



Making a Difference

The conservation impact
of the BirdLife Partnership



BirdLife
INTERNATIONAL



Together we are BirdLife International

Partnership for nature and people



www.birdlife.org

BirdLife International is the world's largest nature conservation partnership. Through our unique local-to-global approach, we deliver high-impact and long-term conservation for the benefit of nature and people.



Making a Difference 2

As we face a crisis that threatens nature, our climate, and our very existence, we all need to step up and change the way we treat our planet, our one home. We need to make a difference. Over the past 10 years the BirdLife Partnership has done just that. Working to a strategy agreed by the Partnership in 2013, we have protected species, conserved sites and habitats, pushed for environmental sustainability and worked with people towards our vision of a "world rich in biodiversity with people and nature living in harmony, equitably and sustainably". This 10-year strategy was implemented through nine programmes, each with their own expected results, and monitored through a Quality Assurance System through which BirdLife Partners set baselines and reported against progress. Progress was reported on in 2016 through *Making a Difference 1* and again in 2018 at the BirdLife Global Partnership Meeting.

As we celebrate our 100th anniversary year, we are pleased to present *Making a Difference 2* which is reporting back on some of our remarkable achievements over the past decade. These include overarching achievements in science and policy, our success in saving species from extinction and important sites under threat, our progress in the marine realm and for forests, and the progress we have made as a Partnership in building a grassroots civil society movement with independent local legitimacy across the world. As the world lurches from one environmental crisis to another, and the challenges seem undiminished, we are sure readers of this report will find it heartening to see the differences BirdLife has made, which are just a fraction of the achievements over the past decade that we can be proud of.

Building on this success, we adopted and launched BirdLife's new 10-year strategy at our Global Partnership Meeting in September 2022. This strengthens our commitment to address the systemic drivers of biodiversity loss and mobilises the support and engagement of the public, private sector and governments. BirdLife is ready for the next decade, and our commitment and confidence burn brightly because of the difference we have made and know we can make in the future.

Patricia Zurita

BirdLife Chief Executive

Our impact: the partnership

Founded 100 years ago, we are driven by our belief that local people, working for nature in their own places but connected through our global partnership, are the key to sustaining all life on this planet. BirdLife International is the largest partnership of civil society organisations working to protect nature in the world.


 **119 Partners**
across all continents

over **18 million** supporters worldwide 

over **7,000** staff 

Hatching new civil society organisations



A core focus of BirdLife's work is establishing and building up national conservation organisations in countries rich in biodiversity where there are none present.

 In the last decade, we've helped to develop new, highly successful, independent NGOs in 7 countries.



Active in megadiverse countries

Birdlife has been active in 16 of the World's 17 "megadiverse" countries:

-  13 through an active BirdLife Partner
-  3 through additional means of engagement.

US \$5 million for capacity development

Through our capacity development work, we have been actively developing networks of skilled and committed individuals and organisations to accelerate our long-term conservation impact.

Since 2014, we have supported the institutional development of 50 Partners in matters such as governance, finance management, and supporter development, including with grants and technical assistance worth over US \$5 million.

The COVID Emergency Relief Fund provided

US \$833,259

to 20 organisations including 16 Partners most impacted by the COVID-19 pandemic. This was capitalised jointly by Partners and the Secretariat.

Our impact: science and policy

Since we were founded in 1922, our work – including many of the achievements in this report – has been underpinned by world-class science and we have been at the forefront of the policy changes needed to ensure that nature can thrive.

Our science is world-leading



635

scientific publications

have been published since 2010 with BirdLife International as an affiliation for one or more authors.

These have been cited

24,631 times

The average rate of citation of our publications is higher than most universities.

Our science and policy underpins global conservation efforts

Our data, research, and indicators have been reflected prominently in several of the most influential global assessments and reports.

These include:

The Convention on Biological Diversity's *Global Biodiversity Outlook*.



Convention on Biological Diversity

The IPBES Global Assessment – for which BirdLife's Chief Scientist was a Co-ordinating Lead Author – led to a Nobel Peace Prize nomination for IPBES.



The Red List Index – whose development was led by BirdLife and which shows how fast species are being driven towards extinction – was adopted by the UN to measure progress towards the Sustainable Development Goals.



We influence policy and legislation at a global level

Coupled with advocacy, over

120,000 members of the public



mobilised to call for the universal human right to a clean, healthy and sustainable environment.

The UN Human Rights Council and UN General Assembly recognised and endorsed this right in 2021 and 2022.

