



# BEE SARK

nachhaltig-regional-wirtschaftlich

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

## PROJECT SAVE THE BEES SAVE THE EARTH

IN CARINTHIA — 100,000 M<sup>2</sup> OF POLLINATOR-FRIENDLY HABITAT



BIODIVERSITY  
CLIMATE ACTION  
ENVIRONMENTAL PROTECTION  
WATER STEWARDSHIP  
CULTURE & LANDSCAPE CHARACTER

 **interhome**  
Ferienhäuser & Wohnungen

# BEESSMAKER

Across Carinthia, a quiet revolution is taking root: 100,000 m<sup>2</sup> of flowering meadows, stitched back into the landscape to make room again for bees, insects, plants – and people.

'Save the Bees – Save the Earth' is more than pretty petals. It's a plan for living landscapes: building humus that locks away CO<sub>2</sub>, protecting soils from erosion, safeguarding clean drinking water, and defending the biodiversity that keeps us all alive.

Step behind the scenes – and see how each of us can **help this movement bloom**.



## NATURE'S QUIET POWER

Meadows and pastures cushion our soils, hold water in the ground, and underpin climate action and biodiversity.



## HUMUS: THE HIDDEN HERO

Green land is a carbon bank – storing CO<sub>2</sub> and actively restoring the health of our soils.



## BIODIVERSITY ON THE LINE

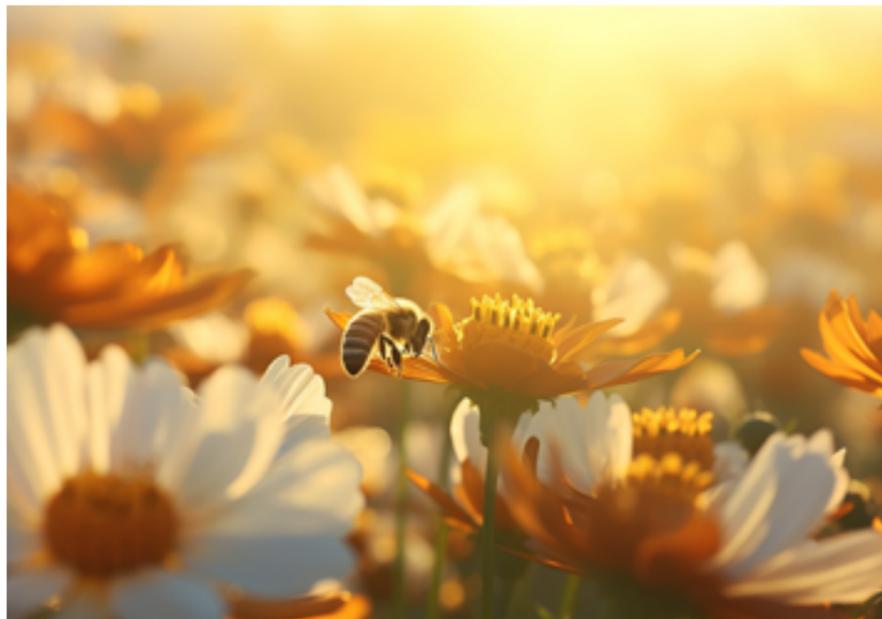
Home to over 2,000 plant species, meadows and pastures are disappearing. It's time to step in and protect them.



## TOWARDS GREEN OASES

Let's rethink our landscapes together – because this is more than scenery; it's our living bond with nature.





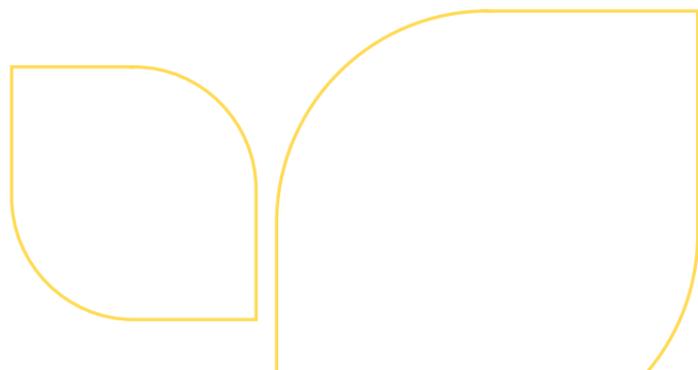
# THE HIDDEN GOLD OF OUR MEADOWS

Meadows and pastures are more than scenery. They are green lifelines that protect soils, store water, stabilise the climate – and their richness is under threat.

