

IAF Education Working Group Strategy Internal Draft 1:

Objectives:

The goals of this working group are:

- 1) To promote information about falconry to the public in order to foster a positive image of falconry and raptor conservation.
- 2) To promote the education of those interested in practicing falconry with;
 - a) a special focus on the youth,
 - and
 - b) dissemination of falconry knowledge among already practicing falconers.
- 3) To provide educational information on raptor conservation projects.
- 4) Create a set of materials on falconry and raptor conservation available in a multitude of languages and easily accessible that those who are using falconry education techniques may use as a guide, in particular to avoid misconceptions and false information about falconry.

Remit:

This working group shall be composed of 5 sub-sections including already existing IAF initiatives and developing projects:

- a) IAF School Links Project (ISLP)
- b) IAF Young Falconers Group (IYFG)
- c) IAF Translations Working Group (ITWG)
- d) IAF Youth Exchange Project (IYEP)
- e) IAF Social Media Presence (ISMP)

Membership:

The composition of this WG has been carefully chosen to offer a balance of youthful enthusiasm and energy tempered by some more experienced falconers while also including members from different cultural backgrounds in order to facilitate different perspectives. The work undertaken by this WG will be carried out by the members as well as many other individuals active in the respective projects. Membership or participation in one of the five education working group projects does not signify membership in the WG, members of the WG will be limited to between 8 and 12 people who shall facilitate and represent each of the five WG areas and provide mutual support across the different WG projects. Members are listed below with an indication of their primary areas of involvement in the WG's projects as well as their current country of residence.

Andrea Villa (Youth Group and Youth Exchange Project) (Italy)

Barbara Heymans (School Links Project) (South Africa)

Doris Hiebeler (Youth Exchange Project) (Austria)

Farooq Khan (Translations and Social Media Presence) (Pakistan)

Joseph Fahey (Youth Group and School Links Project) (United States)

Julian Mühle (Youth Exchange Project, Translations and Coordinator) (Germany)

Nicola Dixon (School Links Project) (United Arab Emirates)
Sara Ichinkhorloo (School Links Project) (Mongolia)
Tony James (Social Media Presence) (United Kingdom)

Timeline:

- The IAF education WG is hereby officially formed on the 10th of March 2019 and the first draft of the strategy document is sent out to its members.
- A two-week consultation period from the 10th to the 24th of March 2019 is to be used for WG members to send feedback on the first strategy draft and to suggest changes.
- A zoom (a video conferencing software) call will be organized for the WG to discuss ideas at a mutually convenient time within the next six weeks.
- At the end of March, the final version of the proposed education WG strategy will be sent to the IAF secretariat and IAF president for approval.
- In June, the education WG strategy and its implementation to date will be presented in an advisory committee meeting convened by IAF president Majed al Mansouri in Brussels. Following this, any necessary changes and adjustments to the strategy will be implemented.
- A social media posting code Will be elaborated by this WG by April.
- By the 1st of August 2019, the youth exchange project is to be operational and the first youths may be put in touch with potential hosting falconers and falconry centres.
- A resource for the elaboration of school education campaigns and falconry outreach programmes to the public will be elaborated by the school links and youth group sections and will be translated by the translations section by the 1st of November.
- The entire IAF journal shall be translated into Spanish by the translations section of this working group in time for the 2019 IAF council of delegates meeting.
- A report on the first 9 months of the education working groups activities is to be presented at the 2019 IAF council of delegates meeting held between the 1st and 6th of December in Spain.
- By the end of 2019, the translations working group section shall have over 100 members with the capacity to translate more than 25 different languages.
- A side meeting is to be held at the IAF council of delegates meeting for all present education working group members to brainstorm and reflect on the first year of the working groups activities and to draft a strategy for 2020.

Logistics:

- 1) Depending on the majority of the WG members preference, a WhatsApp or Facebook group chat will be created for informal communications. The main channel for communications will remain email, therefore, please regularly check your emails and advise me of any changes in your email address or prolonged periods in which you will not be reachable.
- 2) Please feel free to communicate ideas and suggestions both to myself and to other members of the education working group at any time.
- 3) A google document will be created for everyone to collectively brainstorm ideas while the second draft of this strategy document is created.
- 4) A Facebook page subordinate to the main IAF Facebook page has already been created and will gradually be filled with content.

