

World Migratory Bird Day Event Report

Section 1. EVENT INFORMATION (Compulsory)

1.1 Contact Information - Provide your contact information for this report

Full Name	Tin Htun Aung
Name of the organisation	Nature Conservation Society-Myanmar
Name(s) of the division and/or position	Director
Type of the organisation - Government/NGO/Private Sector/Other	NGO
Email	ncs@ncsmm.org
Postal address	11052
Office phone numbers	+959763445216
(Your) Cell number (optional)	+959420713182
Fax (optional)	
Website (optional)	www.ncsmm.org
Additional contact person (optional)	
Date of submission	24 th October 2020

1.2 Event tile: __ **World Migratory Bird Day online event 2020**

1.3 Event Location - Where did your event take place?

Name of country	Myanmar
Name of city	Yangon
Name of event place/venue	Online media event launched at Head office of NCS-Myanmar, Yangon, Myanmar

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

Public awareness activity – local and/or national	Local/National
Field Trip (e.g. Birdwatching)	
Monitoring/survey	
Educational activity/lecture	
Festival	
Media event (e.g. press release)	Facebook page
Movie/video	Movie Video of “Migratory Bird” Song
Others – specify	Award Species Ambassador

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

NCS-Myanmar organized for media event and launching “Migratory Bird” Song, and sponsored by 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	x
Media	Facebook and YouTube
Others – specify	

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

Overall about 12000 people viewed on “Migratory Bird” song MV and reached 100,000 people for all posts related to WMBD 2020 event

1.8 Outcome - What is the outcome from your event?

NCS’ facebook, and youtube followers received the migratory bird conservation across the EAAFP region, particularly migratory seasons and global conservation activities by watching “Migratory Bird” song. Moreover, appointment of Species Ambassador activities is the first ever activities in Myanmar, especially celebrities who are willing to participate in conservation. By participation of the famous vocalist “**Kaung Kaung**” delivered the key Spoon-billed Sandpiper and migratory bird conservation to mass audiences.

Species Ambassador’s social media link:

<https://www.facebook.com/profile.php?id=100019577237786>

Any additional comment? (Optional)

Section 2. EVENT PROGRAMME (Compulsory)

Provide your event agenda, programme or discussion paper here.

1. Posting about migratory birds and their flyway sites on Facebook Page of NCS-Myanmar.
2. Appointment Species Ambassador of Spoon-billed Sandpiper, which is one of Critically Endangered Species of Migratory birds. To deliver the key conservation information of Spoon-billed Sandpiper through species ambassador.
3. Broadcasting interviews video talks about Migratory Birds and flyway sites with Spoon-billed Sandpiper Task Force Coordinator, Country Representative and

Species Ambassador, upload on Facebook Page and You Tube channel of NCS-Myanmar

- Broadcasting the first ever a “Migratory Bird” song in Burmese language with professional vocalists and lyric writer on the 10th October 2020.

Section 3. BUDGET REPORT (Compulsory)

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

Financial Report_Nature Conservation Society_Myanmar

Project title : World Migratory Bird Day Event 2020

Period : 12 Sep 2020

Total Budget	\$ 1,000.00
Total Expense	\$ (1,006.98)
Closing Balance	\$ (6.98)

Exchange rate **1,290.00 MMK/USD**

Budget Line	Particular	Budget	Expense		Balance
		USD	MMK	USD	USD
1	Transport and meal cost for MTV at the EFN site	150.00			33.72
	Car rent loikaw to Pehon (round trip)		150,000.00	116.28	
2	Create sound design, recording and editing fee at studio	400.00			(65.12)
	Cost for Song mixing & Studio & players		600,000.00	465.12	
3	Crew fee	200.00			122.48
	Camera crew fee		100,000.00	77.52	
4	Writer fee	100.00			(16.28)
	Song composer fee		150,000.00	116.28	

5	Advertising on You tube and social media boosting	150.00			(81.78)
	T-shirt for MTV		50,000.00	38.76	
	Ambassador trophy & delivery fee		52,000.00	40.31	
	Advertising charges		197,000.00	152.71	
	Total	1,000.00		1,006.98	(6.98)

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)

The article of our WMBD event is “Launching a song with movie video of Migratory Bird Song and appointment the ambassador of an Critically Endangered Spoon-billed Sandpiper species in Myanmar”

By posting information on NCS’s social media (facebook and Youtube) for WMBD event The targeted participants are who follow/ liked NCS’ page and subscribe Youtube channel includes conservationist, Birders, the peoples who are interested in nature conservation. We posted 17 posts on the Facebook Page from the 20th of September to 20th of the October 2020.

Firstly, posted the information of the migratory birds and their flyways with illumination graphic design. In these posts the message of the activities and their habitats of Migratory Birds and especially focused on the critically endangered species of Spoon-billed Sandpiper.

