Registry: EAAFP/2025/000

# 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 | Pinyalak Satachaiwisit |
| Name of the organisation | Bird Conservation Society of Thailand |
| Name(s) of the division and/or position | Conservation Ecologist |
| Type of the organisation - Government/NGO/Private Sector/Other | NGOs |
| Email | [redacted] |
| Mailing address | [redacted] |
| Office phone numbers | [redacted] |
| (Your) Cell number (optional) | [redacted] |
| Fax (optional) | |
| Website (optional) | https://www.bcst.or.th/ |
| Additional contact person (optional) | Khwankhao Sinhaseni<br>Executive Director<br>[redacted] |
| Date of submission | 23 May 2025 |

1.2 Event Location - Where did your event take place?

| | |
|---|---|
| Name of country | Thailand |
| Name of city | Nationwide |
| Name of event place/venue | Online platforms (Facebook, Instagram, eBird) |

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

- **Organiser:** Bird Conservation Society of Thailand (BCST)
- **Sponsor:** East Asian–Australasian Flyway Partnership (EAAFP)

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

| | |
|---|---|
| School students, teachers or parents | - |
| University students | A small number of university students participated in both the Global Big Day and online photo challenges. |
| Researchers, scientist | Several participants included ornithologists, university lecturers, and wildlife researchers contributing bird checklists and promoting bird-friendly urban spaces through the campaign. |

| | |
|---|---|
| birdwatchers | The majority of participants, particularly those joining the Global Big Day 2025 via eBird and Birds Around You Challenge, were active and amateur birdwatchers from various provinces in Thailand |
| Site managers for flyway site and wetlands | - |
| Decision or policy makers | - |
| Media | The event's awareness posts reached a wide online audience through Facebook and Instagram, indirectly engaging media followers and content-sharing communities. |
| Others – specify | General Public and Nature Enthusiasts: Members of the general public with an interest in nature, urban wildlife, and photography, especially participants in the Bird in Your Garden Photo Challenge and Bird in Public Parks Species Count Challenge |

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

Our event activities included both online and offline participation through different platforms. The number of participants can be categorized as follows:

- **eBird Participants (Global Big Day 2025, Thailand):**
  73 participants submitted bird checklists via eBird on May 10, 2025.
- **Bird in Public Parks Species Count Challenge (Facebook/Instagram):**
  4 participants submitted their bird lists and park atmosphere photos via public posts on Facebook and Instagram using the designated hashtag and tagging BCST.
- **Bird in Your Garden Photo Challenge:**
  9 participants submitted bird photos taken in their gardens or around their homes via Facebook and Instagram.
- **Public Engagement through Campaign Awareness Posts:**
  Our promotional posts on Facebook and Instagram reached **2,118 users on Facebook** and **284 users on Instagram**, with **52 Facebook likes**, **25 Instagram likes**, **21 Facebook shares**, and **2 Facebook comments** across all awareness posts made on May 10, 2025.

**Total Participants:**
Overall, a total of **86 participants** actively took part in the Global Big Day 2025 and World Migratory Bird Day 2025 activities organized by BCST through various online platforms.

**Note:** *The total number of public engagements from social media posts was not included in the total participant count, as engagements (likes, shares, comments, and reach) represent public awareness reach rather than direct activity participation.*

**Section 2. EVENT PROGRAMME (Compulsory)**

Provide your event agenda, programme or discussion paper here.

**Event Agenda and Programme**

The Global Big Day 2025 and Birds Around You Challenge were conducted as part of World Migratory Bird Day 2025 under the theme:

**"Shared Spaces: Creating Bird-Friendly Cities and Communities."**

This year's event focused on encouraging participants to explore and appreciate birds living in urban green spaces, such as gardens, neighborhood parks, and other public parks, highlighting the importance of creating safe habitats for migratory and resident birds within cities.

**Key Dates and Activities:**

- **7 May 2025:**
  Announcement post on Facebook and Instagram to create excitement and inform the public about the upcoming birdwatching activities. The post introduced the theme, event purpose, and invited everyone to prepare for the main event on 10 May 2025.
- **9 May 2025:**
  Detailed activity information, rules and announcements were posted on Facebook and Instagram. Three main challenges were launched:
  1. *Bird in Your Garden Photo Challenge* – Participants were encouraged to photograph birds in their home gardens.
  2. *Bird in Public Parks Species Count Challenge* – Participants visited nearby public parks to count and record bird species.
  3. *Global Big Day 2025* – A 24-hour bird species count competition encouraging participants to spot as many bird species as possible.

