

The Seed Packet Project

March 2022





WHAT IS POLLENIZE?

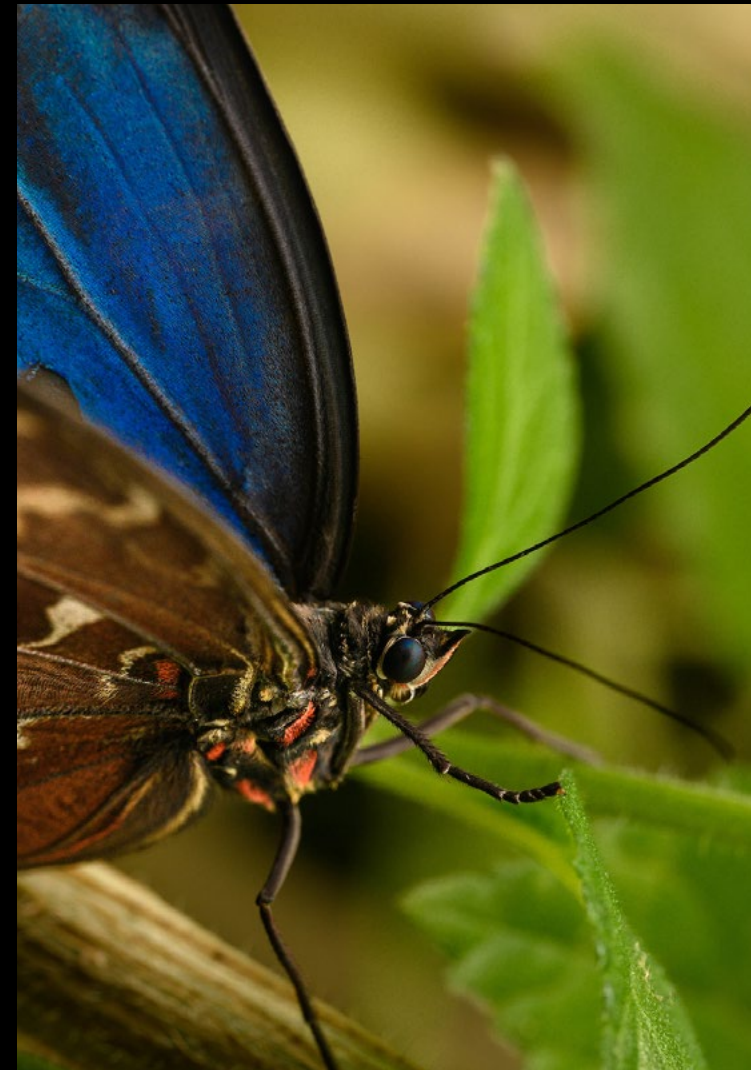
Pollenize uses the power of community and science to fight against pollinator decline. Our mission is to promote and protect all pollinator species by bridging the gap between people and science to provide tangible solutions for our climate emergency.

Our work involves extracting data from our beehives for the good of the natural environment whilst coordinating community beekeeping, citizen science and rewilding schemes.

Our research on the honey bee will be used as a bioindicator of the health of our environment and as a vehicle to green recovery.

OUR VALUES

- ✧ To inspire communities to 'think global, act local' by encouraging engagement and involvement in urban flower planting and beekeeping.
- ✧ To communicate our scientific research in a way that's both optimistic and understandable.
- ✧ To show gratitude towards our patron members and supporters by making their experience as rewarding as possible.
- ✧ To support the activities of Social Enterprises in the city, and champion mission-led business models.
- ✧ To advocate accountability and collaboration for our shared greenspaces in the city.
- ✧ To adopt a schedule and workspace that promotes focus and balance.
- ✧ To welcome far out thinking and build collaborative partnerships that provide innovative solutions for complex challenges.
- ✧ To increase enterprise opportunities for products in beekeeping, in particular AI beehives.
- ✧ To always grow responsibly, communicate with transparency, and act with integrity.



WHY DOES POLLINATOR DECLINE MATTER?

Recent studies across Europe have found insect biomass has declined by 38%-75%. This change has been driven by habitat loss, chemical use and climate change.

Source: UK Parliament Office of Science & Technology 2020

Pollinator decline threatens the survival of our natural ecosystems, and our agricultural capacity!



THE IMPORTANCE OF WILDFLOWERS FOR POLLINATORS

Our wildflower meadows are rare habitats in the UK, and they have declined by 97% since the 1930's.

Wildflower meadows provide shelter and diverse forage for a wide range of pollinators and insects. They all play a vital role in maintaining our ecosystem.

