

POLLINATOR PARTNERSHIP



United States Business Council
For Sustainable Development



Monarch Sustainer of the Year Award, a new initiative to recognize business in supporting the long-term viability of monarch butterflies by the **U.S. Business Council on Sustainable Development** and the **Pollinator Partnership**.

Monarchs rely on a network of nectar plants and milkweeds that stretches across North America to sustain them on their annual journey from summer breeding grounds to overwintering habitats. Many factors have fragmented the migratory corridors monarchs rely on during this journey. Helping monarchs means filling these habitat gaps to sustain the monarch migration so that generation after generation can enjoy their wonder. It also means spreading the word on the need to conserve and protect this unique insect that takes on an epic journey.

The **Monarch Sustainer of the Year Award** recognizes a US business that has shown exceptional leadership and action in providing habitat and awareness for monarchs along their migratory corridors. The inaugural award will be given in the spring of 2015 and is a part of the **Monarch Joint Venture** (MJV is found at www.monarchjointventure.org) that strategically supports the monarch across continent through the North American Monarch Conservation Plan.

To submit an application for this award please provide a narrative and supporting documents (photographs, site, plans, outreach plans, etc.) that highlight the unique and inspiring ways in which your business is supporting monarchs and meeting the award criteria. The application package should include a completed cover sheet, a narrative highlighting how your monarch conservation program meets the stated technical and organizational criteria, and any supplementary materials that you would like to share. Please send/upload all attachments as a PDF.

Key Dates

June 25th 2014 – Program Introduction

May 31st 2015 – Deadline for applications

June 15th 2015– Pollinator Week 2015 – Announcement of Winner



Award Criteria

To qualify for the Monarch Sustainer of the Year Award an organization must make an effort to increase and/or enhance nectar and host plants within the migratory pathways of monarchs. Activities can be focused on single localities or on multiple sites within the Pacific, Central, and Eastern migratory routes.

Technical Criteria - Provide clean and safe habitat for monarchs.

- Milkweed is essential and a successful monarch conservation plan cannot be developed without the right species of milkweed in the right place. Monarch caterpillars need this to survive and thrive.
- Nectar plants are needed to support adult butterflies and need to be in bloom throughout the season.
- A habitat that is free of chemical inputs and noxious weeds is also essential. Any management plans need to include integrated approaches to managing pest issues.

Organizational Criteria - Take a leadership role in developing programs that go beyond habitat installations and tell us how this has changed the way you do business.

- Show a clear internal program or policy for monarch support that is integrated into your green or sustainable guidelines and/or programs.
- Provide opportunities for employees and/or local community members to engage in monarch conservation activities.
- Show a record of corporate outreach and engagement within your industry to encourage monarch conservation.
- Show a record of public outreach and engagement.

Get a start on your monarch conservation program!

Download or order monarch brochures: <http://pollinator.org/monarchs.htm#brochure>

A list of great monarch garden plants (both nectar sources and regional milkweeds) can be found here:

<http://pollinator.org/PDFs/MonarchGardenPlants.pdf>

Technical guidelines for developing monarch habitats and conservation programs on corporate

(<http://pollinator.org/monarchs.htm#corporate>) and utility lands (<http://pollinator.org/monarchs.htm#row>) are available for free

A detailed regional list of monarch plants/locations for the migration can be found at <http://pollinator.org/monarchs.htm#fueling>



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Monarch Sustainer of the Year Application

Business Name: _____

Address: _____

State/Region: _____

Primary Application Contact: _____

Media/Public Relations Contact: _____

Tell us your “Monarch Story” – how has this project evolved and affected your company and the monarch migration?
(Use more pages as needed)

List the species of milkweed that have been planted:

How many plant/square feet/acres of milkweed have been planted?

List the species of nectar plants that have been planted:

How many plant/square feet/acres of nectar plants have been planted?

Please attach a technical and organization criteria narrative and any supporting photographs or documents to this cover sheet.

Have you done anything that supports an element of the North American Monarch Plan (www.fs.fed.us/wildflowers/pollinators/Monarch/) or for Pollinator Week (www.pollinator.org)?

Send Applications by email to info@pollinator.org with subject indicating Monarch Sustainer of the Year or via FAX to 415.362.3070 PHOTO documentation encouraged and best sent via thumb drive to the address below. For more information please contact: Pollinator Partnership – 423 Washington Street 5th Floor, San Francisco CA 94111 - 415-362-1137 www.pollinator.org

United States Business Council for Sustainable Development (USBCSD)

The US BCSD is a non-profit business association that provides opportunities for its members to work on authentic sustainability projects with industry, governmental and other key stakeholders who might not otherwise have the chance to collaborate and network. More information at www.usbcd.org

Pollinator Partnership (P2)

Established in 1997, the Pollinator Partnership is the largest 501(c) 3 non-profit organization dedicated exclusively to the health, protection, and conservation of all pollinating animals. All P2 projects are science-based and collaborative and support conservation, education, research, policy and monitoring. Further information is at www.pollinator.org.