

STYRETS ÅRSBERETNING 2017

ByBi er et Oslo-basert birøkterlag etablert oktober 2012, og er et ordinært lokallag under Norges Birøkterlag.

ByBi motiverer til engasjement for honningbier og andre pollinatorer og til bedre livsbetingelser for disse. ByBi vil bidra til naturvern og økt biologisk mangfold av blomster og insekter gjennom rekruttering av birøktere, gjennom kunnskapsformidling rundt pollinerende insekters livsbetingelser, og gjennom samarbeid og nettverksbygging. ByBi driver inntektsbringende arbeid og motiverer til næringsutvikling innen bier og birøkt. Vi jobber for økt produksjon av, og marked for, norsk honning. Vi søker samarbeid med likesinnede internasjonalt. Vi vil også gjøre vårt for å bidra til birøkt i Norge generelt.

STYRETS SAMMENSETNING

Styreleder: Anne Gro Innstrand (til april)

Medlemmer: Gordon Ryan, Nils-Peter Borgersen, Torill Syversen, Åse Kristin Hemsén (til april), Cecilie Egeland (til april)

Økonomistyring: Åse Kristin Hemsén (til april)

VALGKOMITÉEN

Hans Cats

Odd Arild Olsen

Bybi har i dag ca 350 medlemmer, årskontingenten er kr. 150,-

Styret har i 2017 avholdt 9 møter, i tillegg til Årsmøtet for 2016 i januar. Noen av disse har vært visjons- og strategimøter hvor også andre ressurspersoner har vært invitert med.

FOCUS 2017

During the year, the Board noted several challenges that ByBi faces in its current state of development. ByBi has been predominantly led by the courageous work of several key volunteers. However, because of its developed scale and scope of work, the new and incrementally increasing burden on volunteer staff is leading to 'burn-out'. The current way of working with ByBi is unsustainable, and the Board found that ByBi would have to either scale back as an organisation, or alternatively would have to put in place a clear strategy for paid management to carry it through the next stage of growth and development.

The Board organised a workshop, and invited key volunteers and staff, to attend and work through an examination of common aims. The outcome would be a better understanding of what

ByBi is about, what it represents, and where it should go. The workshop also aligned everyone's views on the challenges we face, and how to solve those challenges.

Key Vision:

- ByBi will work with bees, to boost urban biodiversity.
- ByBi supports a vibrant community of beekeepers, with a shared vision for valuing natural foods, and urban biodiversity.
- ByBi is an impactful and professionally structured non-profit organization.

Key Challenges:

- No dedicated staff for complete resource overview and volunteer coordination.
- Ragna wants to reduce hours.
- No customer relations responsible, and dedicated responsible for press and social media.
- No dedicated documentation manager.
- Poorly defined business plan for 3 to 5 year cycle.
- Low (or sub optimal) cash intake, and no clear plan to increase company income.

Key Solutions:

- Create a clear business plan that projects a good increase in intake, with the strategy to back it up.
- Use increased income to pay coordination or management staff.
- Use paid (or carefully coordinated volunteers) to strategically work with press, social media and project documentation to boost public awareness of ByBi's work and products and services.
- The increased attention and income, feeds back into the growth of the professional team.

Deliverables:

- Hire a manager to implement a new strategy, that will work with advice and support from the board, to put in place a roadmap for growth, new products, services, sponsorships and patrons.
- The Board and ByBi have decided to grow, to step up and outwards, and to influence.
- To work with bees to boost urban biodiversity!
- To grow the community, and to influence.

Vi er godt i gang med prosessen, prosjektleder er engasjert, dette vesentlige steget i ByBis liv vil presenteres på årsmøtet 13.12.17.

Vi vedlegger aktivitetskalenderen for 2017.

Oslo, 29.11.2017
Styret i ByBi