

Campaign Toolkit



World Migratory Bird Day



Theme

English

World Migratory Bird Day
Shared Spaces: Creating Bird-friendly Cities and Communities

Spanish

Día Mundial de las Aves Migratorias
Espacios compartidos: creando ciudades y comunidades amigables con las aves

French

Journée mondiale des oiseaux migrateurs
Espaces partagés: Créer des villes et des communautés accueillantes pour les oiseaux

Portuguese

Dia Mundial das Aves Migratórias
Espaços compartilhados: criando cidades e comunidades amigas das aves

Russian

Всемирный день перелетных птиц
Общие пространства: создание благоприятных для птиц городов и сообществ

Arabic

اليوم العالمي للطيور المهاجرة
المساحات المشتركة: إنشاء مدن ومجتمعات محلية ملائمة للطيور

Chinese

世界候鸟日
共享空间: 创建鸟类友好型城市与社区

Kiswahili

Siku ya Ndege Wanaohamama Duniani
Maeneo ya pamoja: Kukuza miji na jamii zinazojali ndege

Purpose of this Document

This campaign strategy aims to support a wide range of stakeholders, including national and subnational governments, organizations, and individuals to engage in and strengthen awareness to engage in World Migratory Bird Day 2025 and migratory bird conservation globally. It provides the basic guidance and key information needed for a coordinated global communications campaign and event hosting.

