

#insectresponsible

The Landscape Approach in LIFE Insect Responsible Sourcing Regions

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LIFE Insect Responsible Sourcing Regions Landscape Approach



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- **From Farm to Landscape** - Expansion of the prevailing individual farm perspective (farm approach) in the planning and implementation of biodiversity-promoting measures
- **Biodiversity at the top** - Planning and implementation of biodiversity-promoting measures where the biodiversity potential is greatest from a nature conservation biodiversity perspective.
- **Cooperation for better results** - Better utilisation of the biodiversity potential through cooperation between several stakeholders / farms



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LIFE Insect Responsible Sourcing Regions **Benefits by Landscape Approach**

- Combination of nature conservation and agricultural expertise
 - Better consideration of local/regional requirements and potential for biodiversity
 - Better flexibility in the design and implementation of measures
 - Less administrative effort
 - Better effectiveness of the implemented measures
- = Better realisation of the biodiversity potential through cooperation between several stakeholders / companies**



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LIFE Insect Responsible Sourcing Regions Project Concept & Targets



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- **Improving the quality of insect habitats**
 - Effective measures tailored to the farm
 - Monitoring the implementation
- **Increasing the area effect of insect-promoting measures**
 - Promotion of in-crop / production-integrated measures
 - Role model effect of demonstration farms
 - Involvement of food business and other stakeholders
- **Establishment of a regional alliance for insect promotion (landscape approach)**
 - Inclusion of different perspectives of land use
 - Individual, regional solutions
- **Adding value to insect promotion**
 - proposals for more attractive supporting programmes
 - development of market-oriented incentive systems



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LIFE Insect Responsible Sourcing Regions Project Overview



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Project period: 09/2020 – 06/2025

<https://insect-responsible.org/en/>



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ERZEUGERGEMEINSCHAFT
SCHWÄBISCH HALL



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MACK & SCHÜHLE
THE WINE AND SPIRITS FAMILY



Cooperation Partners

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Our activities



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Strengthening insect protection expertise

- Training and further education events (~1300 people trained)
- ~40 action sheets with 'insect-promoting measures'
- Networking and cooperation



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Our activities



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Adding value to insect promotion

- Supporting farmers associations and food labels regarding biodiversity / guidelines and incentive concepts
- Proposals for better supporting schemes



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Our activities



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Framework Concept for
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Regional working
groups
Baseline assessment
Biodiversity Action Plan
Monitoring
Tools
Trainings
Marketing
...



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Our activities



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7 insect-responsible sourcing regions in Germany & Italy

- Regional Working groups
- Strategy & Regional action plans with priority measures
- ~ 60 demonstration farms
 - Biodiversity action plans
 - Implementation of innovative and area-effective measures
 - Use of the BPT and implementation of insect monitoring



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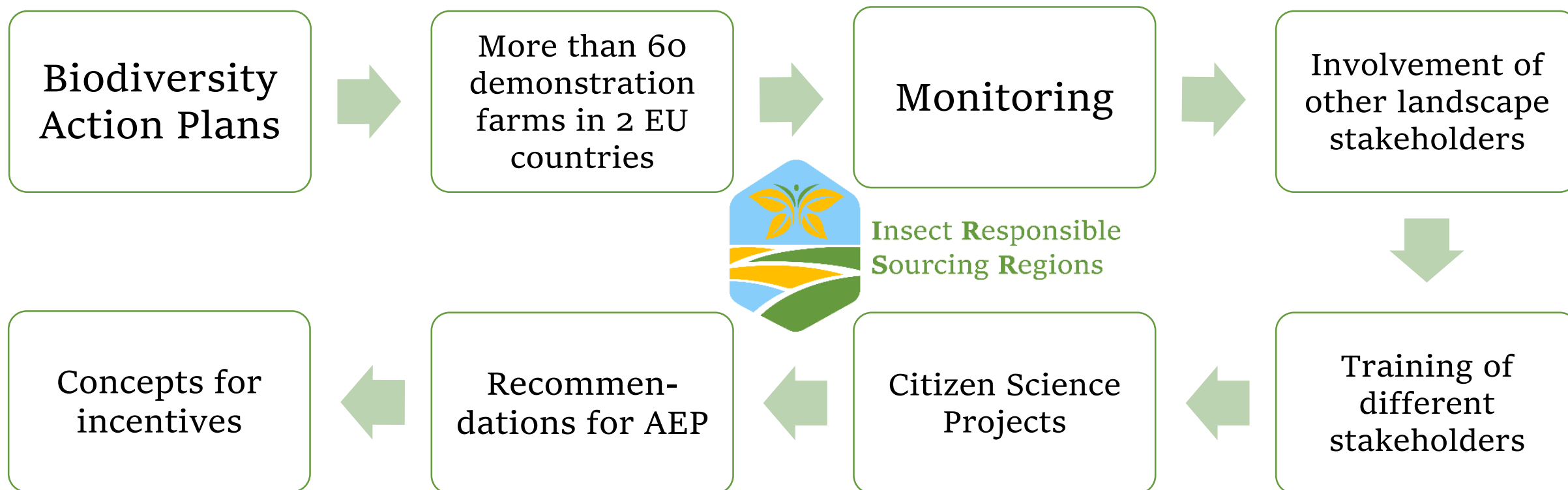


