



Support Your Local Pollinators #PlantWildflowers

[Nationwide Library Initiative Application Now Open!](#)

Project Overview

Garden ecology, pollinator biodiversity, and the role of native plant species are at the center of a blossoming nationwide initiative to support ecosystem health from the ground up. Pollinators, like native wild bees are essential players in the success and health of local ecosystems – but are far too often ignored (or feared!) Instead, they should be celebrated and supported as exceptional, hard-working species crucial to a thriving natural world.

To that end, and in celebration of the new documentary, *My Garden of a Thousand Bees*, HHMI Tangled Bank Studios and PBS Nature are launching **#PlantWildflowers**, a nationwide education and action initiative to highlight pollinator diversity and spark local efforts to support wild pollinators. The effort is being undertaken in association with World Wildlife Fund (WWF) and Air Wick® Scented Oils, whose One Square Foot initiative aims to replant one billion square feet of grasslands in the Northern Great Plains, and to get people all over the country to plant their own one square foot of native wildflowers.

Across the US and Canada, we're inviting libraries to join us and host localized pollinator celebration events that will build community collaborations, highlight the crucial role bees and other pollinators play, and give members the opportunity to support local pollinators by planting native wildflowers. To help cover the costs, selected libraries will receive a \$1,000 honorarium, regionalized pollinator-friendly wildflower seed packets for distribution, and a variety of informal and formal pollinator-focused educational activity tools.

Participating libraries will be asked to host at least two events during the Spring and Summer of 2022, each with a focus on engaging family audiences, or other constituents that are important to your library. We suggest events like planting wildflower gardens, hosting community BioBlitzes using tools from our partners at [iNaturalist](#) and [Seek](#), presentations from local nature centers or entomologists, or screenings of the acclaimed PBS Nature documentary *My Garden of a Thousand Bees* – a captivating film that will completely change the way you look at bees--and backyards and community gardens--wherever you are.

Libraries selected as premiere #PlantWildflowers Partners Will Receive...

- A \$1,000 honorarium to help cover the costs of events and program outreach
- 2000 seed packets (more if your proposal warrants them)
- Tabletop seed packet displays for seed packet distribution
- Pollinator-focused informal activity guides and curriculum-based formal educational materials
- How-To guide for hosting BioBlitzes
- Promotional materials (print and digital) to publicize your events

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- DVD and Digital copies of *My Garden of a Thousand Bees* PBS Nature film with family viewing guide
- Online webinar with HHMI Tangled Bank Studios and WWF to explore the importance of pollinators and brainstorm positioning and local calls to action



Selected Libraries Will Be Expected To...

- Host a minimum of two public engagement events in Spring/Summer 2022. We are open to your customized ideas, but would love you to consider an event that includes planting in early spring, and an event that includes a BioBlitz later on, to document what you planted.
- Collaborate with at least one local partner (Nature Center, Botanical Garden, Local PBS Station, School, Summer Camp, National Park, etc.) on your events.
- Host the seed bank displays and distribute seeds for ~16 weeks throughout Spring/Summer, 2022
- Curate and display a collection of books on pollinators, local ecology and local plants and animals.
- Participate in an online Facebook community for selected libraries to brainstorm ideas and share updates about your events and outcomes
- Record and report information about seed uptake, event attendance, engagement demographics, and community activation



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Project Timeline:

- December 1, 2021 Library applications open now!
- December 6, 2021 Informational webinar (2pm EST/11am PST) – [Click here to register](#)
- December 31, 2021 Library application CLOSSES – submissions due by midnight
- January 14, 2022 Applicants selected
- March/April 2022 Materials distributed to participating locations
- Spring/Summer 2022 Libraries begin hosting events

Other Dates to Keep In Mind:

- March 12, 2022 [National Plant-a-Flower Day](#)
- April 22, 2022 Earth Day
- May 1-7, 2022 [National Wildflower Week](#)
- May 20, 2022 [World Bee Day](#)
- June 20-26, 2022 [Pollinator Week](#)
- Date TBD Likely spring national PBS rebroadcast of *My Garden of a Thousand Bees*

Selection Criteria

Our goal for this initiative is to be as inclusive and diverse as possible, with opportunities and participants from all backgrounds and in all parts of the country. Whether in rural spaces with huge tracts of open land, or urban centers with community gardens and window sills, everyone can do their part to help their local pollinators and learn about their wildlife. Priority will be given to libraries that form strong partnerships with other local organizations — relationships that we hope will last beyond this campaign. Libraries and partners should work together to develop meaningful and creative ways to engage their communities in ecosystem and pollinator health activities. Ideal candidates are committed to growing their community's awareness about and involvement in local wildlife and ecosystem health.

Note: All materials, other than the honorarium and the seed packets and displays, will be available for free to all libraries, whether you are selected to participate as a premiere #PlantWildflowers partner or not.

[Interested in #PlantWildflowers? Apply here by December 31, 2021](#)