



## IAF Education Working Group



### *Education Working Group Strategy for 2020:*

#### *“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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#### *Recap from 2019:*

- Further information on the Strategy for 2019, its achievements and goals may be viewed in detail in the analysis text and in the corresponding documents.
- In summary, the EWG strategy for 2019 was ***"To bring together, condense and harmonize IAF educational projects and to develop a group identity and cohesion"***.
- This objective was successfully reached, as the EWG has developed a strong group identity. Externally, this may be recognized by the EWG logo, the EWG Facebook page, EWG involvement in managing the IAF twitter, Instagram and sustainable use web networks websites and the regular contributions and support of EWG within other IAF projects. Within the Working Group, this may be seen through established communications protocols including email chains, a regularly updated google drive and a WhatsApp group.
- While EWG has united IAF education projects, and it has achieved a vast majority of the objectives which it set out to achieve within 2019, there are three key areas which were particularly challenging and which shall receive an added focus in this 2020 strategy:
  - 1) The initiation of the IAF Youth Exchange Project.
  - 2) Building the EWG website.
  - 3) Facilitating the translation of material for and assisting the secretariat with a more effective coordination of World Falconry Day across the world.



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### **Overarching Vision:**

“The overarching goal for the EWG within the 2019 calendar year was the modification of pre-existing IAF projects and the amalgamation of new IAF projects into one overarching IAF education strategy. This strategy was named the IAF Education Programme and retains all 5 projects of its remit in a restructured manner. There shall be a distinction between operational and participatory projects.” (2019 IAF Education Strategy Advisory Committee Summary)

***The overarching goal for the IAF Falconry Education Program within the 2020 calendar year 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 the previously five sections being expanded into six slightly 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.

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### **Remit:**

This working group shall be composed of 6 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 Project Support and Social Media Presence (ISMP)
  - f) IAF Education Working Group Support Task Group (EWG TGs)
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### **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 IAF Education Working Group is the representative body within the IAF tasked with developing, supervising and implementing the Education Policy of the IAF through the activities of the IAF Falconry Education Program. This Working Group formulates its policy, reports to and acts within the framework authorized by the IAF President, board and secretariat within the context of wider IAF policy. Members of the EWG function simultaneously as the implementation level for many of these policies, but also as political representatives of the six individual areas which compose the IAF Falconry Education



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Program. In this capacity, drawing on their personal expertise and on the position and needs of the project areas they represent, they aid and advice the EWG. There is a clear distinction between those who are members of the EWG and those who are members of one of its sub-groups, but without a political EWG membership mandate. Ideas not addressed in this document may be implemented and adjusted at a later stage and may be communicated by anyone to the EWG representatives on each project who will then pose the idea to the EWG for further deliberation.

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 (Project Support/Social Media Presence) (South Africa)  
Doris Hiebeler (Youth Exchange Project) (Austria)  
Farooq Khan (Translations and Project Support /Social Media Presence) (Pakistan)  
Ilaria Cerli (Translations) (Italy)  
Joseph Fahey (Project Support /Social media Presence) (United States)  
Julian Mühle (Youth Exchange Project, Support Task Groups, Translations and Chair) (Germany)  
Nicola Dixon (School Links Project) (United Arab Emirates)  
Sarangerel Ichinkhorloo (School Links Project) (Mongolia)  
Tony James (Project Support/Social Media Presence) (United Kingdom)

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### **Logistics:**

- The general logistics of EWG have been quite effective and are characterized by emails, google drive backup documents and WhatsApp messages.
  - In this context, the EWG shall make a special effort to keep the EWG google drive updated with all work undertaken within the context of the EWG and specific project areas. This provides transparency and efficiency within the EWG. Everyone may see and inform themselves of the work undertaken by other project areas but shall not change anything on the google drive in another project area of which they do not form a part.
  - To improve group cohesion and promote a better flow of information, EWG shall endeavour to provide quarterly updates or reports to its members and to the IAF leadership. The first one for 2020 shall be this document, which shall act as the principal IAF Education strategy document for 2020. Further documents shall be composed approximately every 3 months, with the last yearly document being a report provided to the council of delegates detailing the work which has been undertaken and the goals for the upcoming calendar year.
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### **Whole Group:**