ONE PLANET ONE RIGHT

36 members & 22 observers

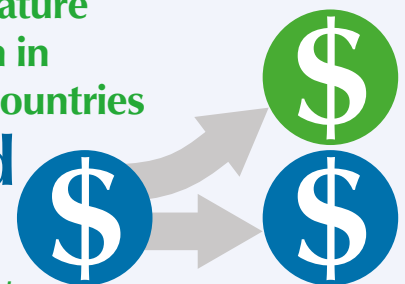


Under the coordination of BirdLife, the CMS Energy Task Force has grown to include 36 members and 22 observers from around the world.

These influential representatives from governments, investors, NGOs, companies and multilateral agreements are developing (and encouraging the use of) tools and best-practice guidance necessary to ensure a nature-sensitive clean energy transition.

Financial flows

to support nature conservation in developing countries doubled



Our paper on *Financial Costs of Meeting Global Biodiversity Conservation Targets: Current Spending and Unmet Needs* – published in 2012 – influenced the decision by developed countries to double financial flows to developing countries by 2015 to support nature conservation.

BirdLife's continues advocacy efforts to increase financial flows for nature in the Global Biodiversity Framework to be adopted by governments at the end of 2022.

We prevent extinctions


BirdLife is determined to ensure no bird species is ever driven to extinction by human activity. More than one in eight of the world's 11,000 bird species are globally threatened, with 231 Critically Endangered species at extremely high risk of extinction. Underpinned by science, BirdLife's Preventing Extinctions Programme proves that direct action saves species. Species that BirdLife has helped to bring back from the brink include Tahiti Monarch, Azores Bullfinch, Seychelles Warbler and many more.

It's the dedication, passion and expertise of local BirdLife Partners, with the support of Species Champions and other donors, that enables us to save threatened species around the world – and the immense and vital benefits this brings for entire ecosystems.

Saving vultures in Asia and Africa


Before BirdLife's intervention, vulture populations on the Indian Subcontinent were declining at one of the fastest rates ever seen in a bird species. Once ubiquitous and super-abundant in some cities, their populations crashed in the 1990s and early 2000s – by 99.9% in one species (White-rumped Vulture) – because of the widespread use of veterinary drugs poisonous to vultures. However, these species seem to have hit the bottom of the curve in the last decade and some are now recovering, thanks to the work of Saving Asia's Vultures from Extinction (SAVE) – a partnership with strong BirdLife participation created to oversee and co-ordinate conservation, campaigning and fundraising activities to help South Asia's vultures.

In Africa, where six of 11 vulture species are at the highest levels of extinction risk, we have launched an integrated programme to tackle poisoning and unsafe energy infrastructure development, and create Vulture Safe Zones (which now cover a million hectares). This work has been supported by global policy work, in which BirdLife coordinated the development of the Convention on Migratory Species (CMS) Multi-species Action Plan to conserve African-Eurasian Vultures across all 128 range states, adopted by the parties to CMS in 2017.



Species conservation works: from 59 pairs in 1996, the wild Northern Bald Ibis population rose to over 700 birds in 2018.

Below: White-headed Vulture (Critically Endangered).





Putting the 'downcurves' on an upcurve

Northern Bald Ibis seemed forever on the brink, but in 2018 BirdLife celebrated its 'downlisting' on the Red List from Critically Endangered to Endangered. Its population continues to rise – thanks to sustained conservation efforts at key breeding and foraging sites in Morocco by BirdLife Partners in Morocco, Spain and the UK working with the Moroccan government.

Three other Critically Endangered ibis species have also benefitted: in São Tomé and Príncipe our species programme to protect Dwarf Ibis was transformed into a major forest conservation initiative, while in Cambodia populations of Giant and White-shouldered Ibis at key sites seem to have been stabilised.

// Extinctions resulting from human activity simply aren't acceptable. No species is beyond saving. //

Roger Safford, BirdLife's Preventing Extinctions Programme Co-ordinator

© Jim Lawrence



We safeguard sites

For birds to thrive, we need to protect the places they need to breed and migrate. BirdLife has identified, documented, and seeks to conserve over 13,000 Important Bird and Biodiversity Areas (IBAs), which form the core of a wider network of Key Biodiversity Areas (KBAs). Sites vital for sustaining life, IBAs hold important numbers of half of all bird species on only 8% of land and 2% of sea. Through a combination of science, on-the-ground monitoring, site conservation and management, and co-ordinated advocacy and campaigning, we raise their profile and increase their protection.

