



ENVIRONMENT



IMAGINE
ROTARY



BIODIVERSITY



ENVIRONMENT



Participation in Easy District & Multi District Environmental Sustainability Projects

Rotary clubs can be proud of:

- No or very low cost
- No or very little meeting time
- Lots of conviction & enthusiasm required!
- **3 BIODIVERSITY PROJECTS**



ENVIRONMENT



IMAGINE
ROTARY



1. BEE FRIENDLY - NO MOW
MAY
2. BIRD FRIENDLY - DIM THE
LIGHTS IN MAY
3. LEAVE THE LEAVES



ENVIRONMENT

Rotary



Bee-friendly NO MOW MAY Diversity & Pollinators



ENVIRONMENT

Biodiversity

Rotary



**76% of flying insects disappeared
in the last 27 years**

-- Krefeld Entomological Society 2017





ENVIRONMENT

Rotary



History

Marketing of LAWN PRODUCTS (turfgrass and products to maintain lawns) advertised lawns, emphasizing beauty, family and community values.

“Perfect” lawns became a part of social status: The picture-perfect suburban home with neatly manicured lawn.

Homeowners are fiercely proud of their immaculate emerald-green “weed-free” lawns.



ENVIRONMENT

Rotary



Monoculture (pristine green) lawns

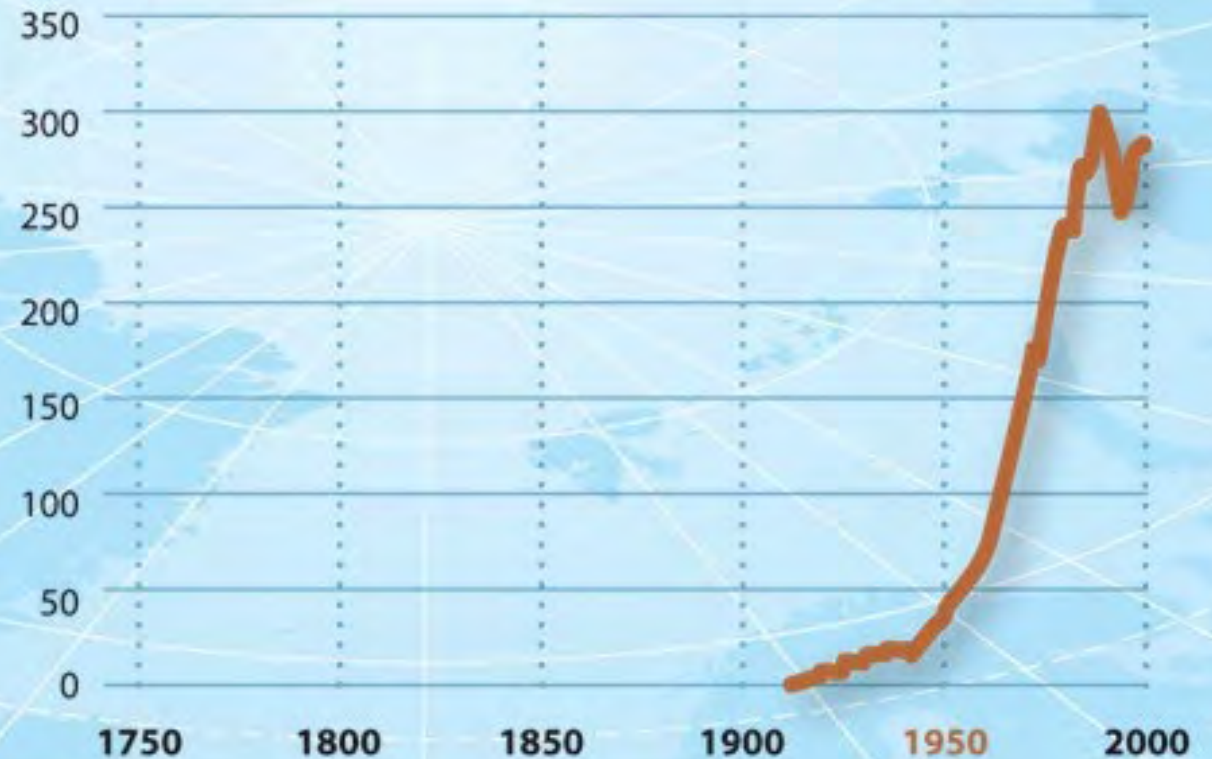
- mean less biodiversity
- maintained using chemicals (fertilizers) that leach into ecosystems, our homes, rivers and lakes, killing biodiversity



