



World Migratory Bird Day

Understanding the Challenge

Humans have always been fascinated and inspired by the phenomenon of bird migration. In almost all cultures, flocks of birds have announced the arrival of spring for centuries, and the yearly rebirth of nature associated with it. The social acceptance of birds as messengers of life was accompanied by the knowledge that migration had an important role to play in ecosystem functioning. Although avian migration is a natural process, it is a perilous journey and involves a wide range of threats. Only a small number of birds are actually threatened by natural events. Sad but true, human activities are the source for most dangers migrating birds are exposed to. Flying over long distances involves the crossing of many international borders and entering different political areas with their own environmental politics, legislation and conservation measures. Without national and international cooperation, all measures taken to tackle threats to migratory birds in one country could be in vain if not equally enforced in other countries.

Moving from Decisions to Actions

World Migratory Bird Day is an awareness-raising campaign highlighting the need for the protection of migratory birds and their habitats. It has a global outreach and is an effective tool for the international community to help raise understanding of the threats faced by migratory birds, their ecological importance, and the need for international cooperation to conserve them. The campaign was launched in 2006 and has been conducted annually ever since – each year with a different theme - with the main events occurring over the second week-end of May. This initiative has become an established feature of the environmental calendar that has been building momentum since its inception. The United Nations General Assembly is to consider declaring the second weekend in May of each year as World Migratory Bird Day.

Championing the Solution!

Financial support is needed to keep this annual event going and expanding. The CMS and AEWAs Secretariats seek to promote the initiative by maintaining a dedicated website as a platform for collecting contributions and advertising any related initiatives. The Secretariats also aim to provide support to the organizers of events all around the world by producing informational materials (posters, postcards, flyers and stickers) as well as conducting media campaigns in the form of press releases, video, a webpage and an active presence on social media such as Facebook and Twitter. The organization of regional events is a key aspect of the campaign. Most importantly, as every annual campaign aims at drawing the attention to a specific theme and to highlight its link with migratory birds, key partners from industry as well as civil society are encouraged to join forces and help spread the message.

More information can be found at: www.worldmigratorybirdday.org



MIGRATORY SPECIES CHAMPION PROGRAMME

WE FLY, WE RUN, WE SWIM. HELP US KEEP MOVING

The Convention on the Conservation of Migratory Species and its associated agreements, altogether known as CMS Family, are concerned with the protection of migratory wildlife on a global or regional scale. Such work is largely subject to the voluntary financial income that the Secretariats can generate, which is by its nature neither regular nor predictable.

The *Migratory Species Champion Programme* aims to promote initiatives developed under the CMS Family and encourage their sustainable support. The Programme has been designed to raise commitments to provide medium- and long-term resources for conservation actions so as to guarantee their timely planning and implementation.

Who can be a Champion?

Champions can be Governments, companies, organizations and individuals willing to make a financial commitment of at least three years for one or more specific CMS Family initiatives. Contributions could be made annually or as one-off payments. In-kind donations also qualify provided that they comply with requirements of this programme.

Becoming a *Champion* is more than being a donor. It is rather being an advocate for migratory species delivering support for their conservation beyond funding. *Champions* become part of the solution to big problems that concern them.

What can a Champion support?

The programme offers a portfolio of initiatives. Each initiative comprises a set of activities contributing to the implementation of a large programme targeting a species, a group of species or a cross-cutting issue.

Why becoming a Champion?

The Programme and its results are promoted on the dedicated page: www.migratoryspecies.org/champion

Furthermore, *Champions* are acknowledged with certificates that testify their support to one or more initiatives.

Different categories of *Champions* are defined to recognize different levels of contributions. The scheme of categories is as follows:

Champion for annual contributions from €20,000 up to €50,000 over at least a three-year period;

Champion Plus for annual contributions of more than €50,000 over at least a three-year period;

Champion Extraordinaire for continuous support.

Engaging and awarding *Champions* are rolling processes undertaken by each Secretariat.

Ad hoc donors' events are organized in the margins of the CMS Family decision-making bodies to acknowledge existing *Champions*. The certificate and the associated publicity provide *Champions* with the opportunity to promote both nationally and internationally their commitment and support for the conservation of migratory species.