- The EWG shall elaborate accomplishment certificate which it can award for accomplishments in any of the project areas.
  - o In two categories:
    - 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).
- EWG website: 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.
- World Falconry Day: Some EWG members will focus on 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.
- Mutual promotion of other non-falconry organizations with a positive disposition towards falconry once a week to increase general awareness of sustainable use and nature conservation.
- All 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 – taking particular care to act within the framework set by the social media code of conduct.
- To create a database of IFEP reps including contact information (on the website).

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### **Individual IAF Falconry Education Program Details 2020:**

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#### **School Links Project:**

- Encourage 5 new schools to join ISLP.
- Launch and execute falconry heritage competition for WFD.
- To publish a Summer eNewsletter article and eBulletin publications.
- The creation of further resources on UNESCO, Millennium development goals, Birds of prey and quarry hunted in different countries,



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- 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.
  - Activities such as encouraging raptor conservationists to visit schools and visiting rehabilitation centres or local raptor projects.
  - To expand and develop a network of regional, country and club representatives for the ISLP.
  - An emphasis shall be placed on migrating content to the new Education Website which amongst other things may include:
    - o A document explaining how resources can be used in schools.
    - o Include 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 will 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 and will be based on a technical survey focused on the human and intangible aspects of our art for youths.
  - - The YFG will also extend 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.
  - - 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:**

- The IAF Translations Working Group shall establish a fixed protocol for translations priorities and procedures.



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- For 2020, ITWG aims to have translated a total of over 700 documents in total by the end of the year, including at least 60 translations in this year's Journal. To achieve this, we have asked the Journal team to send us final versions of all articles at least three months ahead of the printing date.
  - ITWG shall 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.
  - While ITWGs capacity in some languages such as Spanish and French is steadily increasing, we still have extremely limited capabilities in other major languages such as Chinese, Russian and Arabic. We will engage with clubs within those language areas to encourage their members to join ITWG.
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### **Youth Exchange Project:**

- In 2020 the Youth Exchange project shall integrate and upload all necessary documents on the IAF Falconry Education Program website.
  - The IYEP shall promote its work and opportunities on social media and contact national clubs to highlight this new possibility.
  - In 2020, the emergence of coronavirus and the accompanying employment, financial and future planning difficulties as well as expected travel restrictions for over half of the calendar year make it unlikely that actual exchanges will be possible in 2020. As such, the 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.
  - IYEP seeks to facilitate its first exchanges in 2021 and aims to publish a number of 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:**

- EWG will support the WFD task group, assist and advise with the implementation of WFD activities and measures centrally coordinated by the secretariat.
- Launch and execute falconry heritage competition for WFD in collaboration with SLP.
- As part of H.E. Majed al Mansouri's presidential strategy for 2020, Alessandra Olivieto has been named as lead for Communications and PR. This centralization of strategy will allow IAF to more effectively communicate its ideas and publications. EWG will support Alessandra and her team and will continue to implement the Social Media Code which EWG elaborated in 2019 and which remains part of the EWG's responsibilities.





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- 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 and Leo Baetan will be managing this account under the guidance of Alessandra and with the support of EWG. 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. This account will be managed primarily by Fiona Liou with support and guidance from EWG.
  - The EWG Facebook page has been a great Success in 2019, and in 2020 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.
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### **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.
  - 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.
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### **Appendix-Further Information:**

- 1) ISLP Review of 2019 Goals & 2020 objectives
- 2) ISLP strategy plan 2019-2021- Overview (Excel Document)
- 3) Report on the current state and future strategy of the IAF Translations Working Group (ITWG) January 2020: