

World Migratory Bird Day Event Report

Section 1. EVENT INFORMATION (Compulsory)

1.1 Contact Information - Provide your contact information for this report

Full Name	Ms. Ei Thinzar Aung
Name of the organisation	Biodiversity And Nature Conservation Association (BANCA)
Name(s) of the division and/or position	Program Coordinator
Type of the organisation - Government/NGO/Private Sector/Other	NGO
Email	admin@bancamm.org , eithinzaraung@bancamm.org
Postal address	
Office phone numbers	+95 9 420080979
(Your) Cell number (optional)	+95 9 796806074
Fax (optional)	-
Website (optional)	www.banca-env.org
Additional contact person (optional)	thiridaewiaung@bancamm.org
Date of submission	23 rd October 2020

1.2 Event tile: World Migratory Bird Day 2020 Event in Myanmar

1.3 Event Location - Where did your event take place?

Name of country	MYANMAR
Name of city	-
Name of event place/venue	Social Media (BANCA Facebook Page)

1.4 Event Type - Check the relevant categories of your event type

Public awareness activity – local and/or national	X
Field Trip (e.g. Birdwatching)	
Monitoring/survey	
Educational activity/lecture	X
Festival	
Media event (e.g. press release)	X
Movie/video	
Contests	X
Quiz	X

1.5 Event Organiser - Who were organiser and/or sponsor for your event?

Biodiversity and Nature Conservation Association (BANCA) held the World Migratory Bird Day October 2020 Event in Myanmar with the funding of East Asian-Australasian Flyway Partnership (EAAFP).

1.6 Target Audience - Who were the participants for your event?

School students, teachers or parents	X
University students	X
Researchers, scientist	X
birdwatchers	X
Site managers for flyway site and wetlands	X
Decision or policy makers	
Media	X
Government Staff (Forest Department & Environmental Conservation Department)	X
People who love birds and nature	X
People who love painting and poem	X

1.7 Number of Participants - How many participants were there for your event?

With over 14,000 followers of BANCA Facebook Page, 252 people participated in event activities including 26 participants in painting contest, 135 participants in poem writing contest, and 70 participants in the bird quiz activity, and 21 participants in questions and answers activity respectively.

1.8 Outcome - What is the outcome from your event?

- ❖ The awareness about the background of World Migratory Bird Day, migratory birds and their flyways, the importance of their habitats along the flyways and the importance of conserving and restoring the ecological connectivity and integrity of ecosystem with this year theme were promoted to participants and they engaged by sharing posts to their friends on Facebook Accounts, Groups and Pages.
- ❖ People who love birds and nature engaged in painting, and poem writing contests and bird quiz activity during their stay at home period of COVID-19 pandemic.
- ❖ Winners and some participants expressed their gratitude to BANCA and enjoyed the prizes and hoped to held like that event every year.
- ❖ This online event was promoted to the participants' interests and to involve in further conservation activities.

Any additional comment? (Optional)

Section 2. EVENT PROGRAMME (Compulsory)

Provide your event agenda, programme or discussion paper here.

BANCA conducted the event with mainly five activities and the details are as follows.

- (1) Daily uploaded and shared posts by using hashtags (#WorldMigratoryBirdDay #WMBD2020#BirdsConnectOurWorld#BANCAMyanmar#EAAFP) from 1st to 10th October 2020 on BANCA Facebook Page.
- (2) & (3) Announced the contests for painting and writing poem by a paid boost with rules, principles and prizes on 30th October 2020 and the deadline was ended at 5:00 PM on 7th October 2020 then announced the winners on World Migratory Bird Day on BANCA Facebook Page.
- (4) Requested questions about migratory bird's conservation from participants from 1st to 7th October 2020 by dropping a line in the comment box and answered the questions on World Migratory Bird Day through live streaming on BANCA Facebook Page.
- (5) Uploaded 10 quizzes per day from 5th to 9th October 2020 on BANCA Facebook Page and announced the participants who replied the right answers as first in Page's comment box after the questions.