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Our activities



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More Than Just Flower Strips - European Conference, Frankfurt, 20. May 2025

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Results & findings



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Expectation

Reality

Everyone loves bees



Most people don't feel responsible for supporting insects

Various stakeholders participate in the project



Take what you can get!

Food industry is interested in marketing strategies



Insect marketing isn't sexy and consequences of GCD are uncertain

Following the steps of our guideline leads to an IRSR



Establishment of IRSR is a individual process



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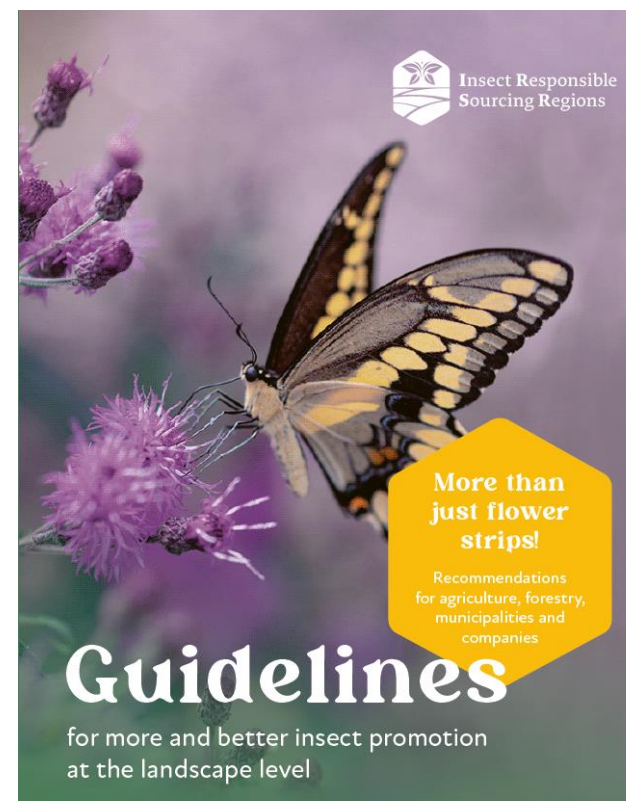
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LIFE Insect Responsible Sourcing Regions Results & findings



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The path to an insect-friendly landscape

More and better support for insects at landscape level means creating a dense network of areas with habitats and food sources for insects in both rural and urban areas. Effective and efficient protection of insects and biodiversity as a whole requires a high density of point, linear and extensive habitat and feeding opportunities and their interconnection across agricultural and urban landscapes. Insect diversity needs more space!

More than five years of intensive project work in a total of seven „insect-responsible sourcing regions“ within the LIFE project „Insect-Responsible Sourcing Regions“ have resulted in five key success factors for a lasting and noticeable improvement in insect diversity and biodiversity in our cultivated landscapes.

PIONEERS

Innovative actors with intrinsic motivation. More and better insect promotion at landscape level starts with land use stakeholders who have intrinsic motivation for the protection and promotion of insects and biodiversity as a whole. These stakeholders serve as key starting points and hubs for enhancing nature conservation in rural areas. Innovative pioneers are needed.

1

DIVERSITY OF ACTIVITIES

Activation and coordinated interaction of land use actors. As many areas as possible in a landscape should provide food and habitat for insects. Therefore, as many land use stakeholders as possible must be motivated to cooperate and become active. Insect diversity needs a broad, active social basis!

2

COORDINATION

Coordination of stakeholders, measures and communication. A coordinating body is needed as a „caretaker“ to enable stakeholders to achieve the best possible results across multiple areas. Its main task is to organize the regular exchange of experience, the planning of measures, communication and skills development.

3

COMPETENCE

Insect expertise is the key to high-quality implementation. Measures to promote insects must be well selected, well planned and well implemented. This requires knowledge and expertise – both about insects and their needs as well as about suitable protection and support measures and their competent implementation. Because good intentions alone are not enough.

