



**Schools Honey Bee Edutainment
Seed Program – Phase One Western Cape**

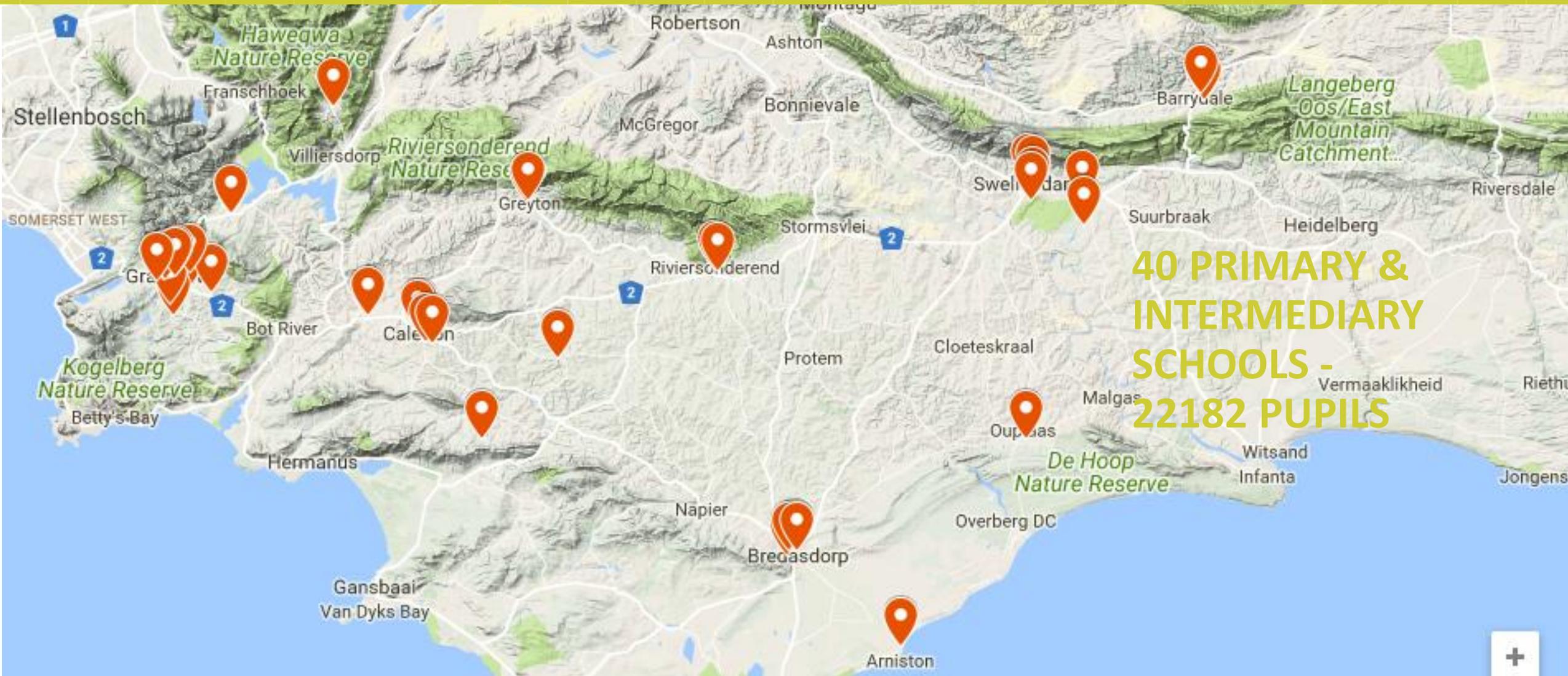


WHAT IS THE PROGRAM ABOUT?



- The Bee Smart schools campaign forms part of The Bee Effect seed program by distributing bee food in funky wild flower seed bombs for kids to ‘plant’ either at school or at home.
- Through an edutainment show children are entertained with a performance dance and song routine, the song created to be memorable, while sharing critical information.
- This educates on how important honey bees are to:
 - our environment keeping our world a bright and colourful place with scents (natural biodiversity),
 - providing wonderful honey (supporting Buy Local and as such our beekeepers),
 - why they are so important for us through pollination of our foods (food security), and
 - why its so important to help feed them to keep them strong (healthy immune systems, stronger hives).
 - All this with a clear communication to protect & revere them (addressing vandalism).