The IBAs in Danger initiative was launched in 2013 to identify and safeguard the world's most threatened IBAs and has since helped to save critical natural habitats from serious damage, including: Lake Natron (Tanzania), Upper Panama Bay (Panama), Christmas Island (Australia) and Gediz Delta (Turkey).

Conserving biodiversity hotspots

Working at a landscape scale and focusing on priority KBAs, we have allocated nearly US \$40 million of funding and guided conservation projects in the Mediterranean, Eastern Afrotropical, Guinean Forests of West Africa and Wallacea biodiversity hotspots. Entrusted as the Regional Implementation Teams for these hotspots by the Critical Ecosystem Partnership Fund (CEPF), BirdLife and Partners have supported 339 local civil society organisations to conserve at least 234 KBAs.

Across these four key hotspots, this work has bolstered the KBA network by expanding or creating 1.8 million hectares of protected areas – such as Ulcinj Salina in Montenegro, a key wetland for migratory birds – and strengthened the management of 7.9 million hectares, including the Greater Mahale KBA in Tanzania through the establishment of seven Village Land Forest Reserves. This CEPF-funded work also plays a major role in developing the conservation skills of local people and building the capacity of organisations. In total, over 35,000 people were trained in the Eastern Afrotropical hotspot alone, and more men and women trained in developing countries rarely invested in such as Libya.



More than  **4,000** IBAs

have directly benefitted from Partnership action between 2016-2020...

...an increase of **57%** on the period 2013-2015.

Protecting the 'pink parade': Mar Chiquita lagoon, an IBA in Danger in Argentina home to more than half a million migratory waterbirds including Andean Flamingo (Vulnerable), received protection as Ansenaza National Park in 2022 after extensive work by Aves Argentinas (BirdLife Partner).

Conservation's key currency

Building from our extensive IBA inventory and expertise, BirdLife is a leading and founding member of the KBA Partnership – made up of 13 international conservation organisations. Since its launch in 2016, 14 National Co-ordination Groups have been established and an additional 13 are in train to expand the KBA network of sites vital to the persistence of biodiversity. BirdLife has also worked to mainstream IBAs and KBAs into national law – to date 30% of countries' national biodiversity action plans and reports recognise KBAs in some way.



"The world's governments have pledged to conserve at least 30% of the planet's land and sea by 2030 through protected and conserved areas. We continue our work to ensure KBAs are the key backbone of this 30%, with action taken to establish, expand and effectively manage protected areas and other mechanisms, such as private or community reserves to secure their long-term integrity." – **Melanie Heath**, Director of Science, Policy and Information.

453 IBAs

received new protection during the period 2013-22, as a result of action by the Partnership.

The highest number of new protected areas for IBAs was established in Europe:

187 sites

Partners

who have significantly scaled up their efforts to benefit IBAs since 2013:

Panama

from **3**
to **28** IBAs



Estonia

from **3**
to **29** IBAs

Morocco

from **4**
to **32** IBAs



We save seabirds

Seabirds are one of the most threatened bird groups and often forage in the High Seas. BirdLife's Marine Programme takes a three-pronged 'trident' approach to protecting seabirds' ocean habitats: with world-renowned science, targeting and removing threats at-sea and at breeding grounds, and by influencing global policy.

Our science shows where seabirds go, where they are most threatened and in need of urgent protection, and uncovers their incredible behaviours. BirdLife's Seabird Tracking Database is the trusted custodian of data shared by more than 250 researchers, totaling over 25 million data points from over 150 species. By putting seabirds on the map, we can inform the management of fisheries, marine spatial planning and the creation of protected areas.

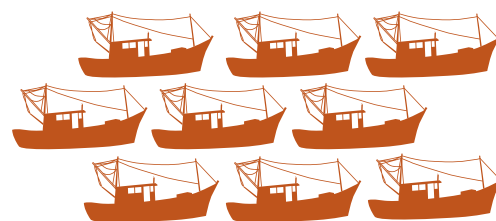
Protecting huge areas of the Atlantic

In October 2021 following a decade of work led by BirdLife, the North Atlantic Current and Evlanov Sea-basin (NACES) was designated a Marine Protected Area (MPA), covering an area the size of France and supporting up to five million seabirds of 21 different species. This is the first MPA in the High Seas identified based on tracking data, and BirdLife is now working to support accompanying management and monitoring plans to mitigate current and future fishing and mining pressures. It's a huge win for seabirds, BirdLife, and marine conservation.