Participants were reminded to submit their bird species lists either via eBird or by posting on social media with designated tags.

- **10 May 2025:**
  Campaign awareness post emphasized the coexistence of birds within urban environments, the challenges birds face in cities, and simple actions individuals can take to support bird-friendly cities. This post aimed to raise awareness and motivate participants to take part in the challenges.
- **Activity Period: 10 May 2025:**
  Participants engaged in the birdwatching challenges within this period, submitting their observations and photos as required.
- **25 May 2025:**
  Summary and results of the event were shared on Facebook and Instagram
- **31 May 2025:**
  The **announcement of winners** for the Gkobal Big Day, Bird in Your Garden Photo Challenge and Bird in Public Parks Species Count Challenge was made via Facebook and Instagram, along with recognition for the top contributors to Global Big Day 2025 (Thailand). Prizes and Postcards were awarded to outstanding participants to celebrate their involvement and encourage continued support for bird conservation.

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This programme was designed to adapt to unpredictable weather conditions. Due to stormy weather affecting onsite events, the original plan for a physical birdwatching event was changed to the **Bird in Public Parks Species Count Challenge**, allowing participants to join safely by visiting nearby parks at their convenience.

The event was fully online and accessible nationwide, allowing participants from anywhere in Thailand to join by observing birds in their local green spaces and submitting their sightings through social media or eBird.

## Section 3. BUDGET REPORT (Compulsory)

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

The budget was allocated across three activities, supporting materials, and delivery expenses to engage participants nationwide for World Migratory Bird Day (WMBD) 2025. The expenditure details are as follows:

| Item | Amount (USD) |
|---|---|
| Prizes for Global Big Day 2025 (10 prizes) | 550 |
| - 10 prizes, consisting of bird-themed merchandise such as bird-patterned mugs, mouse pads, and eco-friendly daily items | |
| Prizes for Bird in Public Parks Species Count Challenge (3 prizes) | 120 |
| - 1st, 2nd, and 3rd prizes: bird-themed daily-use items and merchandise (e.g. mugs, mouse pads, tote bags) | |
| Prizes for Bird in Your Garden Photo Challenge (3 prizes) | 120 |
| - 1st, 2nd, and 3rd prizes: bird-themed daily-use items and merchandise (e.g. mugs, mouse pads, tote bags) | |
| Postcards for all participants (design, printing) | 100 |
| - Custom-designed postcards featuring WMBD 2025 messages and bird illustrations, sent to all participants to thank them and encourage bird-friendly actions | |
| Delivery costs (prizes & postcards) | 110 |
| - Domestic postage for distributing all prizes and postcards nationwide | |
| Total Expenses | 1,000 |

**Notes:**

- All prizes were bird-themed merchandise including mugs, mouse pads, and daily-use items featuring bird patterns, to promote bird-friendly messaging in everyday life.
- Postcards were designed with bird, distributed to all participants as appreciation souvenirs.
- Delivery costs covered postage fees for all prizes and postcards nationwide.
- Budget was fully utilized within the approved amount.

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

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 400 words, with photos or videos)

**Make Space for Birds: Creating Bird-Friendly Cities Together — Events for World Migratory Bird Day 2025**

To celebrate **World Migratory Bird Day (WMBD) 2025**, the **Bird Conservation Society of Thailand (BCST)** organized a series of activities to engage the birdwatching community and raise public awareness of migratory bird conservation in urban areas. This year's theme, *"Make Space for Birds: Creating Bird-Friendly Cities Together,"* was reflected through both citizen science initiatives and public outreach programs, conducted via online and offline platforms across Thailand.

**1. Global Big Day 2025 (Thailand)**

Thailand joined the global birdwatching community in the annual **Global Big Day (GBD)** on **May 11, 2025**. A total of **73 participants** from different provinces across the country contributed **659 checklists** through the **eBird platform**, recording an impressive **455 bird species** within a single day. The provinces with the highest number of species observed were **Phetchaburi (210 species)**, **Songkhla (197 species)**, **Chiang Mai (158 species)**, and **Chon Buri (154 species)**. Interestingly, **Bangkok submitted the highest number of checklists (90 lists)**, reflecting the growing interest in urban birdwatching. This collective effort not only raised awareness of the importance of migratory birds but also contributed valuable data for global bird population monitoring efforts.

