

NO MOW MAY

IMPACT REPORT

EXCUSE THE

WEEDS.

WE'RE FEEDING

THE BEES!

RANDOM
ACTS
OF **GREEN**[®]



NO MOW MAY 2021



ABOUT

RANDOM ACTS OF GREEN®



A LITTLE BIT ABOUT US

Random Acts of Green is a women-led and women operated social enterprise that brings organizations and people together in an online community that empowers collective climate action. Through our app, social media channels, and website, we are mobilizing people to take action in big and small ways for our environment. We aim to help combat environmental issues like biodiversity loss, climate change, deforestation, air pollution, food waste, plastics in the ocean, and food & water insecurity.

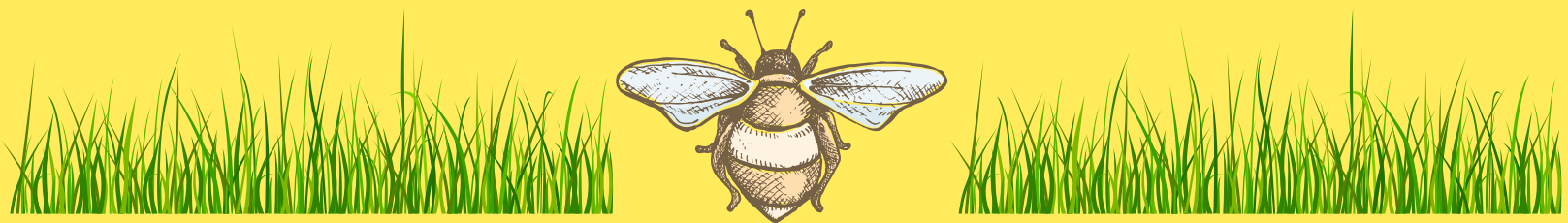


NO MOW MAY 2021



'NO MOW MAY' INVITES YOU TO RELAX AND LET THE GRASS GROW A LITTLE WHILE LONGER.

IT MAY BE TEMPTING IN EARLY SPRING TO FIRE UP THE LAWN MOWER TO TIDY UP YOUR GREEN SPACE BUT WE CHALLENGE YOU TO CONSIDER HITTING THE BRAKES ON THAT IDEA.



We challenged people during the month of May to support local pollinators in various ways at home, at work, or with family and friends.

Let the first flowers of spring fully emerge to support the pollinators who are recently awakening from hibernation.

NO MOW MAY 2021



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Every Flower Counts!

- The 'Every Flower Counts' campaign in the UK found that 80% of lawns supported the equivalent of around 400 bees a day from the nectar sugar produced by flowers such as dandelion, white clover and selfheal.
- The highest production of flowers and nectar were found on lawns cut every four weeks. This longer, unmown grass had a wider range of flowers.
- (Source: Plantlife UK)

- Did you know that many of the 20,000 species of bees help pollinate 85 percent of food crops and fruits around the world?
- Bees are vital parts of our ecosystem, acting as highly efficient pollinators of our food crops as well as for wild flora.
- In recent years their numbers have been decreasing by the billions due to habitat loss, pesticide use and climate change.
- It is important to note that this movement is not just about the bees. Bees, flies, butterflies, moths, beetles, hummingbirds and some small mammals all act as pollinators.
- These creatures carry pollen on their bodies and move it between flowers. This seemingly small and nearly invisible act is the very basis of natural landscapes around the world.
- We must do our part to support local biodiversity by protecting the habitats of these essential creatures!

CHALLENGE GOAL:
**CREATE A BUZZ IN YOUR
NEIGHBOURHOOD TO
SUPPORT LOCAL
POLLINATORS**



I'M PARTICIPATING IN

No Mow May!

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CHALLENGE BREAKDOWN



855 Pollinator Pledges

8 Countries



75 Cities

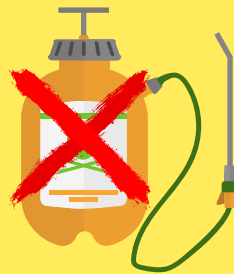
Top 5 Pollinator Pledges



No Mow May



Plant
Pollinator
Flowers



Avoid
Pesticides



Provide
a
Water
Source

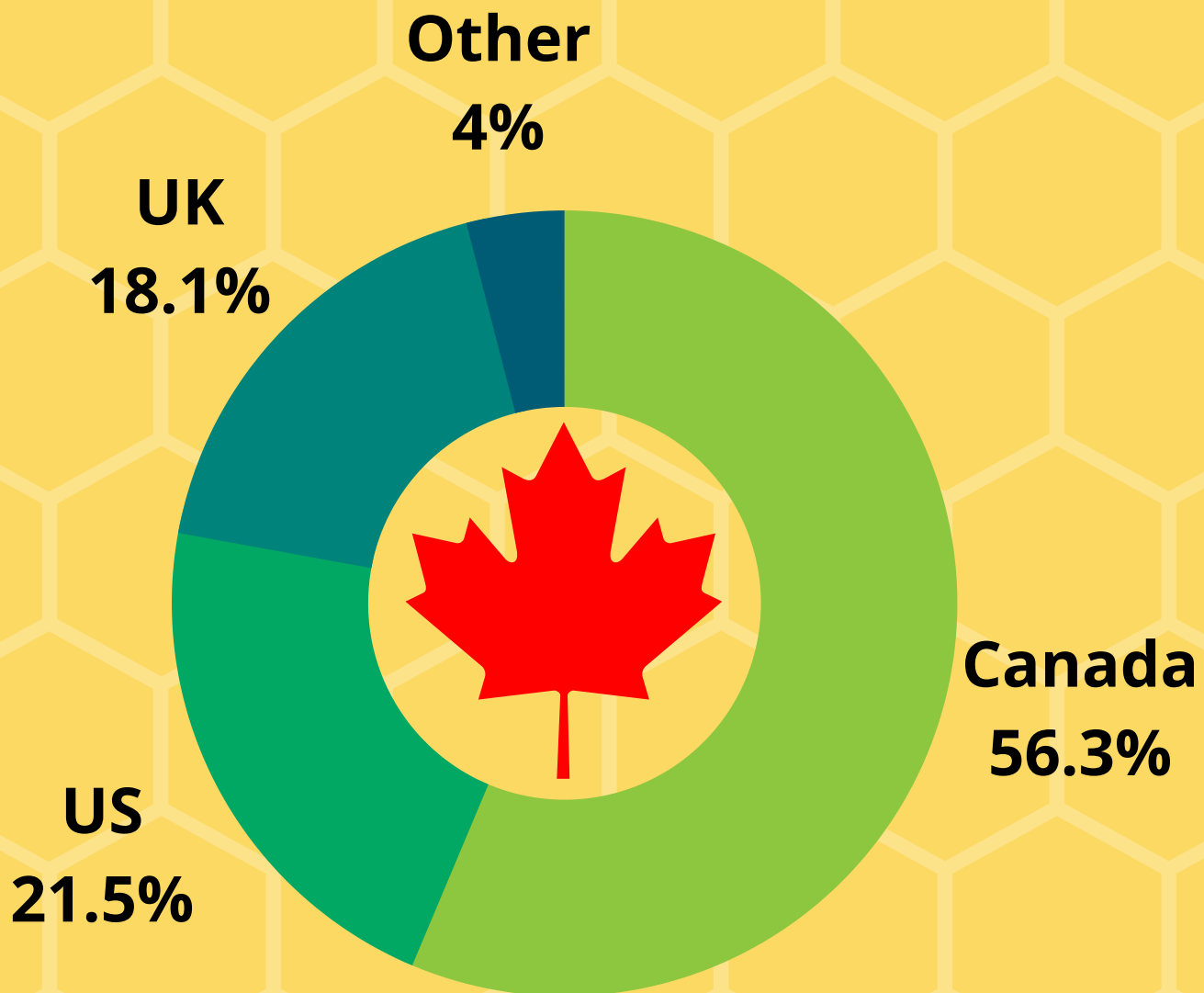


Install a
Bee Hotel

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TOP PARTICIPATING COUNTRIES



8 Countries and 75 different cities participated in our No Mow May Challenge 2021 by not mowing their lawn in their own backyards.

97% feel part of Random Acts of Green's Collective Climate Action Community where we all take action together.



WHO PARTICIPATED?



AGE

55+ : 32%
45-54 : 24%
35-44 : 22%
25-34 : 21%
18-24 : 2%

OCCUPATION

Retired : 25%
Education : 20%
Engineer : 10%
Mom : 5%
IT : 5%



Woman: 84%

Man: 8%

Prefer Not To Say: 8%

Challenge Breakdown



Length of Time

Entire Month of May: 68%

As long as possible: 26%

2 Weeks: 6%

Support our Pollinators

35% Planted more pollinator flowers

31% Avoided pesticides and chemicals
on the garden



**93.3% participants took
part into this challenge at
Home.**

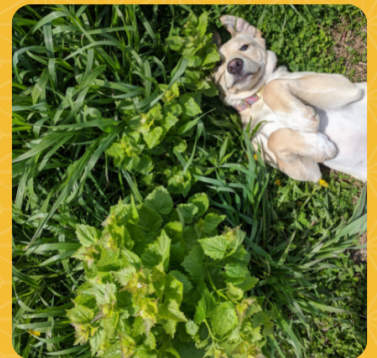
**65.3% engaged in this
challenge with family,
friends, or team members**



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SNAPSHOT OF SUBMISSIONS



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Reported Wildflower Sightings:

- Dandelions
- Violets
- Clover
- Chickweed
- Oxalis



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JOIN US IN 2022

Visit RAOG.CA

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Pledge to participate!

