

RANDOM
ACTS
OF GREEN™

NO MOW MAY

2022 IMPACT REPORT

**EXCUSE THE WEEDS.
WE'RE FEEDING
THE BEES**



NO MOW MAY 2022



Introduction

RANDOM
ACTS
OF **GREEN**®



A LITTLE BIT ABOUT US

Random Acts of Green is a social enterprise that helps individuals and businesses make an environmental impact - together. Through our app, social media channels, workshops, and website, we are mobilizing people and businesses 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.





WHAT IS NO MOW MAY?

'No Mow May' invites you to relax and let the grass grow a little while longer.

The idea behind No Mow May is to leave your lawn alone for the month of May.

This allows lawn flowers to bloom and feed hungry native bees emerging from hibernation when other flowers are scarce.

Several have shown that lawn flowers can support a high diversity of bees and other pollinators.

20,0000

**bee species
pollinate**

85%

**of food crops &
fruits worldwide**

WHY DOES IT MATTER?

1. Bees are vital parts of our ecosystems. They acting as highly efficient pollinators of our food crops as well as for wild flora.

2. Insect Population Decline In recent years, insect populations have been decreasing by the billions due to habitat loss, pesticide use and climate change.

3. Not Just Bees: Bees, flies, butterflies, moths, beetles, hummingbirds and some small mammals all act as pollinators.

4. Pollen Transport These creatures carry pollen on their bodies and move it between flowers

5. Basis of all natural landscapes This nearly invisible act is the very basis of natural landscapes around the world.



OUR CHALLENGE

NO MOW MAY 2022 

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

We encouraged people to let the first flowers of spring fully emerge to support the pollinators who are recently awakening from hibernation.

GOALS

1. Encourage people not to mow their lawns during the month of May.
2. Encourage people to Write to City Councillors to change City mowing limits
3. Talk to neighbours & local community about green space use.
4. Reimagine Your Green Space.



YOUR LAWN MATTERS



The highest
production of
flowers and nectar
**were found on
lawns cut every
four weeks.**

**Longer, unmown
grass** had a wider
range of flowers.

(Source:
Plantlife UK)

80%

of lawns support
the equivalent of
around

400

bees per day from
the nectar sugar
produced by
flowers, such as
dandelion, white
clover, and
selfheal