**2. Bird in Public Parks Species Count Challenge**

To encourage families, casual birdwatchers, and city residents to connect with nature, BCST launched the **Bird in Public Parks Species Count Challenge** on **Facebook and Instagram**. Participants were invited to submit bird checklists and photos from public parks and gardens, using a designated hashtag and tagging BCST's social media pages. The activity attracted **4 participants** who actively engaged with the campaign and highlighted the diversity of bird species thriving in urban green spaces.

**3. Bird in Your Garden Photo Challenge**

Recognizing the growing popularity of birdwatching at home, BCST hosted the **Bird in Your Garden Photo Challenge** inviting the public to photograph birds visiting their home gardens and share them on social media. The activity was well-received, generating **121 photo entries** from participants nationwide, showcasing a colorful range of backyard bird species and inspiring everyday appreciation for local biodiversity.

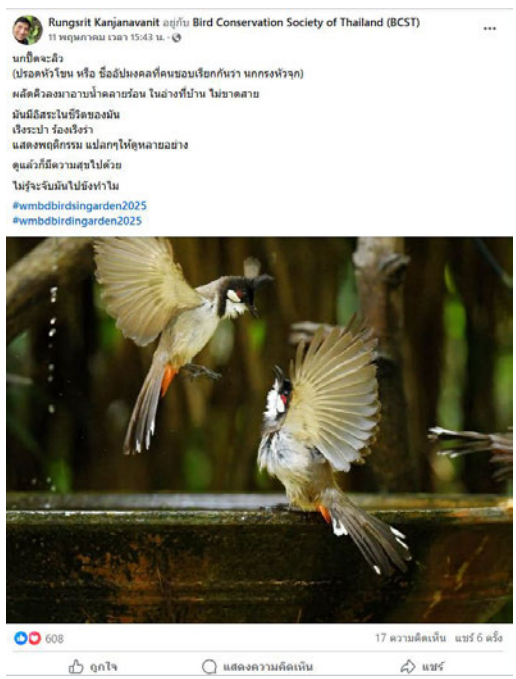
In addition to these activities, BCST ran an awareness campaign through social media to promote WMBD and the importance of migratory bird conservation. The campaign reached **2,118 people on Facebook** and **284 on Instagram**, sparking lively online engagement through likes, comments, and shares.

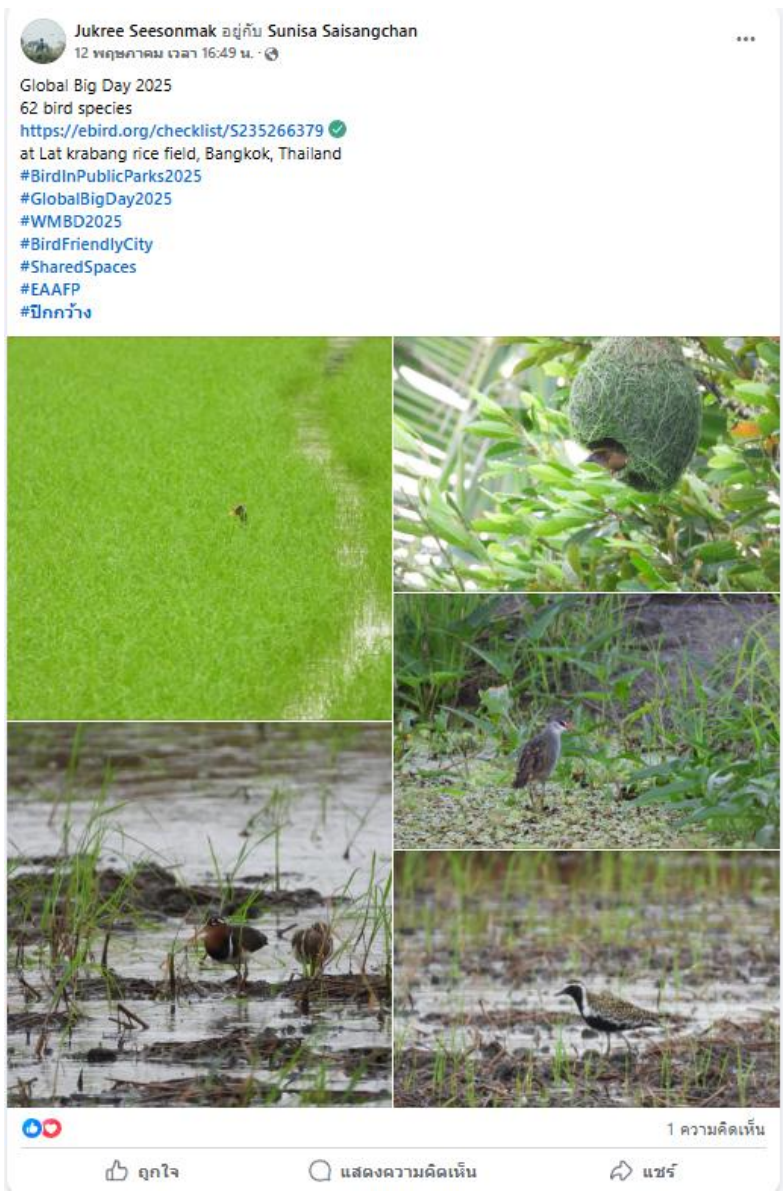
**Collectively, these three activities successfully connected birdwatchers, urban families, and nature enthusiasts, contributing valuable citizen science data and fostering national awareness of migratory bird conservation.**

