



IAF Education Working Group

Education Working Group 2020 Report for Council of Delegates Meeting:

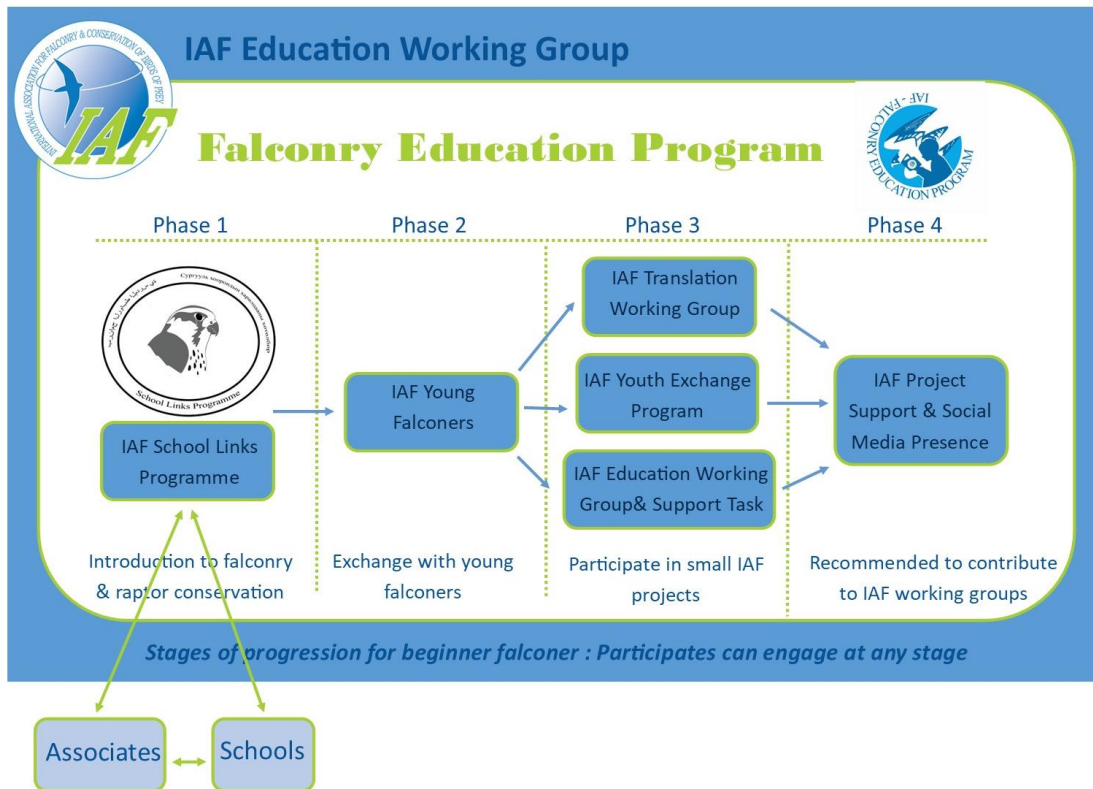
The overarching goal for the IAF Falconry Education Program within the 2020 calendar year was: “the continued integration and development of IAF educational projects within the framework and with the support of the EWG.”

- 2020 was a particularly challenging year for IAF educational initiatives as much of this work relies on partnerships with schools or exchanges between falconers across borders which were extensively restricted by the Covid-19 pandemic which caused schools throughout the world to be closed for the majority of the year, lead to the cancellation of most falconry field meets and conferences and restricted individual travel, thereby limiting exchange opportunities.
- The EWG responded to these challenges by focusing on pursuing the individual sub-section goals which could be accomplished despite restrictions and by placing a special emphasis on online activities, the creation of online educational resources, promotion of IAF and EWG information on social media and the creation of the IAF Education Website which is scheduled to be published for World Falconry Day on the 16th of November 2020 ahead of this year’s virtual Council of delegates meeting.
- World Falconry Day: EWG has been active in the implementation of WFD and has helped to implement the WFD strategy formulated by the secretariat and the WFD task group. The SLP created several competitions for posters and videos celebrating WFD which were uploaded on social media and disseminated in the IAF eBulletins.
- This year saw an increased emphasis on social media activities with all objectives for social media audience growth being met and exceeded. The IAF Falconry Education Program Facebook page and the IAF twitter and IAF Instagram pages were updated with new content daily.