BirdLife Partners have also supported the protection of waters around Tristan da Cunha and Ascension (UK Overseas Territories vitally important for breeding seabirds), Argentina, and the first ever MPA for Sei Whales in the Falkland Islands.



Black-browed Albatross are one of the few albatross species with increasing populations: almost half of all seabird species are in decline. The top threats are introduced invasive species, bycatch in fisheries, climate change, and overfishing.



9 of our **10** target fisheries

now have regulations in place that require seabird conservation measures.

No seabird should die in fishing gear

Caught on a hook, trapped in a cable or tangled in a net is no way to go, yet hundreds of thousands of seabirds die this way every year, dramatically affecting their populations. Since 2000, we have pioneered simple measures to keep albatrosses and petrels 'off the hook' and – more recently – threatened diving-ducks out of gillnets. This involves our international Albatross Task Force teams of bycatch instructors heading out to sea with fishers, while our policy teams work with Regional Fisheries Management Organisations to make necessary changes. In the Namibian longline fishery alone, our achievements represent at least 20,000 seabirds saved per year.



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by 2015
we achieved a
99% reduction
in albatross bycatch in
the South African
trawl fishery.

by 2020
expansion of this
work has reduced
seabird bycatch by
98%
in the Namibian
longline fishery.

“The High Seas lay beyond the national jurisdiction of any single nation, and little is known about these expanses of shared ocean. Seabird tracking studies are crucial to identifying biodiversity hotspots that deserve safeguarding as part of global conservation targets of 30% protection of the oceans by 2030.”

Oli Yates, BirdLife Marine Programme Manager



© Walter Al Bahry

We conserve flyways

Stopping illegal killing

BirdLife's scientific reviews have revealed the shocking scale of the illegal killing of birds in the Mediterranean, the rest of Europe and the Caucasus, the Arabian Peninsula, Iran, Iraq and Southeast Asia. While the methods were known to be harrowing, the exposé of the sheer numbers of birds affected was a wake-up call: 25 million birds were unlawfully killed in the Mediterranean and another 3.2 million in the Arabian Peninsula alone.

Worldwide, BirdLife Partners in 72 countries are taking on-the-ground action against illegal bird killing and are holding governments to account by keeping the issue high on the agenda in policy fora, as well as with public awareness (such as with our Flight for Survival campaign that reached 15 million people) – leading to important governmental commitments. Systematic monitoring in the Mediterranean's worst locations show conclusively that our anti-poaching activities are leading to a reduction in the number of birds being killed illegally.

The conservation of migratory birds is all about connections – across country and continental borders, between national BirdLife Partners, between local communities and a global network of expertise, between governments and other stakeholders, between science, policy and practice, and between people and nature. BirdLife's aim is a co-ordinated effort along bird migratory routes – or 'flyways' – so birds are conserved wherever they fly, feed, rest and nest. Our global Partnership is best-placed to achieve this.

Since 2013, the BirdLife Partnership contributed to the development, co-ordination and implementation of most of the 110 international species actions plans for threatened migratory species, taking a leading role in 74.

The survival of migratory birds depends on the quality of sites and landscapes often thousands of kilometres apart. BirdLife Partners worldwide are working to address the weakest links in the flyways of migratory birds. By working from local to global we effectively connect the dots to preserve the miracle of migration.

Barend van Gernerden, BirdLife's Global Flyways Programme Co-ordinator

45 countries commit to zero-tolerance to illegal killing of birds and an overall

50% reduction by 2030 – Rome Strategic Action Plan.

The most threatened flyway

Along the East Asian-Australasian Flyway (EAAF) and the Yellow Sea in particular, coastal wetlands vital for the sustenance of over 50 million migratory waterbirds are threatened by land reclamation, rapid urbanisation and pollution. In response, BirdLife launched a first-of-its-kind collaboration – the Regional Flyways Initiative – with the Asian Development Bank and the EAAF Partnership to secure US \$3-5 billion to protect at least 50 of these key sites over 20 years as well as supporting local communities.

With technical and policy support from BirdLife, China added 16 Yellow Sea coastal wetland sites to its World Heritage tentative list in 2018, successfully inscribing the two largest – which cover 1,886 km² – in July 2019 (Phase I) and nominating most of the remainder in 2022. Also supported by BirdLife, 1,280 km² of vital Yellow Sea coastal wetlands in the Republic of Korea were successfully inscribed on the World Heritage List in 2021.

