



World Migratory Bird Day (WMBD) Small Grant 2024 Report

WMBD Small Grant 2024 for East Asian–Australasian Flyway

3F G Tower, 175 Art center-daero, Yeonsu-gu, Incheon 22004 Republic of Korea

Tel: +82 32 458 6504; Fax: +82 32 458 6508

Email: wmbd@eaaflyway.net Website: <http://eaaflyway.net/>

ANNEX 1

Standard Format for the World Migratory Bird Day

Final 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:	Ecologist, Education and Outreach Organizer
Type of the organisation — Government/NGO/Private Sector/Other:	NGOs
Email:	[REDACTED], [REDACTED]
Postal address:	[REDACTED]
Office phone numbers:	[REDACTED]
(Your) Cell number (optional):	[REDACTED]
Fax (optional):	[REDACTED]
Website (optional):	https://www.bcst.or.th/
Additional contact person (optional):	Khwanhao Sinhaseni Executive Director [REDACTED]
Date of submission:	27/05/2024

Please check if you permit to reveal your personal contact information on EAAFP website.

1.2 Event Title

Global Big Day 2024 and World Migratory Bird Day 2024: Promoting Conservation for Sustainable Agriculture

1.3 Event Location — Where did your event take place?

Name of country:	Thailand
Name of city:	All over Thailand
Name of event place/venue:	Online Activity

1.4 Event Type — Check the relevant categories below.

Public awareness activity — local and/or national:	<input checked="" type="checkbox"/>
Field trip (e.g. Birdwatching):	<input type="checkbox"/>
Monitoring/survey:	<input checked="" type="checkbox"/>
Educational activity/lecture:	<input type="checkbox"/>
Festival:	<input type="checkbox"/>
Media event (e.g., press release):	<input checked="" type="checkbox"/>
Movie/video:	<input type="checkbox"/>
Others — specify:	<input type="checkbox"/>

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

The Bird Conservation Society of Thailand is the organizer, and the EAAFP Secretariat is the sponsor.

1.6 Target Audience — Who were the participants for your event (**Compulsory**)?

Target Audience Types	Number Participated
School students, teachers or parents	-
University students	-
Researchers, scientist	-
Birdwatchers	213
Site managers for flyway site and wetlands	-
Decision or policy makers	-
Media	148
Others — specify	
Total number of participants	361

1.7 Outcome — What is the outcome from your event?

Global Big Day 2024 in Thailand

Event Overview:

Global Big Day 2024 in Thailand was a resounding success, drawing significant participation from bird enthusiasts across the country. This annual event, held on May 11, 2024, aimed to record as many bird species as possible within a 24-hour period, contributing to global bird conservation efforts.

Participation and Engagement:

Number of Participants: 213 bird watchers from various regions of Thailand participated.
 Geographic Coverage: Bird watching activities were reported from 50 out of 77 provinces, showcasing the widespread interest and involvement across the country.
 Checklist Submissions: A total of 702 checklists were submitted through the eBird platform, documenting sightings and contributing valuable data to the global birding community.

Bird Species Recorded:

Total Species: Participants recorded a remarkable 436 bird species, placing Thailand 22nd globally in terms of species count.

Increase in Participation:

Number of Checklists: There was a 50% increase in the number of checklists submitted compared to 2023.

Number of eBirders: There was a 40% increase in the number of participants using the eBird platform compared to 2023.

Global Big Day 2024 in Thailand not only achieved impressive results in terms of bird species recorded but also succeeded in engaging a broad audience in bird conservation efforts. The event highlighted the rich avian biodiversity of Thailand and underscored the importance of continued conservation efforts. The enthusiastic participation and the valuable data collected will contribute to ongoing efforts to protect and preserve bird populations both locally and globally.

World Migratory Bird Day

Event Overview:

The Bird Conservation Society of Thailand (BCST) successfully hosted World Migratory Bird Day 2024 with the theme "Protect Insects, Protect Birds." The event aimed to emphasize the crucial role that insects play in the survival and health of migratory birds.

