



World Migratory Bird Day



WORLD MIGRATORY BIRD DAY

2018



**UNIFYING
OUR VOICES
FOR BIRD
CONSERVATION**

WORLD MIGRATORY BIRD DAY

GLOBAL CAMPAIGN REPORT
MAY 2018

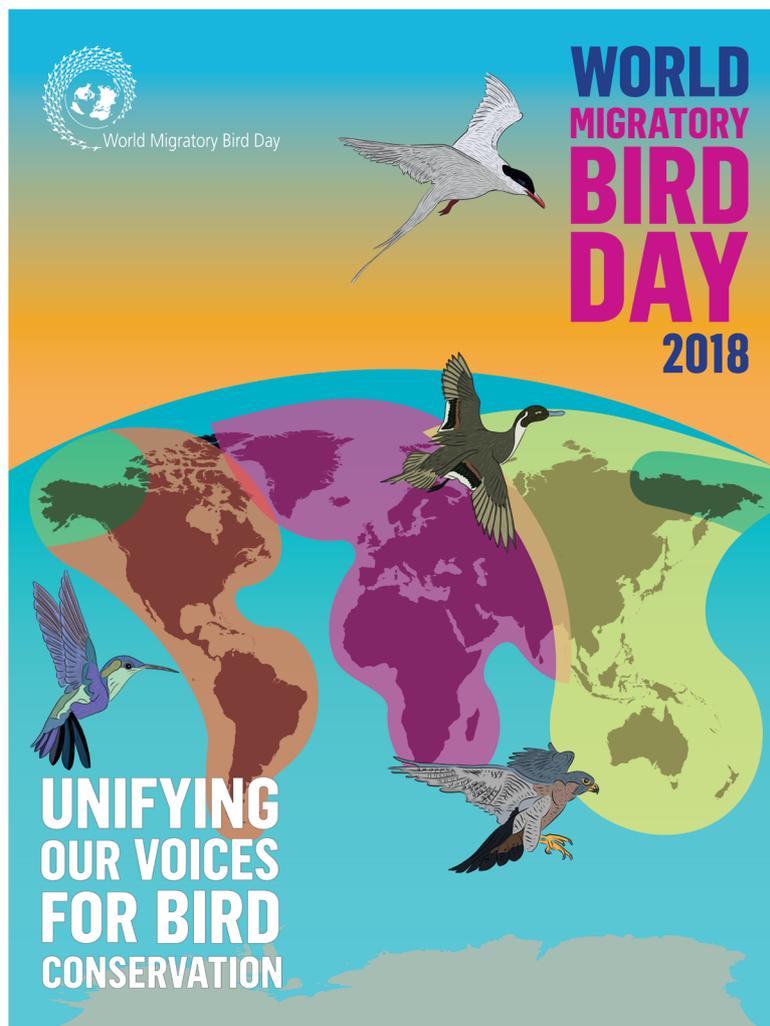




Children celebrating WMBD 2018 in Senegal

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I. 2018 Transition Year: Unifying Two Campaigns

This year World Migratory Bird Day is unifying two of the world’s largest bird education and awareness-raising campaigns, International Migratory Bird Day (IMBD) and World Migratory Bird Day (WMBD), the former led by Environment for the Americas (EFTA), and the latter by the Agreement on the Conservation of African-Eurasian Migratory Waterbirds (AEWA) and the Convention on Migratory Species (CMS). With a new partnership formally uniting their efforts, the three organizations aim to work together to increase awareness of the plight of migratory birds around the world and highlight the urgent need for their conservation. From 2018 onwards, the new joint campaign is adopting the single name of “World Migratory Bird Day”.

Under the theme “Unifying our Voices for Bird Conservation”, the campaign is taking on a new global dimension, bringing together the world’s main flyways. And for the first time, with two peak campaign days in the year, on the second Saturdays in both May and October - 12 May and 13 October 2018.