- 5) We should brainstorm a logo for this WG and encourage talented artists to submit proposals. See the LAWG (Latin America Working Group) and WWG (Women's Working Group) logos for inspiration. This logo should include the words "education working group" and a smaller embedded version of the IAF logo.
- 6) Please see the timeline section above for an approximate idea of time scales.

Individual Project section details:

This section is to provide an introduction and subsequent steps that are to be undertaken for each area of the WG.

a) IAF School Links Project (ISLP)

The IAF School Links Project is a longstanding IAF project which has been running since 2011 and has linked over 51 different schools with a total participation of over 4000 students. Its purpose is to link different schools and students at those schools with each other through falconry. This was birthed alongside the artificial nest box project in Mongolia where school classes supported this project, but it has expanded to include a multitude of schools in different countries and has undertaken exchanges of projects and information, pen pal activities and even meetings of students in settings such as the international falconry festivals. A focus was placed on integrating the school links project into a specific class in participating schools, thus embedding it in the curriculum and deriving lessons from falconry and nature conservation. "Biologists and falconers explained the sustainable use of saker falcons for falconry, and the problem of electrocution of birds of prey on poorly insulated Mongolian powerlines. All students were taught classroom-based lessons on falconry heritage, food chains, the equipment used in falconry, and how to handle birds of prey" (IAF Website). The next step will be to ascertain which schools remain active in this project and to make a full listing of schools, teachers contact details and activities that they have already undertaken. Subsequent steps may include the development of new activities for the schools and the updating of social media and IAF website information regarding this. As this is one of the larger projects within the remit of this WG, four members are involved with this area. An education outreach strategy could also be elaborated alongside the young falconers group (see below).

b) IAF Young Falconers Group (IYFG)

The Young falconers group is a group which was birthed by the falconry festivals and which was originally designed for festival participants to stay in contact afterwards. Since then, this group has evolved and grown to include many young falconers who were not at the festivals. Its main presence is on Facebook, where members use an open group to share their falconry experiences and have formed a community of falconry youths who share their passion with each other. Particularly noteworthy projects which the young falconers group has undertaken include the creation of IAF youth leaflets and the launch of an exceptionally successful video which was shown at the last IAF meeting in Bamberg to commemorate the 50th anniversary of IAF (<https://www.facebook.com/IAF.org/videos/744867145905871/>). Subsequent steps will include a listing of the 718 members of the Facebook group to determine how many of them wish to be involved more closely in elaborating projects. A manual could also be created on how to do falconry outreach and education initiatives at schools so that falconers around the world can take that as a model and ensure that they

portray and teach falconry correctly to the public. While many such programmes already exist, it would be in the interest of IAF and the global falconry community to create such a resource so that those beginning with falconry education and outreach projects could take bits and pieces from this as inspiration and modify it for their countries and situations. In countries where falconry is only just emerging and has not established itself as firmly, this would be a particularly welcome initiative and through the help of the translations section, such a resource could be translated into a wide array of languages. There is an extensive collaboration potential with the School links project in this.

c) IAF Translations Working Group (ITWG)

The translations working group is a sub section of the education WG which was initiated in May 2018 and is composed of around 90 volunteer translators with the capacity to translate IAF eBulletins, documents, journal and eNewsletter articles and content for other working groups into 23 languages. To date, over 150 documents have been translated with the bulk of translations being made up by the monthly IAF eBulletin, which is regularly translated into approximately 15 languages. This section is coordinated through the use of a google document listing the current translation work that has been assigned, the contact information, country, language and previously completed translations for each member. There is also a closed Facebook group for this group. The balance of languages is very uneven, we have 25 translators for Spanish, but a lot less for most other languages. We will continue to call upon members of the international falconry community who speak a second language other than English to join this project and will also call on IAF member organizations to more actively promote and support this work at the IAF council of delegates meeting. Subsequent steps for the ITWG will be the creation of a WhatsApp group chat for its Spanish speaking members in order to facilitate a quicker turnaround period in Spanish translations ahead of the council of delegates meeting in Spain which we foresee will require a vast quantity of translations. The goal for this working group section is to have exceeded 100 members, to have the capacity to translate 25 different languages and to have translated over 300 documents by the end of 2019.