Section 3. BUDGET REPORT (Compulsory)

Report here how you spent the budget you planned in the application

Project title: World Migratory Bird Day October 2020 Event in Myanmar

Total budget: USD 1,000

Exchange rate: 1 USD = 1,275 MMK

No.	Particular	Instalment	Budget (USD)	Balance (USD)	Remark
	Receive from EAFP	1,000	1,000	-	
1	Posts boost by paid	150	146	4	Communication cost for staff from their work from home period for the event was also covered.
2	Prizes	500	554	(54)	Delivery was used to send prizes and souvenir to the office to avoid travelling outside
3	Souvenir for painting contestants	100	94	6	
4	Delivery fee for winners	150	106	44	
5	Management cost	100	100	-	
	TOTAL	1,000	1,000	(0)	

Section 4. SHORT SUMMARY REPORT (Compulsory)

Provide a short article about your WMBD event or activity you arranged to celebrate WMBD. The following information (venue, organiser, number and type of participants, outcome) should be included in your article. (Minimum 200 words)

BANCA celebrated World Migratory Bird Day October 2020 Event through BANCA's Facebook Page to protect the spread of the COVID-19 pandemic within communities in Myanmar.

The event was started from 1st to 10th October and conducted with mainly five activities engaging with bird watchers, bird tour guides and also birds and nature lovers from Government Departments, University, other people who love painting and poem writing. Before the event, activities to be held at the event were published not only on BANCA's Facebook page but also in newspapers and journals.

Activity: 1 Uploading Post on BANCA Facebook Page

From 1st to 10th October 2020, 8 posts were posted on the page by using hashtags. These were;

- (1) History of World Migratory Bird Day and objective of this year theme,
- (2) Global Flyways, 2 Flyways passing through Myanmar and Flyway Network Sites in Myanmar,
- (3) Bird Migration,
- (4) Bird Feeding,
- (5) Threats on Migratory Birds
- (6) About IUCN Red List and Threatened Bird Species
- (7) Important Birds and Biodiversity Areas (IBAs) in Myanmar
- (8) Benefits of Birds and how to involved in conservation activities by their selves. In the second wave of COVID-19 pandemic from the local transmission in Myanmar, there has been reached to at least 800 cases per day. Therefore, celebrating World Migratory Bird Day in October 2020 by BANCA in Myanmar was highly efficient to control the pandemic and got engagements to the event's activities from participants.

In this event, these uploaded posts were enhanced to participant's knowledge and they showed their interests by leaving gratitude comments and sharing posts to their accounts, groups and pages with birds and nature lovers.

Activity: 2 Painting Contest

The information of the painting contest was announced on BANCA Facebook Page with the objective of the contest to protect migratory birds and their habitats and to be involved public in conservation activities. With the announcement for the contest, rules and participants and prizes were also described in detail to be transparent to participants. During the period of contest from 1st to 7th October 2020, 26 contestants involved including 10 years old school children and ages between 18 to 50 years old. The 3 winners were

selected by BANCA relevant with the objective of the contest and a popular award was selected by people from Facebook and announced on World Migratory Bird Day.

Activity: 3 Poem Writing Contest

The information of the poem writing contest was announced like that painting contest with the same objective. This contest was interest among people who love poems and nature. Therefore, during the period of contest from 1st to 7th October 2020, over 130 people involved including the ages between 16 to 65 years old. BANCA put an effort to select the best winners from a lot of contests. BANCA selected 3 winners namely first, second, third award relevant to the objective of the contest. The best 5 consolation awards were selected as many contestants involved in the contest and a popular award was selected by people from Facebook and announced the next day (11th, October, 2020) after World Migratory Bird Day.

As for popular awards of these two contests, all of the arts of contested were posted through BANCA Facebook Page and the winner who got the most likes and react in post received this award. This is such a kind of popular activity for choosing an award on Facebook and this make people to engage happily.

These two contests were boosted by paid through BANCA Facebook Page. The event's activities were interested in media channels such as radio station, Newspapers, and Facebook pages interviewed to BANCA about the event then announced to the public.

The prizes for all of the winners were sent with the certificate, printed vinyl of their arts, and other souvenirs after the event within 12 days.

Activity: 4 Requested questions about migratory birds conservation from participants

From 1st to 7th October 2020, 26 questions from 21 participants were left in the comments box about the history of World Migratory Bird Day, how many migratory birds in Global and Myanmar, the main threats on migratory birds, how related between migratory birds and ecosystem, time and duration of bird migration and so on. BANCA answered their questions on World Migratory Bird Day through live streaming on BANCA Facebook Page and they all were pleased with the answers.