In unifying the two major bird conservation campaigns worldwide and with them the planet’s major flyways - the African-Eurasian, the East Asian-Australasian and the Americas flyways - World Migratory Bird Day aims to reach out to a broader audience and amplify its message for bird conservation. The campaign raises awareness about the need for conservation of migratory birds and their habitats, about the threats they face, their ecological importance, and about the need for international cooperation to conserve them.



Logos of partner organisations of WMBD in the Americas.



Join us Saturday, May 12th for our Annual Bird Festival at Trempealeau National Wildlife Refuge from 8 am to 12:30 pm with "Early Bird" hikes starting at 7 am. Celebrate World Migratory Bird Day with outdoor and indoor activities throughout the day! Participate in one of our special birding hikes or watch how biologists band wild birds! Check out our fun kid friendly activities! Bring your camera for an informal tips and tricks session, or bring your smartphone or other device to learn about brilliant birding apps!

2018
YEAR OF THE BIRD

NATIONAL GEOGRAPHIC | FURTHER

Audubon The Cornell Lab of Ornithology

BirdLife INTERNATIONAL | Partnership for nature and people

National Geographic, National Audubon Society, Cornell Lab of Ornithology, BirdLife International, and more than 100 organizations join forces for 12 months of storytelling and science to examine how our changing environment is impacting birds around the globe

Campaign to include simple but meaningful actions that anyone can take for a healthy planet filled with the beauty of birds

"If you take care of the birds, you take care of most of the big environmental problems in the world."

—Thomas E. Lovejoy, Tropical Conservation Biologist and National Geographic Fellow

Example of a WMBD event description

WMBD along the African-Eurasian Flyway

AEWA is leading on activities in the countries along the African-Eurasian flyway and this year again, it has taken the leadership in coordinating activities.

With 133 events registered in the first six months of 2018, the success of WMBD along the flyway relies on a strong relationship with NGOs that play an essential relay-role.

BirdLife International has been an important partner, both in Europe (Croatia, Serbia, Slovakia)

and Africa (Burkina Faso, Burundi, Côte d'Ivoire, Djibouti, Guinea-Bissau, Mauritania, Morocco, Senegal, Tunisia). Other NGOs have organized most of the events occurring in a country, such as La Ligue pour les Oiseaux (LPO) in France (LPO is one of the most important associations for biodiversity conservation in France).

Flyway Highlight:

"Many voices, one song: children across Africa sing for migratory birds"

For the WMBD 2018 in May, the spotlight was



Listen to them:
<https://www.youtube.com/watch?v=l-ayPw26lOQ>

In honour of World Migratory Bird Day, school children from across the African-Eurasian flyway perform songs that pay homage to the birds that pass through their country. Every song is different, but their message is the same: we must all join together to protect our migratory birds.



By Jessica Law & Margaret Sessa-Hawkins

This year, to celebrate World Migratory Bird Day, we wanted to do something really special. So we asked schools and BirdLife Partners across the African continent to send in videos of them singing songs about the wonders of bird migration. The results blew us away. The videos were amazing – and all but one were written by the children themselves, driving home the passion and devotion the young generation feels towards conserving their natural world.

on the strong commitment of youth in general, with a special acknowledgement for a creative project led by BirdLife Africa: In celebration of World Migratory Bird Day 2018, school children from seven African countries have performed songs that honour the birds that pass through their country. Every song is different, but their message is the same: we must all join together to protect our migratory birds.

The Kalissaye Ornithological Reserve in Senegal is distinguished by its commitment to children. The protected area has launched its 48-hour timeline to unify voices for migratory birds. Awareness-raising sessions and the distribution of environmental films were offered on the reserve's premises. In the field, near the birds' breeding sites, the children cleaned up the waste and were given an introduction to bird identification.

Once again, ABN (Burundi / BirdLife) used WMBD to celebrate migratory birds. This year, celebrations took place in the Rusizi National Park where the local population and journalists were introduced to bird observation and identification. ABN's efforts to raise public awareness of bird protection are outstanding.