Carinthia's meadows may feel self-evident, yet they are true treasure troves. More than **2,000 plant species** live here; countless insects and birds find food and shelter.

But **agricultural intensification is reshaping the land**: where colourful diversity once thrived, uniform fields are spreading. With every meadow we lose, we give up soil fertility, natural water storage – and a slice of biodiversity.

Meadows are not only ecologically vital; they carry **an emotional weight**. They stand for home and childhood memories, for quiet moments and a deep bond with nature.



## THE NATURAL POWER OF MEADOWS

- shield soils from erosion
- hold water like a sponge
- lock away large amounts of CO<sub>2</sub>
- sustain habitats for over 2,000 plant species



# SAVE THE BEES SAVE THE EARTH



## PROJECT FACTS

- 100,000 m<sup>2</sup> of flowering habitat in Carinthia
- Habitat for 700 native wild bee species
- Contribution to CO<sub>2</sub> storage and oxygen production

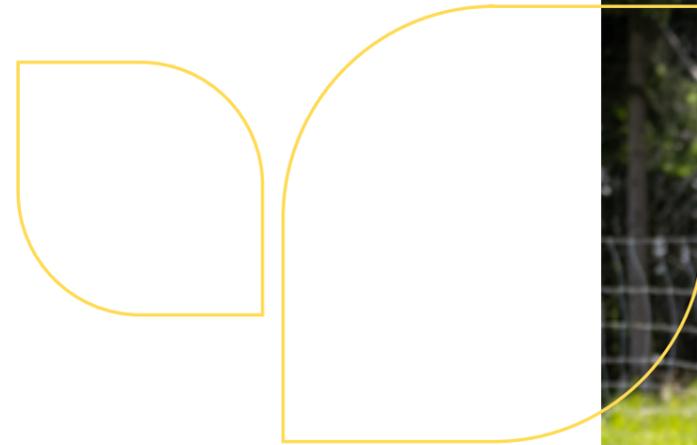
A PROJECT THAT CREATES FLOWERING MEADOWS — AND WITH THEM HABITATS, CLIMATE ACTION AND HOPE.

‘Save the Bees – Save the Earth’ is an INTERHOME sustainability initiative that brings new life to 100,000 m<sup>2</sup> of flowering habitat across Carinthia.

The idea is simple yet powerful: bees and other insects need food and places to retreat and species-rich wildflower meadows provide exactly that. Every single plot contributes to greater biodiversity, to clean water, to CO<sub>2</sub> stored in the soil, and to a living cultural landscape.

But the project aims higher: it is about awareness. Without bees there is no pollination, no diversity — and ultimately no healthy diet.

# GREEN OASES: LIFELINES FOR OUR FUTURE



MEADOWS AND PASTURES ARE QUIET HEROES: THEY PROTECT SOILS, STORE WATER, LOCK AWAY CO<sub>2</sub> AND SAFEGUARD BIODIVERSITY. YET THEIR FUTURE IS UNDER THREAT.

Our landscape is alive — yet it is changing. Where colourful flowering meadows once bloomed, uniform fields now dominate. And meadows and pastures are far more than a pretty view.

## WATER STORAGE

Meadows act like sponges. Up to 2 litres of water per square metre are stored and slowly released — a natural buffer against flooding and a foundation for clean drinking water.

## BIODIVERSITY

Over 2,000 plant species and countless insects live in our meadows — yet intensive use is putting this diversity at risk.

## CLIMATE ALLY

Humus-rich soils lock away large amounts of carbon. Grassland is therefore indispensable in tackling climate change.

## SOIL PROTECTION

Permanent grassland prevents erosion while arable land loses on average 2.4 tonnes of soil per hectare each year, under meadows it is almost entirely retained.

## APPEAL

Every meadow lost is a loss to nature, climate and culture. Let's preserve these green oases — for ourselves and for generations to come.



## WHY MEADOWS ARE INDISPENSABLE

- far less soil loss per hectare
- up to 2 litres of water stored per m<sup>2</sup>
- tonnes of CO<sub>2</sub> sequestered each year
- habitat for over 2,000 plant species

WHOEVER SOWS  
FLOWERS FOR OTHERS,  
BLOSSOMS TOO.

