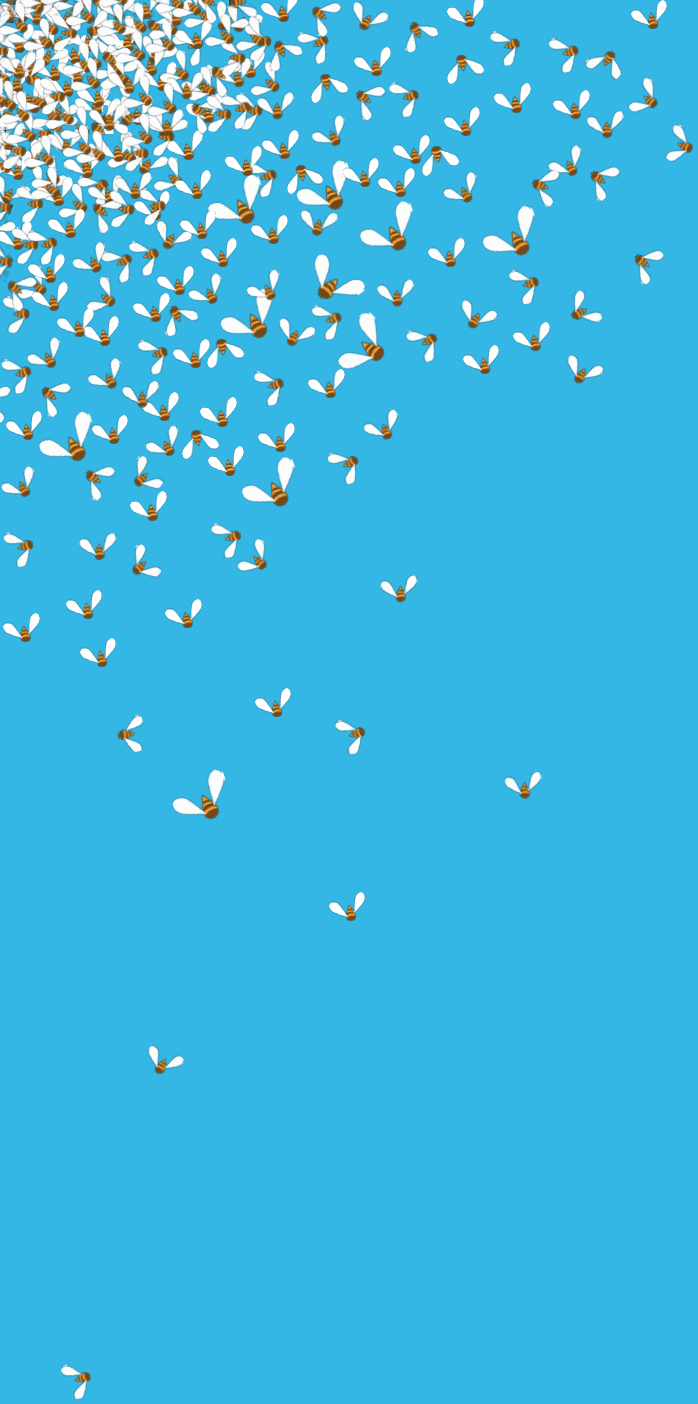


BELLA CENTER ABUZZ

SUSTAINABLE URBAN INNOVATION IN PARTNERSHIP WITH KØBENHAVNS BYBI FORENING

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In 2011 Bella Sky became the first Honey Hotel in Scandinavia. With a custom designed rooftop apiary and 600.000 new bees to make the local area buzz with life, Bella Center took the lead in showing how businesses can contribute toward a greener, more sustainable urban environment.

Partnering with Københavns Bybi Forening, Bella Center provides the city with concrete environmental improvements – and the partnership creates new opportunities for citizens struggling to break into the work market.

In this publication we present the key issues addressed by Bella Center through the partnership with Københavns Bybi Forening and we report on the partnership's social and environmental outcome.

Find more information on:
<http://bybi.dk/home/virksomheder-og-organisationer/?lang=en>

WITH THANKS FROM THE CITY BEES

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Visiting the bees on the roof of the Bella Center makes one feel a bit like a bee. You have to weave through hidden parts of the vast building, before popping up from a hatch to meet a magnificent view of the new hotel and the city spread out below.

Getting this secret insight to the building has been one of the most enjoyable parts of working with Bella Center for us at Bybi. As Bjørn, one of our assistant beekeepers remarked "it is like putting your head into another part of the hive to see what is going on". It has been wonderful to meet the staff, who have been enthusiastic, interested and welcoming and we all now have a special affection for Bella Sky. We even celebrated the end of the season with drinks at the Bella Sky bar.