The East Asian-Australasian Flyway

The East Asian-Australasian Flyway Partnership (EAAFP), a long-term partner and supporter of WMBD, has again this year played a key role in coordinating activities along the East Asian-Australasian Flyway, encouraging the celebration of WMBD in each country along the flyway through events, messages and media to raise awareness on the migratory waterbirds and issues they face.

Every year, under the global theme, the

Organizer: Group photo of participants at the WMBD event in Burundi organized by BirdLife



EAAFP Secretariat highlights several species experiencing rapid population declining in the East Asian-Australasian Flyway (EAAF). In 2018, these are primarily Red Knot and Great Knot, but also other species such as Garganey, Black-tailed Godwit, and the Critically Endangered Spoonbill Sandpiper, as well as Far Eastern Curlew and Baer's Pochard.

Sixteen events occurred along the East Asian - Australasian flyway. Almost half of them occurred in Indonesia, where seven events were registered and involved students of different universities (University Samudra/University of South Sumatera/ University of Siyah Kuala, etc.). In Mongolia, both events involved children and were linked to schools (elementary and high school).

Most of the activities were educational, with lectures given by different specialists in schools and universities. Birdwatching was also very popular, and sometimes happened in protected sites such as the Mai Po Inner Deep Bay Ramsar Site (close to Hong-Kong), and in Anlung Pring (Cambodia).

Universities and NGOs specialized in nature

conservation (BIOTA, Pelatuk) were the main partners in Indonesia and Malaysia. Ornithological societies and schools were the main partners in Mongolia. A bird research institute was involved in Japan, and a birdwatching society organized both events In Hong Kong. BirdLife and the Ministry of Environment were involved in Cambodia.

Highlights

Indonesia

Ahead of the peak celebration day, on 1 May 2018, UKM HIMPUS distributed 1,000 stickers in the nearby Banda Aceh City, Indonesia and taught the community about migratory birds, inviting local inhabitants to become involved in their conservation. On 5 May, a kindergarten-level colouring competition took place at PAUD Bungong Seleupoek Unsyiah, Darussalam, Indonesia to raise awareness of migratory bird species amongst the children.

On 13 May, a seminar took place in the Hall Faculty of Veterinary Medicine of Syiah Kuala University, led by two experts in bird conservation, Drh. Agus Nurza, M.Si and Mrs.

Organizer: UKM HIMPUS (Himpunan Mahasiswa Pecinta Unggas)/Indonesia
 Number of Participants: 350 people





Organizer: Nature Conservation Society/Bangladesh
 Participants: Nearly 1,200. Mainly school and college students and members of the local community

Rubama. M. In parallel, a bird watching tour took place in Ulee Lheue beach, Banda Aceh, Indonesia.

Bangladesh

In Bangladesh World Migratory Bird Day 2018 was celebrated in a colourful way. The main event was conducted in Shunamgonj. On 10 May a colourful rally was organized by the Nature Conservation Society with the help of local Forest Division followed by a seminar at ShaheedAbulHossainAuditorium,Shunamgong. About one thousand people took part in that rally - most of them were school and college children and haor community people (haor is a wetland ecosystem in the north-eastern part of Bangladesh). Representatives from the District Administration, Police Department, NGOs, colleges and schools, Co-management Council, Local Government, the Forest Department, the Fisheries Department, the Environment Department and university teachers were also present as the resource persons of that programmes. Three presentations on migratory birds and the biodiversity of wetlands were

presented at the seminar. At the end of the seminar, a short drama was presented by the Nature Conservation & Study Club of Jagannath University on the importance of migratory birds and wetlands. The aim of this programme at the migratory birds' habitat site was to raise awareness and to encourage the involvement of the next generation of the local community towards conservation of migratory birds and their habitat.

Cambodia

WMBD was celebrated on 9 and 10 May 2018 by the Department of Freshwater Wetland Conservation of General Directorate of Administration for Nature Conservation and Protection, Ministry of Environment together with Environmental Department of Kampot Province. The partners who are working on natural resources and wetlands conservation and management, organized an awareness-raising and educational event „World Migratory Bird Day 2018“ at Anlung Pring Protected Landscape which a flock of Sarus Cranes and other shorebirds such as Black-tailed Godwits

use as a feeding ground during their non-breeding period. This awareness event aimed at encouraging the public to participate in protecting the breeding and non-breeding grounds of migratory birds.