ENVIRONMENT

Fertiliser consumption

Tonnes of nutrients
(million)





ENVIRONMENT

Rotary



Research

shows **environmental, economic and health benefits** from mowing less and by moving away from monoculture lawns and developing **naturalised gardens.**



ENVIRONMENT

Research

Rotary



An economic case study of the mowing costs in Trois-Rivières, Canada, suggests that cost **savings of 36%** may be possible with a **modest reduction of mowing frequency.**



ENVIRONMENT

Rotary



Emmissions

from Mowers Blowers & Trimmers (fossil-fuelled) -
an important source of **toxic and carcinogenic exhaust and fine particulate matter**
(EPA) Noise pollution



ENVIRONMENT

Rotary



Pollinator Habitat

Pollinators and insects live in longer grass

They are part of an ecosystem : food for
reptiles & birds

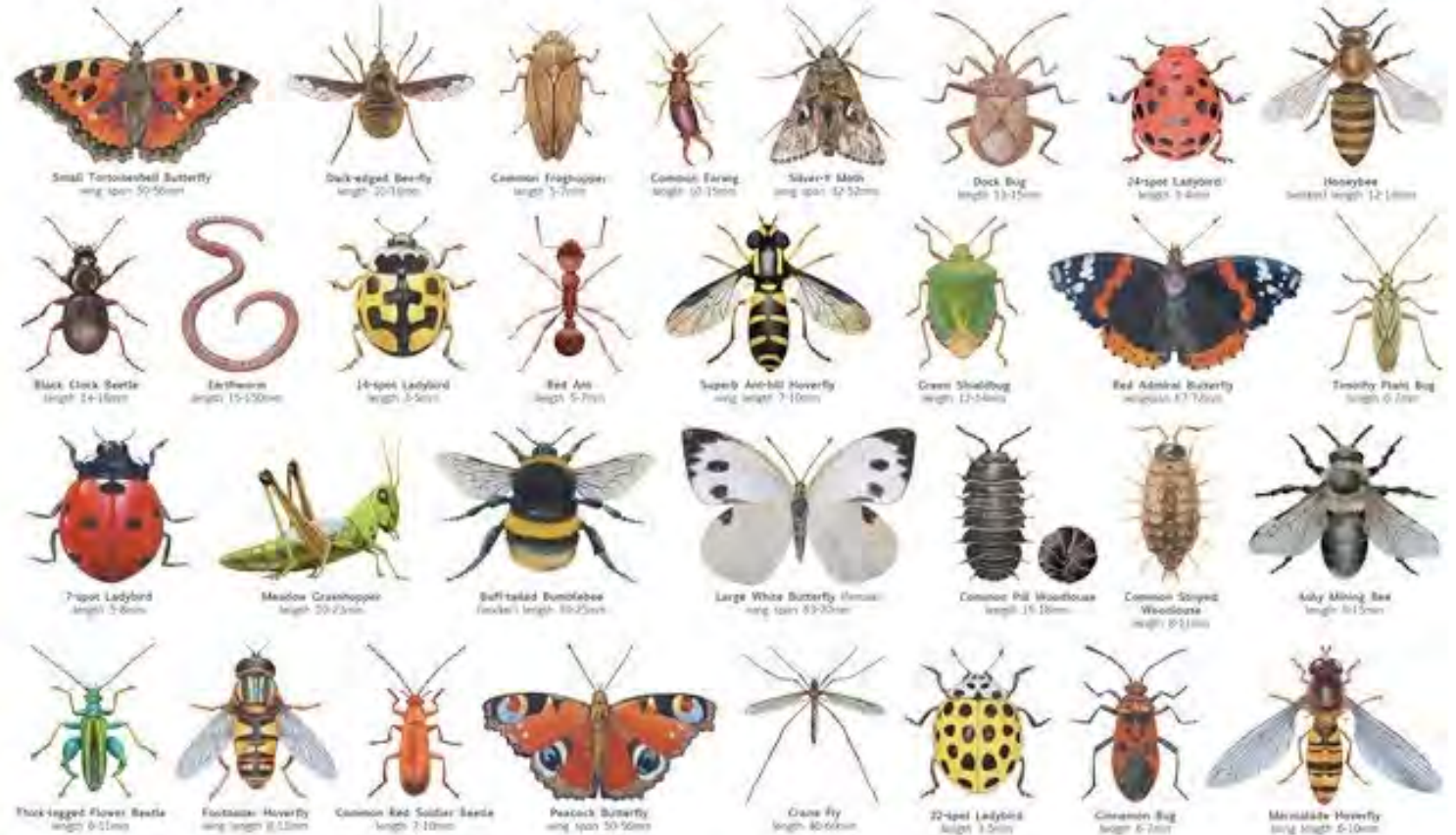
They ensure **food security** through pollination