Activity: 5 Bird Quizzes

The activity was announced with rules and principles before starting it through BANCA Facebook Page. 10 quizzes were posted per day from 5th to 9th October 2020 at 1:00 PM and people left the answers in the comment box. In each quiz, at least 30 people answered with great efforts to be winner. The winners who replied the right answers in first to Page's comment box were announced shortly after finishing the questions for a day. The prizes of the World Migratory Bird Day T-shirt were sent to winners within a week, then they expressed their gratitude to BANCA through the message box of BANCA Facebook Page. They are satisfied with their prizes and some are posted proudly to their Facebook accounts.

Prizes and souvenirs decorated with only bird photos to be remembered the event and to engaged more in further conservation on migratory birds.

Three activities were boosted by paid during the event, the results are as follows;
Activity: 2 Painting Contest, 53,040 reached, 2,092 engaged, 1.4 k likes in this post.
Activity: 3 Poem Writing Contest, 104,962 reached, 3,432 engaged and 1,500 k likes in this post.
Activity: 5 Bird Quiz, 46,842 reached, 1814 engaged, 520 likes in this post.
 According to the analysis from page insight from 1st to 10th October 2020, 184 new likes, 2,932 engaged, 42,832 reached on a daily average in the event.
 This event was done well with the engagement of people who love birds and nature and can measure the awareness level of endangered species among the public through online. This event's activities were promoted their knowledge about migratory birds conservation and had fun and engaged in the event's activities during their stay at home period.

Section 5. PHOTO, VIDEO & MATERIALS (Compulsory):

Name of Photo/Video	
Photo/Video	Please kindly see the photos in the annex .
Credit info	Please provide credit information for this photo/video
Link	<p>(1) Announcement for Event https://www.facebook.com/199373380256627/posts/1463000053893947/</p> <p>(2) Painting Contest https://www.facebook.com/199373380256627/posts/1463520753841877/</p> <p>(3) Poem Writing Contest https://www.facebook.com/199373380256627/posts/1463756403818312/</p> <p>(4) Bird Quiz https://www.facebook.com/199373380256627/posts/1466016230258996/</p> <p>(5) Question and answers https://www.facebook.com/199373380256627/posts/1463921093801843/</p>

Note:

- Email us the electronic file (JPEG or PDF) of your language version of the WMBD poster published for EAAFP website;
- Post its printed poster to the EAAFP Secretariat, if you can and have one;
- Take enough photos from events or activities with this WMBD poster and send us lots of photos in jpg or png format; and videos as well if you have one.

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

Activities Photos of the Event

Materials:

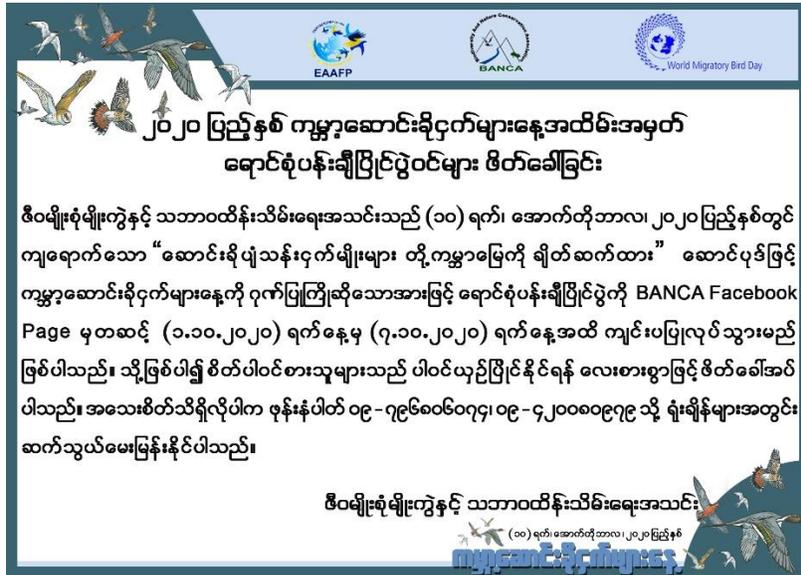


Photo: 1 Announcement for Painting Contest

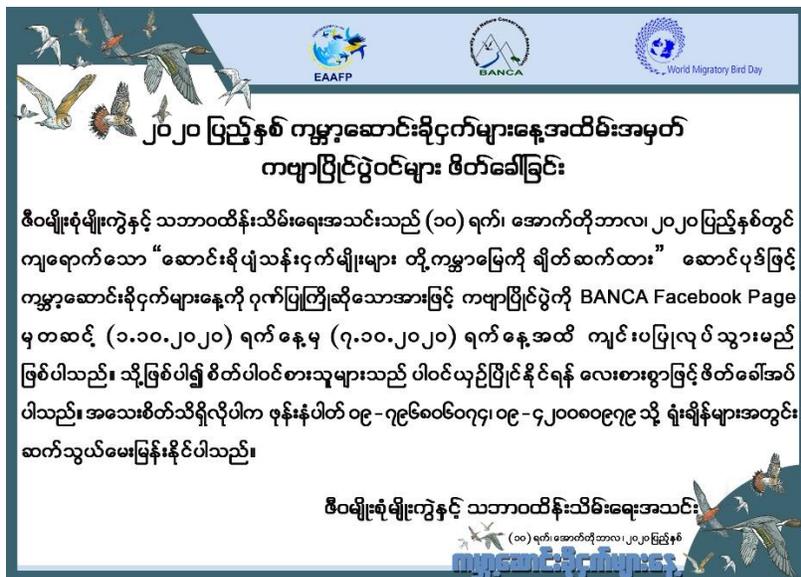


Photo: 2 Announcement for Poem Writing Contest

**၂၀၂၀ ပြည့်နှစ် ကမ္ဘာ့ဆောင်းခိုငှက်များနေ့အထိမ်းအမှတ်
ဉာဏ်စမ်းမေးခွန်းများမေးမြန်းခြင်းအစီအစဉ်**

ဖီဝမျိုးစုံမျိုးကွဲနှင့် သဘာဝထိန်းသိမ်းရေးအသင်းသည် (၁၀) ရက်၊ အောက်တိုဘာလ၊ ၂၀၂၀ ပြည့်နှစ်တွင် ကျရောက်သော “ဆောင်းခို ယုံသန်းငှက်မျိုးများ တို့ကမ္ဘာမြေကို ချိတ်ဆက်ထား” ဆောင်ပုဒ်ဖြင့် ကမ္ဘာ့ဆောင်းခိုငှက်များနေ့ကို ဂုဏ်ပြုကြိုဆိုသောအားဖြင့် ငှက်များနှင့် ပတ်သက်သော ဉာဏ်စမ်းမေးခွန်းများ မေးမြန်းခြင်းအစီအစဉ်ကို BANCA Facebook Page မှတစ်ဆင့် (၅.၁၀.၂၀၂၀) ရက်နေ့မှ (၉.၁၀.၂၀၂၀) ရက်နေ့အထိ (၅) ရက်တိုင်တိုင် နေ့လည် (၁) နာရီအချိန်များတွင် ကျင်းပပြုလုပ်သွားမည် ဖြစ်ပါသည်။ သို့ဖြစ်ပါ၍ စိတ်ပါဝင်စားသူများသည် ပါဝင်ဖြေဆိုနိုင်ရန် လေးစားစွာဖြင့် ဖိတ်ခေါ်အပ်ပါသည်။ အသေးစိတ်သိရှိလိုပါက ဖုန်းနံပါတ် ၀၉-၇၉၆၀၀၆၀၇၄၊ ၀၉-၄၂၀၀၈၀၉၇၉ သို့ ရုံးချိန်များအတွင်း ဆက်သွယ်မေးမြန်းနိုင်ပါသည်။

ဖီဝမျိုးစုံမျိုးကွဲနှင့် သဘာဝထိန်းသိမ်းရေးအသင်း
(၁၀) ရက်၊ အောက်တိုဘာလ၊ ၂၀၂၀ ပြည့်နှစ်
ကမ္ဘာ့ဆောင်းခိုငှက်များနေ့

Photo: 3 Announcement for Poem Writing Contest

**၂၀၂၀ ပြည့်နှစ် ကမ္ဘာ့ဆောင်းခိုငှက်များနေ့အထိမ်းအမှတ်
အမေးအဖြေအစီအစဉ်တွင် မေးခွန်းများ ပါဝင်မေးမြန်းနိုင်ရန် ဖိတ်ခေါ်ခြင်း**