Many awareness-raising materials were designed and produced including books and banners. In addition, T-shirts were also designed and printed for students and related

NGOs showing the message of WMBD 2018 and the theme of „Unifying our Voices for Bird Conservation“. Leaflets about the impact of agriculture chemical fertilizer and pesticide on people, wildlife and wetlands were produced to be distributed to villagers for awareness of their usage of such substances. The educational audio production was recorded as an awareness-raising tool to play during the parade. About 300 people participated in the event.



Photo on top: Organizer: University Students learned about wetland ecology and birds identification/Cambodia © DoFWC, MOE/Birdlife/WWT/NatureLife

Photo below: Primary School Student answered the question about migratory birds/Cambodia © DoFWC, MOE/Birdlife/WWT/NatureLife



Photo on top: Organizer: University Students learned about wetland ecology and birds identification/Cambodia © DoFWC, MOE/Birdlife/WWT/NatureLife

Photo below: Primary School Student answered the question about migratory birds. © DoFWC, MOE/Birdlife/WWT/NatureLife

On 9 May 2018, participants and university students traveled to Anlung Pring Protected Landscape to learn about site conservation, ecotourism and bird identification. Site managers, partner NGOs and heads of community-based ecotourism operations briefly introduced site management, ecotourism and Sarus Crane conservation at the site. With guidance from conservationists, university students walked to the wetland station and learned about wetland ecology and use of telescopes and binoculars for birding. In addition, students also participated in a

challenge to find birds which was conducted in the wetland station where students were able to spot birds through telescopes and record the name of each species they found in the bird log. The winner who was able to spot most species was presented with a reward after finishing the challenge.

On 10 May, an event took place at the Thmor Berk Secondary School located nearby Anlung Pring Protected Landscaped with 450 participants, including pupils, university students, local authorities, villagers and conservation NGOs.

It was presided over by H.E Chea Sam Ang, Director General of General Directorate of Administration for Nature Conservation and Protection, Ministry of Environment and there were four speakers coming from different institutions but who work together to conserve wetlands and migratory birds. The key message delivered by the speakers focused on „Together to Conserve Migratory Birds“. The activities following the event included a Question and Answer session for students, a bird drawing competition, poem recitation, bird watching, and the distribution of awareness materials.

The event also involved an awareness parade in and around the villages to distribute leaflets about the impact of using chemical agricultural fertilizer and pesticide on humans, wildlife and

wetlands. Participants got on tractors and some of them rode bicycles with a bird sign such as a Sarus Crane and another waterbird species with the education audio being played. The parade started from Thmor Berk Secondary School along the village roads. It was not only for raising awareness among villagers about the impact of pesticides through audio and leaflets but also drew the public’s attention to Sarus Crane and wetland conservation at the Anlung Pring Protected Landscape.

The public event was also recorded and disseminated through the Ministry of Environment and partner NGOs’ social media.

III. Social Media Highlights

WMBD is available on the following channels:



CAMPAIGN WEBSITE: <http://www.worldmigratorybirdday.org>



TWITTER: @WMBD, #WorldMigratoryBirdDay, #WMBD2018



FACEBOOK OFFICIAL PAGE: fb.com/worldmigratorybirdday



YOUTUBE CHANNEL: youtube.com/WMBDcampaign



INSTAGRAM: instagram.com/worldmigratorybirdday

Statements from Key World Migratory Bird Day supporters and partners



<http://www.worldmigratorybirdday.org/2018/statements-mark-world-migratory-bird-day-2018>

The campaign is being supported by key representatives from the political or scientific spheres who reiterated their support to the campaign. Statements to mark the day were delivered by a wide range of supporters, including for instance the UN Secretary-General and the Executive Director of UN Environment, and also from various MEAs and key experts and other dedicated individuals.

