



EAAFP World Migratory Bird Day small grant Report Template

Section 1. EVENT INFORMATION (Compulsory)

1.1 Contact Information - Provide your contact information for this report

Full Name	Mr. 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	22 nd May 2020

1.2 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 officer of NCS-Myanmar, Yangon.

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

NCS organizes for media event and Sponsored by EAAFP
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1.4 Target Audience - Who were the participants for your event?

School students, teachers or parents	
University students	
Researchers, scientist	
birdwatchers	
Site managers for flyway site and wetlands	
Decision or policy makers	
Media	Facebook and YouTube
Others – specify	

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

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Registry: EAAFP/2020/049

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 for NCS-Myanmar
2. Posting quizzes related to migratory birds and their flyway sites and booked and announced the earliest and right ten answers from participants on the quiz post on Facebook page.
3. Sending the prizes (T-shirts on which WMBD2020 poster and slogan of WMBD 2020 printed) the participants who were booked as awardees by DHL express.
4. Requesting short video clips from participants who were interested in conservation, and the government departments related to flyway sites in Myanmar via online and edited as 6 minutes and 34 seconds length video titled as "Flyway sites in Myanmar". The short video was uploaded on 9th May 2020.
5. Posting the photo contest for WMBD2020

Section 3. BUDGET REPORT (Compulsory)

The budget was spent as much as meeting with proposed budget.

125 USD was spent for drawing design for quizzes and posters to upload on the page and 125 USD out of 150 USD was spent for boosting important posts for getting more participants.

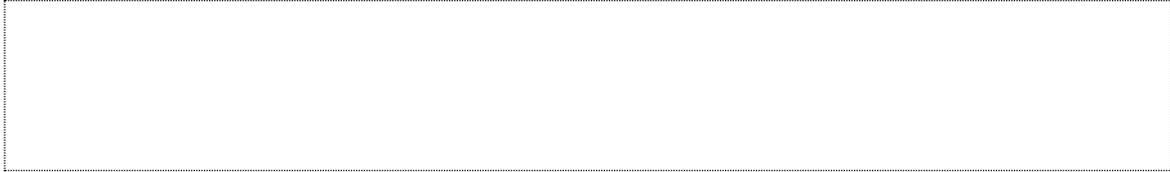
This budget line met with proposed budget.

Another budget line is for prizes and presents for awardees for quizzes, photo contest. Out of proposed budget 600 USD, 614 USD was spent for this budget line. 348 USD for 85 numbers T-Shirts, 77 USD for Trophy for 6 awardees for photo contest and 189 USD for delivery fees. The total spent budget was 614 USD.

Next budget line is for telecommunication it was spent 36 USD and less than proposed budget line of 50 USD.

The final budget line is for Editor fees and it was proposed 200 USD but it was cost for 197 USD.

Therefore the grand total budget spent was 972 USD out of proposed budget 1000USD



Section 4. SHORT SUMMARY REPORT (Compulsory) – This report will be shared on EAAFP website

The Title of WMBD event is “Participating, Answering Quizzes and Win Prizes in WMBD”.