Event Highlights:

Theme: "Protect Insects, Protect Birds"

Activities: Content Published on Facebook

Outcomes:

Increased Awareness: The Facebook campaign successfully raised awareness about the interconnectedness of insects and migratory birds.

Community Engagement: High levels of engagement were seen through likes, shares, and comments on posts, indicating strong community interest and participation.

The Bird Conservation Society of Thailand effectively utilized Facebook to spread the message of World Migratory Bird Day 2024, fostering greater public understanding and involvement in the cause of protecting insects and migratory birds.

1.8 Any additional comments? (Optional)

Section 2. EVENT PROGRAMME (Compulsory)**Global Big Day**Event Overview:

Global Big Day is an annual event aimed at promoting birdwatching and collecting data on bird species around the world. Participants contribute by submitting checklists of bird species observed in their areas, which helps in understanding global bird populations and migration patterns.

Event Agenda:

April 30: Coming Soon Activity Public Relation on Facebook

Link:

<https://www.facebook.com/bcst.or.th/posts/pfbid02f4idUs2WYFUDaeFPPzGMJgD3CWMoFGXHZDskbUufJDWSPGCzV7772igpYH7c1sBfl>

Description: Announcing the upcoming Global Big Day and encouraging participation from birdwatchers across Thailand.

May 9: Public Relation Detail Activity

Link:

<https://www.facebook.com/bcst.or.th/posts/pfbid02oAedgwejKCQBAbfmUUAr4cio9vcR1JcP8QcDAZMbMzubdLv5weNLEPFmeCpz7Cul>

Description: Providing detailed information about the Global Big Day event, including guidelines on how to participate and submit checklists.

May 25: Public Relation Summary Activity

Link:

<https://www.facebook.com/bcst.or.th/posts/pfbid02KDKJa8rcjqv2MVUiKHt6pPflLsKXRiJmhoSjB917y45w5tyQMWBWpHJJsLupstyl>

Description: Summarizing the outcomes of the Global Big Day event, including the number of participants and total bird species recorded

World Migratory Bird DayEvent Overview:

World Migratory Bird Day is a campaign that highlights the need to conserve migratory birds and their habitats. This year's theme, "Protect Insects, Protect Birds," emphasizes the critical role insects play in supporting bird populations and maintaining ecological balance.

Event Agenda:

May 15: Public Relation on the Decline in Insect Populations and Its Effects on Birds and Ecosystems

Link:

<https://www.facebook.com/bcst.or.th/posts/pfbid02KDKJa8rcjqv2MVUiKHt6pPflLsKXRiJmhoSjB917y45w5tyQMWBWpHJJsLupstyl>

Description: Raising awareness about the decline in insect populations and its impact on bird species and ecosystems. The content focuses on the importance of protecting insects to ensure the survival of migratory birds and maintain ecological balance.

Event Recordings and Online Participation

Both Global Big Day and World Migratory Bird Day events were actively promoted and recorded through the Bird Conservation Society of Thailand's (BCST) Facebook page. Participants were encouraged to engage online, share their birdwatching experiences, and contribute to the collective data gathering effort.

The Global Big Day and World Migratory Bird Day 2024 events successfully engaged bird enthusiasts and raised awareness about the importance of protecting bird species and their habitats. The use of social media for PR activities effectively reached a wide audience, encouraging participation and disseminating crucial conservation messages. The Bird Conservation Society of Thailand looks forward to continuing these efforts in future events to further promote bird conservation and environmental stewardship.

Section 3. SHORT SUMMARY REPORT (Compulsory)

Bird enthusiasts across Thailand came together to celebrate two significant events dedicated to avian conservation: Global Big Day and World Migratory Bird Day (WMBD) 2024. Organized by the Bird Conservation Society of Thailand (BCST), these events aimed to raise awareness about bird conservation and contribute valuable data to global efforts.

