



Farming for Biodiversity

The case for bottom-up campaigning



Supported by:



Federal Ministry for the
Environment, Nature Conservation,
Building and Nuclear Safety

based on a decision of the German Bundestag



STEP 1

Find what works



STEP 2

Demonstrate, scale
and replicate solutions

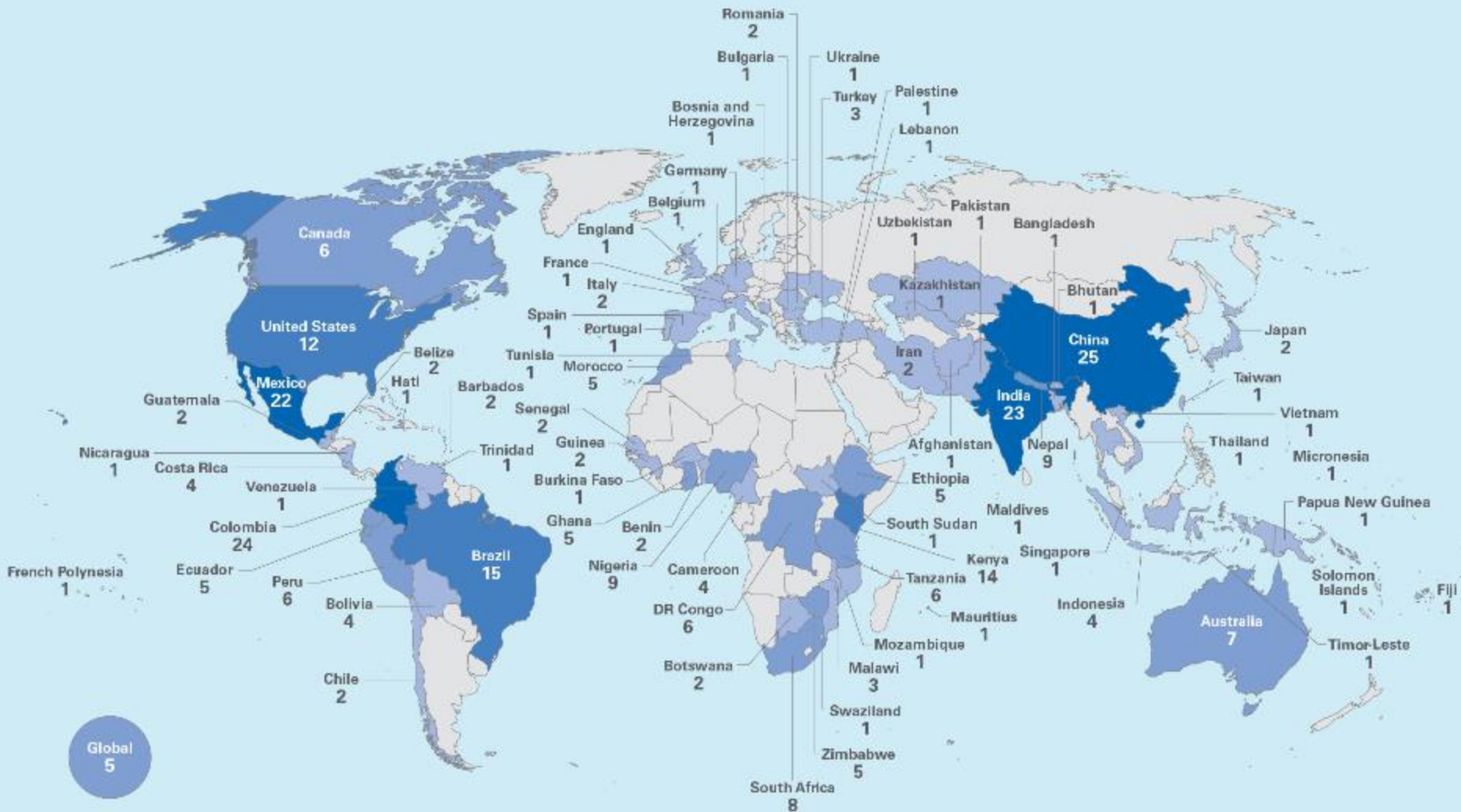


STEP 3

Feed local solutions
into global policy



