



**World Migratory Bird Day (WMBD) Small Grant 2020**  
**Application Form**

**WMBD Small Grant 2020 for East Asian - Australasian Flyway**  
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## About World Migratory Bird Day 2020

The 2020 theme of World Migratory Bird Day (WMBD) is " Birds Connect Our World", and was chosen to highlight the importance of conserving and restoring the ecological connectivity and integrity of ecosystems that support the natural movements of migratory birds and that are essential for their survival and well-being. WMBD is an annual awareness-raising campaign highlighting the need for the conservation of migratory birds and their habitats. It has a global outreach and is an effective tool to help raise global awareness of the threats faced by migratory birds, their ecological importance, and the need for international cooperation to conserve them. In 2018, WMBD unified the planet's major migratory bird corridors, or flyways: the African-Eurasian flyway, the East Asian-Australasian flyway, and the Americas flyways. **WMBD is now celebrated twice a year, on the Second Saturday in May and in October. In 2020, WMBD will be held on 9 May and 10 October.** The EAAFP Secretariat encourages Partners to celebrate WMBD twice a year.

## Introduction of EAAFP WMBD 2020 Small Grant

The Small Grant for 2020 [World Migratory Bird Day](#) (WMBD) has been established to provide financial support to [EAAFP Partners](#) and collaborators from [EAAFP Task Forces and Working Groups](#) who plan to organize **public events and/or conservation action-oriented workshops** at national or local levels through participating in the World Migratory Bird Day. We strongly encourage EAAFP Partners and collaborators to make an application for any suitable event or development of WMBD materials in local language that aims to raise awareness on the need of conserving migratory waterbirds and the value of their habitats in East Asian – Australasian Flyway.

## Eligibility Criteria

EAAFP Partners who plan to organize an event to celebrate World Migratory Bird Day 2020 in Partner countries included in the DAC list of ODA Recipients are our priority to support. (If you are not sure, please see the [list of EAAFP Partners](#), and [DAC list of ODA Recipients](#)). If you are not the country focal point of EAAFP, please consult and plan with EAAFP focal point of your country before you apply.

Please note that this grant is to initiate a WMBD event, not to cover the costs for the existing WMBD event expenses. Applications with similar contents (location, target participants etc.) to previous years may not be accepted.

\*Due to COVID-19, we encouraged applicants to carry out activities which prevent face-to-face activities to reduce risk of spreading COVID-19. All activities organization has to follow

national guidelines of the country to prevent COVID-19. We also encourage proposals to promote Flyway Network Sites for the WMBD activities.

### **Information of the application**

Firstly, Applicants must meet the eligibility criteria set for funding assistance under EAAFP WMBD 2020 Small Grants Programme.

For your budget planning, please note a maximum of 1,000 USD will be allocated to each county. The small-scale grant will be allocated on a first come first served basis, we recommend you submit the application as early as possible.

The deadline for application is **3 September 2020**. Please submit an application to Ms. Vivian Fu, Communication Officer via email (Word or PDF document) at [communication@eaaflyway.net](mailto:communication@eaaflyway.net) and [wmbd@eaaflyway.net](mailto:wmbd@eaaflyway.net).

After the Secretariat receives your application, the approval of successful proposals is made by the Secretariat. Applicant will hear of the result within two weeks after the deadline. Incomplete applications will not be accepted.

Successful applicants have a responsibility to help translate the World Migratory Bird Day materials into their own languages which will be shared on the World Migratory Bird Day website (<https://www.worldmigratorybirdday.org/>).

**Date of Application:** 25<sup>th</sup> August 2020

### 1. Applicant Contact information

	Name of applicant:	Pyae Phyo Aung
a.	Name of the organization:	Nature Conservation Society-Myanmar (NCS)
b.	Name(s) of the division and/or position:	Executive Director
c.	Type of the organization - Government/NGO/Private Sector/Other – specify):	NGO
d.	Email:	<a href="mailto:ncs@ncsmm.org">ncs@ncsmm.org</a>
e.	Postal address:	No.72, B-5, Marlarmyaing 6 <sup>th</sup> Street, 16 Ward, Hlaing Township,Postal Code 11051,Yangon Region,Myanmar
f.	Office phone numbers:	+95-9-763445216
g.	(Applicant) Cell number:	+95-9-421124991
h.	Fax:	
i.	Website:	<a href="http://www.ncsmm.org">www.ncsmm.org</a>
j.	Additional contact person	

*If there will be more than one organization to arrange the event, please specify all above.*

### 2. Proposed Event Plan and Expected Outcome

*Please tick the relevant categories of your proposed event:*

Public awareness activity – local and/or national online	<input checked="" type="checkbox"/>
Birdwatching - field trip	<input type="checkbox"/>
Monitoring/survey – field trip	<input type="checkbox"/>
Educational activity/lecture	<input type="checkbox"/>
Festival	<input type="checkbox"/>
Media Event	<input checked="" type="checkbox"/>
Movie/video	<input checked="" type="checkbox"/>
Others – specify	<input type="checkbox"/>

