

Mainstreaming pollinator stewardship in view of cascading ecological, societal and economic impacts of pollinator decline



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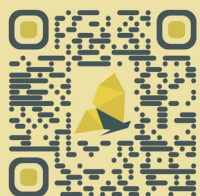


Building a future with pollinators

Butterfly is taking action to address the cascading risks associated with pollinator decline. Our vision is ambitious but clear: to develop and promote the concept of responsible pollinator stewardship, helping to reshape society's relationship with biodiversity in a more sustainable and respectful way.

Butterfly – more than just a name

The butterfly, a symbol of beauty and fragility, reflects the crucial role of pollinators in our ecosystems. Like the Butterfly Effect, their loss can set off a chain reaction—disrupting biodiversity, food security, and human well-being. But small, strategic restoration efforts can spark powerful change, helping pollinators—and ecosystems—thrive again.



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