Global Big Day 2024:

Global Big Day, held on May 11, 2024, saw remarkable participation from bird watchers nationwide. A total of 213 enthusiasts from various regions of Thailand actively participated in birdwatching activities. What's more impressive is that sightings were reported from 50 out of 77 provinces, showcasing the widespread interest in birding across the country.

Through the eBird platform, participants submitted 702 checklists, documenting sightings and contributing essential data to the global birding community. In total, 436 bird species were recorded during the event, placing Thailand 22nd globally in terms of species count. The event witnessed a significant increase in participation compared to the previous year, with a 50% increase in the number of checklists submitted and a 40% increase in eBird platform users.

World Migratory Bird Day 2024:

Under the theme "Protect Insects, Protect Birds," WMBD 2024 aimed to highlight the crucial role of insects in supporting migratory bird populations. Through a series of Facebook campaigns, the BCST successfully raised awareness about the interconnectedness of insects and migratory birds.

The campaign emphasized the decline in insect populations and its adverse effects on bird species and ecosystems. Through engaging content and active online participation, the BCST effectively conveyed the message of protecting insects to ensure the survival of migratory birds and maintain ecological balance.

Event Program:

The BCST utilized its Facebook page to promote and document both events. Through a series of PR activities, detailed information about the events, including guidelines for participation and outcomes, was shared with the public.

Outcomes:

Both events witnessed high levels of engagement and participation, thanks to effective promotion and online outreach. The enthusiastic participation of bird enthusiasts and the valuable data collected will contribute significantly to ongoing efforts to protect and preserve bird populations, not only in Thailand but globally.

In conclusion, Global Big Day and World Migratory Bird Day 2024 in Thailand were a resounding success, thanks to the dedication of bird enthusiasts and the efforts of the Bird Conservation Society of Thailand. These events not only celebrated the rich avian biodiversity of Thailand but also highlighted the importance of conservation efforts in safeguarding bird species and their habitats.

Section 4. EXPENDITURE REPORT (Compulsory)


Expense items	USD
1st, 2nd, 3rd, and 5th – 10th prizes for Global Big Day (Including Shipping cost)	700
Media Cost (Postcard with insect theme and Shipping cost)	80
Design and posting costs for World Migratory Bird Day on Instagram and Facebook	70
Overhead 15%	150
Total	1,000

*Please keep the receipt in case auditing is needed.


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

Name of Photo/Video	Coming Soon Global Big Day
Photo/Video	
Credit Info	Bird Conservation of Thailand, EAAFP, World Migratory Bird Day and The Cornell Lab
Link	


<https://www.facebook.com/bcst.or.th/posts/pfbid02f4idUs2WYFUDaeFPPzGMJgD3CWMoFGXHZDskbUufjDWSPGCzV7772igpYH7c1sBfl>

Name of Photo/Video	Detail Global Big Day Activity
Photo/Video	
Credit Info	Bird Conservation of Thailand, EAAFP, World Migratory Bird Day and The Cornell Lab
Link	

<https://www.facebook.com/bcst.or.th/posts/pfbid02oAedgwejKCQBAbfmUUA4cjo9vcR1JcP8QcDAZMbMzubdLv5weNLEPFmeCpz7Cul>

Name of Photo/Video	The Decline in Insect Populations and Its Effects on Birds and Ecosystems
Photo/Video	
Credit Info	Bird Conservation of Thailand, EAAFP and World Migratory Bird Day
Link	

<https://www.facebook.com/bcst.or.th/posts/pfbid02ePqfCiLk38JT9XtaZG9XirsVZm46n4FXyIKSxUQLdRLmPHEGNIVjEoRdbLCykm3bl>

Name of Photo/Video	Summary Global Big Day Activity
Photo/Video	
Credit Info	Bird Conservation of Thailand, EAAFP, World Migratory Bird Day and The Cornell Lab
Link	

<https://www.facebook.com/bcst.or.th/posts/pfbid02KDKJa8rciqv2MVUIkHt6pPzfLsKXRiJmh0SJb917y45w5tyQMWBWpHJJsLupstyl>

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 must be shown on all your printed and digital promotional materials.