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Challenge Breakdown



1,100 Pollinator Pledges

8 Countries



224 Cities

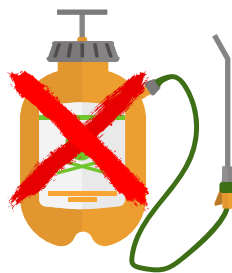
Top 5 Pollinator Pledges



No Mow May



Plant
Pollinator
Flowers



Avoid
Pesticides



Provide
a
Water
Source

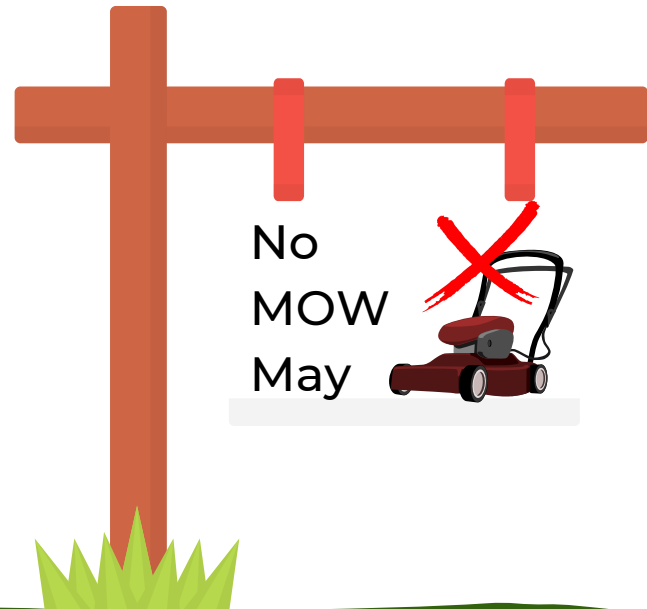
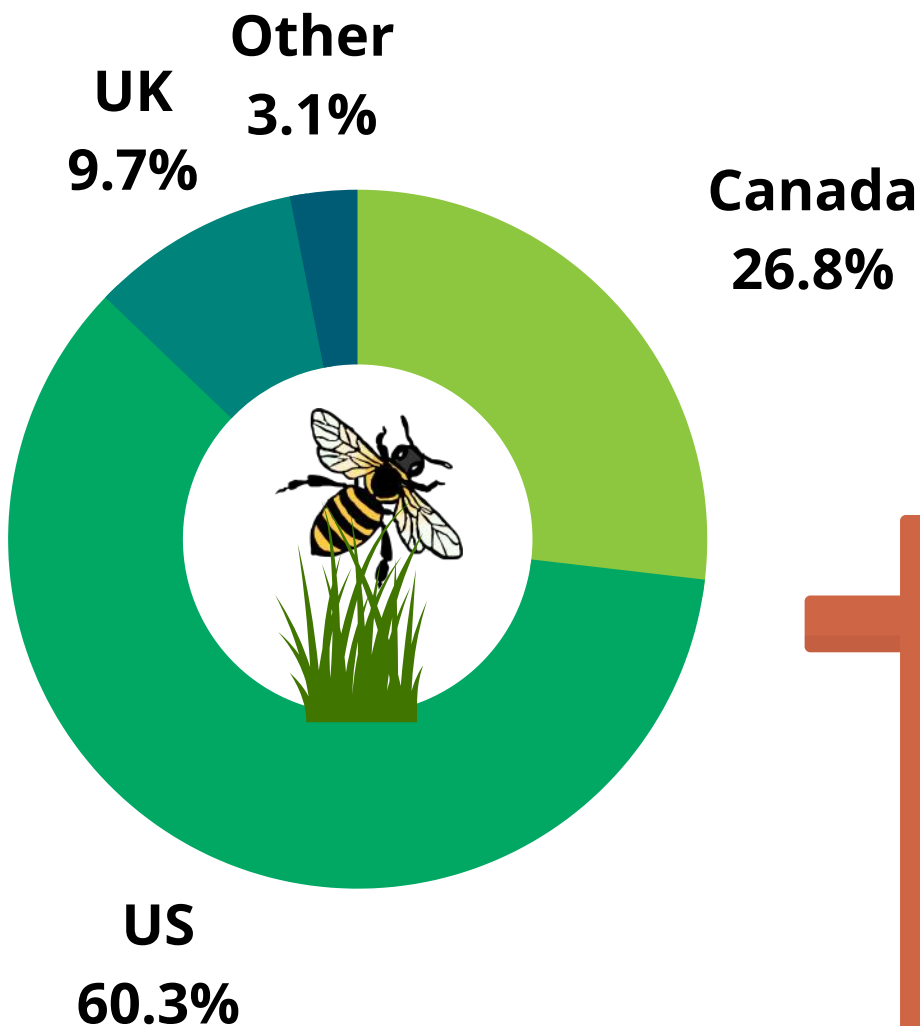


Install a
Bee Hotel

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TOP PARTICIPATING COUNTRIES



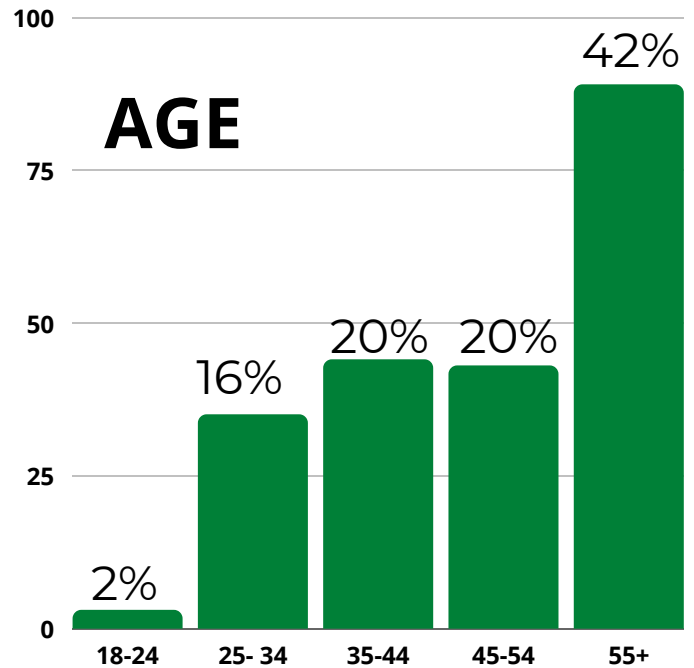
Participants from 8 Countries and 224 different cities pledged for our No Mow May challenge in 2022.

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

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WHO PARTICIPATED?



