

A) Company or Organization Information

Company/Organization: In Our Nature

Address: 431252 19th Line

City/Town: East Garafraxa **Province:** Ontario

Postal Code: L9W 7E4 **Phone Number:**

Number of Employees: Two

Check one:

- Micro (1 to 5 employees)**
- Small (6 to 99 employees)
- Medium (100 to 499 employees)
- Large (500 employees or more)

Tell us about your company/organization:

In Our Nature is a natural garden/landscape design company who strives to bring nature back into our gardens and landscapes. We design and create gardens with a strong focus on native plants and creating habitat for pollinators/wildlife. We envision a future where landscapes and gardens are not only designed to be beautiful, but also support a diverse population of pollinators and other beneficial wildlife to ensure a healthy environment for all.

Name of Applicant & Title: Shaun Booth, Ecosystem Management Technician, Head Gardener

Email:

Phone Number: (

Bee City Liaison & Title (if not Applicant) _____

Email _____

Phone Number _____

B) Commitments and Actions for the Coming Year

1. **Creating Healthy Pollinator Habitat:** Describe your plans to create, improve and maintain pollinator habitat. (add or remove lines as needed)

The main service of our business is to create pollinator/wildlife habitat in clients yards. We do this by advising clients to choose native plants as opposed to common exotic landscaping plants, planting gardens in layers to mimic natural ecosystems, removing invasive species, designing gardens to provide flowers all season long, including host plants in our designs and making garden maintenance decisions that allow pollinators to find nesting and over-wintering sites. Chemicals are never used for any reason including fertilizers, pesticides etc. All of our plants are sourced from local native plant nurseries.

2. **Educating Employees, Customers and the Community:** Describe your plans to educate employees, customers and/or community members about the importance of pollinators and healthy habitats. (add or remove lines as needed)

Starting in early 2019 we will be giving presentations to local garden clubs to talk about the importance of native plants, pollinators and gardening for a healthy environment. We hope to get the word out there and spread more awareness by doing this. We take every opportunity we can to educate clients and the public about pollinators and native plants. We also volunteer at a local pollinator garden (Mono Pollinator Garden) to help spread awareness in our community.

3. **Celebrating Pollinators:** Describe your plans to celebrate pollinators during International Pollinator Week (third week of June) or at other times. (add or remove lines as needed)

We are active on social media in order to celebrate and spread awareness about pollinators. We eventually hope to set up a stall at our local farmers market to educate people on pollinators, native plant gardening and also to sell native plants.

C) Other Requirements

1. Publicly acknowledge receiving Bee City Canada Business designation through your website, signage in the community, social media and other means.
2. Annually re-apply for Bee City Canada Business designation. A renewal application will be sent to you.

D) Requested Attachments

With your completed application, please provide:

1. Your business logo (png format) with any usage guidelines.
2. (optional) One or more photos representing your organization for use on the Bee City Canada website and social media platforms. For example, these could showcase initiatives that your business has been involved with to help pollinators or your Bee City Working Group.

E) Annual Fees

A fee for participation in the Bee City Canada Business program will be charged annually. This will be assessed as follows:

- Micro business (1 to 5 employees) - \$200
- Small business (6 to 99 employees) - \$10 per employee, \$200 minimum
- Medium and Large (+100 employees) – please contact us.

Signature

Print Name

Title

Date

G) Next Steps

1. (Applicant) Email completed application (in PDF format) with requested attachments to applications@beecitycanada.org with “APPLICATION” in the subject line.
2. (Bee City Canada) Your application will be reviewed within three business days. Bee City Canada will notify you of your application’s approval or request clarification, if necessary. Bee City Canada reserves the right to withhold participation in this program without cause.

H) Bee City Canada’s Commitment

Bee City Canada will publicize your organization’s designation as a Bee City Business through its website, social media and other channels. In addition, you will receive Bee City’s “Welcome Package”, which will include:

1. An official declaration, recognizing your Bee City Business.
2. Ideas to help you fulfill your commitments.
3. Bee City Canada’s logo kit and brand guidelines.

We are thankful for your interest in protecting pollinators and look forward to having you as a member of the Bee City family!

I) Ideas to help you fulfill your commitments

Creating Habitat for Pollinators

- Plant for pollinators! Be creative – replace your lawn (or a portion of it) with plants, shrubs and trees that attract bees, butterflies and other pollinator. Use planters, living walls and rooftop spaces when ground plantings are not possible. Or, find space in an allotment garden.
 - Use region-specific, native perennials that are rich in pollen and nectar.
 - Select plants that will bloom from spring to fall and provide a continuous food source. You can also grow vegetable and herb plants, which pollinators love!
 - Give pollinators a place to call home. Leave some garden areas with bare soil, which solitary bees will use to nest.
 - Provide a shallow dish with water for thirsty bees and butterflies. Place some marbles or stones in the dish to give visitors a spot to land.
 - Install a Bee City Canada garden sign so that neighbours know that you're feeding the pollinators!
- Start or support an established garden at a local school, community centre, park, place of worship or other neighbourhood hubs. Look for underused or neglected spaces and turn them into healthy and beautiful pollinator habitats. Your community and the pollinators will fall in love with you!
- Encourage others to get growing by giving away seeds for pollinator-friendly plants.
 - Choose non-treated, region-specific varieties from local sources.
- Organize a native plant sale to get the neighbours involved in greening your community!

Educating Employees, Customers and the Community

There is much that we can learn about pollinators and their importance to us.

- Use your website, intranet, newsletter, marketing materials, signage and social networks to share information about:
 - Native bees
 - Butterflies and other pollinators.
 - Native plants and gardening for pollinators.
 - Our food and its dependence on pollinators.
 - Pollinator-friendly farming and why it is important.
 - How pollinators preserve biodiversity.
- Host a screening of Bee Movie, a light-hearted comedy about a bee that decides to sue humans. Or, check out these documentaries and TED talks:
 - The Hidden Beauty of Pollination by Louie Schwartzberg
 - A Ghost in the Making: Searching for the Rusty Patched Bumble Bee by Clay Bolt
 - Plants, Pollinators and People: A Love Story by Kyra Krakos
 - Why Bees are Disappearing by Marla Spivak
- Invite a native bee expert, landscape designer, bee keeper or farmer who follows pollinator-friendly practices to be a guest speaker at a “Lunch and Learn” event.
- Take your employees on a field trip to a pollinator-friendly farm or native plant nursery.
- Promote citizen science initiatives, like Bumble Bee Watch and Journey North’s monarch butterfly migration tracker.
- Offer pollinator-inspired menu options at your dining establishment.

Celebrating Pollinators

International Pollinator Week (third week of June) provides a great opportunity to celebrate pollinators. But, good fun can be had at any time!

- Organize a company picnic featuring delicious foods that rely on pollination.
- Collaborate with a nearby school, community group and other organizations to plan a celebration in your neighbourhood, like a pollinator-themed costume event or a “Pollinator Parade!”

- Team-up with your municipal government to plan or participate in local Bee City events.
- Invite a local bee keeper to host a honey tasting event on your premises or take your staff to a honey bee farm.
- Go on a garden tour or visit a local park to observe pollinators. How many pollinator species will you spot?