PP-595 [Bee Health]

Everything You Always Wanted to Know About Beekeeping but were afraid to ask - The COLOSS B-Rap Expert Hotline (Enhancing Beekeeping Knowledge Dissemination and Bridging Information Channels)

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Effective knowledge dissemination is essential for improving beekeeping practices and addressing key challenges like bee colony health, climate change, and regulatory updates. However, a gap often exists between the ways beekeepers seek information and how researchers, advisors, veterinarians, policymakers, and industry experts share scientific data and policies. Ensuring information flows through effective and accessible channels is crucial for maximizing its impact.

This interactive poster by the COLOSS core group B-RAP (Bridging Research and Practice) explores the alignment between information demand and supply in the beekeeping sector. It focuses on understanding beekeepers' information needs and identifying reliable resources, such as scientists, advisors, and veterinarians. By analyzing preferred communication methods—scientific journals, beekeeping magazines, online platforms, and social media-we identify potential barriers to effective dissemination.

The poster invites beekeepers to interact through a QR code, choosing the category of interest (bee health, regulatory aspects, hive management, etc.), submitting a question in the format "Is it true that...?" and choosing their preferred source for answers — scientists, beekeeping advisors, beekeeping associations, experienced beekeepers, veterinarians, governmental authorities, AI, etc. Beekeepers can also specify their preferred channels for receiving information (beekeeping magazines, internet websites/blogs, etc). This approach provides insights into their main concerns and trusted sources. As an additional interactive element, the authors will organize two events within Apimondia, in which the submitted questions are discussed with experts and interested Apimondia participants.

The goal is to improve communication strategies, ensuring research and policy guidance effectively reach beekeepers. We aim to strengthen the knowledge exchange between researchers and beekeepers, enhancing engagement and adoption of best practices. Additionally, we get valuable insights into the most pressing concerns and needs of the beekeepers, which is important for focusing research and dissemination efforts on supporting the beekeeping community.

The final objective is to emphasize the importance of adaptive communication strategies to bridge the gap between research and practice, ensuring more efficient and impactful dissemination of beekeeping knowledge.