Secondly, appointment celebration of the a species ambassador. In this activity one of celebrity vocalist who are interested in nature conservation. Then the awarded posts were uploaded not only NCS-Myanmar Facebook Page but also his social media Page. Moreover, his talk relating to how the importance of migratory birds and how importance of conserving endangered species of Spoon-billed Sandpiper was uploaded on both Facebook Pages. Moreover, broadcasting inclusive interview of flyway and Spoon-billed Sandpiper conservation with Spoon-billed Sandpiper Task Force Coordinator, Country Representative and Species Ambassador with English and Burmese Sub-title.

From NCS’ Facebook:

<https://www.facebook.com/NCSMYANMAR/photos/pcb.191619012362203/191618805695557>



Migratory Birds without Borders inclusive interview:

<https://fb.watch/115SdFBoHJ/>
<https://youtu.be/pmASdDefvtk>



On the 10th October 2020, launching the first ever “**Migratory Bird**” song in Burmese language on NCS’ facebook / You Tube Channel. The theme of the song is presentation of several threats of the migratory birds along the flyway such as hunting, land reclamation, habitat loss, climate change etc.. and conservation actions of Critically Endangered Spoon-billed Sandpiper in from the breeding ground to wintering countries. Spoon-billed Sandpiper is one of the flagship species of the eaaflyway and involves many actors, by having this opportunities birds connect our world, will encourage the stakeholders includes public, scientists, volunteers, site managers, governments, conservation

agencies and private sectors, to conserve migratory birds across the flyway with holistic approaches. Moreover, other entertainment media also uploaded again the song to deliver information to another audiences.

After 12 days later, over 110,00 people viewed, reached over 50000 people and engagement 7100 on NCS' facebook page

<https://fb.watch/1l6Cz0VhuS/>

<https://youtu.be/D-BTEqLypOU>

Videos See All



The first-ever migratory birds' conserv...

   You and 858 others

11.2K Views · 2 weeks ago

Followings are the results of posts (in the event period):

10/10/2020 9:30 AM		The first-ever migratory birds' conservation song in the			55K 	5.5K 2K 
10/09/2020 8:13 PM		The first-ever migratory birds' conservation song in the			2.1K 	55 159 
10/08/2020 1:36 PM		The theme of the song is the presentation of several threats			3.4K 	287 261 
10/07/2020 5:01 PM		Migratory Birds without Borders			1.4K 	106 97 
10/07/2020 11:44 AM		Migratory Birds without Borders			355 	24 17 
10/06/2020 1:39 PM		အားလုံးပဲမင်္ဂလာပါ လာမည့်			20.4K 	732 1.1K 
10/06/2020 12:00 AM		https://www.nationalgeographic.com/magazine/2018/03/bird-			262 	2 7 
10/04/2020 9:42 PM		Want to save millions of migratory birds? Turn off your			290 	4 14 
10/03/2020 2:27 PM		ဆောင်းခိုငှက်များထိန်းသိမ်းခြင်း နှစ်စဉ်မိုင်ထောင်ချီသန်းကြ			3K 	100 273 
10/01/2020 10:07 PM		Coming 10th October is the "World Migratory Bird Day"			17.4K 	1.3K 454 
10/01/2020 1:28 PM		3rd Mekong Mangrove Forum			411 	40 25 
10/01/2020 10:23 AM		on 10 October 2020 at 4pm Korea Time (7am UST),			362 	13 24 

09/30/2020 10:44 PM	 ငှက်များဆောင်းခိုခြင်းသည် ပုံမှန်ရာသီအလိုက် ကမ္ဘာမြောက်			3.6K 	160 243
09/29/2020 10:26 PM	 The largest mangrove forest in Myanmar			1.4K 	104 109
09/29/2020 7:54 PM	#NatureForLife: Equator Prize 2020 is happening now!			163 	15 4
09/28/2020 10:03 PM	 Queen of the Flyway meets King of the Flyway in			356 	11 30
09/27/2020 9:04 PM	 မင်္ဂလာပါ 🌞 အမှတ်အသားနံပါတ် (၀၅) တပ်ဆင်ထားသော			2.1K 	93 141
09/27/2020 7:53 PM	 Interconnectivity between coastal ecosystems			717 	17 38
09/26/2020 1:02 PM	 Mangrove Ecosystem service ဒီရေထောဂေဟစနစ်			2.3K 	93 119
09/25/2020 7:59 PM	 “ရေညှောင်နုတ်ပိုင်းငှက်”မျိုးစိတ်သိတမန်အဆိုတော်			431 	30 69
09/25/2020 5:32 PM	 Facts about Mangrove Importance of Tanintharyi			5.3K 	161 279
09/24/2020 8:27 PM	 ကမ္ဘာဆောင်းခိုငှက်များနေ့ကို နှစ်စဉ်မေလ (၉) ရက်နှင့်			56.2K 	3K 4.1K
09/24/2020 11:55 AM	 https://woobox.com/fm3vhi?fbclid=IwAR3Eu3p3A6HCLR4			255 	9 34
09/23/2020 8:31 PM	 မင်္ဂလာပါ 🌞 အမှတ်အသားနံပါတ် (၂၇) တပ်ဆင်ထားသော			1.9K 	79 135
09/22/2020 9:30 PM	 ယခုအချိန်မှာ ဆောင်းခိုငှက်တွေဟာ ကမ္ဘာမြောက်ဝင်ရိုးစွန်းဒေသ			10.5K 	631 671
09/21/2020 5:18 PM				213 	3 5