Immaculately mowed 'weed' free lawn. Good habitat for:



Long grass and wild flowers. Good habitat for: (and many other species)





ENVIRONMENT

Rotary

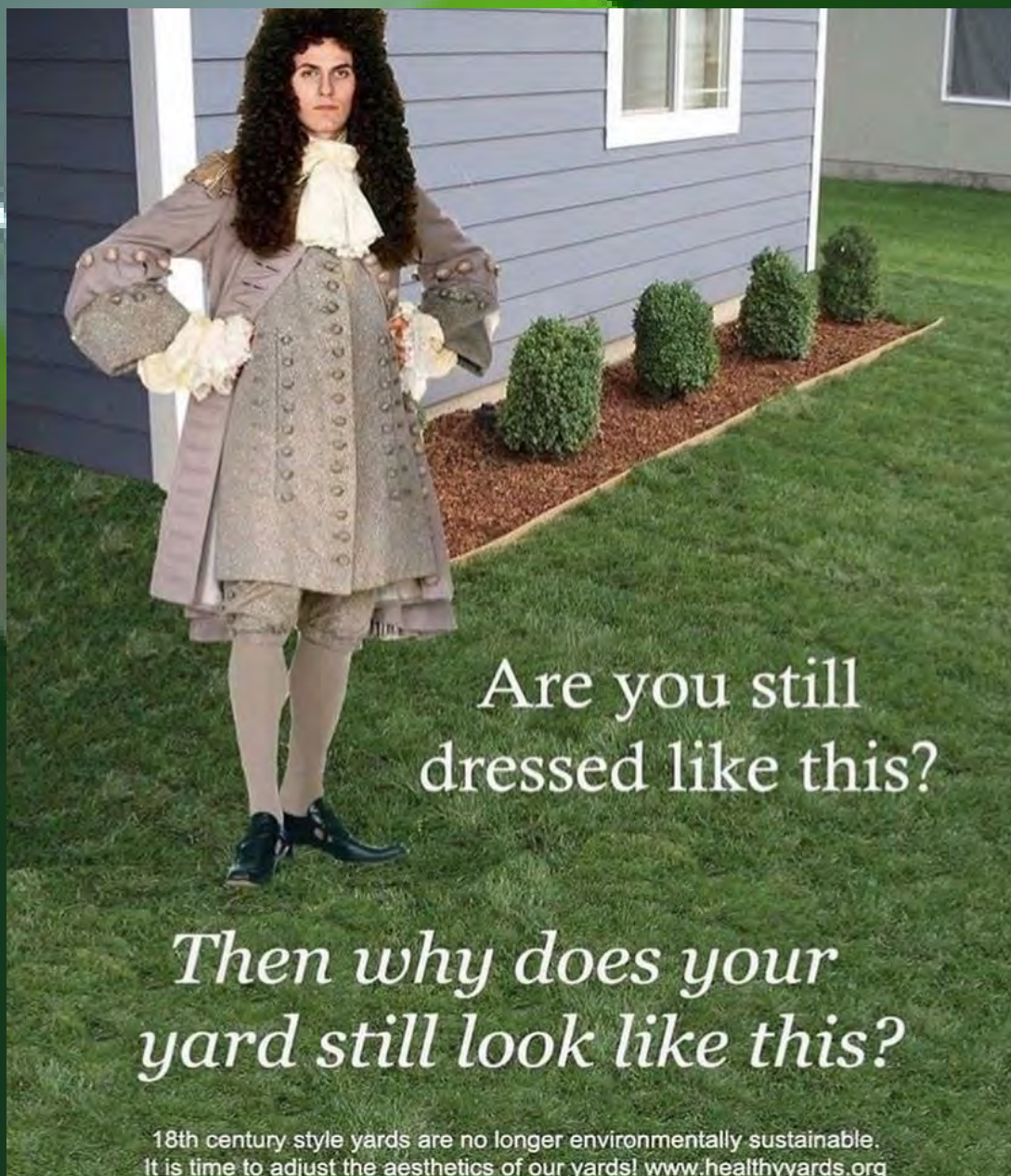


Pollinator Habitat

Ultimately and ideally we hope to inspire property owners and managers to create more meadow - native flowering gardens, more trees – little forests and edible forests.



ENVIRONMENT



Are you still
dressed like this?

*Then why does your
yard still look like this?*

18th century style yards are no longer environmentally sustainable.
It is time to adjust the aesthetics of our yards! www.healthyyards.org

Rotary 



ENVIRONMENT



ry





ENVIRONMENT

Participation:

Get your club city, neighbours & schools involved. Partner with Master Gardeners in your Area

Social Media advocacy

Order lawn signs now

Home & property owners: No or Reduced Mowing in May

Start sowing native flowering seeds

Rotary





ENVIRONMENT

Rotary



a yard, community garden,
patio or window box filled
with native plants can be a
pollinator paradise!



ENVIRONMENT

Rotary



<https://portal.clubrunner.ca/1097/Event/bee-friendly-no-mow-may-yard-sign-sign-up>

When it is time to cut grass, cut it in stages: do not go from *No Mow* back to the old short lawn in one cut. Grass should not be cut more than a third of its length as cutting any lower could kill your grass.

Please save your signs and put them up again in April next year, or if you have switched to a meadow, pollinator, edible or forest garden inspire a friend or neighbor to use the sign!



