



PROJECT PRESENTATION

PRESENTED BY GROUP 1
ANDREA + JO + SHANE



Social and Ecological Problem

Biodiversity loss: More than **75% of global food crops** rely on pollinators, contributing US\$ 235–577 billion annually to **global agricultural output**. (WHO, 2025) (This is one of many biodiversity issues)

- Bees play a crucial role in pollinating fruits, vegetables, nuts, and seeds.
- Pollinator loss disrupts plant reproduction, ecosystem stability, and biodiversity. They are at the heart of human survival.
- They pollinate 1 in 3 bites of food we eat and 80% of the world's flowering plants.

SOCIAL & ECOLOGICAL CRISIS



Who is affected

1. Farmers & Agricultural Workers. Especially those producing pollination-dependent crops (almonds, berries, apples, etc.)
2. Consumers worldwide. Face reduced food variety and poorer nutrition. Higher costs for fruits, vegetables, and nuts.
3. **Rural and Indigenous communities depend on honey and plant-pollinated crops for food, medicine, and income.**
4. Health Systems: Biodiversity loss reduces access to medicinal plants derived from pollinator-supported ecosystems (Including Western Medicines).
5. **Ecosystems: Entire food webs collapse without plant-pollinator interactions.**
6. Soil fertility, natural pest control, and water regulation deteriorate.
7. **The pollinators themselves—bees and other pollinators, such as butterflies, bats, and hummingbirds—are increasingly threatened by human activities.**



To what extent

- Over US\$235–577 billion in global agricultural output depends on pollinators.
- Up to **40% of invertebrate pollinators**, especially bees and butterflies, **are at risk of extinction**.
- Crop pollination losses already affect global nutrition and **food security**, especially in low-income countries.
- Economic losses also come through **reduced yields**, **increased pesticide use**, and manual pollination costs.



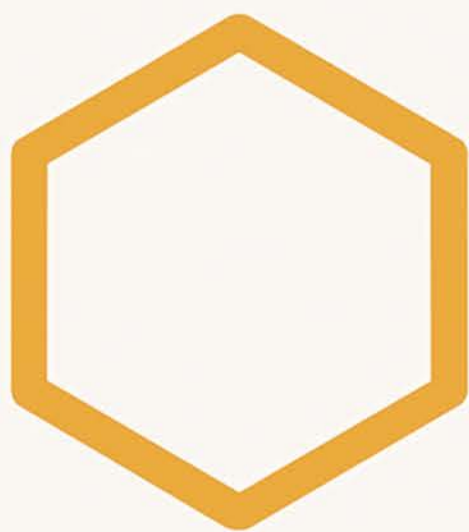
Why does this happen?

- Pesticide use harms bees' nervous systems and foraging ability.
- Habitat loss from urbanisation, **monoculture farming**, and deforestation.
- **Climate change** disrupts plant flowering cycles and bee behaviours.
- **Invasive species** and diseases (e.g. the Varroa mite affecting honeybees).
- **Air pollution** interferes with bees' scent trails, which they use to find flowers.
- Intensive **development** and agricultural practices that eliminate flower-rich landscapes.



Striking a balance between productivity and pollinators – because thriving ecosystems support thriving businesses

CHANGE STATEMENT



URBAN HIVE

Urban honey producers rooted in nature, growing with purpose
for people, pollinators and the planet.

THE URBAN HIVE MISSION

Our goal is to sell not just honey, but **SELL** the **bees themselves** in urban spaces.

WHO ARE WE

We are first and foremost a community campaign, viz., we cannot hope to exist in a self-imposed **bubble**.

Awareness → Mobility → Production → Yield → **Ploughing Back Resources into the Community**

The Urban Hive Business Model

HOW DO WE FINANCE OURSELVES?

- Initial Capital & **Seed Fund**
- Relocation & Service Fees
- Proceeds from Honey & other **Bee-Based Products**
- **CSR Collaborations** – E.g., 'Adopt a Hive'
- Workshops & **Eco-Education Programmes**

WHY DO WE DO IT?

THE URBAN INTERGENERATIONAL EQUITY DILEMMA

- John Rawl's Just Savings Principle: **Mutual Benefit** (both spatially and temporally)
- **The Future is Urban** (or at the very least Peri-Urban)
- **Biodiversity Debt** & Ecological Debt Financing
- Direct & Spillover Effects
Tapping of Bees as **Regenerative Agents**

Why Urban Hive Works

STAKEHOLDERS

- Bees & Biodiversity
- Urban Communities and Citizens
- Institutional Partners
- Corporate and CSR Stakeholders
- Future Generations

FEASIBILITY

- Anthropogenic **Displacement of Native Bee Populations**
- Growing **Environmental Consciousness** across Social Strata
- **Concerns** re Implementation Are **Dispellable**
- **Incremental** Implementation



Campaign Architecture

Awareness Education

Awareness to drive to the broader public about the necessity of bees and their critical role in food production. We will initiate community involvement, door-to-door campaigns, school programmes and social media to launch and maintain our business.

Awareness



This Avacodo and
much of the food you
eat, is thanks to bees.
Learn more
@Urban_Hive

Campaign Architecture

Awareness Education

Awareness to drive to the broader public about the necessity of bees and their critical role in food production. We will initiate community involvement, door-to-door campaigns, school programmes and social media to launch and maintain our business.

Relocation of hives & promotion

The core of our undertaking is rescuing and relocating bees from homes and neighbourhoods, turning so-called problem pests into productive pollinators that power our sustainably harvested urban honey. Promoting positive perceptions of bees, resulting in bee-friendly cities while fostering human-bee coexistence in a restored ecosystem.

Apiculture: Maintenance Harvest

Adhering to ethical practices, we will monitor bee health and harvest sustainably. Each jar of Urban Hive honey is raw, pure, and proudly grown in the city. Our urban beekeepers serve as custodians and role models for the preservation of bees and biodiversity at large.

Relocation of hives



Apiculture and Maintenance



From this



to this

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Future Vision

Our vision is to redefine urban beekeeping—turning rooftops, balconies, and shared spaces into pollinator sanctuaries. We aim to grow our hive network, partner on green infrastructure, and inspire a new wave of beekeepers who see nature thriving in the city.

Future Vision

- Taking this Global
- Guerilla Gardening
- Collaborations
- Percentage of profits to bee initiatives



**Danke, Dhanyavaad,
Mpandu Unene, Thank you...
And bee kind to bees!**

PRESENTED BY URBAN HIVE