BirdLife Partners in

108

countries have contributed to conservation, management and/or restoration of a total of

2,280 IBAs

identified based on their importance for migratory birds.

94% reduction in poaching

at one of the most notorious trapping sites in Europe (UK Sovereign Base, Cyprus) in 2020.

90% of

Partners in 2020 were engaged in promoting the mainstreaming of safeguards for migratory birds into the key productive sectors, up from 73% in 2015.

600,000

hectares of unique Southern Cone grasslands under migratory bird-friendly management in Argentina, Brazil, Paraguay and Uruguay that also supports enhanced beef production.



We sustain & restore forests

Creating massive new protected areas

In the last decade, the BirdLife Partnership supported new or upgraded forest protected areas, including in Sierra Leone and Liberia (Greater Gola and Foya), Madagascar (Tsitongambarika) and Cambodia (Siem Pang) which cover nearly half a million hectares of forest and are all home to globally threatened species. Crucially, BirdLife Partners are also working in these landscapes to support sustainable livelihoods for local communities – through initiatives to make key commodities forest-friendly such as cocoa (Sierra Leone), yerba mate (Argentina and Paraguay) and rice (Cambodia), plus REDD+ carbon projects (Madagascar, Sierra Leone, Liberia).

To take on the challenge of ending – and reversing – global deforestation, you must be bold and inventive. That's why BirdLife forged an alliance with the Wildlife Conservation Society (WCS) and WWF in 2016 to form Trillion Trees with the support of Restore Our Planet, to speed up and scale up the protection and restoration of forests worldwide. As part of this ambition, BirdLife's Forest Accelerator breaks away from traditional funding models and opens up priority landscapes for more innovative and sustainable conservation finance solutions – meaning people in forest landscapes from Paraguay to Kenya to Indonesia are benefitting from protecting and restoring forests.

Our data show forests are by far the most important habitat for birds: supporting 77% of all species and where most threatened birds are found. But this not the only reason BirdLife continues to lead the way to save forests. They are one of the world's greatest hopes – for tackling climate change, for biodiversity, for our livelihoods, for us.

As part of the Trillion Trees partnership, BirdLife International brings invaluable science, expertise and innovation, delivering projects on the ground that advance forest conservation, and even finding ways to sustainably finance it. Strength through partnerships like Trillion Trees is the only way the world's climate goals will be reached.

Mike Edge, Trillion Trees founding supporter.

BirdLife's combined efforts with WCS and WWF through Trillion Trees has helped the protection and restoration of 83.2 million hectares of forest and 38.6 billion trees across the world (2016-2021).



TRILLION TREES

17,993,216 hectares

of forest were impacted by action from BirdLife Partners between 2015-2020.

85% & 73%

of BirdLife Partners took action to conserve or restore forests.

were engaged in national or global policy processes to improve forest conservation between 2016-2020.

Asian forests of hope

BirdLife has worked both with governments and local people to protect forests. Before 2013, BirdLife and Partners in Indonesia (Burung Indonesia) and the UK (RSPB) successfully advocated for the concept of Ecosystem Restoration Concessions (ERCs) – creating the first ERC in Indonesia, called Hutan Harapan. Over the past 10 years – most recently with funding from the German government (mobilised by NABU, BirdLife in Germany) – we have managed the 100,000 hectare-area under an ERC licence, working with local communities on sustainable land-use including rubber and protecting it from almost certain clearance. The Indonesian government has now allocated 1.6 million hectares in total for ERCs under its national climate-change agenda.

Over the last five years, our EU-funded Forest Governance project supported Indigenous People and Local Communities in Indonesia, the Philippines, Malaysia and Papua New Guinea to improve their governance, stewardship and monitoring of their forests.



We restore islands

Operation Restoration in the remote Acteon and Gambier Archipelagos in French Polynesia in 2015 was a resounding success. Three globally threatened bird species including the Polynesian Ground-dove are now bouncing back from the edge of extinction.

Back from the brink

In 1998, the Tahiti Monarch's entire population was down to a meagre 19 birds on its native French Polynesian island. These final few survivors had to contend with not one, but nine introduced invasive species including rats. Today, having better controlled these predators, restored the native vegetation and having kept a close eye on their nests, the Tahiti Monarch – while sadly still Critically Endangered – breeds more safely and numbers over 120 birds for the first time in decades thanks to the dedication of SOP Manu (BirdLife French Polynesia). Our focus has now turned to another endemic flycatcher, the Fatu Hiva Monarch, which SOP Manu have already saved from extinction twice, yet remains on the brink.

107 islands
in **34** countries
and territories

identified by BirdLife, Island Conservation and other scientific partners as priorities for tackling invasive species and recovering globally threatened wildlife.

Even the remotest island is not immune from the impact of humans. In fact, islands are extinction epicentres: despite comprising only 5.3% of the earth's surface, they are the location of 95% of bird extinctions since 1500. This is overwhelmingly caused by non-native and invasive species, such as rats, introduced into fragile ecosystems whose endemic bird species have not evolved any appropriate defences.

BirdLife is a world-leading expert in the restoration of such island ecosystems, renewing them to their former species-rich glory including through the development of new techniques and technologies. This involves huge, logistically challenging operations in remote locations (pioneered in the Pacific) to remove introduced predators, restore habitats, monitor and safeguard threatened birds, and introduce robust biosecurity measures – working hand in hand with the local communities whose lives are so integrally linked to these landscapes. It's unquestionably worth all the effort; it saves irreplaceable birds and other species from certain extinction.

“In French Polynesia, we've seen a vibrant transformation and species recovery in just a few years. Our restoration successes have demonstrated that carefully planned and well-executed operations, across multiple remote islands, provide significant benefits for biodiversity and island communities. And this spurs us on to apply the lessons learned to save other threatened species and landscapes, such as those on Rapa Iti and in the Marquesas archipelago.”

Steve Cranwell, BirdLife's invasive species expert.

Ambitious island restorations worldwide

The Raso Lark (Critically Endangered) was confined to one tiny island in Cabo Verde but – thanks to the efforts of BirdLife Partners to address the threat posed by invasive species – was safely translocated to a second, larger island in 2017 and its population is recovering well. Further south in the Atlantic, on Gough Island where over two million defenceless seabird chicks were being lost every year, RSPB (BirdLife UK) completed a highly ambitious and challenging restoration project in 2021. Despite not eradicating introduced species completely, the operation dramatically reduced their numbers – providing important learnings and buying vital time for threatened seabirds. Such experiences are helping other projects: BirdLife South Africa are currently planning for the equally ambitious restoration of Marion Island, home to a huge wealth of seabirds and marine mammals.

81%

of Partners

took action to address invasive species between 2015-2020.

36

Pacific islands
cleared
of mammalian predators

BirdLife and Partners have removed introduced mammalian predators such as Black Rats from 36 islands in the Pacific – including 10 since 2014 – and these remain predator-free today thanks to working with local communities on biosecurity.

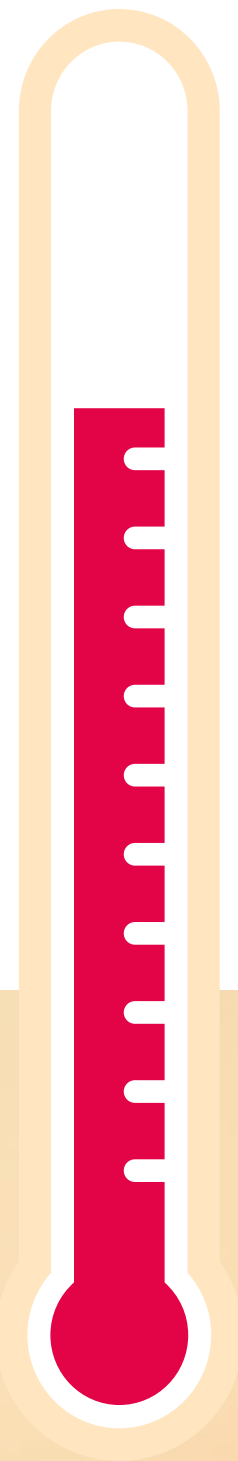
We combat climate change

The climate crisis and the biodiversity crisis are inextricably linked. A warming planet has profound implications for BirdLife's conservation priorities and approaches. It affects the populations and distributions of species, the composition of ecological communities, and nature's provision of goods and services – such as food, fuel and clean water. Climate change also compounds other major threats to biodiversity, including invasive alien species, habitat fragmentation and overexploitation.

Combining cutting-edge science, policy analysis and practical experience, BirdLife advocates and delivers appropriate climate change mitigation and adaptation solutions for nature and people, to ensure an equitable, carbon-neutral and nature-positive future.