A social media pack, available in three languages, which comprises images and pre-prepared posts that can be tailored by the users, was made available to all partners and WMBD supporters. This pack was widely shared and contributed to the success of the WMBD social media campaign that built up over the weeks and months before the peak day in May.

The social media activity around WMBD was very impressive again this year, with the hashtag #WorldMigratoryBirdDay receiving nearly 13 million impressions and #WMBD2018 receiving around another 4 million. Some of the

larger accounts which supported the campaign included the UN, WWF, UN Environment, UNFCCC, CBD, Ramsar, Canada, National Geographic, Audubon and hundreds of others.

Statistics

During the period 1–28 May 2018, there was a total of 17,203 social media posts, of which 86 per cent were on Twitter and 13 per cent on Facebook. The number of posts peaked at 7,750 on Saturday, 12 May, the actual day of WMBD, with the momentum continuing into the next day (3,690 posts). Interest declined significantly afterwards, but with less of a “die off” effect than with press articles.

Posts were predominantly in English (13,230 or 77 per cent of all posts). There were also a number of posts in Spanish (16 per cent), followed by Arabic and French (but to a much lesser degree – 1.5 per cent and 1 per cent respectively).

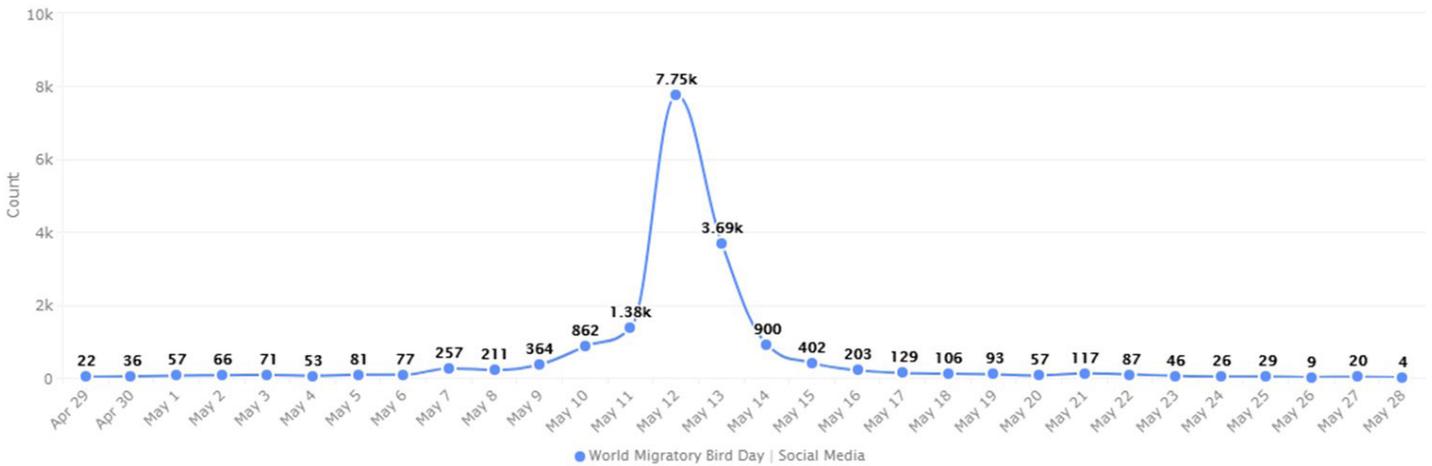


Reach of WMBD Hashtags on Twitter: Graphic on top: #WMBD 2018, graphic below: #World-MigratoryBirdDay

Media Exposure: WMBD Social Media (Source: Meltwater)

Social Media: 17,203 posts

Peak on Saturday, 12 May



Examples of Social Media Posts

Today is #WorldMigratoryBirdDay:
In their incredible journeys, birds brave the ferocity of nature's forces and suffer from the most negative side effects of humankind's development. Today is the day to raise our voices to remember the beauty of nature and the reasons why we want and need to protect it. Protect birds, protect people.

