



# BEE SARK

nachhaltig-regional-wirtschaftlich

[www.BEEsark.com](http://www.BEEsark.com)



## WE ARE DOUBLING OUR ACCOMMODATION

1,000+ new homes for Tyrol's bird families

BIODIVERSITY  
CLIMATE ACTION  
ENVIRONMENTAL PROTECTION  
WATER STEWARDSHIP  
CULTURE & LANDSCAPE CHARACTER

 **interhome**  
Ferienhäuser & Wohnungen





# A REGION THAT LIVES FROM NATURE & HAS AN IDEA THAT FITS PERFECTLY

In Tyrol, we offer **over 1,000 holiday accommodations** – and now **over 1,000 new homes for bird families** are being created. Together with fruit-growing partners, a social institution and regional stakeholders, we are bringing nesting aids to where they are **particularly valuable: in fruitgrowing areas.**

Why? Because **biodiversity is not a trend, but the foundation of a landscape that we all love** – guests, businesses and the region itself.

And because a pair of titmice during the breeding season is not only heart-warming, but also provides exactly the kind of „assistance“ in fruit growing that cannot be bought: **natural balance.**

# BIRD PROTECTION IN TYROL

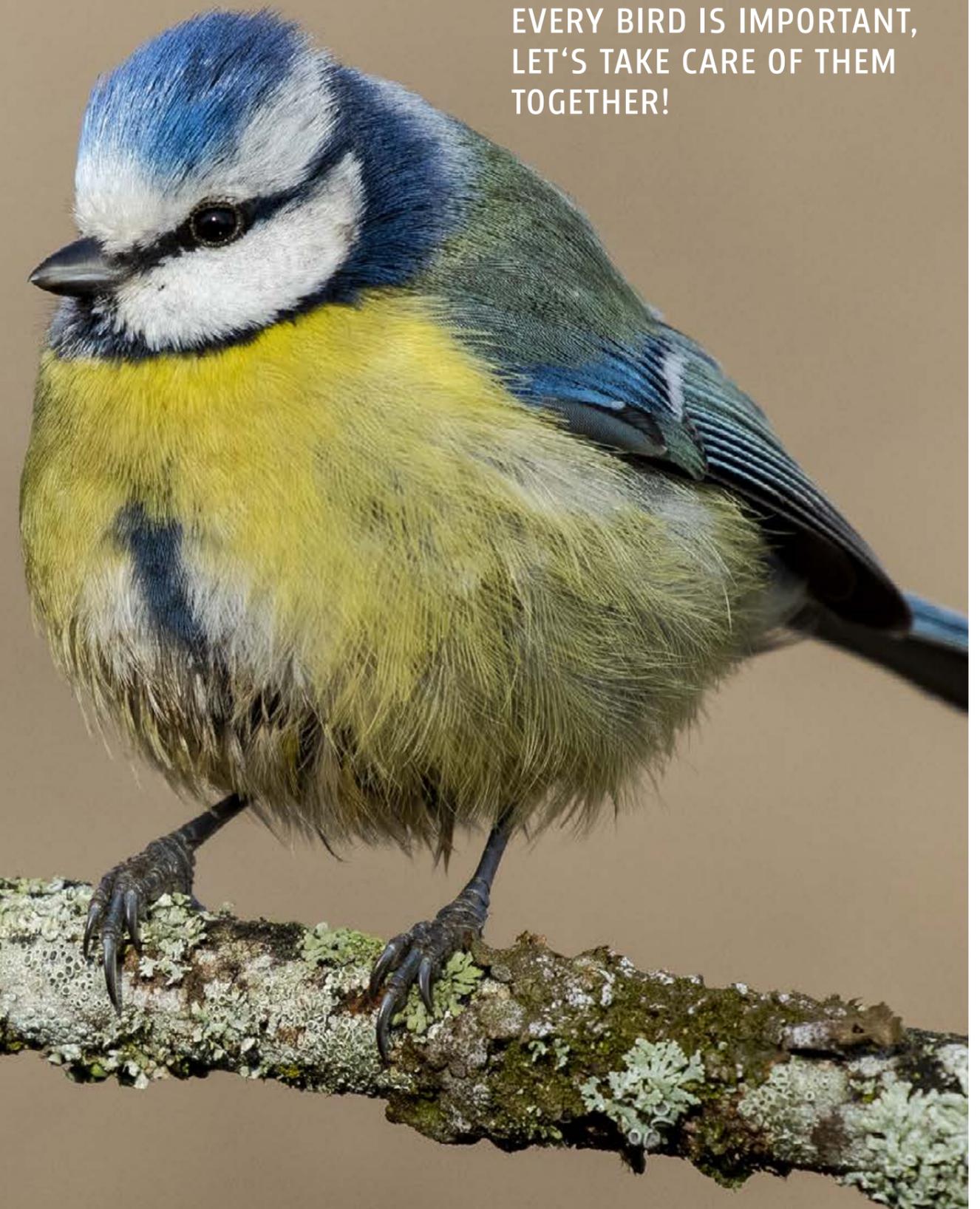
## INTERHOME DOUBLES ITS NUMBER OF HOLIDAY HOMES!

