

**DESIS**  
**NETWORK**  
Design for  
Social Innovation  
and Sustainability

# The BEE You Project.

Training young  
beekeepers.



**ID+ RESEARCH**  
**INSTITUTE FOR**  
**DESIGN, MEDIA**  
**AND CULTURE**  
PORTUGAL

**University of Aveiro**  
**ID+ DESIS Lab**  
**Portugal**  
**Ana Catarina Matos**

**Promoter(s).**

**Blackburne House  
Our Bright Future  
The Wildlife Trusts**

**Funder(s).**

**National Lottery  
Community Fund**

The BEE  
You Project 

## **Context.**

**Bees are vital to pollinate the food we need to survive and many of the trees and flowers that provide habitats for wildlife.**

**Bees are in decline on a global scale as they face many threats, from habitat loss to the use of toxic pesticides. If these threats aren't controlled, we could be looking at a future without bees.**





## **The project.**

**The BEE You project aims to inspire and educate young people in the UK to have an impact on the green economy through the art of beekeeping, ensuring they continue to care for the environment and its sustainability.**





## **The process.**

**The project started by training young people from Liverpool by partnering with schools and universities. The training provides both theoretical and practical classes, teaching the students how they can create their own jobs through beekeeping. In 2020, by having to move to online classes, they were able to open their program to reach UK wide.**





# Governance and Policy Making



**funding environmental projects**

**promoting youth inclusion**

The project is run by Blackburne House and is one of 31 projects that are part of Our Bright Future, a £33 million program funded by the National Lottery Community Fund. Each funded project aims to bring together the youth and environmental sectors while tackling climate change and building social cohesion.



# Activism and Civic Participation



**free education**

The beekeeper training provided is free, thus ensuring that young people with money problems can still be a part of the project and have a positive impact on the environment.



# Social Interactions and Relations



**teamwork**

**partnerships with schools**

The project is partnered with some schools in Liverpool, which allows them to reach a broader group of students. During class, the students must work together on their beehives to ensure they are able to sustain the livestock.



# City and Environmental Planning



**donated beehives**

**green spaces**

After going through the full qualification, a group or community is able to receive a beehive. It is expected that 600 newly trained beekeepers will be responsible for the support of 200 hives in green spaces in Merseyside.



# Production, Distribution and Consumption



**sustainable system**

**helping others**

Liverpool Bee Balm is a product that was created by one of the tutors, who then employed some of the students. They created a campaign to help Liverpool key workers by providing them balms to help soothe tired dry skin.



# Skill Training and Design Education



**theoretical and practical classes**

**enterprise development**

The project is based on skill training related to beekeeping through theoretical and practical classes. By teaching product making and enterprise development, they teach their students how to design new products and services.

# Job Creation



**beekeeping tutors**

**spin-off projects**

The BEE You project has employed previous students who have completed the course as beekeeping tutors. Some students have also been employed in spin-off projects started within BEE You like Liverpool Bee Balm.



# Storytelling and Visualisation



blog

social media

Blackburne House uses their website to blog about the project and beekeeping in general. They also use social media platforms to show photos of their practical classes and advertise some of their honey products.

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<https://www.blackburnehouse.co.uk/bee-you-project>

<https://www.ourbrightfuture.co.uk/projects/bee-you/>



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