

MEDIA RELEASE

June 21, 2024

For Immediate Release



**POLLINATOR
PARTNERSHIP**

Protect their lives. Preserve ours.

Reed Lievers, reed@pollinator.org 415.362.1137

Pollinator Partnership Names Google 2023 Monarch Sustainer of the Year

Pollinator Partnership is pleased to present **Google** with the **2023 Monarch Sustainer of the Year Award**. This award recognizes a company that has shown exceptional leadership and action in providing habitat and awareness for monarchs along their migratory corridors. “We are thrilled to feature Google as our 2023 Monarch Sustainer of the Year awardee,” says **Kelly Bills, Executive Director** of Pollinator Partnership. “Through its habitat expansion and engagement efforts, Google has demonstrated a meaningful and admirable commitment to pollinator health that we are proud to highlight.



The best way to protect the monarch is to create more habitat for the species, and it’s clear that Google understands this dynamic and has taken it to heart.”

From 2021 to 2023, Google helped restore and enhance **over 750 acres of monarch butterfly habitat** across California — achieving its 2021 [monarch butterfly pledge](#). The company also created roughly **20 acres of new habitat on its California campuses** designed to support monarch butterflies and other pollinators. Working with local NGOs, landscape designers, and monarch researchers, Google’s Ecology Program has installed tens of thousands of monarch-friendly plants – including nectar-producing flowering plants and host milkweed plants – creating natural, year-round refuges for both the Google community and pollinators to enjoy.

Google has also prioritized monitoring at its habitat sites. After more than a year of monthly biodiversity monitoring by Google’s science partners to measure monarch activity in Mountain View and Sunnyvale, Calif., the new habitat areas are showing clear signs of success. Compared to control sites on its campus without new monarch-friendly plants, Google is seeing about 10 times more monarch caterpillars at its new sites. To help build further support for its habitat expansion efforts, Google has been engaging its employees through its **Monarch Habitat Challenge**. The program provides guidelines for facility managers, maintenance crews, landscape architects, and other parties to create and maintain high-quality monarch habitat at its campuses across California.

Google has also taken the opportunity to highlight its habitat work during **National Pollinator Week** with [posts](#) to its widely read company blog, **The Keyword**. Going forward, Google plans to encourage its employees to create habitat for monarchs and other local pollinators in their own backyards, and has promoted the “Monarch Mile” (a walkable, near-continuous loop of monarch habitat) at its Silicon Valley campus as a place for outdoor meetings and mental recharge.

“Google has long strived to create high-quality habitat on our campuses that supports both wildlife and communities,” says **Erin Beller, Nature & Biodiversity Program Manager** for Google’s real estate team. “It’s inspiring to see so many monarchs thriving on our campuses as a result of our efforts, and we hope that creating this habitat encourages others to join in protecting this critical and beautiful species.”

###

ABOUT POLLINATOR PARTNERSHIP (P2)

Established in 1997, Pollinator Partnership is the largest 501(c) 3 non-profit organization dedicated exclusively to the health, protection, and conservation of all pollinating animals. Pollinator Partnership's actions for pollinators include education, conservation, restoration, policy, and research. P2's financial support comes through grants, gifts, memberships, and donations from any interested party. Its policies are science-based, set by its board of directors, and never influenced by any donor. To make a donation or for information on events during Pollinator Week, visit pollinator.org.