ဖီဝမျိုးစုံမျိုးကွဲနှင့် သဘာဝထိန်းသိမ်းရေးအသင်းသည် (၁၀) ရက်၊ အောက်တိုဘာလ၊ ၂၀၂၀ ပြည့်နှစ်တွင် ကျရောက်သော “ဆောင်းခို ယုံသန်းငှက်မျိုးများ တို့ကမ္ဘာမြေကို ချိတ်ဆက်ထား” ဆောင်ပုဒ်ဖြင့် ကမ္ဘာ့ဆောင်းခိုငှက်များနေ့ကို ဂုဏ်ပြုကြိုဆိုသောအားဖြင့် ဆောင်းခိုငှက်များအကြောင်း သိကောင်းစရာ အမေးအဖြေအစီအစဉ်ကို ပြုလုပ်သွားမည် ဖြစ်ပါသည်။ ပါဝင်မေးမြန်းလိုသူများအနေဖြင့် ယခု Post ၏ Comment Box တွင် ဆောင်းခိုငှက်များနှင့် ပတ်သက်သော သိလိုရာ မေးခွန်းများကို (၇.၁၀.၂၀၂၀) ရက်နေ့၊ ညနေ (၅) နာရီနောက်ဆုံးထား Comment ချန်ခဲ့၍ ပါဝင်မေးမြန်းနိုင်ပါရန် လေးစားစွာဖြင့် ဖိတ်ခေါ်အပ်ပါသည်။ အဖြေများကို (၁၀.၁၀.၂၀၂၀) ရက်နေ့၊ နေ့လည် (၁) နာရီအချိန်တွင် BANCA Facebook Page မှတစ်ဆင့် Livestream ဖြင့် ပြန်လည်ဖြေကြားပေးသွားမည် ဖြစ်ပါသည်။

ဖီဝမျိုးစုံမျိုးကွဲနှင့် သဘာဝထိန်းသိမ်းရေးအသင်း
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ကမ္ဘာ့ဆောင်းခိုငှက်များနေ့

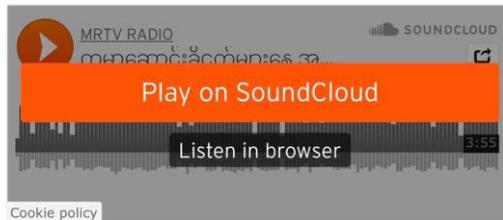
Photo: 4 Announcement for Questions & Answers Activity

ကမ္ဘာ့ဆောင်းခိုငှက်များနေ့ အထိမ်းအမှတ် ကဗျာပြိုင်ပွဲ အွန်လိုင်းမှပြုလုပ်မည်



Sunday, October 4, 2020 - 11:53

Share 101 Like 101 Tweet



ကမ္ဘာ့ဆောင်းခိုငှက်များနေ့ အထိမ်းအမှတ် ကဗျာပြိုင်ပွဲကို အွန်လိုင်းမှ

Photo: 5 Broadcasted sound record by Myanmar National TV (MNTV) from radio and also their Facebook Page about the event's activities on 4th October 2020

ကမ္ဘာ့ဆောင်းခိုငှက်များနေ့ ကဗျာပြိုင်ပွဲယှဉ်ပြိုင်ရန် ဖိတ်ခေါ်

ရန်ကုန် အောက်တိုဘာ ၄ မေလနှင့် အောက်တိုဘာလ ဒုတိယ ယခုအခါ အောက်တိုဘာ ၁၀ ရက် အစဉ်အနေဖြင့် အောက်တိုဘာ ၁ ရက်မှ ၇ ရက်အထိ ဇီဝမျိုးစုံမျိုးကွဲ ကမ္ဘာ့ဘဏ်ခံနိုင်သည့် ကမ္ဘာ့ဆောင်းခိုငှက် ရက်သတ္တပတ်၏ နေ့နေ့တွင် ကျင်းပ တွင် ကျရောက်မည့် ကမ္ဘာ့ဆောင်းခို နှင့် သဘာဝထိန်းသိမ်းရေးအသင်း (BANCA)က ကဗျာပြိုင်ပွဲများကို မှတ်တမ်းတင်စားမှုကိစ္စများ တစ်ဆင့် ကျင်းပသွားမည်ဖြစ်သည်။ ဆက်သွယ်မေးမြန်းနိုင် သို့ဖြစ်ပါ၍ စိတ်ပါဝင်စားသူများ အနေဖြင့် ပါဝင်ယှဉ်ပြိုင်နိုင်ရန် ဖိတ်ခေါ်ထားပြီး အသေးစိတ်အချက် အလက်များကို ဆက်သွယ်မေးမြန်း နိုင်ကြောင်း သိရသည်။

ရန်အောင်ထွန်း (PZZ)

ယခင်နှစ် ဆောင်းခိုရာသီကာလ၌ ပဲခူးတိုင်းဒေသကြီး မိုးယူန်းကြီးအင်း အတွင်း လာရောက်ကျက်စားသည့် ငှက်မျိုးစိတ်အချို့ကို တွေ့ရစဉ်။