OCCUPATION

Retired	23%
Education	20%
Animal Care	18%
Health	17%
Entrepreneur	9%
Artist	9%



Woman: 86%

Man: 10%

Prefer Not To Say: 4%



NO MOW MAY 2022



Length of Time People Didn't Mow

Entire Month of May: 53%

As long as possible: 26%

2 Weeks: 6%

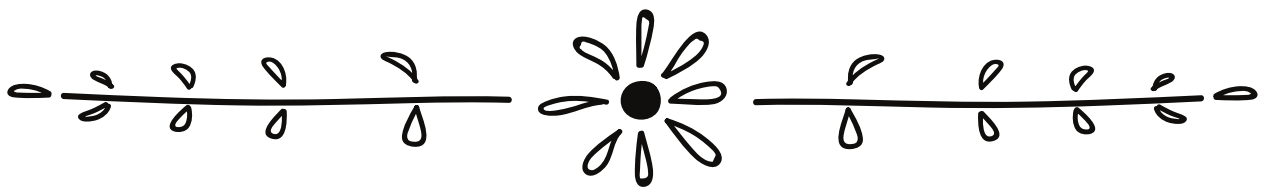
Supported Pollinators In Other Ways

91% Planted more pollinator flowers

92% Avoided pesticides & chemical use

81% Provided a water source for insects

49% Installed a Bee Hotel or Bug House



70% engaged in this challenge with family, friends, or team members to help amplify the movement!



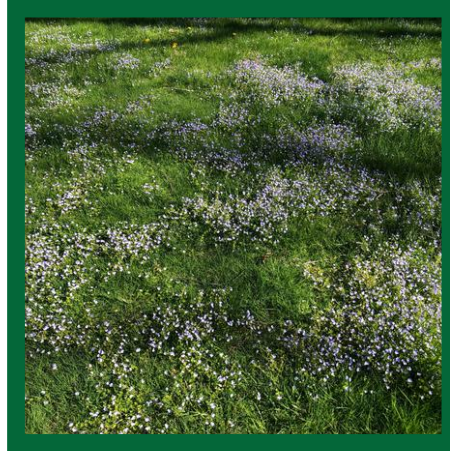
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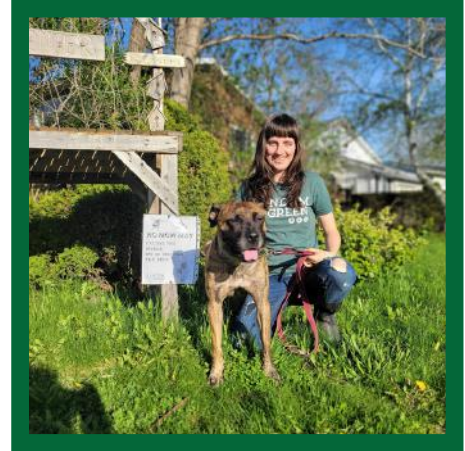
Snapshot of Submissions



Shirley Berry



Button Vail



**Alannah
Hardcastle**



Sarah Shepherd



Vanessa R



**Rebecca
Tombauch**



Reported Wildflower Sightings:

- Dandelions
- Violets
- Clover
- Chickweed
- Oxalis

PROUD MEMBER OF
**RANDOM
ACTS OF
GREEN**
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Meet Our Pollinator-Friendly Members

The **Birdhouse**
Nature Store

 **eartheasy**

West Coast SeedsTM

Rewilding Action: the restoration of an area to its natural, uncultivated state.



Inspiring Environmental Stewardship

Planted over 1,000 native shrubs & wildflowers as part of a shoreline naturalization planting project.

EST. **TOPSY FARMS** 1972
· AMHERST ISLAND ·

Rewilded their fence lines by planting new hedgerows with native species best suited to the conditions in Amherst Island, Ontario.



B R O O K S

Brooks Winery is Demeter Biodynamic certified. Land is dedicated to insectaries, hedgerows & flowering cover crops.

Planted a Pollinator-Friendly Garden On Site




ROCKY RIDGE
DRINKING WATER LIMITED





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EXCUSE THE
WEEDS. WE'RE
FEEDING THE
BEES!

JOIN US IN 2023

Visit RAOG.CA

RANDOM
ACTS OF GREEN®

Pledge to participate!





BECOME A MEMBER

8 million

online followers reached
from across the globe



50,000+

employees members
are part of our community



300,000+

kilograms of carbon
reduced and saved



Get Connected!

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