

## **Bolloré Logistics Sponsors Honey Factory for Urban Beekeeping in Seoul**

In an effort to promote the idea of urban beekeeping and to provide information about its environmental benefits, Bolloré Logistics Korea recently sponsored a beehive structure called Honey Factory, in Seoul, South Korea.

Currently installed in Seoul Children's Grand Park, it was first introduced in Asia at the 2016 International Conference on Urban Agriculture during The 5<sup>th</sup> Seoul Urban Agriculture Expo that took place last May 19-22.

Designed by Italian industrial designer Francesco Faccin, this wooden beehive has a 4.5-meter chimney that keeps curious children safe from the bees. It also protects the bees from harm due to bad weather and helps keeping it at constant temperature with optimal ventilation. Honey Factory is an ideal beehive for city parks as a standard hive can cover a radius of three kilometers.

The first Honey Factory has also been operating since 2015 installed in the garden of the Triennale Design Museum in Milan, Italy, and carries out educational activities as well as producing great urban honey.

This action is fully in line with the biodiversity action plan put into effect within the Bolloré Logistics Business Unit. Bolloré Logistics' biodiversity strategy has three fundamental pillars based on the ARC concept (Avoid / Reduce / Compensate):

- Embracing biodiversity as one of the company's environmental concerns;
- Working with customers and suppliers on biodiversity issues and the impact of our activities;
- Make our sites models for biodiversity, all over the world.

By sponsoring the first Honey Factory in Asia, Bolloré Logistics hopes to increase efforts to protect bees, as they play a vital role in maintaining biodiversity.

### **For more information on the concept:**

Francesco Faccin creates "micro architecture" for bees with Honey Factory:

Read: <http://www.dezeen.com/2015/07/01/francesco-faccin-honey-factory-urban-beehive-bees-triennale-museum-milan-expo-2015/>

Watch: <https://youtu.be/b7ePOaCqfLM>