📅 Sep 20, 2020 – Oct 20, 2020 ▼

Performance > METRICS FOR ALL YOUR VIDEOS FROM 9/20 - 10/20 COMPARED TO THE PREVIOUS 31 DAYS ⓘ

8.9K

Minutes Viewed

▲ **18485%** from previous 31 days

17.3K

3-Second Video Views

▲ **16046%** from previous 31 days

Sep 20, 2020 - Oct 20, 2020

8,921 Minutes Viewed **48 Previous Period**



Top Videos > HIGHEST PERFORMING VIDEOS BY MINUTES VIEWED FROM 9/20 - 10/20 ⓘ

Some talk videos and the migratory bird song (MV) was viewed 17.3K and 8.9K out of 17.3K was minutes viewed. The MV was viewed by 11k and it also uploaded in the vocalist pages and total approximately 5K views was recorded.



Caroline Thae

October 10 at 10:41 AM · 🌐

ကမ္ဘာ့ဆောင်းခိုငှက်များနေ့အထိမ်းအမှတ်အဖြစ် တေးရေး J Ju ရေးစပ်
ထားတဲ့သီချင်းနဲ့အတူ ဂုဏ်ပြုလိုက်ပါတယ် 😊

Caroline

ခူးထဲဖဲ

စောမားလယ်

လမင်းအိမ်... See More

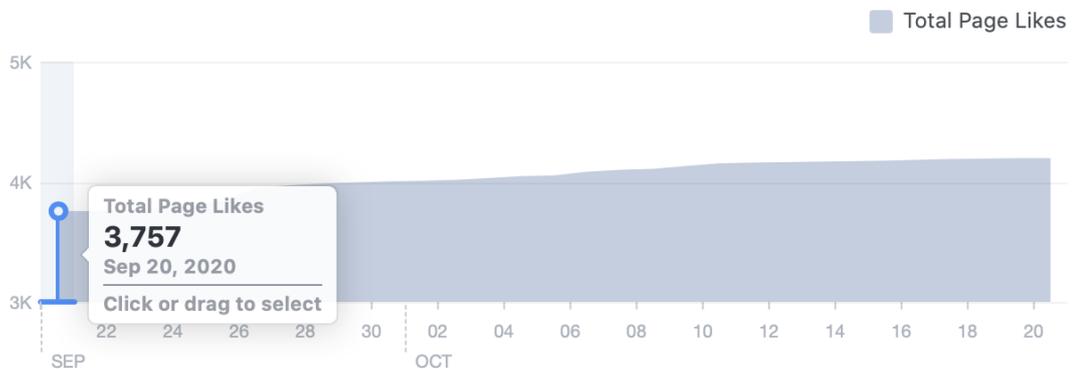


👍❤️😄 445

34 Comments 84 Shares

One of vocalist uploaded the MV song on her Facebook Page.

Total Page Likes: 4,197



Other entertainment page uploaded the MV song
<https://www.facebook.com/watch/?v=2755776671374776>

Nayminthar Entertainment
 October 10 at 10:11 AM · 🌐

အောက်တိုဘာလ (၁၀)နေ့ဟာ ကမ္ဘာ့ဆောင်းခိုင်းခိုင်းများနေ့ဖြစ်တာကြောင့် ဆောင်းခိုင်းခိုင်းကိုတင်ဆက်ပေးလိုက်ပါတယ်.. ဆောင်းခိုင်းခိုင်းပါတ် သက်ပြီး comment မှာ ဝေမျှကြရအောင်.. ဆောင်းခိုင်းများဟာ မျိုးတိုး ပျောက်ကွယ်တော့မယ့် အခြေအနေကြုံတွေ့နေရပြီး သူတို့ရဲ့အသက်ရှင် နေထိုင်ဖို့အတွက် မိုင်ပေါင်းရာထောင်ချီသန်းပြီး ဘေးဒုက္ခများစွာကြုံတွေ့ နေရတယ် ယခု လက်ရှိကမ္ဘာမှာ ဆောင်းခိုင်းအမျိုးဝင်ဖြစ်သော ရေညောင် နှုတ်ဝိုင်းငှက်မှာ အကောင်ရေ (၅၀၀) အောက်သာ ကျန်ရှိပါတော့တယ်..ဒါကြောင့်ဆောင်းခိုင်းများကို ... See More



👍❤️👏 547 6 Comments 125 Shares

During the event, total number of 440 new followers of NCS-Myanmar Pagewas increased.

World M... See More



1.9 K liked in awarding species ambassador post

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

Name of Photo/Video	"Migratory Bird"
Photo/Video	<p>Plea</p>  <p>se insert a photo here</p>
Credit info	Nature Conservation Society-Myanmar
Link	https://www.facebook.com/watch/?v=391114111891097

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 materials.