

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

# Terra das Abelhas

## Tursimo e Apicultura



universidade  
de aveiro

**Universidade de Aveiro**  
**ID+ DESIS Lab Portugal**

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**Funder(s).**  
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**Aknowledgements.**  
**Adherent to the Natura.PT brand**

## **Context.**

**Without bees there is no pollination, no reproduction of flora. Without flora there are no animals, without animals, there will be no human race.**

**As pollinators, bees play a part in every aspect of the ecosystem.**



## The project.

**The project mission is to develop sustainable beekeeping. To protect bee species and habitats, restore degraded ecosystems and promote biodiversity-friendly agricultural practices.**

**The passion for bees and honey turned an idea into reality.**

**Differentiating tourism, with authentic experiences, in the universe of bees, fundamental for the environment and in food production.**





## **The design process.**

**The project is defined with a low degree of difficulty to enjoy an unforgettable experience of 5 senses. In Terra das Abelhas, people participate in this secular activity in more modern ways while learning the importance of bees in a sustainable ecosystem and how they should be taken care.**





# Governance and Policy Making



**Cultural Heritage**

**Sustainable environment**

The project values the identity and natural and cultural heritage of the Coruche region. It promotes sustainable beekeeping, enhancing the benefits of beehive products and protecting the environment.



# Activism and Civic Participation



**Awareness to consumption patterns**

The project promotes awareness to change consumption patterns. Natural endogenous products promote healthy and sustainable habits for the planet.



# Social Interactions and Relations



**Tourism Activities**

**Social and Natural awareness**

Visitors can learn about bees and their importance in the environment as they walk in a unique natural landscape, taste certified organic honey and a variety of beehive products



# City and Environmental Planning



**Protection of Species**

**Restore Degraded Ecosystems**

The project's mission is to develop sustainable beekeeping. To protect bee species and habitats, restore degraded ecosystems and promote biodiversity-friendly agricultural practices.

# Production, Distribution and Consumption



The mission for a more sustainable planet is based on local production, a new awareness, another look at life ... In harmony and respect for Nature, its natural resources and the life cycle of the habitat, we can obtain healthy products of high quality based on rural tradition.



# Skill Training and Design Education



**Beekeeping**

**Workshops**

This Experience can have multiple activities, the main and most attractive being the field trip where you can observe the hives, learn some steps of beekeeping and field work of the beekeeper.



# Job Creation



**Local Buisness  
Tourism Concept**

Apitourism appears as a factor not only for local development but also as a new type of Tourism.



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