

 <p>EAAFP</p>	<p>An Animation of Spoon-billed Sandpiper The Hong Kong Bird Watching Society</p> <p>Prepared by Vivian FU</p>
<p>Type of Case Study</p>	<p>A collaborative flyway-wide project involving local conservation groups and local communities for conservation of a Critically Endangered shorebird, the Spoon-billed Sandpiper.</p>
<p>Introduction to the Case</p>	<p>An animation about the migration story of Spoon-billed Sandpiper was produced which successfully promoted the critical situation of Spoon-billed Sandpiper to children along the bird's migratory route. Through their involvement in producing this animation, the children also act as messengers to call out for actions to save this precious bird to the public. The project involved site-based local conservation groups and communities.</p>
<p>What was done and when and where did you do it?</p>	<p>The project was coordinated by the Hong Kong Bird Watching Society/BirdLife International China Programme in 2012-2013. This production of a short animation about Spoon-billed sandpiper was completed with help of over 500 children from 12 areas in 8 countries where Spoon-billed Sandpiper is found (Russia, Republic of Korea, Japan, mainland China, Vietnam, Thailand, Myanmar and Bangladesh,). The children coloured all the pictures of the animation. Before the colouring, we had introductory activities such as talks and videos about the Spoon-billed Sandpiper, so that the children will learn about this bird and the importance of protecting their habitat. The children coloured over 1,200 pieces for the animation sequence. At the end of the animation, the children shouted the message "Save the Spoon-billed Sandpiper!" in their own language to help spread the message.</p>
<p>If relevant, identify your main target group for your activity</p>	<p>Mainly targeted young people and partnering local conservation groups in different countries. The end product, the animation, was used to reach the general public, government officers and other relevant stakeholders.</p>
<div data-bbox="142 1220 716 1654" data-label="Image"> </div> <p data-bbox="167 1667 656 1696">Students from Japan holding their drawings.</p> <p data-bbox="167 1730 524 1759"><i>Photo: Wild Bird Society of Japan</i></p>	<div data-bbox="816 1220 1344 1654" data-label="Image"> </div> <p data-bbox="781 1667 1419 1696">Children learn about the Spoon-billed Sandpiper in Russia</p> <p data-bbox="781 1730 987 1759"><i>Photo: Birds Russia</i></p>
<p>What was the result of the action?</p>	<p>The animation was first shown during the World Congress of BirdLife International in Ottawa, Canada in June, 2013, so that the production reached a wide range of audiences in the field of conservation. In addition, support for the conservation work of SBS came to mainland China afterwards. This animation was uploaded to</p>

	Youtube where it accumulated >6000 views. The animation was used by conservation organizations during their meetings for environmental education and promotion of conservation of Spoon-billed Sandpiper. The animation was selected in the 9 th Children’s India International Children’s Film Festival 2013. Phil Agland, a famous documentary producer, reproduced the animation in his TV series (China: Between Clouds and Dreams) about environmental issues in China in 2016. In 2014, a similar small project, through postcard exchanges drew by children along the SBS’s flyway was initiated.
What was the key to success?	<ul style="list-style-type: none"> ● Keen partners who are willing to support and carry out the activities. ● Keep the operation simple to follow for collaborators and everyone can easily get involved
What was your biggest challenge in achieving success?	<ul style="list-style-type: none"> ● Very limited budget, a small grant of USD 750 only. ● The production was long, it took 9 months to complete. ● No technical support for drawing, animation editing and publicity and marketing of the end product



Students from Vietnam colouring their pictures

Photo: Viet Nature Conservation



Postcards with message from children from mainland China regarding conservation of Spoon-billed Sandpiper reached to children in South Korea.

Photo: Birds Korea

If relevant, identify your key sponsors/partners	Eric Hosking Charitable Trust (USD 750) Some partners did not ask for sponsorship to carry out the work
How is the Case Study useful for other Partners?	The film can be freely-accessed and it appeared to be a good tool to use in the environmental education and promotion of conservation of Spoon-billed Sandpiper for it was widely used among conservation organizations during related meetings.
Useful links	Youtube link: http://www.youtube.com/watch?v=INu1Z5xHeWQ Youku link: http://v.youku.com/v_show/id_XNTc5MTY5NDk2.html (Chinese) Facebook: https://www.facebook.com/FollowSpoonies/
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