## WE SAY IT WITH FLOWERS

BLOOMING DIVERSITY ISN'T JUST EASY ON THE EYE  
— IT'S VITAL FOR AROUND 700 NATIVE WILD BEE  
SPECIES IN AUSTRIA.

Carinthia's idyllic flower meadows are far more than postcard motifs. For wild bees, they are the basis of survival: places to feed, take shelter and nest. Without such habitats, pollination would fall sharply — and the variety of fruit, vegetables and plants would shrink.

With the support of the **Interhome Group** and its partner **BEEsArk**, new flowering areas are created every year. Across a total of **100,000 m<sup>2</sup>**, blooming refuges are taking shape — places that delight the eye and actively support climate action.

What makes them special: every plant comes from the region. Native provenance means robust, resilient species perfectly adapted to local soils and climate. Each site hosts **20-40 different species** — a living mosaic that offers food and habitat for insects, birds and even rare species.

And the impact goes beyond ecological richness. Each meadow helps store CO<sub>2</sub>, contributes to oxygen production, and stands as a symbol of how people and nature can work in harmony.





# WHY MEADOWS ARE IRREPLACEABLE

GRASSLAND IS FAR MORE THAN A PICTURESQUE BACKDROP. IT'S AN ECOLOGICAL ALL-ROUNDER:

## SOIL PROTECTION

Under meadows, soil loss is minimal. Arable land, by contrast, loses on average 2.4 tonnes of soil per hectare per year. Every meadow that remains is a shield against erosion.

## WATER

Permanent grassland stores rainfall like a sponge and releases it slowly – natural flood protection and a secure basis for clean drinking water.

## CLIMATE ACTION

Meadow soils lock away large amounts of CO<sub>2</sub>. EU studies indicate that grassland and forests store up to 100 million tonnes of CO<sub>2</sub> each year – a contribution we cannot afford to lose.

## BIODIVERSITY

With over 2,000 plant species and countless insects, meadows are biodiversity hotspots. Yet intensification and land conversion are quietly erasing these habitats – and with them, diversity.

## THE THREAT IS REAL

Since the 1950s, around 70% of species-rich meadows in Central Europe have disappeared. With that, we lose not only a piece of nature but part of our identity and our future.

## WARNING SIGNS

- 70 % fewer species-rich meadows since the 1950s
- average soil loss on arable land: 2.4 tonnes/ha/year
- species richness dropping from 50+ species to often just 20



# FLOWER MEADOWS: PARADISES FOR BEES

BRIGHT BLOSSOMS, RICH IN NECTAR AND POLLEN, ARE MORE THAN FOOD FOR BEES — THEY ARE THEIR LIFELINE.



Flower meadows are true bee havens. Every bloom offers forage; every plant helps our most important pollinators to thrive. Without these flowering refuges, honey bees and wild bees alike would struggle to survive.

The colourful tapestry of a meadow provides navigation cues, shelter and living space all at once. From spring to autumn, bees find what they need here: abundant nectar, nutrient-rich pollen, and a seemingly endless diversity of flowers.

Yet this diversity is fading. Intensive management and monocultures are pushing back the flowering meadows that once felt self-evident. As they disappear, bees, butterflies and many other insects are put at risk — and with them, a vital part of our ecosystems.

Because without pollinators, the yields and variety of fruit, vegetables and many wild plants decline — forests grow poorer in species, and landscapes lose resilience. A flower meadow is more than a splash of colour; it is a driver of living nature.



## WHY BEES NEED FLOWER MEADOWS

- FOOD:** nectar and pollen for honey bees & wild bees
- ORIENTATION:** floral diversity secures forage across months
- SURVIVAL:** foundation for pollination and biodiversity



# HELLO, I'M YOUR BEE!

I FLY FROM BLOSSOM TO BLOSSOM AND I'D LIKE TO TELL  
YOU WHY FLOWER MEADOWS ARE PARADISE FOR ME.



