

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	Suen Man King Maggie
Name of the organisation	The Hong Kong Bird Watching Society
Name(s) of the division and/or position	Senior Project Officer (Project Team – Fishpond Division)
Type of the organisation - Government/NGO/Private Sector/Other	NGO
Email	[REDACTED]
Postal address	[REDACTED]
Office phone numbers	[REDACTED]
(Your) Cell number (optional)	[REDACTED]
Fax (optional)	
Website (optional)	www.hkbws.org.hk
Additional contact person (optional)	Chung Chun Kit Johnson (Project Manager)
Date of submission	2 nd November, 2022

1.2 Event tile: Fishpond For Flyway – 10th Anniversary Exhibition of Fishpond Conservation

1.3 Event Location - Where did your event take place?

Name of country	China
Name of city	Hong Kong
Name of event place/venue	TKO Plaza

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

Public awareness activity – local and/or national	✓
Field Trip (e.g. Birdwatching)	
Monitoring/survey	
Educational activity/lecture	✓
Festival	✓

Media event (e.g. press release)	✓
Movie/video	
Others – specify	

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

<p><u>Organiser</u> The Hong Kong Bird Watching Society</p> <p><u>Funder</u> Countryside Conservation Funding Scheme (HK) Countryside Conservation Office (HK)</p> <p><u>Venue Sponsor</u> Nan Fung Group (HK)</p> <p><u>Sponsor</u> CLP (HK) EAAFP</p>

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

Target Audience types	Number participated
School students, teachers or parents	✓
University students	
Researchers, scientist birdwatchers	
Site managers for flyway site and wetlands	
Decision or policy makers	✓
Media	✓
Others – specify	
Total Participants	50,000

1.7 Outcome - What is the outcome from your event?

<p>Reach and Engagement 50,000 individuals visited the exhibition; 18 individuals joined the dreamcatcher making workshops; 36 individuals joined the needle felt bird pin workshops; 989 individuals participated in quiz and won the stickers; 463 individuals participated in quiz and followed HKBWS's social media to win a metal bird pin VIP tour (Guest including Under Secretary for Environment and Ecology Bureau)</p> <p>Exposure 1 press release; 4 media coverages; 2 online event listing platforms</p>
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1.8 Any additional comment? (Optional)

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Section 2. EVENT PROGRAMME (Compulsory)

Provide your event agenda, programme or discussion paper in details here. If your event was recorded or held online, please share the links.

Basic information

Event	Fishpond For Flyway – 10th Anniversary Exhibition of Fishpond Conservation
Format	Physical
Venue	TKO Plaza (Hong Kong)
Exhibition period	29 Sept 2022 – 19 Oct 2022

Elements

On-site missions	<ol style="list-style-type: none"> <u>Game cards</u> Game cards containing 8 questions about fishpond conservation were distributed to participants. All the answers could be found in the exhibition panels. If participants get all the answers correct, they can win a sticker as gift. <u>Social media</u> Visitors were invited to follow HKBWS's Facebook and Instagram to obtain the timely updated information of birds. A metal pin was given when the participants finished the game card and like our social media.
Binocular experience	A panel with ringed birds were displayed. Some of the birds also carried message of WMBD2022 – “ <i>Dim the lights for birds at night!</i> ”. Hence, when participants tried the binoculars, they could read the message. Our onsite volunteers introduced more WMBD and migratory birds to participants too.
Workshops	Dreamcatcher making and needle felt bird pin workshops were organised on weekends within exhibition period. For needle felt bird pins, tutors taught participants to make Black-faced Spoonbill and Garganey.
Net-casting Experience	It was a weekend-limited activities onsite. Kids could learn net-casting like fisherman and learn the pond fish farming culture in fishpond.

Mascot meet-and-greet	It was a weekend-limited activities onsite. Our mascot, Mullet-kun, showed up and greeted visitors in the exhibition.
Panels and displays	<ol style="list-style-type: none"> 1. Exhibition panels focusing on: <ul style="list-style-type: none"> - Traditional pond fish aquaculture and fishpond operators - Introduction of EAAF - Our highlighted research on migratory birds <ul style="list-style-type: none"> ➤ Egret Tracking ➤ Black-faced Spoonbill Census ➤ Renovation of inactive fishpond to Ducky Pond ➤ Ringing works on migratory birds 2. Art installation <ul style="list-style-type: none"> - Local artist was invited to make a set of eco-art installations. Its installation included a Giant Black-faced Spoonbills made by raven and bamboo, and 4 Giant fishnets. The whole concept is based on the daily lives in fishponds that, Black-faced Spoonbills rely on fishpond to forage in their daily lives, and fishermen rely on fishponds to earn a living. The artist wished to deliver a message that human and birds can live harmoniously in fishpond through her art installation.
Collective art	We printed 1,000 pieces of mullet cards. Visitors could write their messages to birds, conservationist, fishpond operators after visiting the exhibition. All the drawn cards were hung on one of the giant fishnets, so other visitors could read their messages as well. The whole visual was like a bumper harvesting of mullets.
VIP tour	Representatives from Hong Kong Government and sponsors, and our key stakeholder – fishpond operators, were invited to join a VIP tour. Our highlighted work and milestones were shared with them. Certificates of Appreciation were also given to fishpond operators who has been collaborating with us for 10 years.

