



## **BRIEF REPORT by Limerick's Buzzing**

### **Urbanbees Project dissemination visit**

### **to Limerick, Ireland (8-11<sup>th</sup> April 2014)**



## **Overview**

Limerick's Buzzing is a new environmental awareness and action project focused on conserving wild bees in Limerick, Ireland. This dissemination visit by Urbanbees at such an early stage in our project represented an opportunity for us to

- (1) learn best practise with regards to bee conservation from Urbanbees that we can then disseminate in Limerick as part of our project;
- (2) raise public awareness of the importance of wild bee conservation – the fact that an expert was coming all the way from France added weight to this message.
- (3) bring together and build partnerships with key influencers from communities and organisations across city and county. These relationships will be the basis of our programme to facilitate wild bee conservation.
- (4) develop international links for further efforts in biodiversity conservation and awareness raising.

Frederic Vyghen led 3 lectures and workshops in Limerick city. These were part of Limerick's Lifelong Learning Festival and gained publicity and press coverage in the region. The events were attended by approx. 130 people.

The seminal activity was the following

1. Evening lecture attended by 70 people
2. Land management lecture and workshop attended by 35 people
3. Urban fieldtrip attended by 25 people
4. Meeting with committee of Limerick City Tidy Town group to advise on conservation management and environmental awareness raising in city centre.
5. Meeting with representatives of Limerick Council and Ballyhoura Development Ltd. (A LEADER company) to advise on the LIFE funding scheme

Each attendee at events 1-3 was a representative of a public, private or community organisation with responsibility for land management. The Environment department and the Parks department of Limerick Council were represented. Managers from the University of Limerick, Limerick Civic Trust, Aughinish Alumina Ltd, TUS and Rural Social Schemes and other major land management organisations were present. Representatives from Tidy Town committees from across city and rural communities attended. Educators from a number of further education establishments e.g. An T'lonad Glas Organic College, CELT centre for environmental living and Limerick and Clare Education and Training Board, also participated. Such representation means that the dissemination of best practice from the Urbanbees project in Limerick was directed to people with influence and who are themselves also disseminators. Members of the public also joined the events.



## **Best practise for dissemination – lessons from Urbanbees dissemination visit to Limerick**

- 1. It was useful to the dissemination process to have a person willing to respond to the particular needs of Irish communities.**

Frederic had the flexibility and ability to adjust the content of his presentations to the needs of participants as identified by Limerick Buzzing. His ability to listen and respond so willingly meant that participants were very satisfied with what they learnt and the content was highly relevant.



- 2. Sufficient time needs to be incorporated into international dissemination events**

Frederic was with us for longer than initially planned due to the timing of flights– this additional time proved very useful. It allowed us to visit the sites to be used in workshops and to discuss and finalise the format of these workshops together. It also allowed meetings with key people and the exploration of future projects.

- 3. The interpersonal qualities of the person tasked with dissemination are very important**

Frederic has a very amiable and engaging nature and manner that enthused people for the subject. Frederic was also able to converse fluently and personably with people of different sociological backgrounds and ages – this was important for us as we want to engage with a broad spectrum of society and not just those traditionally involved with nature conservation.

- 4. It is useful to the dissemination process to have a person who is willing to be a peer and collaborator rather than a visiting expert.**

Frederic identified early on in his visit that he would only be in Limerick for a few days and that it was also important for Limerick's Buzzing to establish a good relationship with participants attending the dissemination events. He welcomed our active involvement and did not demand that he was heard as the only expert voice. We really appreciate this – it has helped our confidence and our relationship with those we will be working with in the coming months.



- 5. In order to overcome cultural and environmental differences between regions, information or tools that are to be disseminated to the public or target groups need to be first presented, discussed and modified as necessary with the project partners.**