The best and cheapest way to ensure that wind turbines do not have an adverse impact on birds is to site them away from vulnerable species and major migration routes. BirdLife has led the way in developing spatial tools such as bird sensitivity maps that help identify areas to be avoided.

BirdLife's **Tris Allinson**, leading member of the CMS Energy Task Force



© Laurentius/Shutterstock

Birds tell us: influencing global policy

After tireless advocacy for many years, the BirdLife Partnership's policy team helped ensure the recognition of the importance of ecosystems and the role they play in mitigating and adapting to climate change – first in the 2015 Paris Agreement and in subsequent decisions agreed by the UN Framework Convention on Climate Change. This work included the dissemination of our *Messengers* report with Audubon (BirdLife USA), which presented mega-analyses of bird climate data from every continent, unequivocally showing the impact of climate change and highlighting the cost-effectiveness, importance and practical benefits of nature-based solutions.

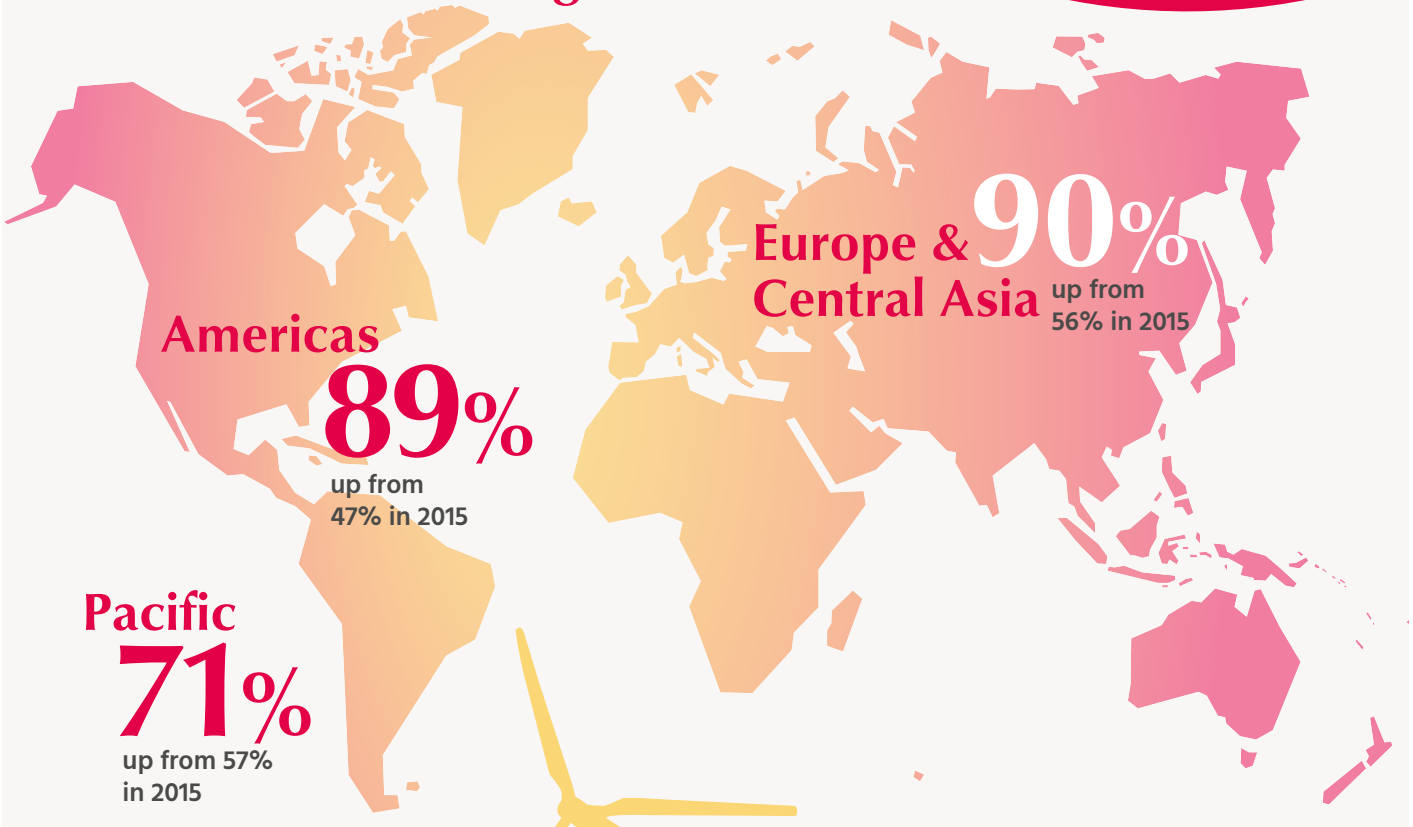
The local solutions that BirdLife Partners implement on the ground – such as restoring peatlands, tidal marshes, forests, and other carbon-rich habitats, promoting bird-friendly energy infrastructure in the Red Sea and Rift Valley, and integrating the roles and needs of ecosystems in national policies and plans for climate-change adaptation in the Eastern Afrotropical Biodiversity Hotspot – are all inspiring examples for global change.

