

PRESS RELEASE

The World Bee Project collaborates with pollinator monitoring kingpin BeeHero to increase AI monitored hives in its World Hive Network to 50,000 and help smallholder farmers to pollinate and prosper

Sophisticated sensor technology used to help commercial farms can now be made available to smallholder farmers, say The World Bee Project

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Based in the UK, [The World Bee Project CIC](#) created [The World Hive Network](#) as the world's first global bee initiative, in order to generate evidence-based research data into the health of bees and its relationship with local environments, with the goal of protecting pollinators, people and the planet. Headquartered in the US, [BeeHero](#) are a world leader in next generation pollination services, helping commercial farmers around the world to increase crop yield and quality, while also enhancing pollinator health.

The smart hive sensors powered by AI and cutting-edge analytics are currently installed all over the world, measuring pollination quality in real-time and enabling optimisation of hive deployment and efficiency to provide quality assurance to pollination. Whereas most monitoring technology is designed to assist with beehive management, the BeeHero sensor technology combines sophisticated machine learning algorithms with low-cost embedded sensors in commercial beehives to stimulate full output potential during peak pollination cycles.

Sabiha Malik, Founder and Executive President of The World Bee Project, says, “*We are thrilled to announce that BeeHero have very generously agreed to add their data to The World Hive Network. BeeHero are also providing access to their innovative*

sensor technology as well as contributing time and expert resources to support the projects we run as part of The World Hive Network expansion”.

The partnership with BeeHero will not only increase the volume of research data, but it will also benefit from BeeHero’s in-depth research insights, which currently help commercial farmers optimise yields. Both parties are very excited about the opportunities these insights will now provide to smallholder and commercial farmers in developing economies. Sabiha continues, *“Smallholder farmers sustain the world’s supply of nutritious food. We are very happy that our partnership with BeeHero not only dramatically improves our ability to generate significant volumes of data, but we can also now provide smallholder farmers with opportunities to pollinate and prosper”.*

Omer Davidi, CEO of BeeHero, adds, *“We’re thrilled to know that our technology, together with the forward-thinking minds at The World Bee Project, is building a more sustainable environment for pollinators all over the world! Using our technology to assure pollination quality while maintaining bee welfare, we’re already seeing increases of over 30% in crop yield and 20-25% decreases in bee-mortality rates on average!”.* Richard O’Gorman, MD, Rabobank and investor in BeeHero added *“There is no greater call than sustaining the world’s food production supply and protecting the pollinators responsible for it. The World Bee Project and BeeHero partnership is perfectly aligned, and Rabobank is a proud supporter.”*

The World Hive Network data set is currently expanding on a project-by-project basis, bringing together the brightest minds to research bee and pollinator health. The tech giant Oracle is one of The World Bee Project’s technology partners. Sabiha concludes, *“The World Bee Project is keen to keep expanding its collaborations with technology and data companies and we also need corporates with a sense of social purpose and responsibility to support our efforts. If you want to save yourself and help save the planet, get in touch with us!”.*

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