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### The Land of Bees

kRAJ Civic Association



The Land of Bees is a project focusing on education in the field of beekeeping, which is one of the European Union's priority themes. The association has built a unique education centre and now operates educational apiaries for professionals and the general public. It organises experimental programmes for all types of schools, with day camps and activities during which it systematically raises public awareness of the importance of bees and natural pollinators for the environment. Beekeeping courses for beginners and free courses for the long-term unemployed are provided. Material assistance and training for graduates in the sale of beekeeping products is also provided.

Engaged in social entrepreneurship, the association has founded a wax processing workshop and a carpentry workshop for the production of beehives. People from socially disadvantaged backgrounds and marginalised groups are involved and learn how to process beekeeping products. Vocational training is also offered, which helps to develop co-operation in the region and support community life. By extending bee families in the landscape and creating territories favourable to pollinators, it contributes to increasing the biodiversity of the landscape.

The project contributes to the sustainable preservation of a landscape by addressing the serious environmental problem of pollinator decline. It aims to ensure pollination by bees and other natural pollinators. The project promotes the making of a landscape designed for bees, developing a sustainable beekeeping method and provides professional training. Awareness-raising, education and training activities strengthen the link with the landscape and are a real source of inspiration for the local population. The project contributes to the creation of a socio-economic space for job creation based on local honey and bee products. It thus promotes social cohesion in a previously neglected area.

*Recognised for its great value, the Project is part of the Landscape Award Alliance of the Committee of Ministers of the Council of Europe, as a source of inspiration.*