators. London is the worlds first 'national park city' with 49% green and blue space and 15000 species 8,4ml trees. London has over half of the UK's 276 bee species, which is approximately 280 species and 9,606 insect pollinators. Some London parks can support as many as 50 different bee species.

- Barcelona, Spain: The "Barcelona Bee Highway" connects green spaces to help bees thrive.

- Detroit, USA: Vacant lots transformed into pollinator-friendly meadows.

- Singapore: Green roofs and vertical gardens create habitats in densely populated environments.