Solution Search: Farming for Biodiversity Entrants

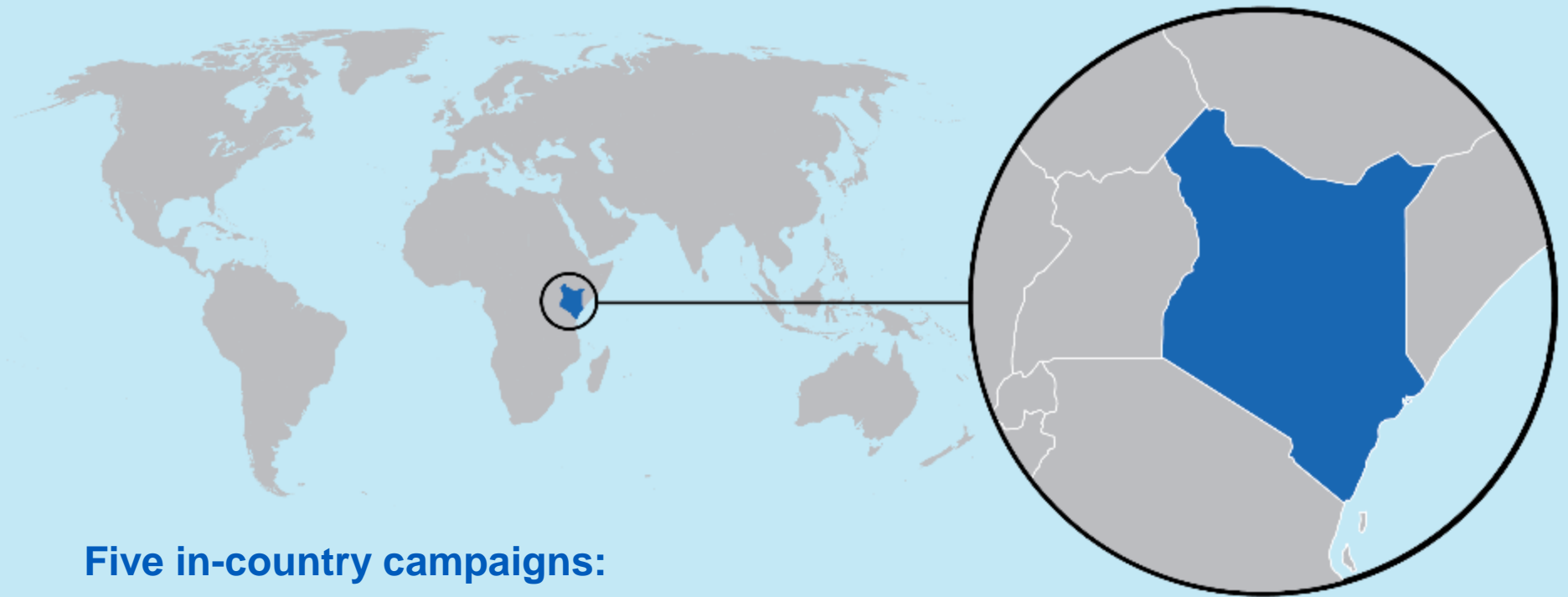




Kenya

One out of nine campaign countries

Solution: Bio-intensive farming for smallholder farmers



Five in-country campaigns:

- Spreading technical solution across country
- Engaging rural youth
- Reaching urban consumers to increase demand
- Diversifying crops & protecting pollinators
- Habitat protection for rare species