Increasing these rich habitats by planting our seed packets will directly help enhance biodiversity.



WHAT ARE THE BENEFITS OF SUPPORTING US?

BOOST YOUR CORPORATE SOCIAL RESPONSIBILITY

Let the world know your company cares and takes sustainability seriously. You can make a positive impact on the internal processes and company culture at your organisation. It is a great opportunity to showcase your support for conservation to the media, boosting employee morale and customer loyalty.

A MARKETING INVESTMENT

Give your marketing strategy a truly unique edge. From live hive feeds for your company’s website or foyer, bespoke digital badges and plenty of exciting resources, we’ll use a collaborative approach to help make your marketing activity shine!

HAVE A POSITIVE IMPACT IN THE COMMUNITY

Enable our public engagement work and commit to protecting the local environment by supporting our citizen science wildflower project.

BEE PART OF PIONEERING SCIENTIFIC RESEARCH

Help us to develop groundbreaking research on honey bee behaviour alongside multiple academic institutions, with the aim of improving pollinator health and biodiversity.

IMPROVE YOUR ENVIRONMENTAL, SOCIAL AND GOVERNANCE PERFORMANCE

Position your company as a leader on social issues and develop your green credentials by allowing us to be an exciting part of your ESG strategy. Being part of a network that generates research for the betterment of the planet will in turn attract positive investment from stakeholders.



CO-BRANDING OPPORTUNITIES ON THE SEED PACKETS FOR YOUR EVENTS

2022 Seed Packet Design



An accredited digital badge from BadgeNation to show your commitment to providing wellbeing and conservation opportunities for your employees. Digital badges can be added to your LinkedIn profile.



WHAT IS SPECIAL ABOUT OUR SEED PACKETS?

Unlike most other seed packet companies, we use science to inform our recipes.

Pollenize has developed citizen science seed packets informed by the data analysis of the following databases on the data.gov.uk website:

[Plant-pollinator interactions database for construction of potential networks \(all known pollinator-plant interactions on mainland GB\)](#)

[Insect species richness for each plant species and insect-plant interactions from the Database of Insects and their Food Plants \[DBIF\] \(over 60,000 insect-plant interactions with native plants\)](#)

Our unique seed packet recipe has been chosen to benefit the most number of pollinator species (Bees, Butterflies & Hoverflies) over the longest flowering period to ensure there is plenty of pollen and nectar as well as associated insects to promote complex healthy habitats and food webs.

We also work closely with local and artisan producers to ensure there is traceability and accountability to our seeds. We procure seeds on a seasonal basis to enable us to have a wide variety to go into packets.



WHAT IS IN THE SEED PACKETS?

34 Native wildflower species, carefully selected from reputable and traceable sources in the U.K.

5 different species of specialist grass seed to ensure healthy food webs can be created.

Product Dimensions:

Finished: 150 x 100mm. (portrait)

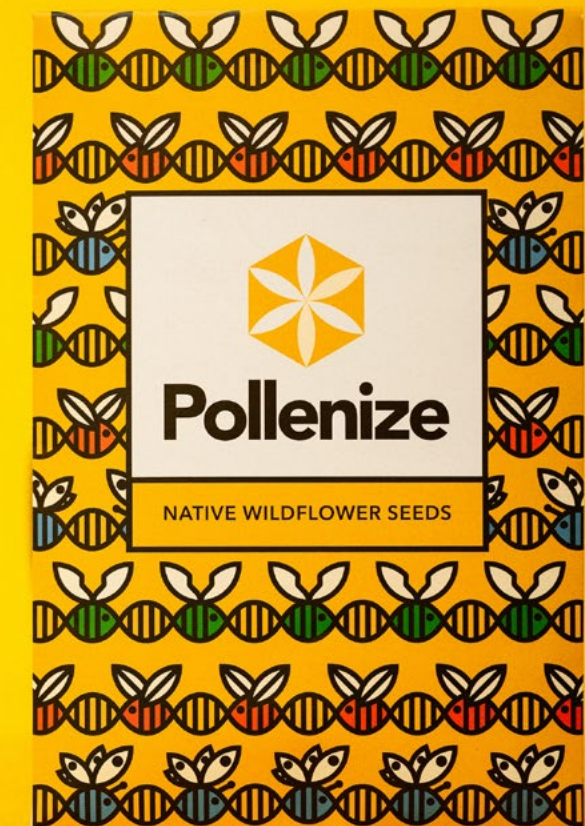
Flat: 314 x 132mm.