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

| Name of Photo/Video | Activity details & rules announcements |
|---|---|
| Photo/Video | |
| Credit info | Bird Conservation Society of Thailand |
| Link | https://www.facebook.com/share/p/1ATvGkxHN2/ |

| | |
|---|---|
| Name of Photo/Video | Awareness campaign |
| Photo/Video | |
| Credit info | Bird Conservation Society of Thailand |
| Link | https://www.facebook.com/share/p/12KHhpyW2mM/ |

| | |
|---|---|
| Name of Photo/Video | Bird in Your Garden Photo Challenge |
| Photo/Video |  |
| Credit info | Rungsrit Kanjanavanit |
| Link | https://www.facebook.com/share/p/1EjVYTrgQz/ |

| | |
|---|---|
| Name of Photo/Video | Bird in Public Parks Species Count Challenge |
| Photo/Video |  |
| Credit info | Jukree Seesonmak |
| Link | https://www.facebook.com/share/p/1BrVyjXkRa/ |

1.7 Outcome - What is the outcome from your event?

The World Migratory Bird Day (WMBD) 2025 activities organized by the Bird Conservation Society of Thailand (BCST) produced several meaningful outcomes beyond participation numbers, contributing to increased awareness and appreciation of birds in urban environments.

**Key outcomes include:**

- **Active nationwide citizen science contribution**:
  Through the Global Big Day 2025 (Thailand), birdwatchers contributed valuable data for bird population monitoring, with 659 checklists and 455 species recorded — helping identify important urban and peri-urban bird areas, including surprising hotspots such as community parks and local wetlands in Chon Buri and Songkhla.
- **Raised awareness about urban biodiversity**:
  Participants reported discovering bird species they had never noticed in their own neighborhoods and parks, leading to growing interest in the diversity of everyday birdlife and recognition of the value of small urban green spaces as wildlife habitats.
- **Expanded social media engagement on bird conservation**:
  Posts related to WMBD 2025, urban bird-friendly actions, and migratory bird facts gained over 2,400 total views and hundreds of interactions across Facebook and Instagram. Public comments showed that several followers expressed an intention to set up bird-friendly spaces at home or start paying more attention to birds in their daily environment.
- **New community connections through casual birdwatching**:
  Several participants in the **Bird in Public Parks Species Count Challenge** and **Bird in Your Garden Photo Challenge** formed small local birdwatching groups or online chat groups to continue birdwatching activities beyond the event.
- **Strengthened collaboration with new and existing partners**:
  Through promotional support and shared posts, the event engaged other nature-related Facebook pages, local nature enthusiasts, and informal groups who helped disseminate information about bird-friendly urban spaces and encouraged participation.
- **Documented urban bird species diversity trends**:
  The collected data highlighted some interesting urban bird records and seasonal migratory movements, providing baseline information for future comparative studies and public awareness campaigns about urban wildlife in Thailand.

Any additional comment? (Optional)

Due to the adverse weather conditions and storm alerts in Bangkok and surrounding areas during the event period, the originally planned onsite birdwatching and educational activity in a city park had to be cancelled for safety reasons.

To maintain public engagement and provide a safe alternative, BCST adapted the activity into an online challenge titled **"Bird in Public Parks Species Count Challenge."** Participants were invited to visit public parks near their homes on May 10, 2025, record as many bird species as they could, and share their sightings via public social media posts or eBird checklists.

This alternative activity successfully encouraged outdoor birdwatching in a safe, decentralized manner while promoting the value of urban green spaces for bird conservation. It also expanded public participation beyond a single event location, with participants joining from various provinces nationwide.

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.