



YOUNG LIONS

CHALLENGE & TRUTH

Wild bee populations are rapidly declining, yet for most city leaders, the issue isn't seen as a priority.

Mayors protect what voters value, and voters value vibrant cities. We must reframe pollinator loss from a scientific issue to a cultural one.

TARGET AUDIENCE

Primary Audience:

Urban residents in major metropolitan cities worldwide who are connected to their local culture and identity.

↓ Shape expectations and apply pressure on ↓

Secondary Audience:

Mayors shaping the future of urban communities.

THE INSIGHT

Humans need to belong, to feel part of something greater. Cultural identity gives us that, and few things express it more powerfully than food. Our dishes connect us to our roots, carry our stories, and keep culture alive with every bite.



A GLOBAL CULINARY EXPERIMENT EXPOSING WHAT WE STAND TO LOSE WITHOUT WILD BEES

NOT MY DISH



THE BIG IDEA

Bee:wild brings a high-stakes flavor experiment to life in three of the world's most food-proud cities: Naples, Bangkok, Oaxaca. Through blind taste tests of iconic dishes, each missing a key bee-dependent ingredient, locals experience firsthand what losing wild bees would truly taste like.

Though staged, the moment sparks real emotion, pushing people to wake up and call on their mayors to protect our wild bees and safeguard the ingredients and dishes that define their city's cultural identity.

HOW IT WORKS



1

WE HIT THE HEART OF FOOD CULTURE

Bee:wild tests the world's most food-proud cities: Naples, Bangkok, and Oaxaca. Top chefs serve their city's most iconic dishes from food trucks.



2

WE SABOTAGE ICONIC DISHES

Blindfolded citizens taste their beloved local dishes, but something doesn't taste right...

Pizza Margherita: No basil.
Pad Thai: No lime.
Mole Negro: No almond.

Can they guess what's missing?



3

WE DROP THE TRUTH BOMB

Every altered dish includes a QR code, which will push citizens to their email with a pre-drafted policy request to their mayor.

TACTIC 1 - WEEK 1

***“Top Chefs Sabotage Their City’s Signature Dishes to
Expose a Major Threat to Our Food Supply”***

bon appétit

We partner with iconic local chefs, the champions of regional flavour, to lend cultural credibility and draw earned media attention.

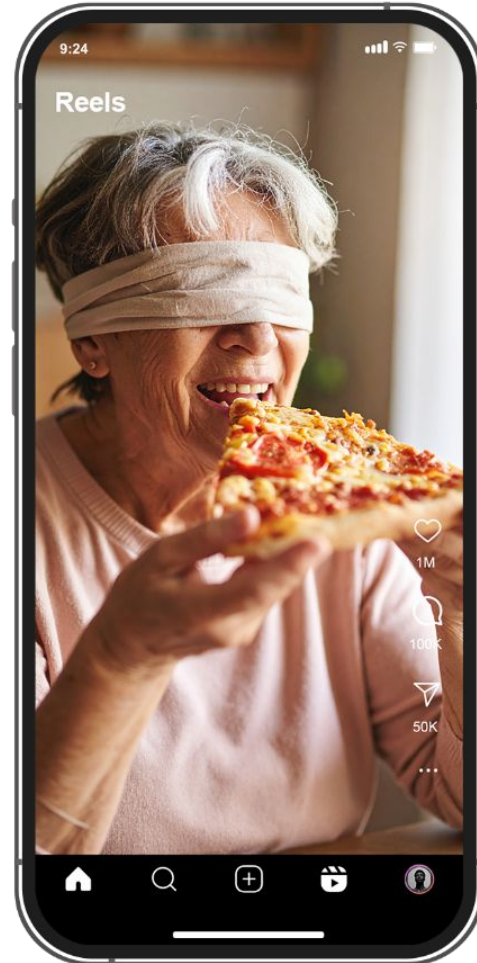
The reveal sparks emotional reactions, shifting sentiment from curiosity to concern.

TACTIC 2 - WEEK 2-3

What's Missing? Tik Tok Can't Stop Guessing

Proud food lovers defend their national dishes in a viral challenge, #NOTMYDISH, guessing what's missing and fiercely debating what makes a dish authentic.

The challenge becomes a digital battleground for flavour, identity, and pride, igniting mass organic amplification across TikTok and Instagram.



TACTIC 3 – WEEK 4

We Hand Mayors the Mic... and the Solution

Bee:wild delivers a Crisis Comms Kit to each mayor, treating flavour loss as a cultural emergency.

Inside:

 **A mayoral statement template**

 **A pollinator policy blueprint**

Mayors aren't blamed. They're invited to be the heroes who protect identity, pride, and flavour for generations.



BEYOND THE BUZZ

WHY IT WORKS

 **Reframes the Issue**

 **Evokes Emotion**

 **Engages All Stakeholders**

 **Mobilizes Action**

 **Ready to Scale**

INTO THE IMPACT

HOW WE MEASURE SUCCESS

How far did the story travel?

Impressions
Earned Media Placements

Engagement & Participation

UGC
Engagement Rate

Advocacy & Action

Number of emails sent to Mayors
Mayor Responses

How did this campaign shift the narrative?

Sentiment Analysis
Qualitative feedback

How does this campaign live on?

City Policy Adoption
Spin-Off Community Initiatives