This year, the bees produced, by general agreement the best tasting honey in Copenhagen. But more than this, they have contributed nearly 2000 hours of employment training for people on the edge of the work market and a injection of energy to the plants and flowers in the local area. Amager residents have been amazed at the size of the apples in their gardens and the productivity of the strawberries in the flowerboxes – thanks to the Bella Bees.

Working with the bees and the honey has been a special pleasure. We look forward to continuing the partnership in 2012.

With thanks on behalf of Bybi,

Oliver Maxwell

Director, Københavns Bybi Forening



Bella Center
Copenhagen



The bees move in to Bella Center

Københavns Bybi Forening improves the city for bees, flowers and citizens on the edge of the work market. We partner with companies that take an active, hands-on approach to solving social and environmental challenges in the workplace and society at large. The philosophy behind our partnership with Bella Center is clear: Together we create new solutions that are cost-effective, environmentally progressive and socially responsible.



Some of Team Bybi: Oliver Maxwell, Alan Bengtson, Tommy Flood and Michael Pederson



Assistant beekeeper Allan with head beekeeper Michael Pedersen

STRAIGHT TALK

This publication is an introduction to the activities made possible by the partnership between Bella Center and Københavns Bybi Forening. It aims to provide insight into Bybi's social and environmental results, activities, strategies and goals. We have developed the report in accordance with Global Reporting Initiative's (GRI) 2002 Sustainability Reporting Guidelines and with respect for Bella Center's dedication to the United Nations Global Compact as well as the group's Sustainable Awareness policy.

As a social business, our key activities are centred on boosting socially and environmentally sustainable development of urban beekeeping and our city's environment. We are dedicated to furthering a more inclusive labour market. These focus areas are anchored in Bybi's policies. In this publication we endeavour to offer straight talk on our social and environmental activities made possible by Bella Center. The publication does not cover the total of our activities.

BEES BY THE NUMBERS

Bella Center helped bring **600.000** new bees to the city in 2011.

The bees produced **210** kilos of honey.

20 visits from Bybi's assistant beekeepers ensured the welfare of Bella's bees.

In total, Bella Center helped secure **1.959** hours of training for Bybi's assistant beekeepers.

Bella Center's bees made over **925.680.000** visits to flowers around Bella Sky Cromwell during the bee season of 2011.

For each kilo of honey the bees produced, they flew **144.000** kilometres – that is more than three times around the world!

News about the bee project was featured in **18** national media, **8** international news outlets and **7** local papers – as well as **7** radio shows and **4** features on TV.

Bybi's staff and volunteers have been involved in **38** events during the season, including **20** tours, **13** presentations and **6** festivals.

Since our founding meeting in August 2010, Bybi has won **4** awards. These are from Forening til Hovedstatens Forskønnelse, Uffe Elbæks "Et andet Skema", Food on Film 2010, and Social Innovation Europe 2010.

Assistant beekeepers Allan and Bjørn celebrate the bees arrival





SWEET AWARENESS AT BELLA CENTER

Honey from Bella's bees was a taste favourite among foodies at this year's MAD Foodcamp-festival featuring workshops, talks, food installations and the largest market for locally grown produce in Northern Europe. The event drew chefs from all over the world, and festival guests buzzed around Bybi's stand to taste the urban honey and hear the story behind. And at the annual Danish Honey Festival, honey from Bella Center won 5 points out of 5 in a competition for Best Taste.

As part of Bella Center's environmental policy, the group promotes sustainable awareness to its employees. With honey production and sales to the public, Bella Center is able to spread the message wider and create a larger positive impact. Each drop of honey enjoyed at the breakfast table or shared as a gift contains a sweet reminder to be sustainably aware.

Together, Bella Center and Bybi address the challenge of making sure Copenhagen has enough bees to sustain the city's ecosystems.

Assistant beekeepers from Bybi tend to the bees at Bella Center regularly. The assistants are formerly homeless and long-term unemployed social service users, who receive training in urban beekeeping from Bybi's expert beekeeper. The training programme is designed to provide participants with new professional and social skills, which will help facilitate their return to the labour market.

In recent years, Bella Center's CSR initiatives have included adherence to the UN Global Compact, elaborating a Code of Conduct and collaborating with Save the Children. In May 2011 Bella Center made the leap from CSR to CSI (Corporate Social Innovation) by partnering with Bybi on a project that keeps the city green, creates jobs and results in delicious, eco-friendly quality honey.