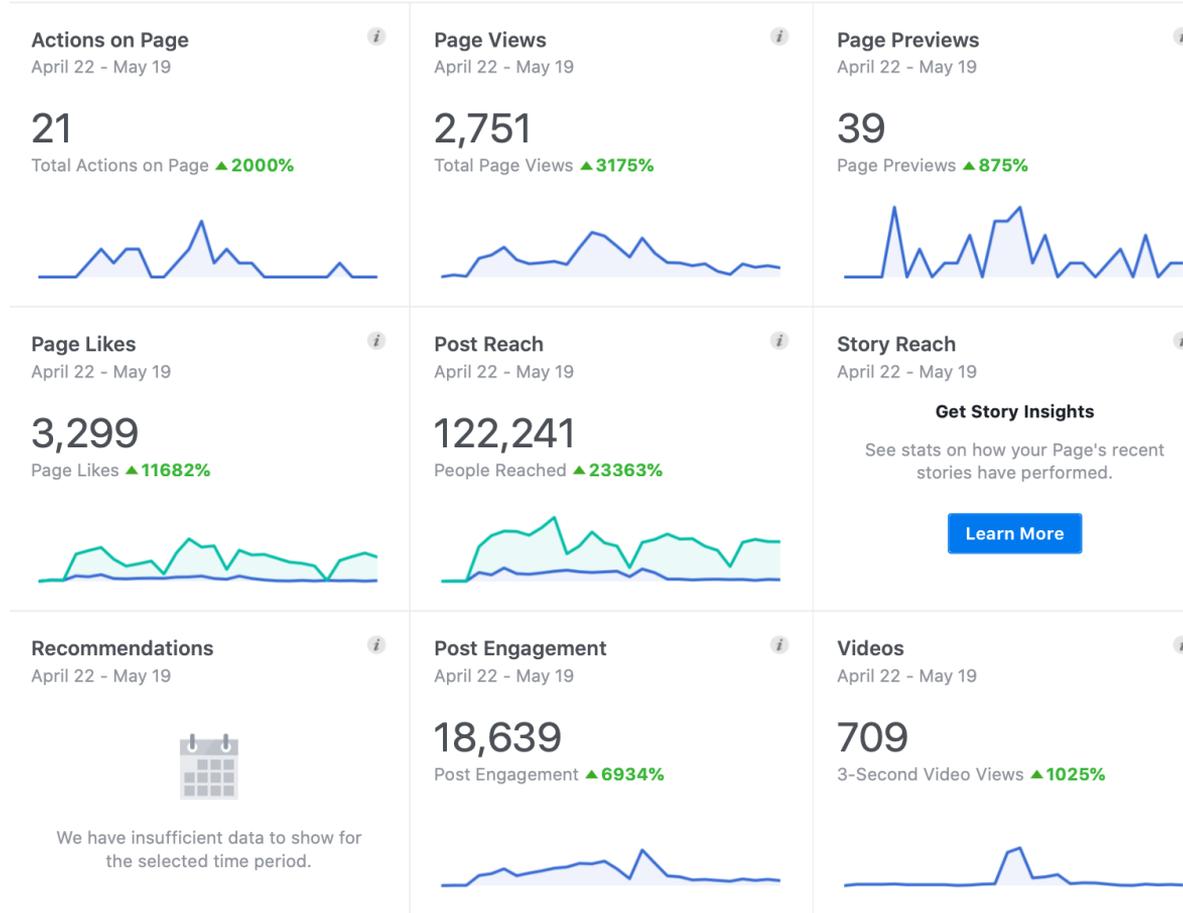
The Venue is NCS-Myanmar Head Office. And NCS-Myanmar organize event using Facebook page of NCS-Myanmar and YouTube. As the event is conducted on online, the targeted participants are conservationist, Bird Watchers, Bird Photographers, Bird tour guides and other peoples who are interested in nature.

From the 24th of April 2020 to the 20th of May, 47 posts (including original posts and share posts) were posted on NCS-Myanmar Facebook Page. Two short videos (Myanmar and English version) of Flyway Network Sites in Myanmar was uploaded on YouTube and share from NCS-Myanmar Facebook Page. Out of 47 posts, 6 posts were boosted by paid including NCS-Myanmar Main Page. General analysing was conducted from Facebook Insight from 22nd of April to 19th May 2020.

Results from Apr 22, 2020 - May 19, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid





3299 page likes, 122,241 people reached ,and 18639 was engaged. 2751 people views the NCS-Myanmar Page.

Detail analysis is shown in following table. The event was started on 24th May and ended in the 5th of May 2020. There are 3350 people new likes during event period. Daily average new likes is 124.8 people.

Date	Lifetime Total Likes	Daily New Likes	Daily Page Engaged Use
	Lifetime: The total number o	Daily: The number of new pe	Daily: The number of peo
4/24/20	362	6	
4/25/20	515	157	4
4/26/20	692	177	4
4/27/20	888	192	6
4/28/20	1016	127	4
4/29/20	1105	87	5
4/30/20	1206	100	6
5/1/20	1320	115	7
5/2/20	1362	42	5
5/3/20	1522	162	7
5/4/20	1760	246	8
5/5/20	1957	196	7
5/6/20	2160	204	6
5/7/20	2228	68	2
5/8/20	2408	179	8
5/9/20	2563	153	9
5/10/20	2717	155	5
5/11/20	2848	132	4
5/12/20	2958	110	3
5/13/20	3059	104	3
5/14/20	3145	88	2
5/15/20	3150	5	2
5/16/20	3269	119	3
5/17/20	3407	141	3
5/18/20	3565	162	3
5/19/20	3706	140	3
5/20/20	3712	3	