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- The SLP elaborated a 4-phase model showing how youths may engage with the Falconry Education Program progressively, commencing with one project and then engaging with further project as youths get older or wish to be more involved.



- Information on all EWG activities may be found in the EWG google drive and strategy documents were also uploaded to the main IAF google drive for further reference. Specific details on the sub-sections individual goals is detailed in the second part of this report and in more detail in the relevant appendixes.

“Objectives:

- 1) To foster a positive image of falconry and the role of falconers in raptor conservation.
- 2) To promote the education of those interested in practicing falconry with a special focus on the youth, and the dissemination of falconry knowledge to already practicing falconers.
- 3) To provide educational information on raptor conservation projects.
- 4) Create a set of materials on falconry and falconers role in raptor conservation available in a multitude of languages and easily accessible that those who are using falconry techniques in education may use as a guide, in particular to avoid misconceptions and false information about falconry." (EWG 2019 Strategy)



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Remit:

This working group is composed of 6 sub-sections including already existing IAF initiatives and developing projects. Within 2020 the previous 5 sub-sections were re-established into the following 6 sub-groups to accommodate the increased activities and responsibilities of the working group:

- 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 Project Support and Social Media Presence (ISMP)
 - f) IAF Education Working Group Support Task Group (EWG TGs)
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Individual IAF Falconry Education Program Activities undertaken in 2020:

School Links Project:

- Two new schools, the Bayan School in Mongolia and Al Ain Aldar Academy in the United Arab Emirates have joined the SLP. This brings the total number of active schools to 16.
- There were also two new associates, Project Lugger represented by Bob Dalton and Tara Ballam and the Mohamed bin Zayed Falconry & Desert Physiognomy School represented by Buti Al Kyheli. There are now 13 associates to the SLP.
- Over 700 pen pal letters have been translated over the past nine years to facilitate the direct and personal communication between youths in the SLP.
- Two competitions featuring posters and videos have been launched for WFD with youths from many countries participating.
- A Summer eNewsletter article and several eBulletin publications were made.
- Further resources on UNESCO, Millennium development goals, Birds of prey and quarry hunted in different countries have been created and will feature on the EWG website.
- While the SLP had intended to encourage youths to visit local raptor conservation projects, emphasizing engagement with such projects and other activities for specific days such as Migratory bird day, Earth Day, World Wildlife Day, International Day of the forest, International Biological Diversity Day and other such occasions, this was for the most part not possible due to covid-19 restrictions. Similarly, the intended visits of raptor conservationists in schools were also not possible.
- The network of regional, country and club representatives for the ISLP was expanded.



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- An emphasis was placed and shall continue to be placed on migrating content to the new IAF Falconry Education Website which amongst other things include:
 - o A document explaining how resources can be used in schools.
 - o A map of SLP schools and associates.
 - o A matching chart showing different countries, falconers and schools.
 - o Phase out the SLP website and Facebook page towards the common IAF Falconry Education Program website and Facebook page as the IAF leaderships policy is to reduce the number of Facebook pages and websites to retain closer unity, maintain updated pages and reduce additional website running costs.
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Young Falconers Group:

- In 2020, the Young Falconers Group undertook an anthropological research project in collaboration with Dr. Anne-Lise Tropato from New York University Abu Dhabi to survey young falconers across the world. This research is designed to showcase the role that falconry plays in the lives of young falconers and is based on a technical survey focused on the human and intangible aspects of our art for youths. The 20-question survey is still running and is expected to provide interesting insights when it is concluded in 2021.
 - The YFG also extended the work which it had done in 2018 and 2019 to collect more content for a collage video composed of clips showing young falconers with their birds. This video will be shown at the Falconry Festival which will be held in Abu Dhabi in 2021.
 - In December 2020, a number of online talks are being planned for young falconers to engage with other falconers and learn about interesting facets of falconry.
 - All activities of the YFG are designed to support youths practicing falconry and to strengthen their connections to other falconers and amongst themselves. We believe that this is vital to support our intangible cultural heritage and to pass on our art from one generation to the next.
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IAF Translations Working Group:

- Within the 2020 calendar year, the ITWG showed extensive growth with a new capacity of translating content into up to 35 different languages and with a membership exceeding 250 volunteer translators. It is expected that ITWG membership will exceed 300 members by the end of the year.
- The IAF Translations Working Group established a fixed protocol for translations priorities and procedures including language leads for several languages with many



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members. This system is still in the process of being optimized with a full system expected to be in place by the end of the year.