In 2011 money from Bella Center helped finance...

- 1959 hours of work-experience training for 3 assistant beekeepers from the Sundholm Activity Center
- Development of new information material on bees in the city
- 38 events, tours and presentations about urban beekeeping and sustainability
- Rent, power and water for the projects factory and offices and rent for the project's van
- Core administration costs, including insurance, legal advice and accountancy



Bybi

Denmarks foodies have been dipping their noses in our city honey at the mad+medier conference. The experts agree: you can taste the difference between Valby, Vesterbro, Kongens Nytorv and Amager... But which part of Copenhagen tastes the best??

Like · Comment · Share · September 18 at 2:49pm ·

15 people like this.



Kristine Høeg Bella Sky – absolutely! Bought two jars yesterday. Lovely!
September 18 at 3:13pm · Like



Philip Xavier I agree Bella sky indeed – intoxicating aromas!
September 18 at 3:15pm · Like



Anne Au Chocolat I agree, too :-)
September 18 at 3:23pm · Like



Ivan Kiss-prinzip Jensen Carlsberg, light and hoppy
September 18 at 3:59pm · Like



Kristina Reventlow Tom-Petersen Kongens Nytorv. So complex!
September 18 at 4:44pm · Like



Klaus Kokholm Petersen Valby! Universets centrum.
September 18 at 6:18pm · Like



Mette Lindgaard Eriksen Bella
September 18 at 9:49pm · Like



Sundholmskvarteret Områdeløft-Helhedsplan Honning fra Sundholmsvej Områdeløft smager sødt af fællesskaber, seje børn og unge, skæve eksistenser, kunstnerisk frihed og et lille drys social ansvarlighed!
See Translation
September 19 at 11:17am · Like · 1



TRAINING A NEW GENERATION OF URBAN BEEKEEPERS

Bees need people to look after them. That is why we at Bybi are training a new generation of urban beekeepers from socially disadvantaged groups – to create opportunities for bees and people alike.

We have established Scandinavia's first urban honey factory in collaboration with Aktivitetscenter Sundholm, a municipal centre for long term unemployed, homeless and people with alcohol or drug addiction. Our assistant beekeepers are recruited from the centre's service users. They are involved in all aspects of running the factory, look after our 3 million bees, and help provide education to city kids.

We provide an open and flexible work environment and learning centre – with space for developing new skills and opportunities to participate in new professional and social networks. It is a place for our assistant beekeepers to build confidence, discover new strengths, and find their personal motivation to confront patterns of substance use while taking self-ownership in beating a bath to the mainstream labour market.

In 2011 we welcomed 6 service users from Aktivitetscenter Sundholm into our training programme on a voluntary basis. For the 3 who chose to complete the programme as assistant beekeepers, working with the bees has had a positive impact on life. Our assistant beekeepers report that the programme adds positive structure to daily life, increases self-worth, and gives hope and motivation for building a better existence.

"Looking into one of the beehives, I sometimes think about how it's like a tiny society. It makes me think that nobody is expendable and there's space for all of us."

"I like being part of the project. It helps me believe that there can be a place for somebody like me in the Danish society."

– Bjørn Ambjørn, assistant beekeeper



"The children from our school got a lot out of participating. Bybi is not just about bees – it's also about nature, production, cooking and making a social difference. It's a great opportunity to teach the children in a way that really gets them interested in learning."

- Karin Hamberg Rasmussen, teacher
Amager Fælled School

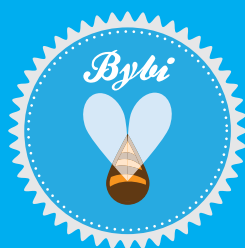
BEES FOR KIDS

Bybi develops educational tools and activities, which inspire children to play an active part in taking care of nature in their local communities. With the project Bees for Kids, Bybi aims to make environmental awareness and the joy of nature an integrated part of growing up in the city.

