APIMONDIA SCANDINAVIA 2025
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PP-546 [Pollination and Bee Flora]

APIcité, a national label for pollinator-friendly cities

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INTRODUCTION

- The French National Beekeeping Union (UNAF), a trade union **representing 22,000 beekeepers in France**, has won the gold medal at the Apimondia Congress in Montreal for its magazine, *Abeilles et Fleurs*.
- UNAF is strongly engaged in the fight against **pesticides**, pursuing legal action and conducting media campaigns. UNAF takes part of european beekeepers coalitions and is an Apimondia member. As such, **UNAF organised the 41st Apimondia Congress in Montpellier (2009).**
- UNAF believes that it is important to highlight local authorities **actions which benefit honeybees,** that's why the APIcité label was launched in 2016. The program aims to scale these successful actions to a national level, with the long-term goal of influencing national policy.

HOW DOES IT WORK?

- The label is open to all local authorities across France, **from major cities to small villages**, provided they undertake substantial actions to support pollinators.
- **A 40-question form** must be completed by local authorities. Each answer must be accompanied by a supporting document.
- **Candidatures are studied depending on items :** Sustainable development; Biodiversity protection; Green space and natural area management ; Beekeeping ; Public awareness of environmental protection.
- Once a year, an **award committee** composed of UNAF members and representatives from partner environmental organizations reviews the applications.
- **APIcité partners** : French Association of Agroforestry (AFAF), Hortis, Noé, National Horticultural Society of France (SNHF), Office français d'apidologie (OFA).
- If a local authority deserves to be awarded, APIcité grants the candidature with **1, 2 or 3 "Bees".**
- When the award committee deliberates, some **advisements** are given to local authorities in order to improve their **environmental politics.**
- The APIcité label is awarded for **three years**, with ongoing support provided. Renewal requires a new application demonstrating progress.

RESULTS

- The label benefits from **national media coverage**, and UNAF highlights the most proactive initiatives in its publications and on its social networks.
- In addition to being an official reward, the label is a real incentive **to implement practices favouring honeybees and wild pollinators,** for instance : planting pollinator-friendly plants, conducting Asian hornet trapping campaigns, organizing events with local beekeepers, and promoting and supporting organic farming.
- UNAF provides winning towns and villages **with educational materials**, which include brochures, posters, games, videos, and other digital media.
- UNAF and its partners organize **webinars** for the APIcité label, offering them as training sessions for local authorities.
- The label provides a source of funding for UNAF. The annual fee for participating towns and villages is calculated based on the number of inhabitants and ranges from **€150 to €2,000.**
- Local initiatives often **inspire other communities and national policymakers,** facilitating the adoption of best practices.

CONCLUSION

- **The protection of bees and wild pollinators is a critical challenge for humanity.** Growing public awareness of this issue is a direct result of decades of relentless advocacy by pollinator defenders.
- French municipalities are demonstrating environmental commitment through the APIcité label, leveraging **the symbolic power of the honey bee** to mobilize communities and raise awareness for biodiversity.
- **251 towns and villages** are currently APIcité awarded from all over France.

UNAF
www.unaf-apiculture.info

APIcité
www.labelapicite.fr

Greetings to

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Protecting bees and wild pollinators represents a major challenge for humanity and our fellow citizens are becoming increasingly aware of this issue. This awareness is the result of decades of relentless advocacy by bee defenders. Nowadays, many local authorities are getting involved in this process through concrete actions such as: requiring respect for biodiversity in public tenders, installing educational apiaries, or taking measures against pesticides. These actions reflect a strong social concern to environmental protection. Increasingly, for inhabitants a good living environment go hand in hand with a preserved nature. Honeybees taken as a communication medium are an outstanding symbol for local authorities in order to raise awareness among the population concerning biodiversity's threats. UNAF believes that it is important to highlight local authorities' actions which benefit honeybees, that's why the APIcité label was launched in 2016. APIcité' s aim is to promote to a national scale these local initiatives in order to be generalised and at long term, intend to influence national politics. In addition to being an official reward, the label is a real incentive to implement practices favouring honeybees and wild pollinators. Once a year, an award committee made up of UNAF members and representatives of partner environmental organisations examine candidatures. If a local authority deserves to be awarded, APIcité grants the candidature with 1,2 or 3 “Bees”. Candidatures are studied depending on items: Sustainable development; Biodiversity; park/green space maintenance; Beekeeping; Environmental awareness. Candidatures may come from all over France, from largest cities to small villages. When the award committee deliberates, some advisements are given to local authorities in order to improve their environmental politics. During the rest of the year APIcité' s team continues advising and helping awarded towns and villages. UNAF has already observed positive results on local policies thanks to APIcité. It represents an original way to bring together different interests and a combined action approach to defend honeybees and wild pollinators and Environnement.