



Bee City
CANADA

Bee City Canada Business Application

A) Company or Organization Information

Company/Organization BLEU LAVANDE INC.

Address 1795-1 BOUL. INDUSTRIEL

City/Town MAGOG Province QUEBEC

Postal Code J1X 5P5 Phone Number

Number of Employees year round 20 – seasonal 65

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:

BLEU LAVANDE INC OWNS A LAVENDER FARM IN THE EASTERN TOWNSHIPS OF QUEBEC. OUR LAVENDER FARM IS VISITED BY OVER 35,000 VISITORS ANNUALLY. FURTHERMORE, WE COMMERCIALISE A FULL LINE OF HEALTH, BEAUTY, BATH PRODUCTS AS WELL AS LAVENDER BASED AMBIANCE PRODUCTS FOR THE HOME.

Name of Applicant & Title NATHALIE NASSERI, GENERAL MANAGER

Email Phone Number mobile:

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)
 - *We do not and will not use pesticides on our lavender fields and in our flower garden.*
 - *We will distribute seeds to every first 100 visitors on a daily basis at the farm during our high July season and the but we would also like to include these in our web shipments during the spring / early summer.*
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)
 - *We will create a landing page on our website to inform: the cause – why it's important to address – how you can help – link to beecitycanada.org for donations.*
 - *Develop and distribute a postcard French & English that we will distribute at our farm and include in web shipment to build awareness for the cause.*
 - *Dedicate a "save the bees" area at our farm to explain the cause and have tour guides explain / answer questions*
 - *Inform and share info re save the bees on our newsletter and other social media*
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)
 - *Launch a lavender / honey soap during the third week of June. This product development will start as soon as you have approved us. Not very complex, but time is of the essence. Share the launch associated with this even through social media and our newsletter*
 - *Have a contest on Facebook to win a basket filled with honey based products to celebrate this event.*

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.

Fees can be paid through:

1. Our website www.beecitycanada.org/donate, or
2. By cheque. Please mail to Bee City Canada, 17-1875 Leslie St., Toronto, ON, M3B 2M5.

Tax receipts will be provided for all payments. Bee City Canada is a federally-recognized charity (number 74576 1692 RR001) and relies on financial assistance from business

partners to support programming.

F) Declaration and Signatures

I/we, the undersigned, understand that the Bee City Canada Business program consists of three commitments and that our company/organization is taking actions to support these commitments:

We acknowledge the goal of Bee City Canada is to promote healthy, sustainable habitats and communities for pollinators;

We acknowledge that businesses have an opportunity to support bees and other pollinators;

We acknowledge that supporting pollinators fosters environmental awareness and sustainability, and increases interactions and engagements among employees and their customers.

[Insert BUSINESS/NON-PROFIT] commits to carry out the actions outlined in this application.

Applicant


Signature [CEO, Director, Owner]

NATHALIE MASSER
Print Name

GENERAL MANAGER
Title

OCT 26, 2018
Date

Bee City Canada Liaison (if not Applicant)

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!

1) 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 Marta 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?