



Terra

Bee Kind Program

Corporate Hive Adoption,
Pollinator Stewardship

PREPARED BY:

Terra , Expo City Dubai





INTRODUCTION

The Terra Bee Kind Story

Years ago, during the construction of the Terra Pavilion at Expo City Dubai, a swarm of bees—*Apis mellifera jemenitica*, the native honeybee of the UAE—arrived on site and chose Terra as their home.

Rather than removing or destroying the colony, Terra protected and adopted it, recognizing the importance of native pollinators and the opportunity to coexist with nature.

Years later, the colony was brought back home and now thrives in Dr. Jane Goodall's Pollinator Garden at Terra, continuing to pollinate native and desert-adapted plants.

This moment became the foundation of the Terra Bee Kind Program, a corporate initiative enabling organizations to support pollinator conservation, through meaningful action.

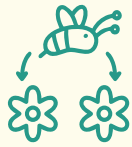


PROGRAM OVERVIEW

Terra Bee Kind Program

The **Terra Bee Kind Program** is a corporate hive adoption and pollinator stewardship initiative that protects locally adapted bees while delivering measurable environmental and ESG impact.

Why Bees Matter



Pollinate over 75% of flowering plants



Support food security and ecosystem resilience



Enable native plant regeneration



Sustain biodiversity and soil health

SDG Alignment

The Bee Kind Program supports:



Native Bee Conservation Focus

Apis mellifera jemenitica

The program prioritizes *Apis mellifera jemenitica*, a heat- and drought-tolerant honeybee native to the Arabian Peninsula, essential to regional pollination networks.



SERVICES PROVIDED

Scope of Works

Hive Adoption & Infrastructure

- ✓ Adoption of local UAE bee colony
- ✓ Custom engraved beehive with partner recognition
- ✓ Hive placement within Terra-managed landscapes or with the partner site

Professional Hive Management

- ✓ Full hive care by certified beekeepers
- ✓ Bi-weekly inspections
- ✓ Colony health monitoring
- ✓ Ethical swarm management and emergency support
- ✓ Queen Marking Ceremony
- ✓ Honey Extraction

Monitoring & Reporting

- ✓ Three-monthly colony health and impact report
- ✓ Pollinator education through hive activities and materials
- ✓ World Bee Day (20 May) partner recognition as Bee Kind Pollinator-Friendly Partner on Terra platforms





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