East Asian - Australasian Flyway Partnership (EAAFP) DW Deutsche Welle BirdLife International United Nations Organizations in Bonn GIZ BirdLife ...
See More

Today is World Migratory Bird Day!

3,672 people reached

Like Comment Share

92 Most Relevant

43 Shares

World Migratory Bird Day (WMBD)
Published by Shenay Huseynova [?] · May 11 ·

UN Secretary-General António Guterres for #WorldMigratoryBirdDay #WMBD2018

DW Environment United Nations Organizations in Bonn East Asian - Australasian Flyway Partnership (EAAFP) Environment for the Americas The Ramsar Convention on Wetlands WWT Washington BirdLife International UN Environment UN SDG Action Campaign Food and Agriculture Organization of the United Nations (FAO)

"The epic journeys of migratory birds inspire people of all ages, across the globe. World Migratory Bird Day is an opportunity to celebrate the great natural wonder of bird migration – but also a reminder that those patterns, and ecosystems worldwide, are threatened."

António Guterres
Secretary-General
United Nations

1,098 people reached

Like Comment Share

Brigitte Zwerwer-Berret, Nikolai Petkov and 21 others

18 Shares

World Migratory Bird Day (WMBD) is with Carla E. V. Porter.
Published by Shenay Huseynova [?] · May 11 ·

#Habitatloss threatens the survival of #migratorybirds. These long-distance travelers rely on stopover sites to refuel along their journeys. On #WorldMigratoryBirdDay let's take action to conserve. #WMBD2018 #cartoons

© Sophie from #WMBD team

UN Environment BirdLife International WWT Washington Wetlands International The Ramsar Convention on Wetlands Environment for the Americas United Nations Organizations in Bonn WWF DW Environment

48,628 people reached

Like Comment Share

201 Most Relevant

299 Shares

IV. Media Echo

A media advisory had been released ahead of the peak day and two press releases (a global general press release and one specifically on the issue of lead poisoning) in English, French and Spanish were made available on the WMBD website and sent to a large number of journalists and other multipliers.

To support the dedicated press release on the topic of lead poisoning, AEWA published an Op-Ed by its Executive Secretary, Jacques Trouvilliez, which was published in several news outlets.

The UN News Centre and UN Environment and UNESCO WHC and other partners also featured their own stories on their websites to mark the day.

UN Radio Interview:

On Friday, 11 May, CMS Scientific Advisor, Marco Barbieri, was interviewed by UN Radio (French language channel) – UN Radio provides its material to stations around the world and is particularly used by stations in Africa.

UN Web Video:

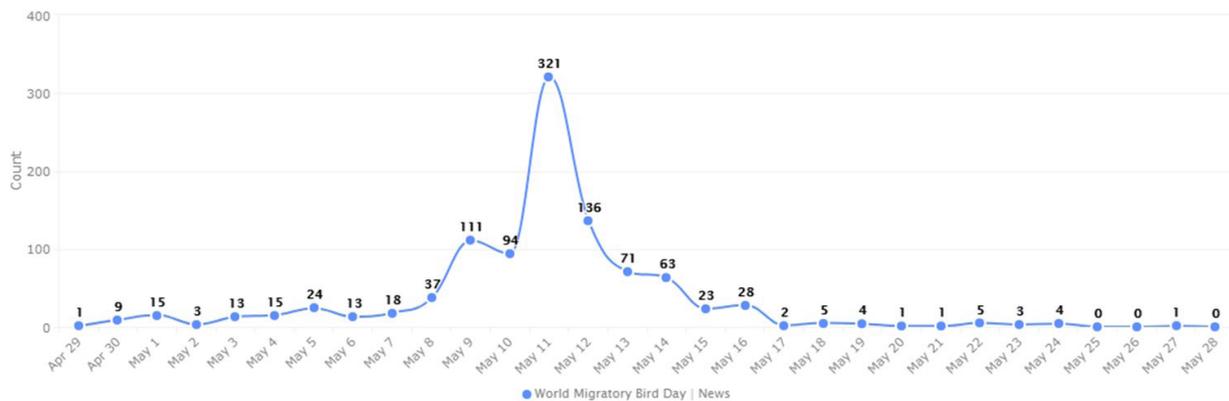
UN Multimedia/TV published a short video clip using footage for WMBD from the Cornell Lab of Ornithology. The video was heavily promoted via the main UN social media channels on both 11 and 12 May:

<http://webtv.un.org/watch/may-12-world-migratory-bird-day/5783935479001/>

Media Coverage: WMBD News Article (Source: Meltwater)

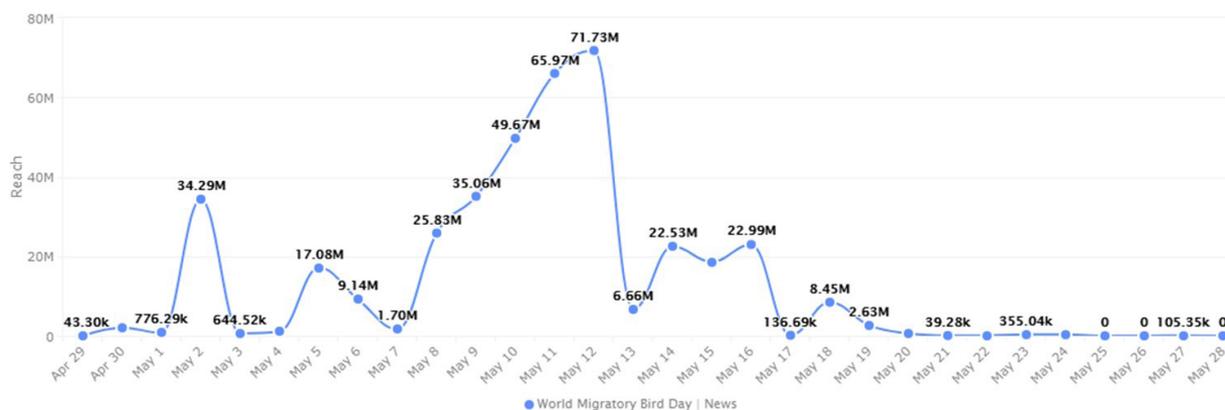
Total: 1021 articles

Peak on Friday, 11 May



Potential Reach (Source: Meltwater)

Note: The potential reach of an article is estimated based on the number of visitors to the specific source (i.e. not specifically that article).