4

FINANCING

More biodiversity requires significantly more money than before. Effective stakeholder coordination requires stable and reliable funding. Land use stakeholders, especially farmers, need financially attractive incentives to implement measures to promote insects. Ideally, public funding should be complemented by financial contributions from the food industry.

5



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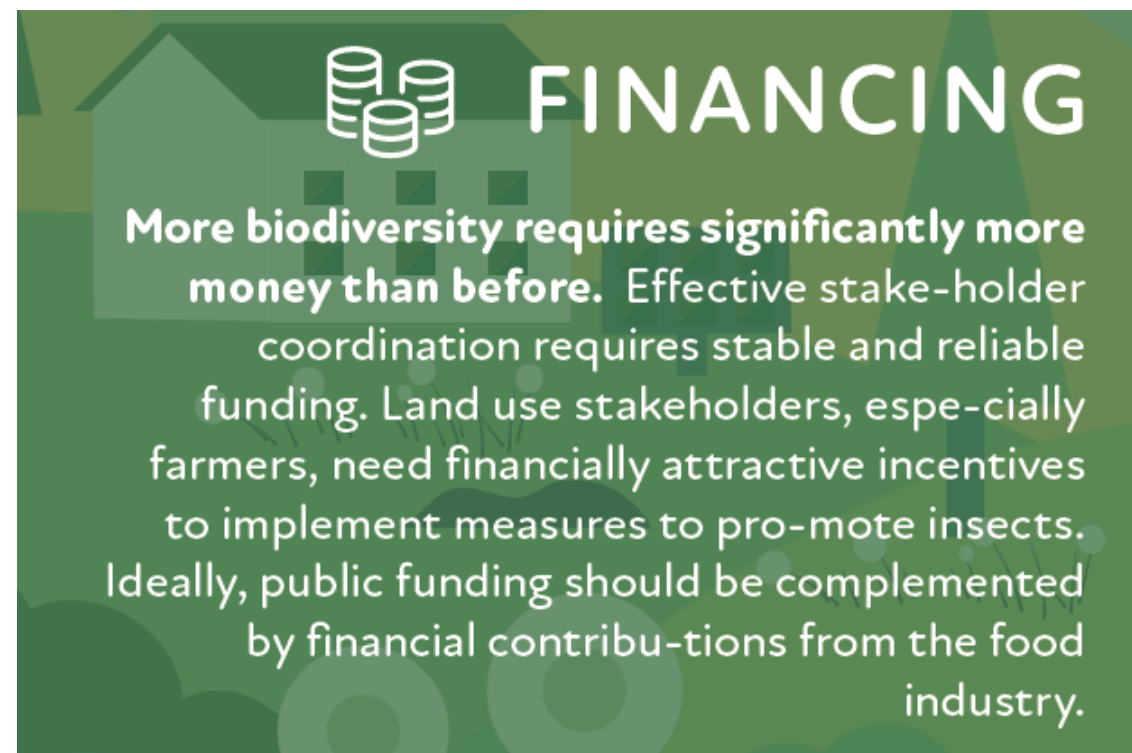
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LIFE Insect Responsible Sourcing Regions Wrap-Up



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LIFE Insect Responsible Sourcing Regions Requirements



Cooperative funding programmes are a sensible option for greater effectiveness and efficiency in agricultural nature conservation and for opening up to other land use stakeholders beyond agriculture.

Such programmes must be developed EU-wide for agriculture and other land use actors!

Use existing LEADER structures!



LIFE Insect Responsible Sourcing Regions Requirements



Agricultural support programmes must become more attractive, more flexible and more practical in order to attract more farms to agri-environmental measures.

Simplified application procedures, greater flexibility and higher funding premiums for ecosystem services are crucial.

Enabling the combination of public fundings and private investments in ecosystem services!



LIFE Insect Responsible Sourcing Regions Requirements



The food industry, together with agriculture, must take responsibility for the protection and promotion of biodiversity.

Only if all players in the supply chain work together on an equal footing can lasting added value be created for biodiversity in Europe's cultivated landscapes.

Invest in biodiversity and resilient sourcing regions!

More food sector initiatives to create a level playing field!



LIFE Insect Responsible Sourcing Regions Requirements



Advice and capacity building for biodiversity in agriculture are key building blocks for successful agri-environmental measures and more and better insect and biodiversity promotion at landscape level.

Expand biodiversity advice offers!

Biodiversity as an integral part of education and capacity building (agriculture but also food business)!