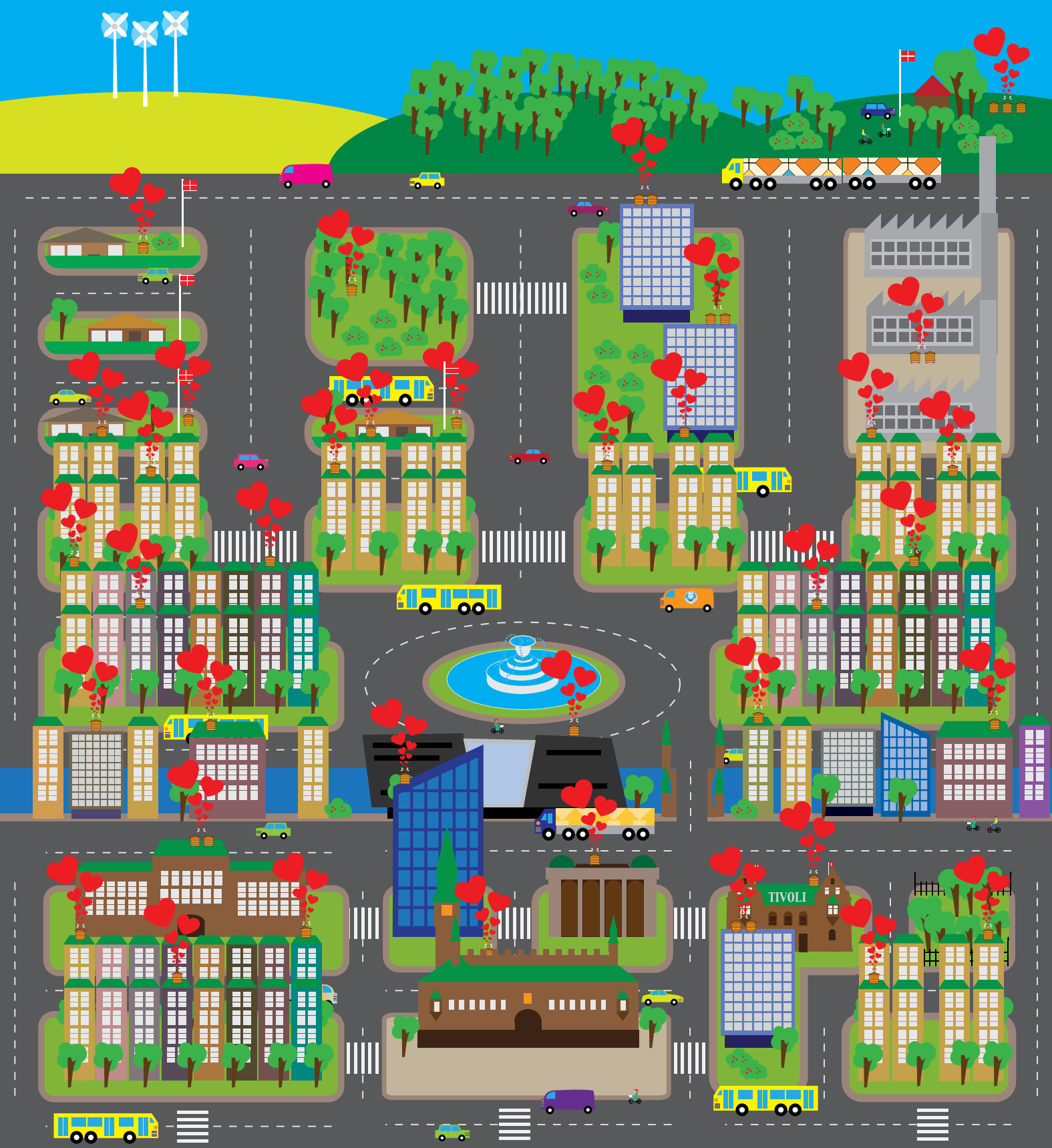
In 2011 Bybi teamed up with the local public school, Amager Fælled Skole, to involve children in learning about bees, managing their own beehives and harvesting the honey. The project will expand in 2012 to include even more children from all social backgrounds.



Bybi



- Vi får byen til at summe af liv!



WHO IS KØBENHAVNS BYBI FORENING?

Københavns Bybi Forening works with social organisations, businesses and millions of bees. Our purpose is to improve the urban environment and unlock the social and economic benefits of sustainable beekeeping and honey production in Copenhagen.

Our goal is to bring more bees to the city and ensure that more bees equal more opportunities for citizens on the outskirts of society. In our beekeeping program we train long-term unemployed, formerly homeless and psychologically challenged citizens who are struggling to find their place on the labour market. We also provide education on nature and the environment to urban public school children – and we are dedicated to making a lasting, inclusive contribution to a greener, more sustainable city.

To embody our purpose and reach our goals, we establish cross-sector partnerships, new networks and professional fellowships bridging the traditional gaps between corporate, public and private. We believe that all sectors have a joint interest in social and environmental sustainability – and all of us can come together to make the city buzz with life.