- In 2020, ITWG translated a total of over 500 documents including 53 translations in this year's Journal. This brings the total number of ITWG translations throughout the last 3 years of its existence to over 1200 documents.
 - ITWG took on the primary responsibility in assisting the IAF run sustainable use websites networks AmFalCon, Perdixnet and Sakernet with translations. ITWG was also active in helping the IUCN with translations for the Naturalliance portal.
 - ITWGs limited capacities in some languages such as Chinese, Russian and Arabic improved substantially with an influx of members speaking those languages. This has in part been due to the much-appreciated support of some IAF member organizations.
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Youth Exchange Project:

- The Youth Exchange Project was the most impacted area of the EWG within 2020. Due to Covid-19 restrictions it was not possible to undertake any exchanges as most countries were quarantined throughout most of the year.
 - Since exchanges were not possible in 2020, the Youth Exchange project focused its efforts on integrating and upload all necessary documents to the IAF Falconry Education Program website.
 - IYEP seeks to facilitate its first exchanges in 2021 and aims to publish a few pictures and personal anecdotes once these have been completed.
 - Towards the end of 2020 and the beginning of 2021, the IYEP shall increase the number of hosts and obtain detailed profiles from each of them to detail the extent of the experiences which youths may have when they participate in such an exchange.
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Project Support and Social Media:

- A comprehensive document, *The IAF Social Media Code, Strategy and Principles* was written in June 2020. This included:
 - The previously drawn up rules for posting on social media, which are very comprehensive.
 - Social media strategy:
 - A list of IAF Social Media platforms
 - Objectives
 - Goals
 - Types of posts
 - Improvements
 - Principles for social media, including post frequency and ways to reach a larger audience.



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- Social Media Posting rules have been closely adhered to by those posting on social media, and the positive image of falconry and the role of falconers in raptor conservation and education have been promoted. Within 2020 there was a marked decrease of posts in contravention to the IAF social media code across IAF social media networks, especially in groups.
- Posting on social media platforms has increased in frequency and variety, and consequently, the numbers of followers has increased:
 - The number of followers on the IAF Falconry Education Program Facebook has increased from **2113** at the end of May 2020, to **3626** on 25 October, exceeding the goal of reaching 3000 followers by the end of 2020. This has been achieved by posting daily, often more than once, and sharing posts to other falconry-related pages on Facebook, which redirects users to our page. The goal of achieving a post reach of 5000 per week has been easily exceeded in most weeks.
 - The number of followers on the IAF Instagram account has increased from **1252** at the end of May 2020, to **2815** on 25 October, again exceeding the goal of reaching 2000 followers by the end of 2020. This has been achieved by posting regularly, using popular hashtags to draw in users following those hashtags, and updating Instagram stories on a regular basis.
- New accounts have been made or reactivated on Instagram and WeChat. IAF previously had an Instagram account, but this was temporarily dormant due to a difficulty of keeping it in line with wider IAF policy. The creation of the Social Media Guidelines has alleviated this concern. WeChat is the best way to reach falconers in China, which is why an account was made for this to share eBulletins, translations and to engage with the wider falconry community in China.
- The EWG Facebook page has been a great Success in 2020, and in 2021 we will continue to increase our outreach through this by linking to more content on the main IAF page, the WWG page and the GTLA page.

Support Task Groups:

- These three Task Groups specialised in Art and Design, Political and Scientific Research and IT use existing skills which some youths may have to help IAF in the implementation of its projects and are a key way for youths to become more familiar and involved with IAF projects. Within this year, these task groups have undertaken investigation projects to build a database of raptor breeders in Latin America, a list of species that have been saved by falconer led conservation efforts, a database of all falconry related conservation projects in Latin America, diagrams and poster creation for a number of working groups, information gathering for legalization purposes, a map of falconry conservation efforts for the IAF falconry museum and support with the upcoming international falconry festival.



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- The support task groups typically undertake short term projects including members who are supported in a decentralized manner by the EWG and serve primarily to assist other IAF projects and working groups in the implementation of their work through specialized expertise.

Appendix-Further Information:

- 1) ISLP annual report 2020
- 2) ISLP strategy plan 2019-2021- review Nov 2020 (Excel Document)
- 3) YFG annual report 2020