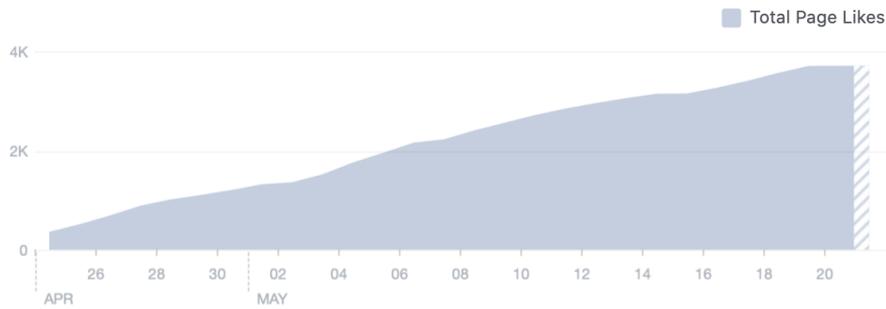


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Total Page Likes as of Today: 3,712

Create Post



BENCHMARK
Compare your average performance over time

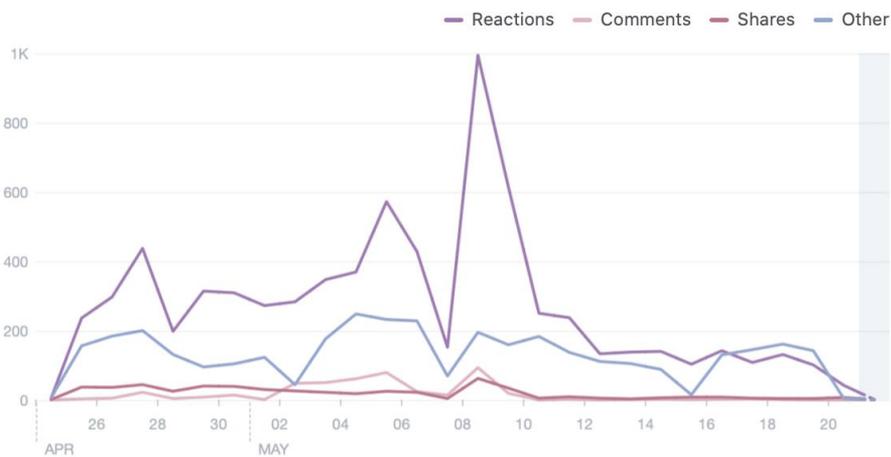
Total Page Likes

Regarding the reaction of participants, the highest score is on 9th of May. Please see the following table.

Reactions, Comments, Shares and More

Create Post

These actions will help you reach more people.



BENCHMARK
Compare your average performance over time

Reactions

Comments

Shares

Other

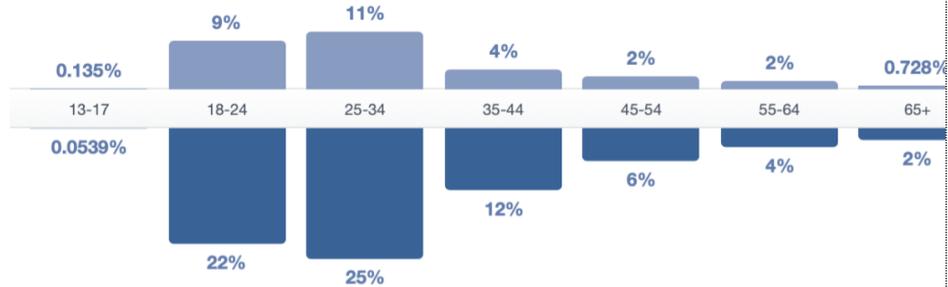
Most of fans of NCS-Myanmar are shown in following picture. It is clear that youth are willingly participate in the event. Percentage of men are much higher than the women and the age is between 18 to 44.

Women

29%
Your Fans

Men

71%
Your Fans



Quizzes Results

In the quizzes section, four quizzes are uploaded two days per time. 10 prizes were awarded to awardees who replied right answers in first 10 right answers for each quiz with comment . 6 quizzes were uploaded on the Page_ two bird counting puzzles, one cross word for bird puzzle, one flyways puzzles, one bird names with blank puzzles and one puzzle on flyway network countries. The posts of quizzes were not boosted by paid and it went with in organic. But many people came and participated in the quizzes event for World Migratory Bird Day 2020. The 60 prizes were sent to awardees by Royal Express Mail and other service mail express. Some posts of quizzes are shown followings:

Help Save the Spoon-billed Sandpiper!

How many spoonies can you count?