ENVIRONMENT

Rotary



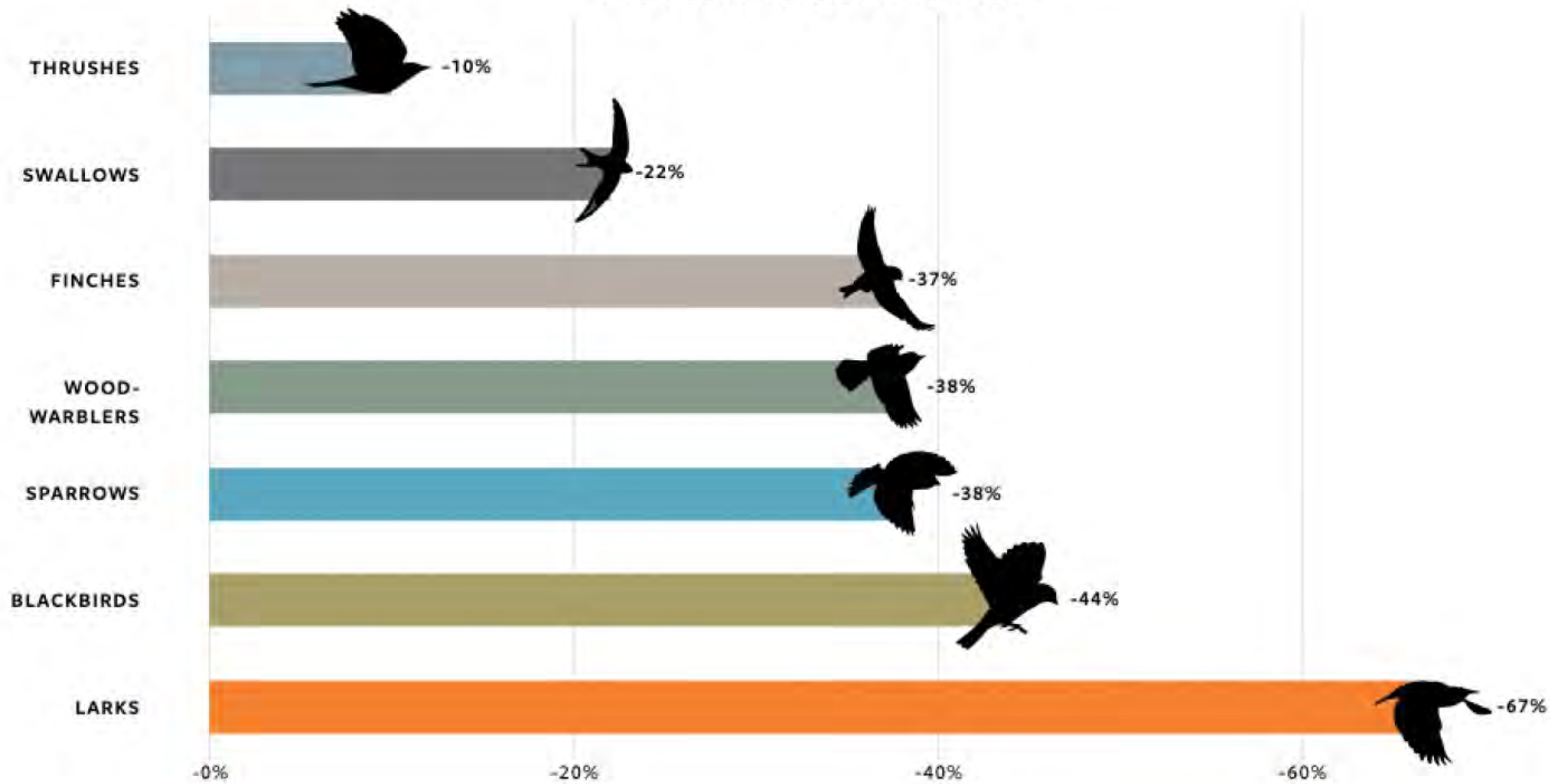
DIM THE LIGHTS

Fatal Lights Awareness:

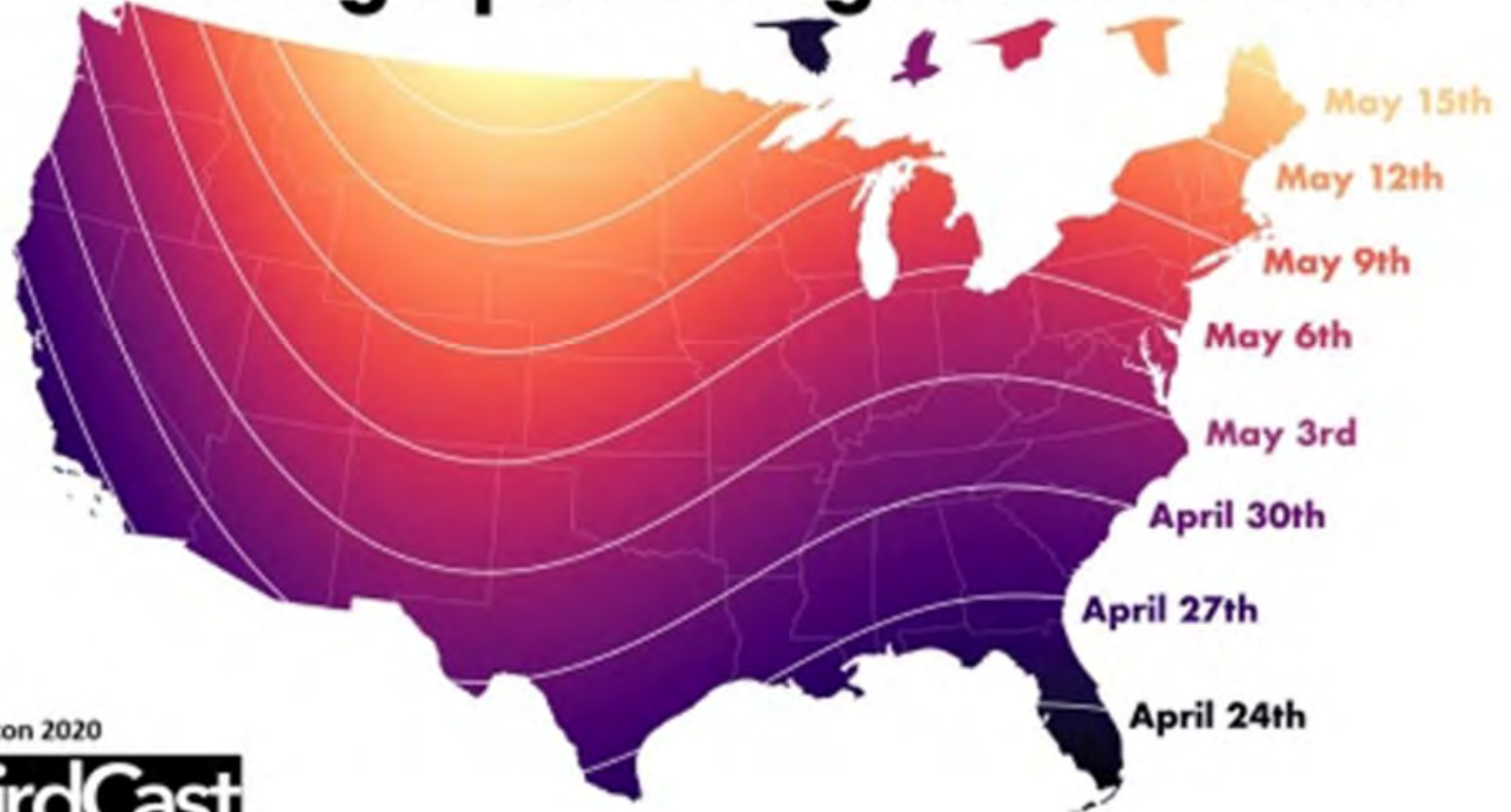
Migrating Birds in May & Fall

- Birds biodiversity

LOSSES AMONG BIRDS BY FAMILY



Average peak migration dates



Horton 2020

BirdCast

Average peak migration dates



Horton 2020

BirdCast



ENVIRONMENT

Rotary



Birds disoriented by lights can circle structures for extended periods of time, leading to exhaustion or accelerated use of energy stores critical for migration. Birds attracted to lights on buildings and structures frequently crash into windows and collide into buildings, unfortunately ending in tragedy



ENVIRONMENT

Participation:

- Get your, city,
- Neighbours, schools etc involved
- Social Media advocacy
- Property owners, “glass” buildings
- Light structures: **TURN OFF THE LIGHTS in May** (check average peak migration dates)
- Close window coverings
- Join FLAP <https://flap.org/bird-migration/>

Rotary





ENVIRONMENT

Participation:

Rotary



- Learn more: <https://birdsafesafe.ca/>
- Bird-safe window options for your home & cottage.
- Encourage adoption of mandatory bird-friendly standards in the Ontario Building Code.
- Support FLAP <https://flap.org/bird-migration/>



ENVIRONMENT

Participation:

Rotary



30 YEARS



You're invited to our
Annual Bird Layout
Friday, March 31, 2023

Feather Friendly ®
2207 Dunwin Drive, Mississauga, ON L5L 1C7
