

# IAF Education Working Group Strategy

## **Objectives:**

- 1) To foster a positive image of falconry and 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 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.

## **Five sub-sections; individual project section details:**

### **a) IAF School Links Project (ISLP)**

The IAF School Links Project is 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. The next step will be to make a full listing of schools, teachers contact details and activities that they have already undertaken. Subsequent steps include the development of new activities for the schools and the updating of social media and IAF website information. An education outreach strategy could also be elaborated alongside the young falconers' group

### **b) IAF Young Falconers' Group (IYFG)**

The Young falconers' group's main presence is on Facebook, where members share their falconry experiences and have formed a community to share their passion. A noteworthy project is the video, commemorating the 50th anniversary of IAF <https://www.facebook.com/IAF.org/videos/744867145905871/>

A manual could also be created on how to do falconry outreach and education initiatives at schools so that falconers around the world can ensure that they portray and teach falconry correctly to the public, particularly in countries where falconry is only just emerging and has not established itself. There is an extensive collaboration potential with the School links project.

### **c) IAF Translations Working Group (ITWG)**

Is composed of ca. 90 volunteers with capacity to translate IAF eBulletins, documents, journal and eNewsletter for other WGs into 23 languages. We will continue to call for people who speak a second language other than English to join, and will also call on IAF members to promote and support this work at the IAF council of delegates meeting. The goal for 2019 is to exceed 100 members, to have the capacity to translate 25 different languages and to have translated over 300 documents.

### **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.

### **e) IAF Social Media Presence (ISMP)**

The education WG has been tasked with coordinating IAF social media. To achieve this, regular posts will be uploaded on an education WG Facebook page which is sub grouped below the main IAF Facebook page. We will collaborate with other WG's so 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 avoiding politically sensitive issues to IAF.