### THINK GLOBALLY & ACT REGIONALLY

In Austria, 50% of bird species are threatened with extinction. To actively counteract this development, Interhome has created new habitats for bird families with its partner BEEsArk.

Across Tyrol, 1,065 nesting boxes have been attached to fruit trees to attract and support beneficial insects in the region.

The nesting boxes have different sized entrance holes. They were manufactured in collaboration with Schindel und Holz, a regional social enterprise based in Lienz. Each birdhouse is numbered, regularly maintained, cleaned and checked for inhabitants.



EVERY BIRD IS IMPORTANT,  
LET'S TAKE CARE OF THEM  
TOGETHER!



# WHERE HOLIDAY GUESTS BOOK, BIRDS FIND A HOME.

As a booking platform for holiday homes, Interhome is part of this Tyrolean reality – with over 1,000 properties available in Tyrol.

And it was precisely a company that arranges „accommodation“ that asked a question that sticks in the mind: why only beds for people – when there is a shortage of safe breeding sites for bird families in the same region?

So the project was launched under a slogan that is both charming and powerful in its content: „We are doubling our accommodation.“

Not just as a slogan – but as a concrete measure: more than 1,000 nesting boxes in Tyrolean orchards so that titmice and other birds can once again reliably breed where they are particularly valuable in fruit growing: right in the system.







## WHAT MAKES THIS PROJECT SPECIAL: **CHAIN REACTION INSTEAD OF SINGLE ACTION**

Many projects end where the photo is taken: box in hand, smile, done. This project is different – because it has created a real chain of impact:

### **REGIONALLY & SOCIALLY PRODUCED**

The nesting boxes were assembled regionally by a **social institution** – adding value and creating meaning within the region.

### **PROFESSIONALLY IMPLEMENTED**

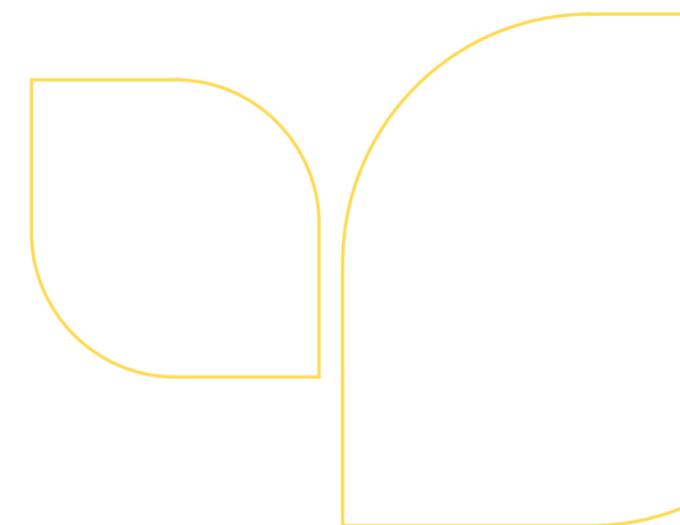
In collaboration with fruit-growing associations, the boxes were distributed to farmers – not as a „giveaway“, but as a building block of an operational ecosystem.

### **COMMUNITY EXPERIENCE (PROJECT WEEK/TEAM BUILDING)**

Interhome was there: exchanges with farmers, fruit growers, Schindl & Holz in East Tyrol (construction/insights), and a visit to an agricultural college, where students not only explained **why beneficial insects are important**, but also showed **how nesting boxes should be installed correctly**.

### **LONG-TERM VERIFICATION (3-YEAR PROJECT)**

Crucially, it is not about making claims, but about **testing in practice**: colonisation, species, effect on pest pressure and operational perception – **over three years**.



# WHY TITMICE ARE SO VALUABLE IN FRUIT GROWING

Titmice are not just „cute decorative birds“. During the breeding season, they are highly efficient insect hunters because they need to feed their young a protein-rich diet – meaning caterpillars, larvae and small insects. These are precisely the groups that are often relevant in fruit growing.

## RESEARCH SHOWS:

- A study in commercial apple orchards showed: In IPM orchards (integrated pest management), apples in areas with breeding great tits had only about half as much caterpillar damage as control areas (e.g. 5.8% vs. 2.9%).
- The authors also describe that this can be considered a cost-effective measure with noticeable benefits for farms (including less damage to crops).
- A global meta-analysis (179 case studies) summarises the findings as follows: wild birds reduce damage and pest frequency and increase yields – particularly noticeable in conventionally managed systems.

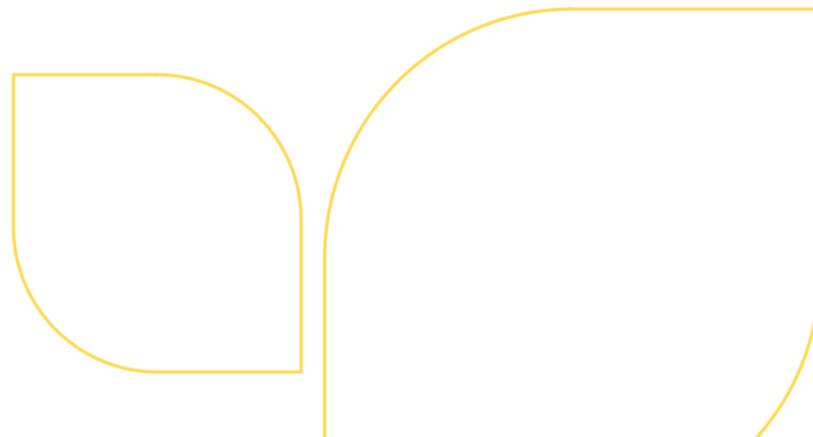






# BIODIVERSITY IS NOT A „NICE-TO-HAVE“ – IT IS A STABILITY FACTOR FOR THE REGION

If biodiversity is only talked about in romantic terms, it is easily dismissed. If it is only explained in technical terms, it fails to move anyone. The truth is that biodiversity is both – a matter of the heart and of systemic importance.



## BIODIVERSITY AS „INSURANCE“ FOR AGRICULTURE

The more diverse an agro-ecosystem is, the better it can cushion fluctuations: pest outbreaks, climate stress, losses of individual beneficial insect groups.

A study on apple agroecosystems shows, for example, that **animal biodiversity can have positive effects on both pest control (birds) and pollination (insects) – without any discernible trade-offs.** At the same time, it is emphasised that management on multiple scales (in the orchard and in the landscape) is beneficial – e.g. hedge structures/ structural diversity for birds, flowering plants and surrounding habitats for pollinators.

## BIRDS AS INDICATORS – AND WHY THIS IS IMPORTANT FOR COMMUNICATION

Bird populations are considered to be easily observable indicators of the health of ecosystems. Across the EU, common farmland birds have declined significantly since 2000 (Eurostat reports a decline of 17% since 2000 in this index).

So when a company invests in **bird habitats**, it is indirectly investing in **landscape quality** – and thus in what makes Tyrol special in terms of tourism and agriculture.





THE IMPACT ON THE GROUND:

# WHAT 1,000+ NESTING BOXES CAN ACTUALLY ACHIEVE



## ECOLOGICAL IMPACT

- More breeding sites = higher chance of colonisation

Nesting boxes are no substitute for old hollow trees – but in areas with little structure, they can supplement breeding sites.

- More insectivores during the breeding season = more predation pressure on pests

In studies conducted in apple orchards, nesting boxes were well occupied in some cases, and measurable effects on insect feeding/pests were described.

- Strengthening the IPM concept

The EU has established integrated pest management as a guiding principle in the context of sustainable plant protection strategies (including the Sustainable Use of Pesticides Directive 2009/128/EC). Projects that promote natural antagonists fit into this logic.

## ECONOMIC IMPACT

- Potential for reduced pest infestation (not guaranteed, but well-founded and verifiable) PLOS+1

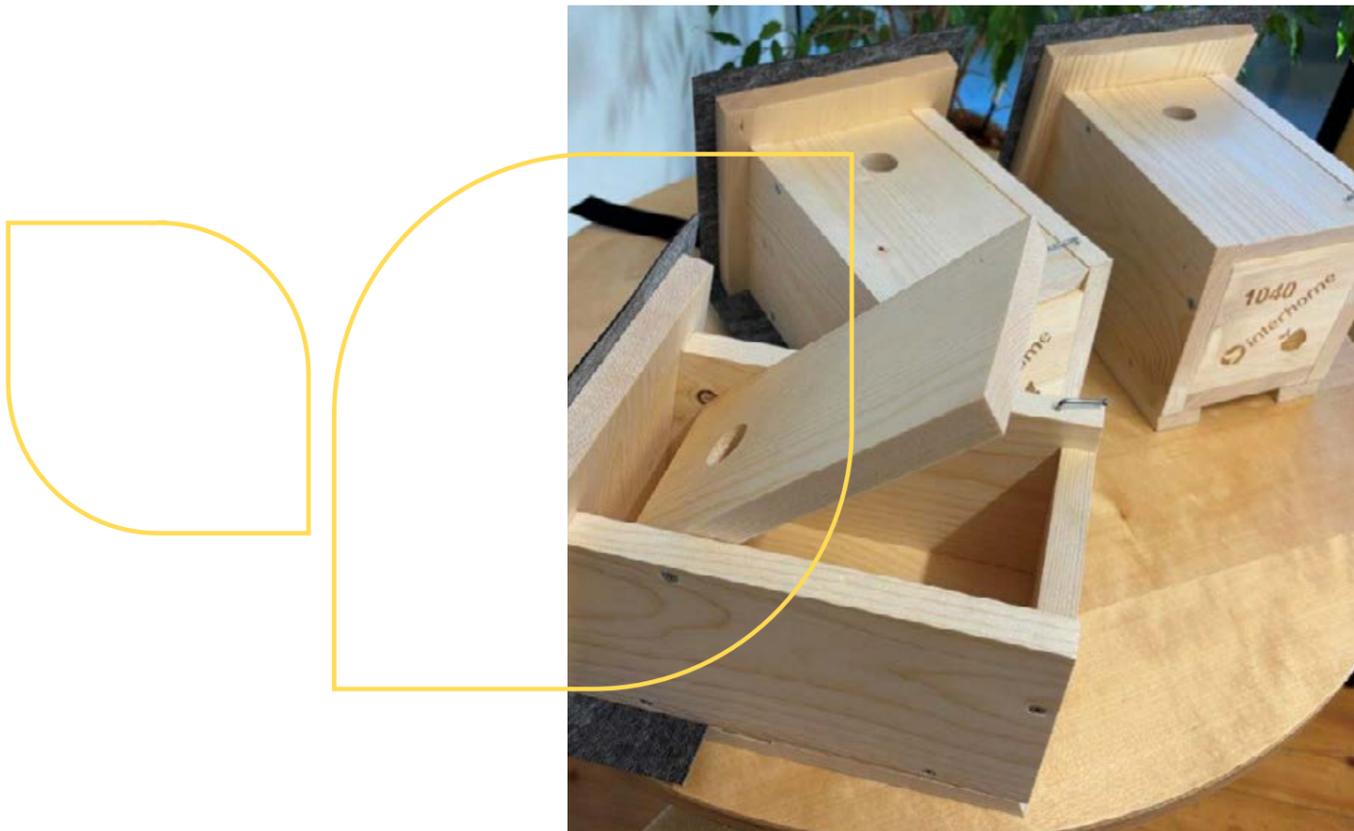
- Potential for more stable quality (less waste, less pressure in critical years) – this is precisely what will be assessed over the course of the project.