About Spoon-billed Sandpiper:

- A small waterbird which lives in coastal wetlands
- It has a special spoon-shaped bill
- Food: Invertebrates in mudflats

Status of Spoon-billed Sandpiper:

- Estimated global population: 200-600 adults
- IUCN Red Data book status: Critically Endangered (CR)
- Main threats:

How many Black-winged Stilts are flying?

How many Ruddy Turnstone and Spoon-billed Sandpiper in flock?

2,019 People Reached

561 Engagements

You and 92 others

33 Comments 8 Shares

Nature Conservation Society-Myanmar
Published by Pyaephyo Aung [?] · May 4 at 8:30 PM · 🌐

အားလုံးမင်္ဂလာပါ။
လာမည့်မေလ(၉)ရက်နေ့ဟာဆိုရင်တော့ဖြင့် တစ်ကမ္ဘာလုံး ကကျင်းပနေကြဖြစ်တဲ့ 'ကမ္ဘာဆောင်းခိုဝှက်များနေ့' (World Migratory Bird Day)နေ့လေးဆိုတာသိပြီးကြပြီဖြစ်ပါတယ်။
ဒီနေ့အတွက် အောက်တွင် ဖော်ပြထားသော မေးခွန်းကိုစဉ်းစားအဖြေရှာရင်း အမှတ်တရဆုလက်ဆောင်များကို ရယူကြပါစို့။... See More

Bird Crossword Puzzle

Fill the correct bird name

- 1.
- 2.
- 3.
- 4.
- 5.

Photo credit @ Intern

Nature Conservation Society-Myanmar
Published by Pyaephyo Aung [?] · May 3 at 7:54 PM · 🌐

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WIN PRIZES!!

1,560 People Reached

311 Engagements

[Boost Post](#)

