



UFI

26 January 2013

Sustainable Development 2013 Awards

Best innovative environmental initiative

With our project *The City Bees*, we are without doubt a very serious candidate for the award for *Best Innovative Environmental Initiative*.

Below you will find a thorough description of one of the most innovative, interesting and giving projects Bella Center has initiated in our environmental (and social) work.

In brief, the project consists of the following:

- 6 hives with 600.000 bees have been installed on top of Bella Sky Comwell Hotel
- Besides producing honey the purpose of the bees is to give energy to the local plants and flowers – and local citizens have reported about larger apples in their gardens
- The honey produced is used and sold at the Bella Sky Comwell Hotel

On top of all the environmental advantages, *The City Bee* project also has a fantastic social aspect, going hand in hand with Bella Center's overall focus on social responsibility:

- People on the edge of the work market are trained to be assistant beekeepers
- The project has contributed with 2000 hours of employment training to people with serious social challenges (long-term unemployed, former homeless)
- The project will improve the participants chances of returning to the labour market

The City Bee project on the roof of Bella Sky Comwell has been so successful that Bella Center decided to extend it. And now we have xx additional hives on our premises and we highly recommend other business to take part in this fantastic innovative environmental project which "kills two birds with one stone" with the social aspect of including the citizens on the edge of the work market.

We look forward to hearing from you.

Best regards

Bella Center A/S

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