*Imagine being able to dance every day through a buffet of colourful blossoms. That's my life when I'm lucky.*

*The flower meadow is my home. It gives me nectar that keeps me strong, and pollen that feeds my colony. Every bloom is a little gift - sometimes sweet, sometimes bold, sometimes as gentle as a summer breeze.*

*Diversity makes all the difference. If only one kind of plant grows, I'm in trouble. But where many flowers bloom, I find food from spring through to autumn. That variety keeps me alive.*

*Without meadows, my future fades. Sometimes I fly over endless fields where nothing grows but maize. There I find neither food nor joy. Those days are hard. But when I return to a flowering meadow, I feel hope.*

*So here's my hum to you: please help our meadows bloom. Without them, we disappear and with us, so much that matters to you as well.*

*- Your bee*



# TOGETHER FOR OUR GREEN OASES

Meadows and pastures are more than beautiful landscapes. They are keys to protecting soils and water, stabilising the climate, and safeguarding biodiversity.

Their future lies in our hands and every action counts: mindful consumption, regional agriculture, and backing sustainable projects all help these habitats to thrive.

## OUR RESPONSIBILITY

- PROTECT SOILS
- SAFEGUARD WATER
- STABILISE THE CLIMATE
- PRESERVE BIODIVERSITY

## THE INVISIBLE POWER OF SOIL

Beneath our meadows lies a treasure we often overlook: **humus-rich soils**. They store not only nutrients but immense amounts of carbon – more than forests and the atmosphere combined.

Every square metre of permanent grassland is, in that sense, a quiet ally for the climate. While arable soils can often release CO<sub>2</sub>, meadows act as long-term stores that help slow climate change.

### DID YOU KNOW?

- A single hectare of healthy meadow can sequester **tonnes of carbon each year** – the exact amount depends on soil type and management
- Humus-rich soils are among the **most effective natural carbon stores** available today
- Raising soil humus by just **1 percentage point** can lock away **significant amounts of carbon** – potentially comparable to the emissions from many years of driving, depending on the area and assumptions





# HOW MEADOWS SAVE OUR WATER

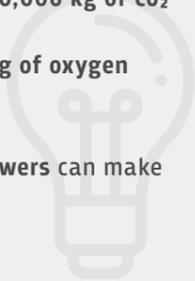
Meadows don't just preserve biodiversity — they also protect our water. Their dense root networks soak up rainfall, filter out pollutants and help stabilise groundwater.

Compared with arable land, the risk of nitrate leaching is typically much lower. In this way, grassland regions become **the quiet guardians of our drinking water** — a value beyond price for generations to come.



### DID YOU KNOW?

- The 100,000 m<sup>2</sup> of flowering habitat already help sequester or avoid over 400,000 kg of CO<sub>2</sub>
- They produce roughly 146,000 kg of oxygen per year
- Even a few square metres of flowers can make a real difference for bees.

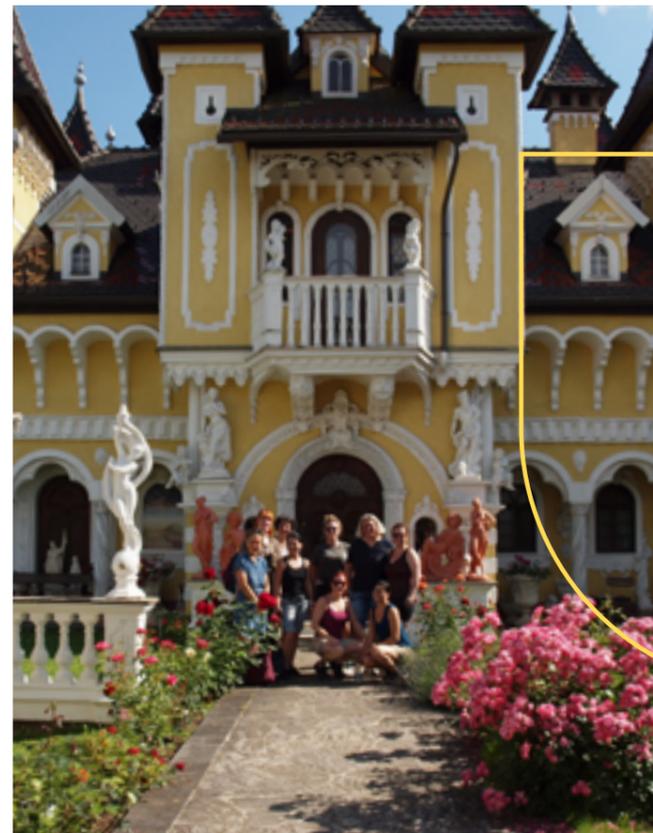


## BUSY AS BEES – OUR PROJECT

The Save the Bees – Save the Earth project shows that every patch of flowers counts. With support from INTERHOME, **100,000 m<sup>2</sup> of new habitat** are taking shape across Carinthia – alive with blossom, buzzing bees and a wealth of plants. These areas are more than colourful meadows: they're a clear signal that we can share responsibility – and act on it together.