## SOCIAL IMPACT

- Regional cooperation: businesses, social institutions, agriculture, schools, associations – a network that lasts.
- Educational impact: When pupils pass on specialist knowledge to adults, something rare is created: pride, competence and genuine transfer.









# MONITORING IN THE 3-YEAR PROJECT



## HOW IMPACT BECOMES VISIBLE

To ensure that the external impact remains strong and resilient, clear, comprehensible key performance indicators are recommended:

### ECOLOGICAL KPIS

- **Occupancy rate of nesting boxes** (annual, by location/region)
- **Breeding success** (e.g. number of fledglings – random sampling)
- **Species spectrum** (great tit, blue tit, other cavity nesters if applicable)
- **Pest indicators on the farm** (e.g. caterpillar/larvae infestation, documented damage)

### OPERATIONAL KPIS

- **Plant protection measures:** Frequency/intensity compared to previous years (interpret with caution – take weather effects into account)
- **Quality and reject rates** (where available)
- **Farmer feedback:** perceived changes, acceptance, benefits

### QUALITY ASSURANCE FOR NESTING AIDS

Nesting boxes are particularly helpful when they are professionally managed: suitable construction, correct installation, maintenance/cleaning, protection against predation/overheating. Nature conservation agencies also point out that artificial nesting aids can have negative effects if used incorrectly (e.g. „ecological traps“).



**CREATING SPACE  
FOR NEW LIFE.**



**FOR TODAY.  
FOR TOMORROW.**



# COMMUNICATION THAT WORKS

Interhome can communicate this project very visibly. However, sustainability communication is becoming stricter. The EU is working on rules against greenwashing and is demanding more substantiated, verifiable environmental claims (keywords: “green claims”, verification requirements, third-party verification).

- **Focus on concrete action:** „1,000+ nesting boxes – built regionally – installed in orchards – 3 years of monitoring.“
- **No exaggerated promises:** not „we are saving biodiversity,“ but „we create breeding sites and test their impact on the fruit growing system.“
- **Show co-benefits:** social institution, education, regional value creation, cooperation