Website to “Fishpond For Flyway” (Chinese only):

<https://cms.hkbws.org.hk/cms/fpmenu/fp-public-activities/fishpond-for-flyway-exhibition>

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 400 words)

Since 2012, HKBWS has been implementing Hong Kong Fishpond Conservation Scheme, which aims to promote fishpond conservation through habitat management, research and education. This year marks the 10th anniversary of the scheme. To celebrate the anniversary and also World Migratory Bird Day, a 3-week exhibition was held from 29 September to 19 October 2022 in TKO Plaza, which mainly targets young families nearby. Through exhibition panels, display of decoy and bird-ringing tools, we aim to promote our 10-year-effort on fishpond conservation in HK for migratory birds along EAAF, and arouse public's awareness on importance of fishpond.

In the exhibition, we also invited local eco-artist, Ankie@WeaveBeing, to design a set of art installation for our anniversary. The installation included a Giant Black-faced Spoonbills made by raven and bamboo, and 4 Giant fishnets. The whole concept is based on the daily lives in fishponds that, Black-faced Spoonbills rely on fishpond to forage in their daily lives, and fishermen rely on fishponds to earn a living. The artist wished to deliver a message that human and birds can live harmoniously in fishpond through her art installation. In addition, public were invited to write their messages to birds, conservationists or fishpond operators on mullet cards after visiting the exhibition. The 1000 drawn cards were then hung on the giant fishnet as a form of collective art in the exhibition, which looked like the bumper harvesting of mullets in HK fishponds.

Apart from visual display, we also had diverse interactive elements to engage the visitors. Game cards with 8 questions about fishpond conservation were distributed to participants. All the answers could be found in the exhibition panels. If participants get all the answers correct, they can win a sticker as gift. Visitors were invited to like HKBWS's Facebook and Instagram to obtain the timely updated information of birds. A metal pin was given when the participants finished the game card and like our social media. In the exhibition, a total of 989 participants joined the game and won the pins, while 483 of them also won the metal bird pin!

Besides, binocular experience was given to visitors. A panel with ringed birds were displayed. Some of the birds also carried message of WMBD2022 – *"Dim the lights for birds at night!"*. Hence, when participants tried the binoculars, they could read the message. Our onsite volunteers introduced more WMBD and migratory birds to participants too. Also, in weekends, kids could learn net-casting like fisherman and learn the pond fish farming culture in fishpond. Our mascot, Mullet-kun, showed up and greeted visitors in the exhibition during weekends.

Dreamcatcher making and needle felt bird pin workshops were organised on weekends within exhibition period. 36 participants joined the needle felt bird pin workshop, and

made the Black-faced Spoonbill and Garganey pins. They could also know more about the 2 migratory birds in the workshop as well.

The 3-week event attracted over 50,000 public to visit. 4 media in HK shared the event online. The activity was also listed on 2 online event listing platforms.


All photos taken in the exhibition were attached in the google drive. The drive link is attached in section 5.


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




Link :

https://drive.google.com/drive/folders/1G2LRiwh53NnIU_vkuGM3QKJMVmpi77_Q?usp=s

haring


Name of Photo/Video	001
Photo/Video	
Credit info	Fishpond For Flyway – 10th Anniversary Exhibition of Fishpond Conservation




Name of Photo/Video	002
Photo/Video	
Credit info	"Fishpond For Flyway – 10th Anniversary Exhibition of Fishpond Conservation" was held in HK TKO Plaza.




Name of Photo/Video	003
Photo/Video	
Credit info	Visitors were playing with the game cards and finding answers from exhibition panels.
Name of Photo/Video	004
Photo/Video	
Credit info	Eco-art installation – giant fishnets
Name of Photo/Video	005
Photo/Video	
Credit info	Eco-art installation – giant Black-faced Spoonbills




Name of Photo/Video	006
Photo/Video	
Credit info	Visitors could write messages on mullet cards

Name of Photo/Video	007
Photo/Video	
Credit info	A kid wrote a heart-warming message on card – “Thank you for putting effort on protecting birds”

Name of Photo/Video	008
Photo/Video	
Credit info	Our volunteer was hanging the mullet cards on the giant fishnet.

<p>Name of Photo/Video Photo/Video</p>	<p>009</p> 
<p>Credit info</p>	<p>Bird ringing tools were displayed to introduce the research work on migratory birds.</p>
<p>Name of Photo/Video Photo/Video</p>	<p>010</p> 
<p>Credit info</p>	<p>A kid wrote a heart-warming message on card – “Thank you for putting effort on protecting birds”</p>
<p>Name of Photo/Video Photo/Video</p>	<p>011</p> 
<p>Credit info</p>	<p>Our volunteers taught visitors to use the binoculars, and convey the themed message of WMBD2022.</p>

<p>Name of Photo/Video Photo/Video</p>	<p>012</p> 
<p>Credit info</p>	<p>The message, "Dim the lights for birds at night" was showed in the exhibition panel.</p>
<p>Name of Photo/Video Photo/Video</p>	<p>013</p> 
<p>Credit info</p>	<p>Participants were making a Black-faced Spoonbill pin in workshop.</p>
<p>Name of Photo/Video Photo/Video</p>	<p>014</p> 
<p>Credit info</p>	<p>The needle felt (Left) and the giant (Right) Black-faced Spoonbill</p>

<p>Name of Photo/Video Photo/Video</p>	<p>015</p> 
<p>Credit info</p>	<p>The kids enjoyed net-casting game in weekends.</p>
<p>Name of Photo/Video Photo/Video</p>	<p>016</p> 
<p>Credit info</p>	<p>Kids could greet our mascot, Mullet-kun, and take pictures together.</p>
<p>Name of Photo/Video Photo/Video</p>	<p>017</p> 
<p>Credit info</p>	<p>The exhibition was popular and 50,000 participants visited the exhibition.</p>

Name of Photo/Video	018
Photo/Video	
Credit info	Poster of the exhibition

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.