Local Lessons for Global Policy







PREP CO CINA CO MUNITARIA







Red de
Guardianes
de Semillas



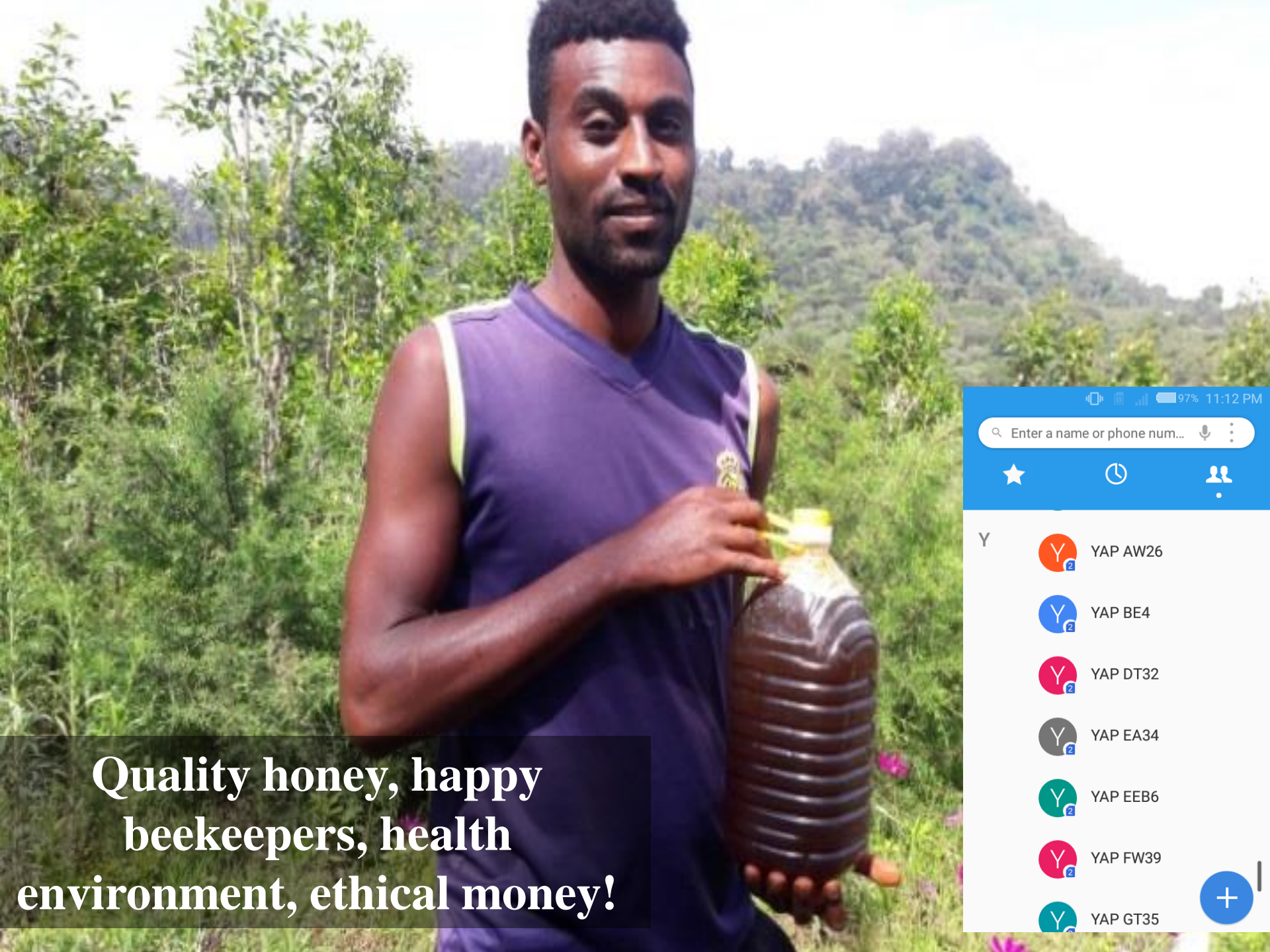
Inclusive sustainable business
model in harmony with nature



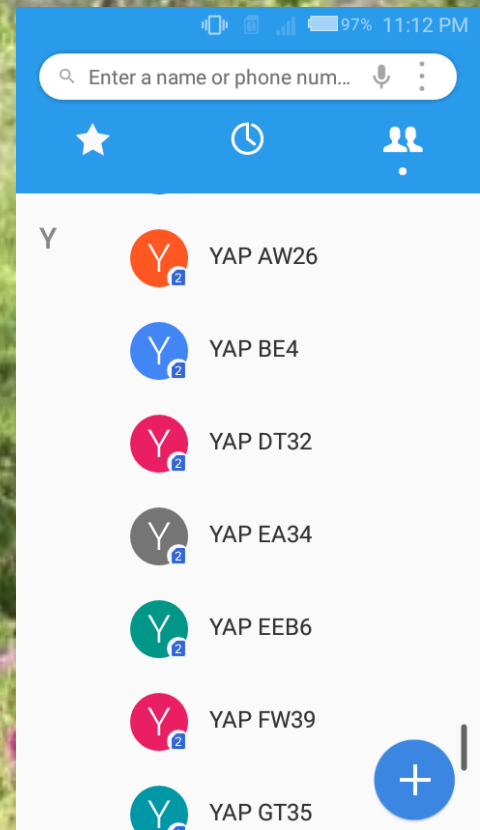








**Quality honey, happy
beekeepers, health
environment, ethical money!**





**No Tree, No Bee, No Honey,
No Money!**