# TREASURES OF BIODIVERSITY



## MEADOWS AS A WELLSPRING OF BEAUTY

Meadows and pastures are nature's colourful stages. The hum of insects, the shimmer of blossoms and the chirr of crickets turn them into places of calm – where we feel our bond with the natural world.

## ECOLOGICAL TREASURES

Behind the beauty lies real performance: meadows store water, protect soils, lock away carbon and provide a home for plants and animals.

## DIVERSITY UNDER THREAT

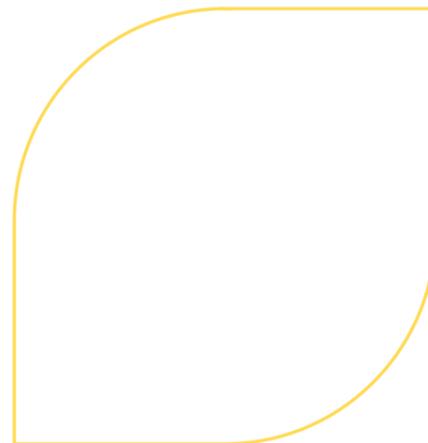
These treasures are dwindling. Intensive use displaces diversity – and with it, we lose a measure of quality of life.

## OUR SHARED RESPONSIBILITY

Even small steps help: choose regional produce, create flowering patches, or support sustainable projects.

EACH MEADOW **SPEAKS**  
**IN BLOOM.**

DO NOT LET THE STORY  
**FALL SILENT.**







# OUR PROMISE TO MOTHER NATURE

- **WE CELEBRATE THE DIVERSITY OF MEADOWS.**

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- **WE PROTECT WHAT PROTECTS US.**

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- **WE ACT FOR SOILS, WATER, CLIMATE AND BIODIVERSITY.**

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- **WE KEEP THE HUM OF BEES ALIVE.**

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- **WE SAFEGUARD WHAT BELONGS TO FUTURE GENERATIONS.**

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- **WE SEE OUR FUTURE IN EVERY BLOSSOM.**

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- **WE GIVE BACK TO NATURE.**



# WONDERLAND OF BIODIVERSITY

## A TREASURE CHEST OF DIVERSITY

Grassland is far more than a landscape. It is a treasure chest where over 2,000 plant species thrive — more than half of Austria's native flora. Every meadow tells its own story and contributes to the bigger picture.

## FROM RICHNESS TO SCARCITY

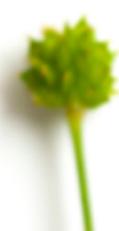
Intensive use is shrinking this variety. Where 50 or more species once bloomed, today there are often only around 20. As that richness fades, many insects and birds disappear with it.

## A LIVING CULTURAL LANDSCAPE

Meadows are habitats — and culture. They shape our landscape character, draw visitors, and offer sensory moments: the chirr of crickets, the courtship calls of birds, the shimmer of butterflies.

## THE MEADOWS' MESSAGE

Each blossom, each birdsong reminds us: diversity is life. Let's safeguard this wonderland before it falls silent.



## 2.000+ PLANT SPECIES

The diversity of grassland — over half of Austria's native flora.

## 60 HABITAT TYPES

From dry grassland to fen meadows — every site tells a different story.

## 70 % DECLINE

Since the 1950s, more than two-thirds of species-rich meadows have disappeared.

## SPECIES HALVED

Species per meadow: once often 50+, now in many places around 20.



# 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

Tanja Breznik, Managing Director  
Commercial Management & Back Office  
Tel. +43 664 927 39 49  
[tanja.breznik@beesark.com](mailto:tanja.breznik@beesark.com)

BEESark GmbH  
St. Stefan 39  
9142 Globasnitz, Austria