Product Weight:




4 grams total weight

Product Material:

- We use the UK's [most environmentally-friendly printing company](#)
- Printing company is FSC® certified
- Printing company is ISO 14001:2015 certificate for our environmental management system.
- Printing company is one of only a handful of [Carbon balanced printers](#)
- All seed packets are printed 4/0 colours using vegetable based inks on 150gsm.
- All seed packets are printed revive silk 100% recycled



OUR
CURRENT
RECIPE

POLLENIZE REWILDING SEEDS PACKET		FLOWERING PERIOD										POTENTIAL PLANT-POLLINATOR INTERACTIONS				INSECT-FOOD PLANT INTERACTIONS
SCIENTIFIC NAME	COMMON NAME	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV				TOTAL	TOTAL	
<i>Centaurea nigra</i>	Common Knapweed										45	71	38	154	43	
<i>Leucanthemum vulgare</i>	Oxeye Daisy										43	25	22	90	1	
<i>Achillea millefolium</i>	Yarrow										23	19	19	61	71	
<i>Trifolium repens</i>	Native White Clover										38	9	30	77	31	
<i>Dipsacus fullonum</i>	Wild Teasel										17	12	23	52	1	
<i>Plantago lanceolata</i>	Ribwort Plantain										0	22	2	24	39	
<i>Myosotis arvensis</i>	Field Forget-me-not										10	2	17	29	2	
<i>Linaria vulgaris</i>	Common Toadflax										13	0	8	21	16	
<i>Anthriscus sylvestris</i>	Cow Parsley										22	65	9	96	14	
<i>Vicia cracca</i>	Tufted Vetch										13	12	19	44	18	
<i>Vicia sativa</i>	Common Vetch										10	11	16	37	2	
<i>Veronica persica</i>	Common Field-Speedwell										26	13	9	48	1	
<i>Rhinanthus minor</i>	Yellow Rattle										14	3	1	18	1	
<i>Leontodon saxatilis</i>	Rough hawkbit										22	59	12	93	11	
<i>Prunella vulgaris</i>	Selfheal										18	5	19	42	10	
<i>Silene latifolia</i>	White Champion										1	34	0	35	1	
<i>Trifolium pratense</i>	Red Clover										33	9	29	71	53	
<i>Eupatorium cannabinum</i>	Hemp-Agrimony										1	16	26	43	29	
<i>Daucus carota</i>	Wild Carrot										55	36	2	93	27	
<i>Centaurea scabiosa</i>	Greater Knapweed										39	68	35	142	24	
<i>Lotus corniculatus</i>	Bird's-foot trefoil										41	7	33	81	11	
<i>Knautia arvensis</i>	Field Scabious										34	1	23	58	18	
<i>Succisa pratensis</i>	Devil's Bit-Scabious										26	47	25	98	24	
<i>Lythrum salicaria</i>	Purple Loosestrife										9	12	15	36	11	
<i>Anthyllis vulneraria</i>	Kidney Vetch										18	1	10	29	17	
<i>Hypericum perforatum</i>	Perforate St Johns Wort										7	7	8	22	22	
<i>Trifolium hybridum</i>	Alsike clover										23	9	18	50	2	
<i>Matricaria recutita</i>	Scented Mayweed										6	34	3	43	8	
<i>Ranunculus acris</i>	Meadow Buttercup										34	113	29	176	19	
<i>Anthemis arvensis</i>	Corn Camolimile										2	0	12	14	3	
<i>Agrostemma githago</i>	Corncockle										0	0	4	4	1	
<i>Centaurea cyanus</i>	Cornflower										28	68	35	131	1	
<i>Glebionis segetum</i>	Corn Marigold										-	-	-	0	-	
<i>Papaver rhoeas</i>	Common Poppy										7	2	1	10	4	
<i>Agrostis capillaris</i>	Common Bent										-	-	-	0	1	
<i>cynosurus cristatus</i>	Crested Dogstail										-	-	-	0	1	
<i>Festuca rubra litoralis</i>	Slender red fescue										-	-	-	0	24	
<i>Phleum pratense</i>	Small timothy										-	-	-	0	26	
<i>Catabrosa aquatica</i>	Brooklawn										-	-	-	0	2	
SUM of Potential Interactions											678	792	552	2022	590	
Potential Different Species											147	154	51	352	444	

HOW TO ORDER OUR SEED PACKETS

- Get in contact with us at our email - hello@pollenize.org.uk
- Tell us how many seed packets you would like (minimum order requirements)
- Tell us what you like to use them for; Co-branded for your events? OR sponsor a school? OR engage your staff in conservation.

