



PRESS RELEASE

“EcoCut” and “Apiluz” shine in the 2025 edition of the European Bee Award

Brussels, 3 December 2025 – The 12th edition of the [European Bee Award](#) took place at the European Parliament, where MEP [Paulo do Nascimento Cabral](#) hosted this year’s ceremony. The event honoured projects dedicated to safeguarding pollinators and enhancing biodiversity. Jointly organised by the [European Landowners’ Organization \(ELO\)](#) and [John Deere](#), the award underscored the vital link between sustainable farming practices and responsible environmental management.

Over 80 participants attended the ceremony, including **beekeepers, policymakers, land managers, academics, and representatives of the agri-food sector**, emphasizing the critical importance of collective action to safeguard pollinators.

In 2025, the European Bee Award recognized and promoted projects that demonstrate **innovative technological solutions** aimed at protecting pollinators. The winning project received a **€4,000 prize, a diploma of recognition**. A **special mention of the jury** has also been awarded.

2025 winner and special mention:

- **Innovative technological solutions** – [EcoCut](#) (Germany) led by [Fisher Maschinenbau](#).
- **Jury Special Mention** – [Apiluz](#) (France), led by the association [Symbiose pour des paysages de biodiversité](#).

“EcoCut: Protecting Pollinators Through Innovation in Mowing Practices” introduces a pioneering system designed to safeguard bees and insects during mowing operations. By using a simple yet highly effective air-blowing mechanism placed ahead of the mowing machinery, EcoCut gently diverts pollinators to safety before they reach the blades. Field tests, including a dedicated bee-comb experiment developed by the EcoCut team, demonstrated a 90% protection rate for bees. As the developers explain, EcoCut proves that smarter land-management practices can significantly enhance pollinator protection without burdening farmers or mowing operators.

“With EcoCut, our goal was simple: to give farmers a practical tool that protects insects without slowing down their work. Seeing how many pollinators can be saved with a straightforward technical solution has been incredibly motivating. This award is a recognition of our team’s belief that innovation in agriculture can be both efficient and nature-friendly.”, Dieter Reber of EcoCut said.

The Special Mention, **“Apiluz: Farmers and Beekeepers United to Sustain Pollinators in Champagne-Ardenne”** brings together alfalfa growers, beekeepers, cooperatives, and the Symbiose association to support pollinators during the summer nectar gap. The project works by maintaining 3-meter-wide unmowed strips in alfalfa fields. These strips are left to flower from June to August, providing bees and wild pollinators with essential forage. Since 2021, over 2,400 farmers have kept 1,850 km of flowering strips across seven departments. Annual monitoring shows these areas host far more pollinators and beneficial insects.

Jean-Baptiste Prévost, Apiluz Farmer emphasized: *“As farmers, we see every day how closely our work is tied to the health of pollinators. Through Apiluz, we wanted to show that small changes in field management can make a big difference for bees and wild insects. Leaving flowering strips is a simple gesture, yet it creates real life in our landscapes. This recognition encourages us to continue building strong partnerships between farmers and beekeepers to support biodiversity in the long term.”*

Comments from the Ceremony

Prof. Dr. Michael Garratt, President of the Jury, highlighted: *“It is great to see such a diversity of projects and initiatives addressing both wild and managed pollinators. This year’s applications ranged from efforts to raise public awareness to the use of novel technologies that help us monitor and better understand pollinator populations. The dedication and creativity behind these initiatives is truly inspiring, delivering meaningful and widespread positive impacts for pollinators across Europe.”*

Host **MEP Paulo do Nascimento Cabral** remarked: *“The protection of pollinators is more than an environmental imperative, it’s an economic necessity for the future of European agriculture. Today’s laureates show that innovation, cooperation, and practical field solutions can reinforce biodiversity while supporting farmers. Their work demonstrates that when we align policy with practice, we can create real impact for ecosystems and communities, improving and increasing production.”*

Thierry de l’Escaille, Executive President of ELO, emphasized: *“For twelve years, the European Bee Award has celebrated initiatives that bridge sustainable land management, technology, and environmental stewardship. This year’s winners remind us that simple, well-designed practices can make an enormous difference on the ground. ELO remains committed to fostering partnerships that help pollinators thrive and ensure that our landscapes remain productive, resilient, and alive with biodiversity.”*

Gilles Dryancour, John Deere Fellow and Vice-President – Corporate Affairs, noted: *“Today, we celebrate the resilience of living bees and pollinators, whose vital role sustains ecosystems and agriculture alike. At John Deere, we believe technological progress should empower farmers while protecting nature. The projects recognized today demonstrate how innovation can safeguard insects, preserve habitats, and strengthen the long-term sustainability of our food systems. We are proud to support the European Bee Award and to showcase practical solutions that advance agriculture and biodiversity together. This commitment reflects our broader vision: farming with precision, responsibility, and respect for the environment.”*

In 2025, the competition received **29 applications** from **15 EU and non-EU countries**, showcasing many diverse approaches to pollinator conservation.



European Bee Award winners (EcoCut) together with jury representatives. From left to the right: MEP Paulo do Nascimento Cabral (EPP), Prof. Dr. Reiner Beutel (EcoCut), Matthias Reber (EcoCut), Gilles Dryancour (John Deere, Member of the Jury), Dieter Reber (EcoCut), Thierry de l'Escaille (ELO, Member of the Jury), Prof. Dr. Michael Garratt (University of Reading, President of the Jury).



Representatives of the project awarded the Special Mention of the Jury: APILUZ. From left to the right: MEP Paulo do Nascimento Cabral (EPP), Gilles Dryancour (John Deere, Member of the Jury), Bérénice Goin (Apiluz), Jean-Baptiste Prévost (Apiluz), Thierry de l'Escaille (ELO, Member of the Jury) Prof. Dr. Mihael Garratt (University of Reading, President of the Jury).

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About the European Bee Award

Since 2014, the [European Bee Award](#) celebrates and rewards **inventive, effective, and scalable projects that safeguard pollinators across Europe.**

About European Landowners' Organization

[ELO](#) is committed to promoting a **sustainable and prosperous countryside** and to **increasing awareness relating to environmental and agricultural issues.** Engaging various stakeholders, ELO develops policy recommendations and programmes of action. ELO also organises **interdisciplinary meetings** gathering together key actors from the rural sector and policy makers at the local, regional, national and European level. Its ability to do all of this assures ELO its unique position among the **think tanks in the agricultural, environmental and rural activities' sectors.**

About John Deere

[John Deere](#) is driven by a clear and inspiring mission: **"We run so life can leap forward."** This higher purpose guides every part of their business, from designing connected machines to investing in communities, with the belief that their work contributes to **producing food, fuel, fibre and infrastructure** that support people everywhere. They combine a deeply rooted heritage with bold innovation, using advanced technology to deliver solutions that are not only efficient and profitable, but **sustainable in the long term.**

Social media communication

Hashtag: #EUBeeAward

LinkedIn: [@European Landowners' Organization](#) [@John Deere](#)

X: [@EULandownersOrg](#) and [@JohnDeere](#)