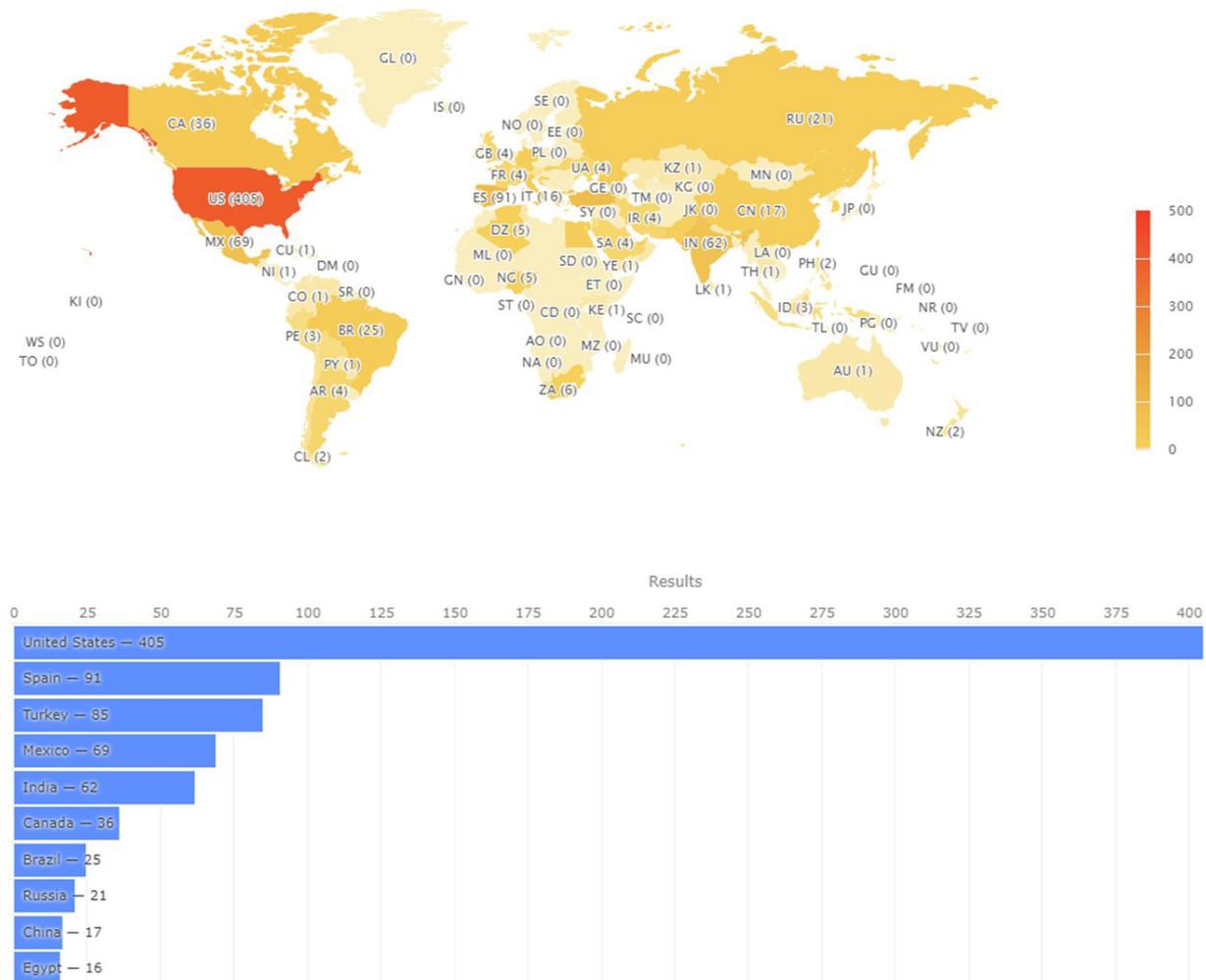


Locations

During the period 1–28 May 2018, there was a total of 1,071 news articles published that included the keyword “Word Migratory Bird Day” [1] in 25 different languages. The peak was on Friday, 11 May (the last weekday before WMBD), with 321 articles. There was some press interest beginning in early May, but it only significantly picked up on 9 May (111 articles); press interest died off by 17 May. The potential reach (in terms of visitors) of the press articles steadily ascends from 8 May (25.83 million) until 12 May (71.73 million).

Press articles were overwhelmingly concentrated in the U.S., with 405 articles (40 per cent of all articles), followed by Spain (9 per cent), Turkey (8 per cent), Mexico (7 per cent) and India (6 per cent). Accordingly, the dominant language was English (55 per cent), followed by Spanish (18 per cent), Turkish (8 per cent) and Arabic (4 per cent).

[1] This does not necessarily mean that the article was about WMBD, only that it mentioned WMBD.



Locations - Press/ Meltwater Report from 1-17 May 2018 (Source: Meltwater)

Note: The bar graph shows the top 10 only (accounting for 827 out of 1021 results).

V. What next?

The next WMBD peak celebration will be on 13 October 2018. But events keep being organized and registered around the world, by the day, following the journey and the rhythm of migratory birds.

In the meanwhile, the WMBD organizers are working on enhancing the campaign, making

new tools available and creating information material to best support the activities around the world. While trying to solicit new sponsors and increase fundraising efforts to make WMBD a more sustainable and long-lasting campaign. AEWA, CMS and EFTA are also working on developing the partnership to integrate and strengthen WMBD in other key flyways and to win additional partners in the global celebration and conservation of migratory birds.

www.worldmigratorybirdday.org



In case you have any questions or comments on WMBD, please contact:

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