HOW MUCH DO THEY COST

- Each seed packet costs £2.50 + VAT
- Co-branding design set up fee £200.00
- Minimum order of 250 packets.
- From confirmed payment - delivery can take up 3-5 weeks.



**OUR SUCCESSFUL
CROWDFUNDER
PROJECT IN PLYMOUTH
TO GIVE EVERY SINGLE
SCHOOL CHILD (36,000)
ONE OF OUR SEED
PACKETS.**

**COULD YOUR BUSINESS
SPONSOR A SCHOOL?**

Scan the QR code
to see the successful
Crowdfunder appeal



POLLENIZE IS FUNDED BY:





WINNER
**SOCIAL
ENTERPRISE
AWARD**

Pollenize CIC

**WE LOOK FORWARD
TO HEARING FROM YOU
& COLLABORATING
WITH LIKE-MINDED
ORGANISATIONS.**

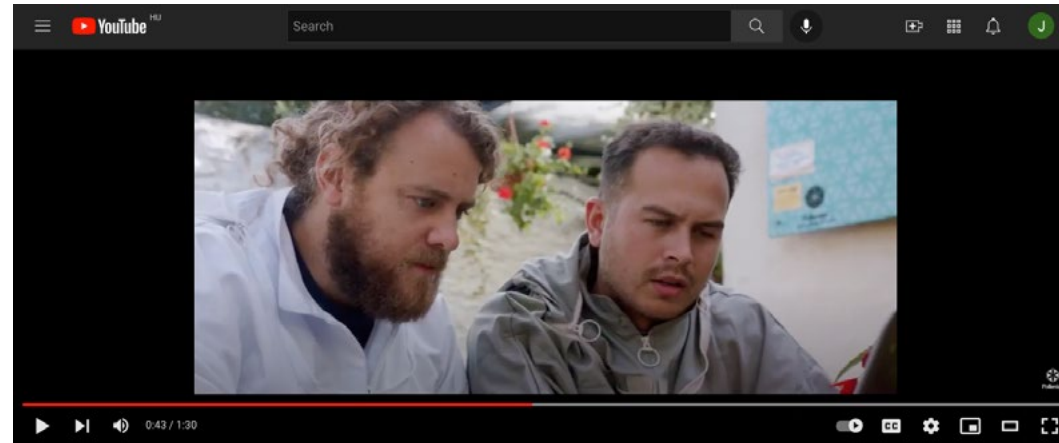


hello@pollenize.org.uk



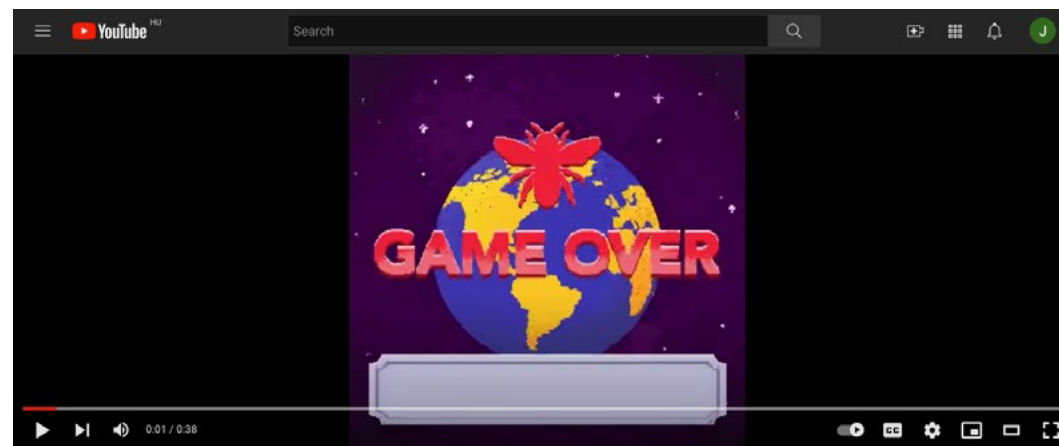
pollenize.org.uk

FIND US ON YOUTUBE:



WHAT IS POLLENIZE?

www.youtube.com/watch?v=MnmaObNsD9s&ab_channel=PollenizeCIC



POLLINATOR DECLINE VIDEO

www.youtube.com/watch?v=iz1roVW-O9k&ab_channel=PollenizeCIC



POLLENIZE: HONEY BEE WAGGLE DANCE ANIMATION

www.youtube.com/watch?v=z3r2FXmnTec&ab_channel=PollenizeCIC