Bybi is a social enterprise. The profits we make are reinvested in our social and environmental activities.

Read our policies and download our organisational model at www.bybi.dk



1010 kg honey i 2011

OUR TRIPLE BOTTOM LINE

We aim to be cost-effective regarding:

- Growth
- Our investors
- Socio-economic growth

Our environmental improvements target:

- Biodiversity
- Plant productivity in Copenhagen
- Building and sustaining a sufficient and healthy bee population in the capitol

We are socially responsible toward:

- Our employees
- Our partners
- The local communities

By always including the three elements comprising our triple bottom line when we make our business decisions, we ensure that all of our activities benefit the environment, the social coherency in Copenhagen and our collective need for sustainable growth.

IN 2011 WE SET THE FOLLOWING GOALS FOR OUR FIRST YEAR IN BUSINESS

- Starting up 5 apiaries in partnerships with Copenhagen-based corporations
- Bringing 3 million new bees to the city
- Piloting our beekeeping training program and involving 3 – 6 formerly homeless people
- Building the foundation to a broad, urban movement for bees in the city
- Providing education about bees and urban beekeeping

MILESTONES

In 2011 we reached the following milestones:

- Founding Københavns Bybi Forening: In our first year we have welcomed more than 50 new members. Our members are urban beekeepers, social projects and organisations, public institutions and private citizens working together. Several of our members volunteer their time, participating in pro-environmental activities and spreading the word about urban beekeeping.
- Establishing 5 new apiaries in Copenhagen together with our key sponsors. (See the example on page 9.)
- Establishing a cross-sector partnership with the municipal centre Aktivitetscenter Sundholm: 3 social service users, recruited from the centre, completed and helped shape our urban beekeeping training programme. (See the example on page 11.)

- Raising urban beekeeping on the national agenda: News coverage of our social and environmental activities and partnerships went national and made it far beyond the country borders. Stories about Bybi and our partners were featured in Norway, Sweden, Germany, Holland, Italy, Russia and the Ukraine.
- Providing education: Partnering with a public school we brought new knowledge about bees and urban nature concerns to local school children. (See the example on page 13.) For our partners and the public we provided lectures, workshops and events broadcasting challenges and solutions for the urban environment and inspiring active participation.
- Inspiring change: Bybi has already inspired a number of sibling projects both nationally and internationally – for example in the Danish cities of Århus, Aalborg and Odense, as well as in England, Germany and the Netherlands.
- Proving our worth: Through our activities we have shown that green beekeeping can be a big city success.



HOW WE REACHED OUR GOALS IN 2011

- Participants in our training programme built 30 beehives, which were then divided into 5 new apiaries across the city. Partnering with our key sponsors, we populated the apiaries with over 3 million new bees. Combined, the bees provide pollination to an area of more than 25 square kilometres.
- Together with Aktivitetscenter Sundholm we included 3 public service users in our team to learn about beekeeping, to participate in building our organisation and to help shape a training program that ensures new knowledge, qualifications and improved quality of life. Through regular team meetings we made sure all team members were included in a continual knowledge sharing process, and we established a procedure for on-going quality assurance and development of the training programme. Through the year, our beekeeping trainees have provided valuable suggestions, insights and experience, which will be incorporated in next year's training.
- We reached out to associations, schools, public institutions, NGO's and businesses to start building partnerships and networks to further our cause. This year, we established active partnerships with e.g. 2 associations, 1 public school, 1 public services provider and 5 corporations. For a complete list of our partners and sponsors see: <http://bybi.dk/venner/?lang=en>
- To provide general education on bees in the city, we hosted and participated in over 38 events – from an international beekeeping workshop in the European Environmental Agency over grassroots meetings to green market days.

OUR GOALS FOR 2012

In 2011 we created a successful model for keeping bees in the city and working with people from disadvantaged groups. In 2012 we plan to expand: We want to build an active movement that will train more beekeepers and give more people a positive experience with bees and urban nature. We plan to:

- Establish 4 new urban apiaries in partnership with new businesses.
- Establish the project "My city, my bee" for school children. The project will put bees on the roof of 5 city schools and train 10 classes of children as "junior beekeepers".
- Create a network of "honey gardens" that will work to train new beekeepers and give them access to space for bees in the city.
- Continue our work with 3 to 6 formerly homeless service users from Sundholm Activity Center on Amager.



Et andet skema prize with Bybi, Aktivitetscenter Sundholm, and Culture Minister Uffe Elbæk (on right)