Social Media



@WMBD



fb.com/worldmigratorybirdday



@worldmigratorybirdday



#worldmigratorybirdday
#SharedSpaces
#DMAM
#WMBD2025



Peak Dates

MAY: Saturday, 10 May 2025

OCTOBER: Saturday, 11 October 2025

Website

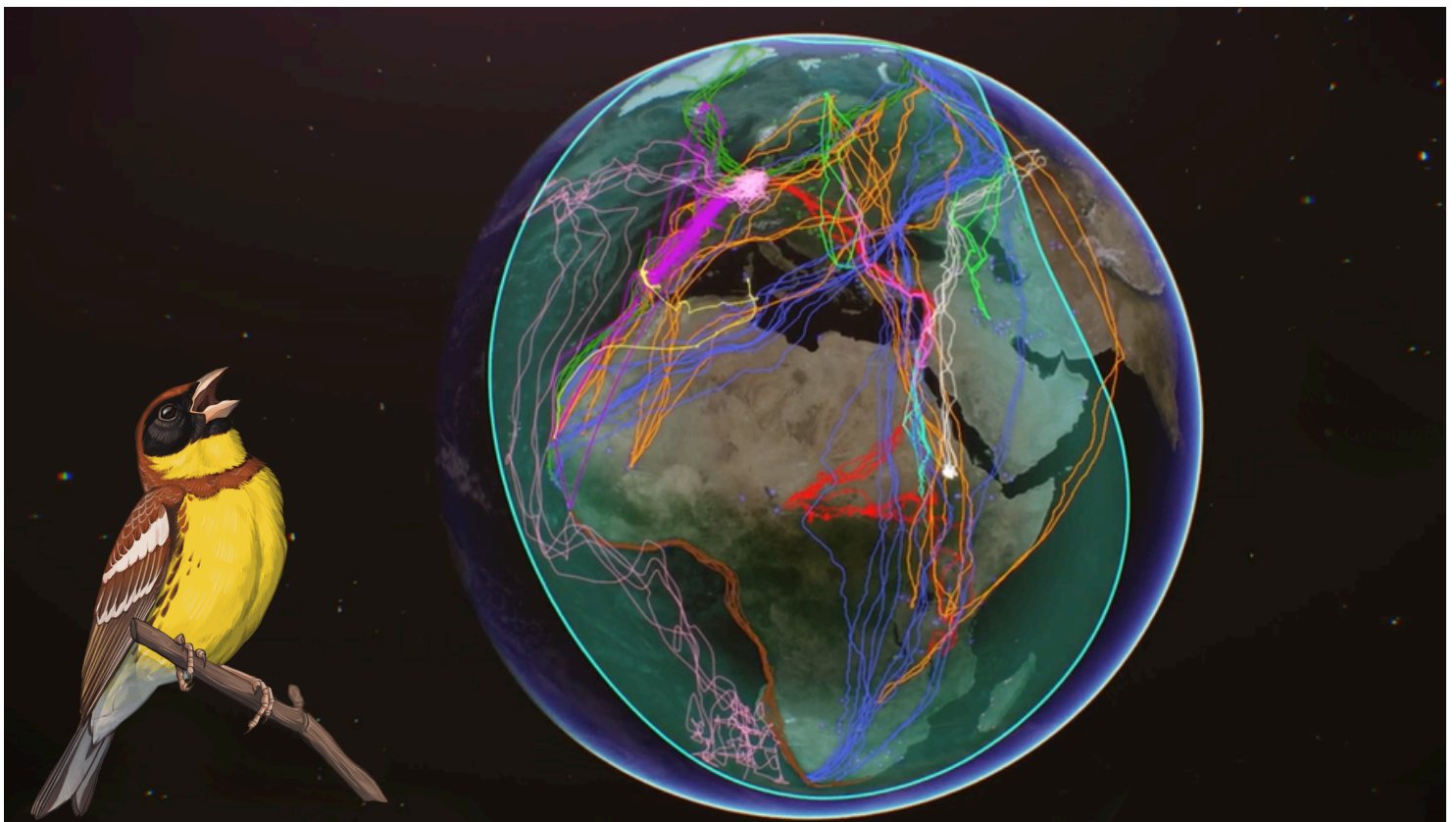
www.worldmigratorybirdday.org

About World Migratory Bird Day

World Migratory Bird Day (WMBD) aims to raise awareness of migratory birds and issues related to their conservation. The campaign highlights the importance of international cooperation and encourages national and local actions to protect migratory birds and their habitats.

World Migratory Bird Day is organized by a collaborative partnership among two UN treaties - the Convention on the Conservation of Migratory Species of Wild Animals (CMS) and the African-Eurasian Migratory Waterbird Agreement (AEWA), the non-profit organization, Environment for the Americas (EFTA), and the East Asian-Australasian Flyway Partnership (EAAFP). The 2025 global campaign is also being actively supported by other dedicated organizations, including by ICLEI and BirdLife International (BLI).

The roots of World Migratory Bird Day can be traced back to 1993, when International Migratory Bird Day was created in the Americas to focus public attention on the need for international cooperation to conserve birds and habitats. In 2006, World Migratory Bird Day was initiated by CMS and AEWA, originally as a measure to counteract the negative publicity migratory birds were receiving across the world due to Avian Influenza. A decade later, in 2017, the two campaigns joined forces, and World Migratory Bird Day has now become a truly global effort. Past World Migratory Bird Day themes have focused on issues such as climate change, barriers to migration, illegal killing of birds, plastic and light pollution.



A Cyclical Campaign

World Migratory Bird Day is the only international outreach campaign celebrated on two peak days each year to highlight the global phenomenon of bird migration.

Traditionally observed on the second Saturdays of May and October, the two days of World Migratory Bird Day are a way to reflect the cyclical nature of bird migration as well as the fact that there are varying peak migration periods in the northern and southern hemispheres. The two-day observance of World Migratory Bird Day also gives more people the chance to celebrate and raise awareness about migratory birds during peak migration times in different parts of the world.

The Theme for WMBD 2025

Shared Spaces: Creating Bird-friendly Cities and Communities

World Migratory Bird Day 2025 promotes the importance of a healthy coexistence between humans and birds by focusing on creating bird-friendly communities and cities. The campaign will raise awareness about the challenges migratory birds face due to human activities and urban development, promoting conservation and the creation of bird-friendly environments within our made-made communities. It will advocate for various actions from citizens, such as planting native flowers and gardens and transforming urban areas into sanctuaries for migratory birds. Additionally, it will promote local and global collaboration in urban planning to incorporate green and blue spaces and other bird-friendly practices. World Migratory Bird Day 2025 will offer practical steps for communities and individuals to support migratory birds and reduce the man-made threats they face in our urban environments and communities.

Shared Spaces: Creating Bird-friendly Cities and Communities



Aim of the Campaign

- Raise awareness, engage communities, and inspire action for migratory bird conservation in and around cities.
- Highlight the importance of conserving migratory birds and their habitats in cities and communities
- Calls to Action: Encourage conservation in and around our cities with efforts such as habitat restoration, policy advocacy, and sustainable practices.

WMBD 2025 Ambassador Birds

Below are nine species of migratory birds through which the campaign will showcase the importance of bird-friendly cities and communities, highlighting the diversity of birds and ways they depend on healthy ecosystems, including in and around cities. The selection includes migratory birds that use one or more of the major flyway systems in the world and which will be featured as flagship species of the World Migratory Bird Day campaign in 2025.



Yellow-breasted Bunting
Emberiza aureola

Once one of the most common birds in the Palearctic, the Yellow-breasted Bunting (*Emberiza aureola*) is known for its bright golden feathers and melodious songs. It breeds across northern Eurasia and migrates to Southeast Asia and the Indian subcontinent during winter. However, since the 1980s, its population has plummeted by 80%, according to 2017 surveys. Its conservation status has worsened from Vulnerable in 2013 to Critically Endangered in 2017. Every year, over 1,000,000 of these birds are killed illegally and cooked as food or sold as ornaments. Habitat loss due to agricultural expansion in key areas has further added to the decline.



American Redstart
Setophaga ruticilla

The American Redstart, a Nearctic-Neotropical migratory bird, is known for its agile insect hunting and striking plumage, especially in adult males with black and bright orange coloring. These birds adapt to various habitats, including agroforestry systems, mangrove forests in the Caribbean, and urban green spaces during migration or winter. However, they face threats like window collisions and predation by domestic cats.



Giant Hummingbird
Patagona gigas

The Giant Hummingbird, the largest hummingbird in the world, is a migratory species that travels across various altitudes, habitats, and communities in the Andes Mountains from Ecuador to Chile. It primarily feeds on flowers from the *Puya* genus but also relies on *Salvia* species, columnar cacti, and garden flowers such as *Fuchsia*. Additionally, it feeds on introduced plants like *Malva* shrubs and *Eucalyptus* trees. To supplement its diet, it hunts small flying insects and visits artificial feeders.



American Robin
Turdus migratorius

The American Robin is known for its melodious and complex daytime songs. These birds thrive in both urban and rural environments, often nesting in the undergrowth in parks, gardens, or even in spaces between houses and buildings. However, they are particularly vulnerable to domestic cats, as they forage for seeds, fruits, and insects on the ground.

According to the Alberta Institute for Wildlife Conservation (AIWC), American Robins are 10% of all of the birds admitted for rehabilitation during the summer. 31% are brought in after being caught by a domestic cat. To treat a bird after it has been bitten by a cat can require antibiotics for up to 14 days, due to the bacteria that is transferred in cat saliva. The cost can be \$100 or more for each bird.

A study of 41 free-roaming cats in Kansas showed that 83% killed wild birds, including de-clawed cats.

There are over 77 million pet cats in the United States alone, and about 35% are kept indoors. This leaves millions of cats outdoors and does not include the many stray and feral cats. Scientists estimate that cats kill hundreds of millions of birds, making them the second greatest threat to wild birds around the world.



Red Knot
Calidris canutus

The Red Knot is a migratory shorebird that travels long distances, moving between wetlands, coastal areas, and marshes from the Canadian Arctic all the way to Tierra del Fuego in South America, including the Caribbean. The subspecies of Red Knot (*piersmai* and *rogersi*) migrate along the East Asian-Australasian Flyway. It feeds on hard-shelled mollusks and other soft invertebrates like shrimp, crabs, marine worms, and horseshoe crab eggs. However, global coastal development is threatening the stopover sites these birds rely on during migration. Tourist developments, oil spills, plastic pollution, and rising sea levels are all impacting the quality of these critical habitats.



Peregrine Falcon
Falco peregrinus

The Peregrine Falcon is the fastest bird in the world, reaching speeds of up to 380 km/h during flight. Known for its long migrations, this raptor has also adapted to urban environments, successfully nesting on man-made structures like skyscrapers, bridges, and nest boxes. In cities, it uses artificial light from stadiums, streets, and shopping malls to hunt at night. While typically considered a daytime hunter, peregrine falcons are often seen hunting in the early morning or late evening in brightly lit urban areas.



Common Crane
Grus grus

The Common Crane (*Grus grus*) is a large bird with an impressive wingspan. Its migration patterns can be tracked by radar and even from aircraft, as they travel from breeding areas in northern Europe to as far south as Ethiopia. During migration, they mainly use rural areas like meadows, flooded grasslands, and permanent lakes. However, they can also be spotted in artificial ponds, sports fields, and open urban parks where they rest. Hunting is a concern where large flocks are targeted due to the crop damage they can cause. In agricultural areas and cities, Common Cranes are also at risk of collisions with power lines or wind turbines.



Greylag Goose
Anser anser

The Greylag Goose breeds in high mountain meadows across northern Western Europe and Siberia, migrating south to the Mediterranean, southern China, and eastern Asia during winter. It often uses agricultural fields like corn, sugarcane, or cereal crops, where it forms large, noisy flocks that can cause significant economic losses. Primarily vegetarian, it prefers wet grasslands rich in small tubers, seeds from floating pods, and soft plant parts. However, its stopover, breeding, and wintering sites are increasingly threatened by habitat loss, dredging of water bodies, and land conversion for monoculture farming or recreational use.



White Stork
Ciconia ciconia

The White Stork migrates from northern Europe to central Africa. It lives near slow-moving streams, ponds, and lakes, where it hunts a variety of prey, including insects, lizards, fish, birds, small rodents, and marsupials. During the breeding season, White Storks build large, wide nests using branches, grass, and vegetation. These nests are typically located in high places such as treetops, rooftops, schools, houses, or even on utility poles and communication towers. However, this puts them at risk of electrocution or injury from collisions with wires. In areas near rural or urban settings, they may mistakenly eat harmful waste like rubber bands or poisoned animals, especially near landfills or polluted streams, which can be fatal.

Key Messages

- Whether in the city or the countryside, **all communities can support migratory birds by adopting bird-friendly practices.** These include creating healthy habitats, implementing effective anti-collision measures, reducing pollution, and providing ample food sources for birds.
- **Urban expansion can lead to habitat loss if not well planned,** and cause a decline in bird nesting and feeding areas, food sources and shelter, jeopardizing the survival of migratory birds.
- **Non-native species** such as domestic cats and non-native plants, disrupt ecosystems by introducing new predators and competition for resources that birds need to survive.
- **Fatal collisions with buildings and glass** are worsened by light pollution from city structures, reflections that confuse birds, and large frameless building designs. Weather conditions like fog and rain can reduce birds' visibility of urban structures, raising the risk of collisions with buildings that aren't designed to be bird-friendly.
- **We can work together to improve the safety of our cities and communities for birds.** By collaborating with neighbors, schools, and local organizations, we can educate our communities about migrating birds. This knowledge and collaboration helps create and restore habitats that meet the needs of birds in order to protect them.
- **Sustainable city planning prevents urban sprawl** and creates interconnected green and blue spaces that provide essential habitats for migratory birds to nest, refuel and find shelter. It is important not only to enhance existing cities but also to prioritize proactive strategies for developing sustainable urban environments from the ground up.
- **Global cooperation and collaboration are essential.** Just as birds migrate across borders, we need to work together internationally and create safe stopover spots along their routes, which traverse countries, borders, mountains, deserts, cities, farms, and seas.
- **We need to bring nature back into our cities and communities** by reintroducing native plants and by adapting development to better support natural environments. Human activities and artificial landscapes contribute to biodiversity loss and the decline of migratory bird populations, which ultimately harms our ecosystem and ourselves.
- **We all have a part to play in supporting migratory birds!** Whether it's reducing pesticides at home or working with policymakers and city planners, we can all get involved and promote bird conservation together.

Take Action!

10 Calls to Action for Bird-friendly Cities and Communities



- 1. Plant Native Gardens:** This simple act provides food and shelter for birds while supporting pollinators like butterflies and bees. Native plants are adapted to your local ecosystem, attracting native birds and creating a healthy environment for wildlife. (Source: [Audubon - Why Native Plants Are Better for Birds and People](#))
- 2. Make Your Windows Bird-Safe:** Hundreds of millions of birds die from window collisions yearly. Use films, curtains, or patterned glass to deter birds from mistaking reflections for open sky. Existing buildings can be retrofitted with these solutions and new buildings can be planned so they are more bird-friendly. (Source: [Mass Audubon - Why Do Birds Fly Into Windows?](#))
- 3. Turn Off Unnecessary Lights:** Artificial light disrupts bird migration patterns and can be deadly. Use shielded, downward-facing lights, timers, sensors, and turn off unnecessary lights at night. Advocate for policies promoting dark skies. (Source: [Environmental Pollution - Pre-migration artificial light at night advances the spring migration timing of a trans-hemispheric migratory songbird](#))
- 4. Create Bird-Friendly Backyards:** Provide water sources, nesting boxes (using natural materials), and eliminate pesticide/herbicide use that harms insects birds rely on. This creates a backyard sanctuary for local wildlife. (Source: [Audubon - Cities, Towns, and Parks](#))
- 5. Advocate for Sustainable Urban Planning:** Support policies promoting green and blue spaces, wildlife corridors, and "wild" areas within city limits. This reduces habitat destruction and creates healthy ecosystems for birds and people. (Source: [PubMed Central - Consequences of changing biodiversity](#))
- 6. Support Bird-Friendly Building Standards:** Encourage the use of the American Bird Conservancy's Bird-Friendly Building Standard for new construction and renovations. Buildings should be designed with bird safety in mind, minimizing window collisions. (Source: [American Bird Conservancy - Bird-friendly-Building-Guide 2015.pdf](#))
- 7. Connect with Your Community:** Work with neighbors, schools, businesses, and local government to create a network of bird-friendly spaces. Help create a lasting commitment to bird conservation amongst people living in or near cities.
- 8. Engage & Educate:** Inspire the next generation! Organize or participate in events like World Migratory Bird Day to educate children and neighbors about birds and their challenges. This creates a lasting commitment to conservation.
- 9. Protect Stopover Sites:** These resting and feeding areas for migratory birds are disappearing. Support efforts to preserve stopover sites and habitats in your community and across borders
- 10. Keep Cats Indoors:** Domestic cats are efficient predators that pose a significant threat to bird populations. Keeping cats indoors protects birds and other wildlife. Consider providing safe outdoor spaces like screened-in porches or patios for your cat to enjoy the outdoors without harming wildlife. (Source: [Cats and Birds | American Bird Conservancy](#))

Help Spread the Word!

- Help promote the campaign! Please help spread the word about World Migratory Bird Day by announcing it on your own website, newsletters and via your social media channels. Share information about World Migratory Bird Day and this year's theme to your contacts and networks. Use your networks and channels to tell others about the importance of migratory birds. Please use the resources on our [website](#) and in our social media pack for this purpose. And whenever you do, please make sure to use the main hashtags: #WorldMigratoryBirdDay and #WMBD2025 and #SharedSpaces and #DMAM
- Send in a statement. As every year, we would be delighted to receive statements to mark World Migratory Bird Day 2025. These could either be short (1-2 minute) video messages or written statements (maximum of 800 words) which we will be sharing on social media and via our website. Please send your statements to: contact@worldmigratorybirdday.org



Host Your Own Event!

- Every World Migratory Bird Day event is unique, and as diverse and creative as the people and organizations involved. United by a common theme and campaign, World Migratory Bird Day events take place in all corners of the world and involve and inspire thousands of people of all ages and backgrounds. While events are usually organized on one of the two peak days of World Migratory Bird Day, events can be linked to World Migratory Bird Day throughout the year.
- There are really no limits on creativity! A successful World Migratory Bird Day event often gets people outside, engages them in learning about birds and habitats, and equips them to take conservation action. WMBD events usually promote the conservation theme, contribute to raising awareness or encourage people to take action. Past activities and awareness-raising events have included bird-watching tours, educational workshops and exhibitions, webinars, festivals, and painting competitions, which have been organized at schools, parks, town halls, education centres and nature reserves.
- Visit the website [to be inspired by past events](#) and once you know what you want to do – please make sure to [register your activity](#) so that it can appear on the global World Migratory Bird Day event map.
- Access [our online resource page](#) to organize your event. You'll find free downloadable materials, hosting guidelines, a list of official activities, social media hashtags, photos, press releases, infographics, and online training.

CONTACT

For more information on World Migratory Bird Day or the the content of this report please contact:

Florian Keil, Campaign Coordinator, Information Officer at UNEP/CMS + UNEP/AEWA Secretariat, Bonn, Germany. Tel: +49 228 8152451, contact@worldmigratorybirdday.org

Susan Bonfield, Executive Director at Environment for the Americas. Tel: +001 970-393-1183, sbonfield@environmentamericas.org

Minjae Baek, Communications Officer at the East Asian-Australasian Partnership. Tel: +82 32 458 6504, communication@eaaflyway.net

