



## **IAF Education Working Group**

### **Strategy for 2020:**

- *The overarching goal for the IAF Falconry Education Program in 2020 shall be the continued integration and development of IAF educational projects within the framework and with the support of the EWG.*

- To facilitate this, the EWG shall be restructured slightly with five previous sections being expanded into six modified sections. The EWG shall also take on a more established political role as its members shall be specific “political” project representatives of individual working group areas tasked with implementing the strategy set by the EWG and the policy determined by IAF, but with broader terms of reference and more autonomy in the manner through which those goals are achieved. EWG members shall also be responsible for communicating EWG strategy, decisions, and updates to members of the specific project areas which they represent.

#### **Objectives:**

- 1) Foster a positive image of falconry and the role of falconers in raptor conservation.
- 2) 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) 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)

#### **Joint Group Strategy Goals:**

- The absolute priority for EWG, shall be the development of the EWG website as this shall have positive externalities for all projects administered by EWG.
- Mutual promotion of other non-falconry organizations with a positive disposition towards falconry to increase general awareness of sustainable use and nature conservation.
- EWG members shall update the google drive regularly with any work undertaken in any project area.
- All EWG members shall engage on behalf of the EWG on social media, in particular by promoting and posting on the EWG Facebook page
- Supporting WFD and implementing the WFD strategy formulated by the secretariat and the WFD task group. EWG will also assist with spreading publicity for this.
- Create a database of IFEP reps including contact information (on the website).
- Elaborate accomplishment certificates in two categories awarded for accomplishments in project areas.
  - A) Given by EWG on our own initiative or after someone requests this and we have known the project in depth and agree that it merits or benefits from such recognition (e.g. useful for a project engaging with a government department).
  - B) Awarded by the IAF president on the suggestion of EWG (rarer) only if EWG has seen the project in person or collaborated extensively with it. May also be given to individuals to recognize significant contributions to the mission of EWG on the recommendation of EWG. Only to be presented in person by an EWG member or IAF officer (ideally the president).



## **IAF Education Working Group**

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

- Encourage 5 new schools to join ISLP and launch a falconry heritage competition for WFD.
- Publish a Summer eNewsletter article and eBulletin publications.
- Create further resources on UNESCO, Millennium development goals, Birds of prey and quarry hunted in different countries.
- 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.
- Expand and develop a network of regional, country and club representatives for the ISLP.
- Migrate content to the new Education Website and phase out the SLP website and Facebook page.
- Create document explaining how resources can be used in schools.
- Create a map of SLP schools and associates.
- Make a matching chart showing different countries, falconers and schools.
- Phase out the SLP website and Facebook page in favour of the shared IAF Falconry Education Program website and Facebook page.

### **b) IAF Young Falconers Group (YFG)**

- Undertake 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.
- Gather more video clips for the YFG video to be shown at the next festival.

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

- Establish a fixed protocol for translations priorities and procedures.
- Translate a total of over 700 documents in total by the end of the year, including at least 60 journal translations.
- Take on the primary responsibility in assisting the IAF run sustainable use websites networks AmFalCon, Perdixnet and Sakernet with translations. We will also actively help the IUCN with translations for the Naturalliance portal.
- Engage with clubs to encourage their members to join ITWG and delegates to forward information.

### **d) IAF Youth Exchange Project (IYEP)**

- Integrate and upload all necessary documents on the IAF Falconry Education Program website.
- Promote its work and opportunities on social media and contact national clubs to highlight exchanges.
- Main activities of the IYEP in this year shall focus on preparing, raising awareness and ensuring that the project is in the best possible position for actual exchanges in the next calendar year.
- Facilitate a first exchange in 2021 and publish pictures and personal anecdotes after completion.
- Increase the number of hosts and obtain detailed profiles from each to detail the extent of the experiences which youths may have when participating in such an exchange.

### **e) IAF Project Support and Social Media Presence (ISMP)**

- Support the WFD task group, assist and advise with the implementation of WFD activities and measures centrally coordinated by the secretariat.
- Support Comms and PR TG with social media issues and continue to implement Social Media Code.
- Manage and support IAF communications accounts on Facebook, Twitter, Instagram and WeChat.
- Continue to increase outreach through EWG Facebook page by linking to more content on the main IAF page, the WWG page and the GTLA page.

### **f) IAF Education Working Group Support Task Group (EWG TGs)**

- 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.
- Undertake short term projects by members who are supported in a decentralized manner by the EWG and serve primarily to assist other IAF projects and working groups with specialised expertise.