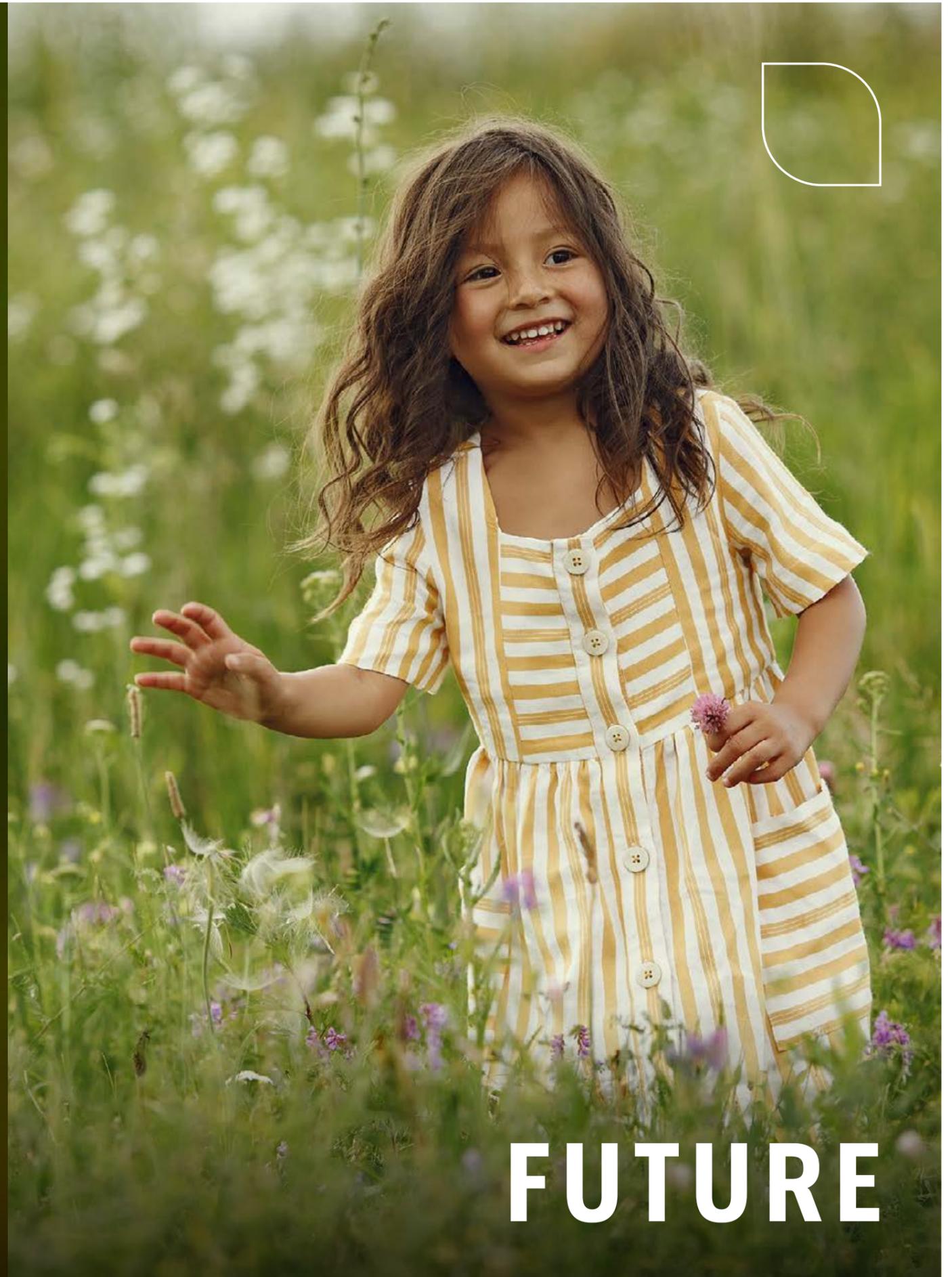
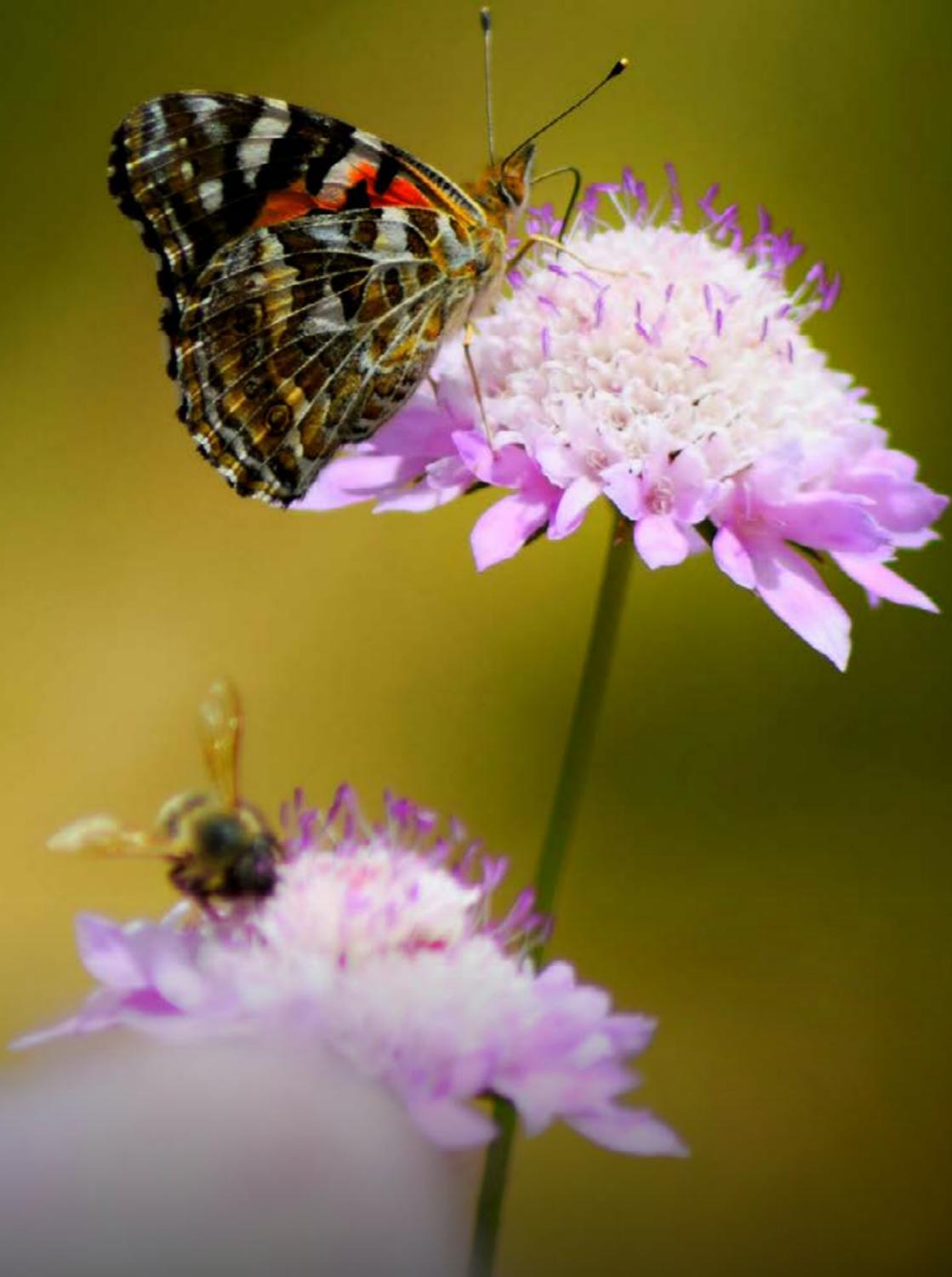


## ON PAPER, NESTING BOXES WERE HUNG UP. IN REALITY, SOMETHING BIGGER HAPPENED.

Somewhere between rows of apple trees and mountain views, the slogan „We are doubling our accommodation“ takes on a second meaning: when not only people arrive in Tyrol, but birds also reliably breed again, regionality grows into an attitude.

- A company that thrives on travel does not invest abstractly, but precisely where its guests spend their holidays – in Tyrol’s countryside.
- Agricultural businesses receive not only materials, but also appreciation: „Your everyday life is part of the solution.“
- A social institution does not build „products,“ but rather a future – boxes that enable life.
- Schoolchildren become ambassadors – and suddenly biodiversity is no longer just school material, but a source of pride.

# DIVERSITY



# FUTURE

## SERVICES

- GHG Protocol-aligned carbon footprints (CO<sub>2</sub>e)
- Life Cycle Assessments (LCAs) per **EN ISO 14040/44** and Environmental Product Declarations (EPDs)
- ESG & sustainability advisory / reporting
- Emissions allowance trading (ETS)
- Reduction pathways and abatement plans
- Advisory on regulatory requirements
- Supply chain and business model risk assessment
- Regional climate and environmental protection projects

## CONTACT

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