d) IAF Youth Exchange Project (IYEP)

The youth exchange project seeks to facilitate the exchange of falconry knowledge and experiences in different cultural contexts by linking young falconers with individual falconers and falconry centres of excellence as their hosts. The premise is for young falconers to travel to different countries where they would be hosted by experienced falconers who teach them new skills and provide them with opportunities to fly different species at different quarry in various cultural contexts. In exchange for accompanying these falconers into the field and food and accommodation or a previously agreed combination of the two, the youth would help out for a certain number of hours per day. This would facilitate an exchange of knowledge, a strengthening of the international falconry community and would foster friendships across countries and cultures, thus showing once again the uniting and bridging potential of falconry. The project finds specific falconry centres or falconers that are suitable for this due to outstanding features and connects them to enthusiastic youths through a website. To ensure a high standard and to make sure that the youth can be of help, filters would be applied to ensure that the youth would already have basic falconry knowledge, as the purpose is to give new perspectives and polish some falconry skills, not to learn falconry

from the beginning. This would also ensure that it is of benefit for both the youth and the host. Both hosts and youths would also have to be referred by at least two people known to IAF, the project coordinators or individuals well known to IAF such as national delegates. This project is still in the planning phase, the first project draft was approved by former IAF president Adrian Lombard and subsequent steps will be the creation of a website (wix has been proposed) and other developments. Ten falconry centres with special characteristics have already been approached about this and details of their participation are being arranged at this moment. The goal for this project is to be fully running by the 1st of August 2019 and to present it to the council of delegates and request their support at the council meeting in December 2019.

e) IAF Social Media Presence (ISMP)

The education WG has been tasked with coordinating the IAF social media presence. To achieve this, regular posts will be uploaded on an education WG Facebook page which is sub grouped below the main IAF Facebook page. This page has already been created but needs to be filled with content. Similar content will be uploaded to the IAF twitter and Instagram accounts which will also be managed by this WG. We will upload new information items about falconry and raptor conservation at regular intervals e.g. at least once a week. This should be scheduled ahead of time for three weeks at a time to ensure the regular publication of such information. Uploads and content shared from other pages may include new scientific papers on individual species behaviour, falconry history, new falconry books (especially in languages other than English), educational content, raptor facts or other information which can be considered educational. This will not include hunting posts from individual falconers unless there is a specific educational value or explanation attached and we must ensure not to give commercial enterprises any advantage through their promotion on IAF platforms.

We will also collaborate with other IAF WG's to ensure that publications conform with IAF values and standards. A first step in this will be the creation of a social media posting code to include the avoidance of politically sensitive issues to IAF (e.g. no promotion of sky trials or competitions with the IAF logo, no IAF publications related to European falconry to include owls, no posts to contain falconry or even wild raptors hunting or killing endangered species, ensuring that no content is posted which includes live prey being plucked or eaten by raptors, being sensitive to national falconry politics in countries where there is more than one IAF affiliated club etc.). After developing said code and once it has been approved by the IAF secretariat, we will monitor all IAF affiliated Facebook and social media pages and ensure that they conform to this. If someone finds this not to be the case, please inform me and I will coordinate with the IAF secretariat to find a solution that is both diplomatic and pragmatic.

I look forward to hearing your thoughts and opinions on this preliminary strategy. Everyone is welcome to make suggestions to the strategy of the group as a whole, but I would like you to focus on the specific area(s) of the working group which you are most involved with.

I am excited to work with all of you in elaborating this strategy and look forward to implementing the different projects together!

Julian Mühle

10th of March 2019

Chairman of the IAF Education Working Group.