



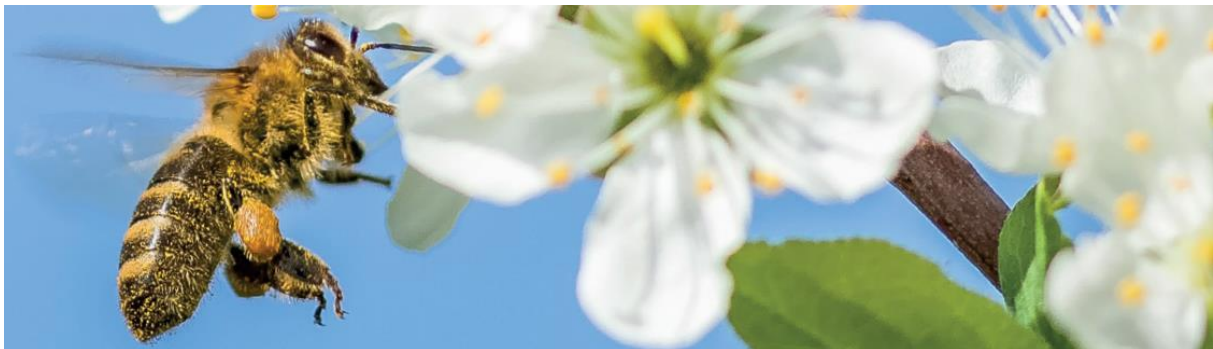
Insect Responsible Sourcing Regions (IRSR) -

Coordinator: Bodensee-Stiftung

Project Partners: Global Nature Fund, Netzwerk Blühende Landschaft, Bäuerliche Erzeugergemeinschaft Schwäbisch Hall, Nestlé Deutschland

Project Goals

In cooperation with the agriculture, food sector, local authorities and NGOs, sourcing regions (IRSRs) will be established to implement Regional Biodiversity Action Plans (BAPs) to improve the protection of insects and biodiversity in general at the landscape level. The concept is transferable to all regions in Germany and the EU. Continuous improvement is demonstrated through monitoring. The insect-friendly products are successfully marketed.



Background

The scientifically proven decline of insects in Germany over the past decades is representative of the dramatic loss of biological diversity.

The IRSR concept addresses agriculture and the food industry as one of the main causes of this development. It offers the opportunity to develop sustainable and economically feasible solutions for a biodiversity and insect-friendly agriculture and to integrate them into agricultural practice at regional level with the close involvement of land use actors.

The project makes a relevant contribution to the implementation of the National Biodiversity Strategy and addresses all aspects mentioned in the NBS as drivers for the loss of biodiversity in connection with agricultural use. This also applies to BMU's nature conservation offensive, which has been supplementing the National Biodiversity Strategy since 2015.

In particular, the project contributes to the protection of insects on agricultural land, pursuing a landscape approach that is considered more effective than approaches that are restricted to individual farms and supply chains.

In recent months it has become clear what a high potential for conflict there is in the growing social demands for sustainable agriculture. The joint and equal development and implementation of the IRSR concepts in the IRSRs by the actors from agriculture, the food industry, nature conservation and local authorities can show ways in which such conflicts can be moderated and transformed into constructive and jointly supported approaches to solutions.

Concrete Implementation

IRSR concept and implementation in seven pilot regions in Germany

- Creation of 7 IRSRs in Germany with stable regional structures for dialogue and further development. Implementation of BAPs in each region including all crops and types of cultivation and with a special focus on insect protection: Qualitative and quantitative improvement (habitats and food supply for insects). Reduction of the negative effects of pesticides and fertiliser pollution.

- At least 10 frontrunner farms in each region are already implementing proven and innovative measures. The implementation and effects will be documented for the development of incentives for farmers who farm in a biodiversity-responsible manner. Further farms (at least 50 in each region) are implementing Biodiversity Action Plans on their farms.

- Monitoring biodiversity in the IRSRs: Adaptation of the biodiversity monitoring system created in LIFE Food & Biodiversity by integrating key data and indicators on insects and landscape quality. Assessment of other positive impacts, e.g. climate protection and adaptation.

- Dissemination of the IRSR concept and support for the establishment of insect-friendly procurement regions. Identification or creation of new (financial) incentives by public programmes (e.g. Agri-Environmental Programmes) and by the food industry. Dissemination of the measures identified as particularly successful at regional, national and EU level.

Strengthening the competence of farmers, advisors, food businesses

- Practical information on insect control measures for different crops / farm types in different geographical situations (effective measures and how best to implement them).

- Strengthening the insect competence of farmers, co-operatives, agricultural advisors, food standards and businesses: Training modules and training materials. Implementation of training for advisors and farmers.

- Selection of an existing Citizens Science Tool and adaptation to monitoring in IRSR. Motivation of citizens* and stakeholders to participate in monitoring. Training and participation of about 350 people in the 7 IRSRs.

Creation of incentives and market demand, consumer awareness

- Elaboration of a draft EU agri-environmental programme for IRSR to provide incentives for farmers; preparation of implementation.

- Providing sound information and recommendations to policy makers to establish national and regional programmes and actions to strengthen and promote insect protection.

- Food sector incentives for farmers, taking into account the added value of IRSR products and a fair share of the additional costs.

- Marketing concept for the successful positioning of products that have been produced in an insect-friendly manner.

- Increasing the demand for insect-friendly produced food by implementing a communication strategy addressed to the end customer (= value of insects and biodiversity for the quality of life and the future of our planet).

The 7 IRSR pilot regions in Germany

IRSR Bodensee (Konstanz, Bodenseekreis, Ravensburg)

IRSR Mittlerer Oberrhein (Karlsruhe, Rhein-Neckar-Kreis)

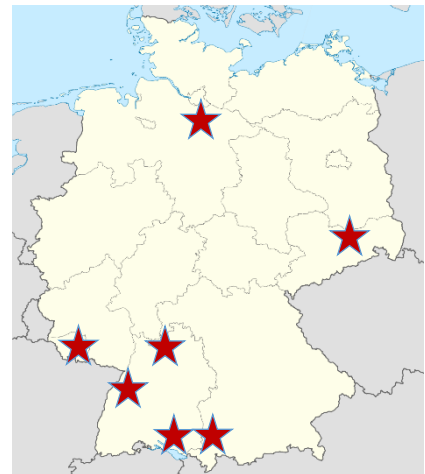
IRSR Wendland /Steinhuder Meer (Nienburg/Weser, Schaumburg, Lüchow-Dannenberg)

IRSR Bliesgau (Saarpfalz, Neunkirchen)

IRSR Hohenlohe (Schwäbische Hall, Hohenlohe)

IRSR Allgäu (Ravensburg, Allgäu)

IRSR Dresden (Dresden, Meißen, Bautzen, Sächsische Schweiz).



Further information? Interested in participating?

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