Photo: 6 Published by the Mirror Daily Newspaper (produced by Myanmar Government) about the event's activities on 5th October 2020

Painting and Poem Writing Contests:



Photo: 1 First Award of painting contest
(To protect the habitats for migratory birds to get benefits in natural environment)

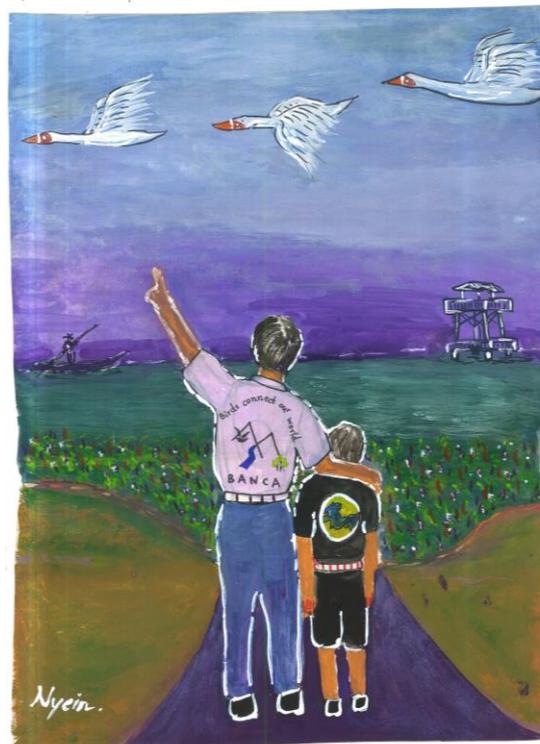


Photo: 2 Second Award of painting contest
(To educate on awareness about migratory birds and nature conservation to new generation)



Photo: 3 Third Award of painting contest
(To know about the birds which migrate to wetlands and forest in Myanmar)



Photo: 4 Popular Award of painting contest
(To know about the impact of plastic pollution to migratory birds in future)

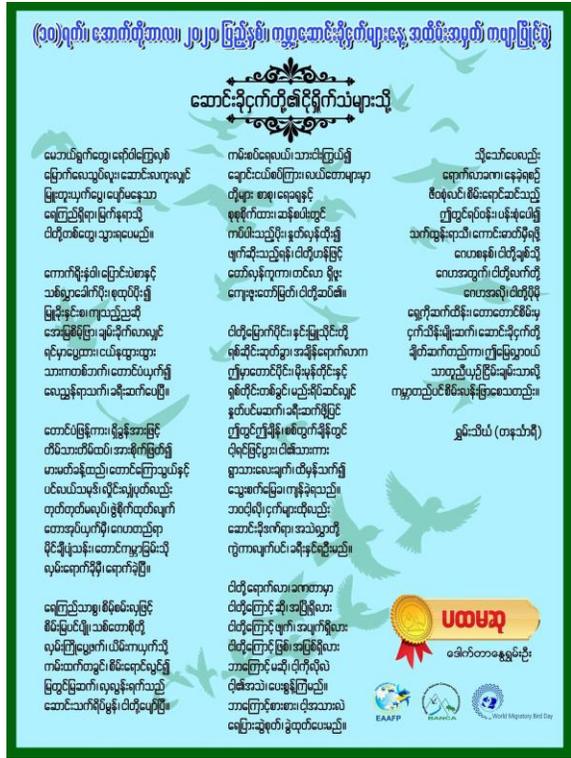


Photo: 5 First Award of poem writing contest

(Dr. Nway Shwan Oo from Chemistry Department, Myeik University, aims to know about the story of migratory birds during their migration including feeding, threats to them and how to protect them together)



Photo: 6 Certificate for winners in the painting contest (First Winner's Certificate)



Photo: 7 Certificate for winners with photo frame in the painting contest (First Winner's Certificate)



Photo: 8 Certificate for winners in the poem writing contest (First Winner's Certificate)



Photo: 9 Certificate for winners with photo frame in the poem writing contest (First Winner's Certificate)



Photo: 10 Prizes of recycle water bottles printed with winners' art designs in painting and poem writing contests



Photo: 11 Prizes of recycle coffee mugs and water bottles printed with winners' art designs in contests



Photo: 12 Printed vinyl with first winners' poem in painting contest



Photo: 13 Printed vinyl with first winners' poem in poem writing contest