Please specify your proposed event plan and expected outcome

*Please include the following information; Title, Date, Location, Organiser, Target participants, Expected number of participants (max. 500 words)*

**Title: World Migratory Bird Day online event 2020**

**Date: 10<sup>th</sup> October 2020**

**Venue: Online media event**

**Organizer: Nature Conservation Society-Myanmar**

**Target participants: Nation wide**

**Expected number of participants: (15000) Followers, viewers & Likes**

The COVID-19 outbreak is highlighting a major challenge such as the environmental, social, and economic dimensions of sustainable development across the world. This pandemic is affecting on many Sustainable Development Goals (SDGs) such as health and wellbeing, poverty, food security, employment and economic growth, responsible consumption and production, tourism, climate action, protect restore and sustainable use of terrestrial, coastal, marine and oceans, its ecosystems and biodiversity. This is recalling alarm to reconsider the effective conservation for nature.

Bird migration is a seasonal moment from the north and south hemisphere along the flyways, like that is from the breeding ground and wintering grounds. Most of the birds are breeds in the Arctic region and regular wintering in the south and southeast Asia. Migratory waterbird conservation has received less attention compared with other wildlife species in Asia. Every year, fifty million migratory waterbirds migrate from their northern breeding grounds to southern wintering grounds including many globally threatened species. Migratory birds are facing many threats such as hunting, habitat loss, and the impact of climate change along the flyways.

Union of Myanmar is becoming a party East Asian - Australasian Flyway in 2014. Since becoming a member of EAAFP, Myanmar government-designated 6 EAAF Network Sites covers 1,329,297 ha (source: EAAFP SIS). Moreover, the government of Myanmar is active participation in migratory birds and wetlands conservation in Indo-Burma and EAAF region and have priorities to designate future EFN sites in Myanmar to protect migratory birds and local people's sustainable livelihoods with the supports of national governing bodies.

During the pandemic crisis period, the formal massive public gathering is impossible to do, and public are having to follow the national government health care guideline. Nowadays, the impact of the lockdown/ homestay situation in some cities of Myanmar, most people are relying on the internet accessible for different purposes include education and awareness. This is the best opportunity to give migratory birds conservation awareness online. This year in May 2020, NCS conducted online events for World Migratory Bird Day which was the most attention by the public and received positive feedback from the audience and public through advertising on social media pages.

For this time, WMBD 2020 coming in October, Nature Conservation Society-Myanmar (NCS) will organize national wide online media event via broadcasting energetic rhythm migratory bird conservation MTV song (Burmese version). The tentative is "Save the journey to your home". This song will be the first conservation song related to migratory bird conservation across the EAAFP. Moreover, encouraging participation in the young generation includes public figures who are willing to be singers and actors.

WMBD 2020 with the following activities.

- Appointment one ambassador who has the public figure for promoting world migratory bird day includes critically endangered Spoon-billed Sandpiper information, The ambassador will share and post WMBD information from his personal blog page/ social media page to public
- Organize small team crews with singers and actors to go outdoor trip video camera shooting at one of the Flyway Network Site for MTV song and editing at the studio.
- Will announce broadcasting event via NCS- Social media Facebook page before 10 October 2020.
- Broadcasting energetic rhythm migratory bird conservation MTV song on NSC youtube channel and Facebook page on 10 October by boosting to get more audiences.
- Will count engagement post, shared post, number of audiences on social media page before reporting timeline.

### 3. Proposed Event Budget Plan:

Please specify budget plan of your proposed event

Total:   1000   USD

*Please note that ideal budget scale is approximately 1,000 USD to each country*

Budget breakdown:

Transport and meal cost for MTV at the EFN site	150 USD
Create sound design, recording and editing fee at studio	400 USD
Crew fee	200 USD
Writer fee	100 USD
Advertising on You tube and social media boosting	150 USD
Others – specify	
Please indicate contributions fee from other sources for this event	

In addition, please register your event(s) at the following websites as well for regional and global statistics of WMBD participation. It won't take you long to fill in the form as it is a simple process. Registration of your event(s) at Global WMBD website

<http://www.worldmigratorybirdday.org/register-your-event>

After any of your WMBD materials are published and your awareness event is held, it is required to provide an event report (see ANNEX I). The Report should include copies of any materials produced under the project. Published materials should be submitted with the report in both hard and electronic copy with suitable photographs illustrating the activities

undertaken. **Logos of WMBD and EAAFP have to be shown on all your printed and digital promotional materials.**

Report deadline:	<b>No later than 26 October 2020 or within two weeks after the event(s)</b>
Required information:	Name of organiser, target participants, programme, outcome summary and finance supporting documents
Submit to:	to Ms. Vivian Fu, Communication Officer via email (Word or PDF document) at <a href="mailto:communication@eaaflyway.net">communication@eaaflyway.net</a> and <a href="mailto:wmbd@eaaflyway.net">wmbd@eaaflyway.net</a> .