You and 72 others

25 Comments 7 Shares

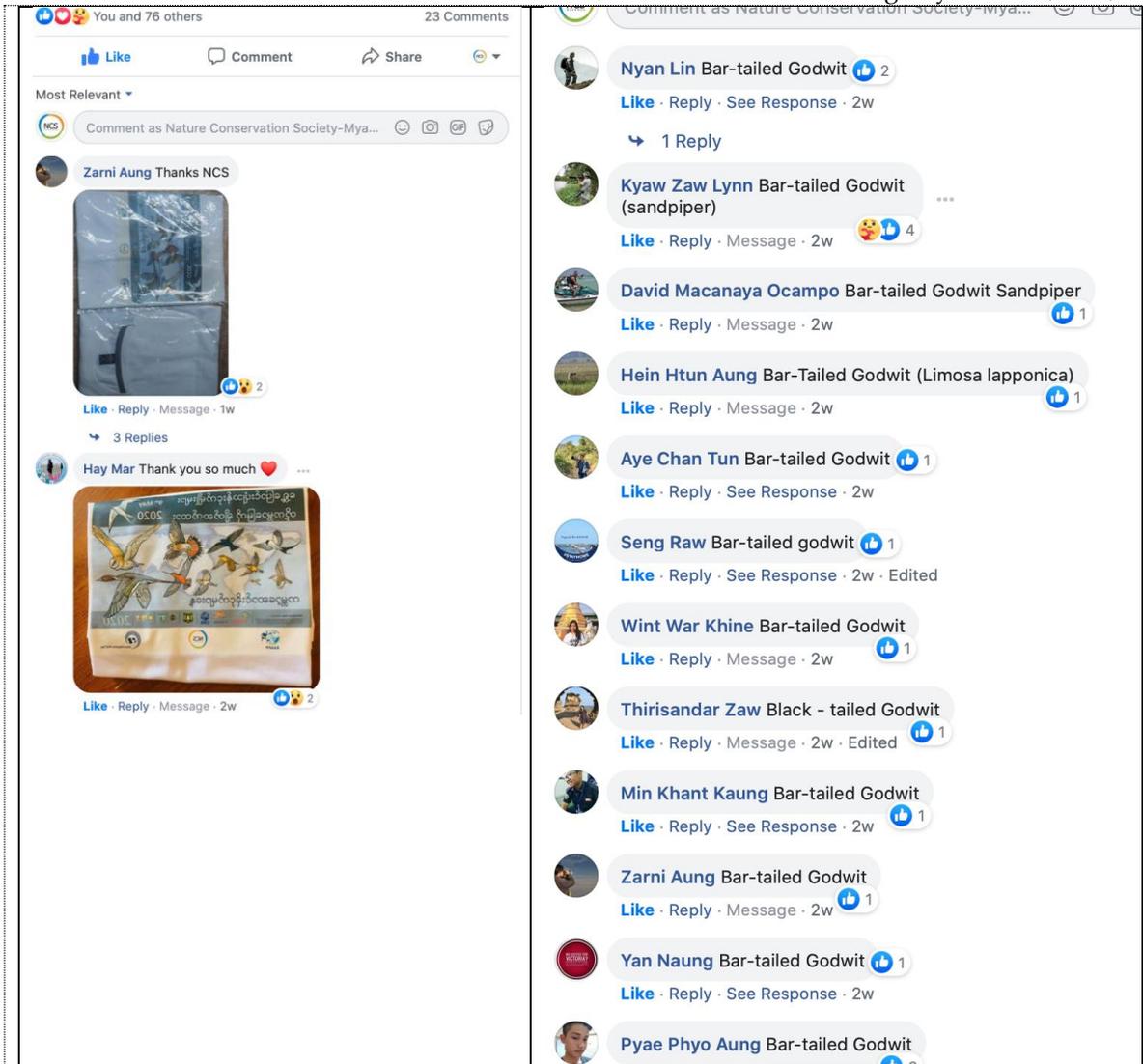


Photo Contest Results

In the photo contest of World Migratory Birds day 2020, 34 migratory bird photos were received from bird photographers and nature tour guides. As during Stay At Home of Covid-19 period, most of photographers could not go outside to take photos of birds, but they sent the birds photos these were taken before Stay At Home of Covid-19. The six photos were selected and announced on the Facebook Page and the prizes were sent to them via DHL express. The awarded photos are followings:



White-winged Tern (*Chlidonias leucopterus*)



© Sayam U. Chowdhury



Chinese Egret (*Egretta eulophotes*)



© Shein Thu Lwin





Short video of WMBD 2020

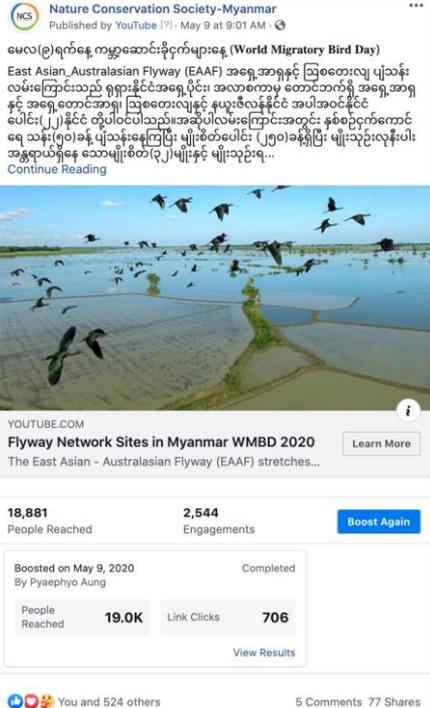
Some photos and video clips were requested from participants and other conservationist, and partners. Some interview clips were requested from site managers from (NWCD)



Registry: EAAFP/2020/049

Nature and Wildlife Conservation Division, Ministry of Natural Resources and Environmental Conservation. The video was edited two versions with English language and Burmese Language. The video was uploaded on YouTube and shared it on NCS-Facebook Page. The short video length is 6 minutes and 34 seconds.

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

Name of Photo/Video	Flyway Network Sites in Myanmar WMBD 2020
Photo/Video	
Credit info	www.ncsmm.org
Link	<p>https://youtu.be/cpJvIDFP1Z8 (English version 167 Views counted on 21 May 2020)</p> <p>https://www.youtube.com/watch?v=wWHaLHLpGH4&t=2s (Myanmar version 506 views counted on 21 May 2020)</p> <p>https://www.facebook.com/NCSMYANMAR/</p>

1.7 Outcome - What is the outcome from your event?

The awareness of migration birds and their flyways, the migratory network sites in Myanmar, the benefit of resident and migratory birds on nature, and how important to protect the migratory birds are promoted among the participants which engaged with the Facebook Page of NCS-Myanmar.

As the event was conducted in the period of Stay At Home (Covid-19), the event could reduce the people some stress of crisis by participating, answering quizzes and getting prizes.

Some people posted their prizes proudly on their page and many people followed and gave many likes them. So that the prizes from WMBD quizzes and photo contest made them to involve and it was good point for them for further conservation activities.



Registry: EAAFP/2020/049

Any additional comment? (Optional)

As the many people in Myanmar were interested in online event of WMBD, and participated in Quizzes and photo contest, the event should be conducted yearly.

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.