



**RANDOM**  
**ACTS OF GREEN™**

# **NO MOW MAY**

**2023 IMPACT REPORT**

NO MOW MAY 2023



# 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 2023



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.**

# 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

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

(Source:  
Plantlife UK)



NO MOW MAY 2023



# Challenge Breakdown



**182 Verified  
Pollinator Pledges**

**5 Countries**



**78 Cities**

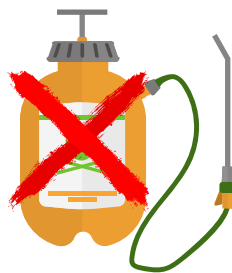
## Top 5 Pollinator Pledges



No Mow May



Plant  
Pollinator  
Flowers



Avoid  
Pesticides



Provide  
a  
Water  
Source



Install a  
Bee Hotel

# NO MOW MAY 2023



## Length of Time People Didn't Mow

Entire Month of May: 69%

As long as possible: 29%

2 Weeks: 2%

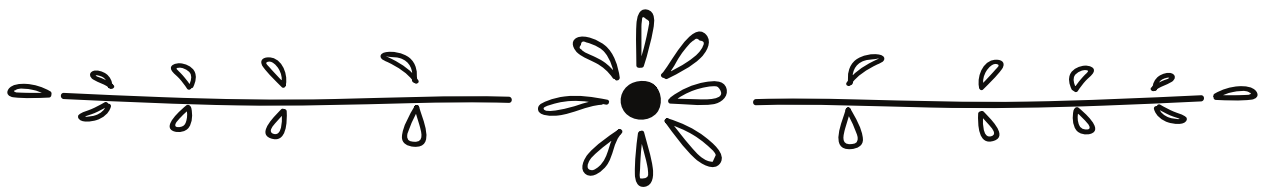
## Supported Pollinators In Other Ways

**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!**





# NO MOW MAY 2023



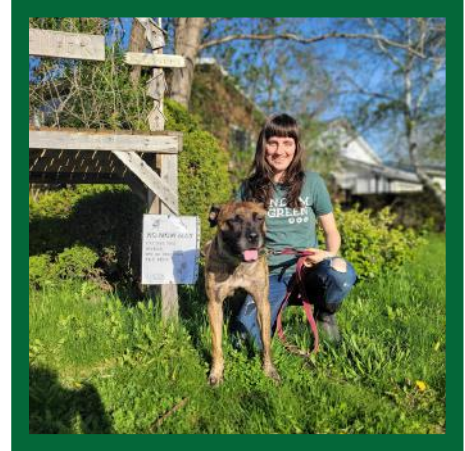
## Snapshot of Submissions



**Ramona Venskus**



**Will Harriss**



**Alannah  
Hardcastle**



**Beth Greenhorn**



**Guy Hanchett**



**Rebecca  
Tombauch**



## Reported Wildflower Sightings:

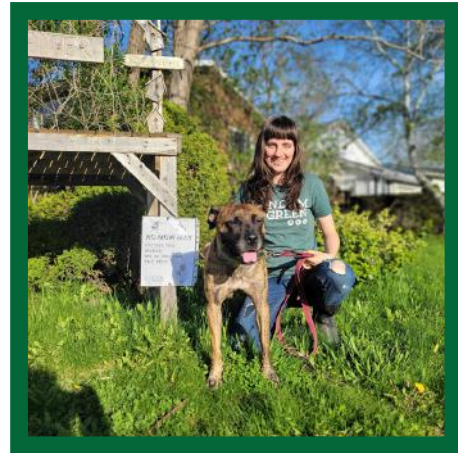
- Dandelions
- Violets
- Clover
- Chickweed
- Oxalis



# NO MOW MAY 2023



## Meet Our Pollinator-Friendly Members



## 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.



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



Eartheasy is a family business committed to bringing you practical products & information for sustainable living.

## Planted a Pollinator-Friendly Garden On Site





# NO MOW MAY

EXCUSE THE  
WEEDS. WE'RE  
FEEDING THE  
BEES!

## JOIN US IN 2024

Visit [RAOG.CA](http://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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