Noon – 1 PM

Over 3,800 birds representing more than 100 species will be displayed. All birds were victims of window collisions in the Greater Toronto Area from 2022.



ENVIRONMENT



LEAVE THE LEAVES

- Biodiversity



ENVIRONMENT

LEAVE THE LEAVES

Rotary



- **started by The Xerces Society**
(dedicated to invertebrate conservation)
- **leaving leaves over winter is one of the most valuable things you can do for pollinators as they need the leaves for winter**



ENVIRONMENT

Participation:

Get your club city, neighbours & schools involved. Partner with Master Gardeners in your Area

Social Media advocacy

Order lawn signs

Home & property owners: No Fall leaves & sticks cleanup.

Plant native flowering plants & grasses





ENVIRONMENT

Benefits

Unmeasurable benefit for **biodiversity**
Better **Health**, Lower Carbon Footprint :
Less emissions, dust & particles
Low volunteer output: enthusiasm and
the will to **do nothing** two months of the
year. Time to convince neighbours!
Low to **no cost** for clubs (only reusable
lawn signs if they choose to do so)





ENVIRONMENT

Its been done
before! Lets do it
Rotarians!

Rotary





ENVIRONMENT



IMAGINE THE IMPACT!
if all the clubs in multiple
districts
participate



**IMAGINE
ROTARY**



ENVIRONMENT



Thank You!

Questions ? (Or Lawn Signs)

Elsabe@Falkson.ca D7040