WHO IS THE PROGRAM TALKING TOO?



TALKING HONEY BEES TO LITTLELEES



We have selected 40 schools to launch the program to, starting at Grabouw and going up as far as Barrydale in longitude. This over 20 days, which we would like to start in Feb 2018.



We have selected primary and intermediary school age children, children who will benefit through this edutainment program in learning the value & role they can play in helping our honey bees by feeding them. And through this educating to create a long-term awareness for honey bees and the critical role they play.



We are looking for funding of the first phase of the program.

COSTS IN SUMMARY



Our program is a numbers game, the more monies raised, the more schools can be visited. For the Western Cape we plan to roll out in this manner; different schools program phases may carry different sponsors as a result.



Cost per child R24,08



Cost per school is R13351,86



Total sponsorship required: R534074,24

GIVING BACK TO BEEKEEPING



- As part of this program The Bee Effect is making a donation per child to African Honey Bee.
- African Honey Bee runs a program that “enables families from severely disadvantaged rural communities to build sustainable micro-beekeeping businesses – producing raw honey using environmentally-friendly and ethical beekeeping practises.”
- In the last two years they have trained 1500 people, mainly in Limpopo, Mpumalanga and KwaZulu-Natal areas at this time. So far 600 of these beekeepers (and their families) are actively keeping bees and many have started producing and selling honey.
- African Honey Bee are doing fantastic work in developing the beekeeping industry.



Skills Development



Rural Job Opportunities



Empowering Communities

MARKETING & DIGITAL COLLATORAL

- A Seed bomb pack with two clay balls filled with wildflower seeds of all colours and kinds of African Daisy. Included in the above is a leaflet about the flowers and why bees love lots of different flowers. CTA to post to Instagram pics of their experience
- A 40mm x 40mm GOOD BEE FOOD vinyl sticker
- An Instagram handle to post pics of their progress in throwing and growing. #BeeSmart



MARKETING CONT.



- The posters are designed to be long term posters that need not be taken down as they form an endorsement of bee-centric behaviour by the school and its pupils. Posters copy: MY SCHOOL IS BEE SMART. WE FEED HONEY BEES.
- A Bee Smart Facebook page for ongoing communications and updates on the program
- The Bee Effect website will publish a Bee Smart page under the Seed Program of the website (carrying key sponsor/s) and all the update blogs for the program.
- All digital media will @ and # as is applicable across all social media posting
- There will be radio interviews scheduled on all local radio to communicate to the general public the program and the purpose of it.
- There will be a general press release sent out to Print, Press & TV media promoting the program

SEED BOMBS & DANCE

- African daisies are a super selection for seed bombs, they are year round planters, they reseed themselves, the seeds are blown in the wind as well as carried around and replanted naturally. They have spreading capacity and give off many flowers becoming larger masses attracting many bee's. They are indigenous, easy to grow, drought tolerant, hardy, perennial, and incredibly beautiful. They can be planted nationwide and do not take over other sensitive plant life. They like sun but can survive in semi shade. The seed balls are produced by Grow-Nut, made of organic materials, including the clay sourced in Stellenbosch. All packaging material used is bio-degradable and recyclable.
- The Bee Smart show is to be written, choreographed and produced by Clellinfid Fivaz. Follow URL for a video of a Christmas show done, to indicate the level of the quality of dancing and acting expected: <https://drive.google.com/file/d/1BbcJM7FD193Q4wcEuRZx6cuOkyHis46u/view> They have produced many shows for children and have a great knowledge & understanding of the target market.

TIME LINES & BOTTOM LINES



Proposed start date : Feb 2019

Proposed start town: Grabouw, Western Cape

There are 1360 Primary & Intermediary schools in the Western Cape with more than 100 pupils attending.

There are 735601 children attending these primary & intermediary schools in total.



If every child in schools with 100 pupils or more, in the Western Cape were to be reached, the total program cost for the Province would be just under R18 million.

We need to start somewhere!



To write, choreograph, record and finalise, produce and set up all schools schedule: 6 weeks.



THANK YOU

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