85%

of BirdLife Partners were undertaking climate related activities in 2020, compared to 61% in 2015 – highlighting the increasing importance of climate in the work of the Partnership.



Big increases in number of Partners working on climate change



50 Partners

influencing integration of nature-based solutions for nature, climate and people.

71%

Partners working on the inclusion of environmental safeguards in renewable energy policies in 2020 – up from 63% in 2015.

BirdLife Partners have undertaken vulnerability assessments for people and developed ecosystem-based adaptation plans for

284 IBAs

up from 87 in 2015.

We empower local people

Improving livelihoods and mobilising citizens

Nature is fundamental to our well-being and many of the effects of the global threats to nature are felt locally. BirdLife pushes for a just and equitable society and so all our nature conservation projects also aim to involve and benefit local communities. Often, this involves the promotion of nature-friendly, sustainable livelihoods and in the last decade BirdLife Partners undertook action to link nature conservation to the livelihoods and/or well-being of local people at 968 IBAs.

BirdLife also strives to engage, educate and mobilise the general public to support and be champions of nature and make positive societal change. The EU Birds and Habitats Directives are vital nature-protection laws that protect over 1,000 key species and 27,000 important sites in Europe. When the European Commission opened a public consultation in 2015 on their effectiveness, BirdLife and other NGOs together sprang into action to protect them. By sounding the alarm and mobilising hundreds of thousands of people, our #NatureAlert campaign combined public awareness, petitions and advocacy to succeed in defending the Directives.



2,197,387
people

were engaged in national citizen science or volunteer-based monitoring schemes for sites and species by 2020 – up from

982,240
in 2015



Members of the Gola Cocoa Team, Sierra Leone, empower farmers to grow cocoa sustainably, getting a better and fairer price for protecting the rainforest.

520,000

citizens called on the European Commission to protect Europe's nature legislation – by far the highest number of responses to a public consultation in the history of the EU.

6,400

Since 2013, BirdLife has supported over 6,400 Local Conservation Groups, through our national Partners.

2,800

These groups were engaged in the conservation of over 2,800 IBAs.

Sharing the wonder of migration across Africa and Eurasia

Every spring, many billions of birds, including storks, swifts and swallows, begin their epic migrations from their wintering grounds in Africa to their breeding grounds in Europe and Central Asia. And at the same time, millions of children begin to track their journeys, recording their sightings and sharing them with their peers as part of Spring Alive.

Launched in 2006, Spring Alive is an international campaign developed in partnership with OTOP (BirdLife in Poland) aimed at children and focused on inspiring interest in nature and the conservation of migratory birds. Connecting children across two continents and more than 35 countries, in 2021 alone it reached over 7.4 million people, directly engaging 1,528 teachers to support 34,296 children to learn about the importance of bird migration and inspiring a future generation of nature lovers and conservationists.

Conservation cannot work without local people rooted in the communities who live alongside the species, landscapes and seascapes we are trying to save. That's why grassroots conservation is in our DNA. Since we were founded a century ago, working in collaboration – and with local communities and indigenous groups – has been our guiding principle.

In the last decade alone, the BirdLife Partnership has engaged over 18 million supporters, 7 million of which have been involved directly in conservation actions. Over 4.6 million young people from across the globe have participated in citizen science and environmental education and through a suite of projects and case studies we have shown that nature conservation and livelihood enhancement truly do go hand-in-hand.

88%



In 2020, 88% of BirdLife Partners reported using participatory or rights-based approaches to conservation, addressed gender equality or utilised traditional ecological knowledge to underpin their conservation work.

Introducing our new 10-year strategy

The natural world is in crisis. At least 1 million species are at risk of extinction and climate change is accelerating rapidly. But if this report shows us anything, it is that conservation works. With bold action, we can save species and habitats, while also helping the people who live alongside them.

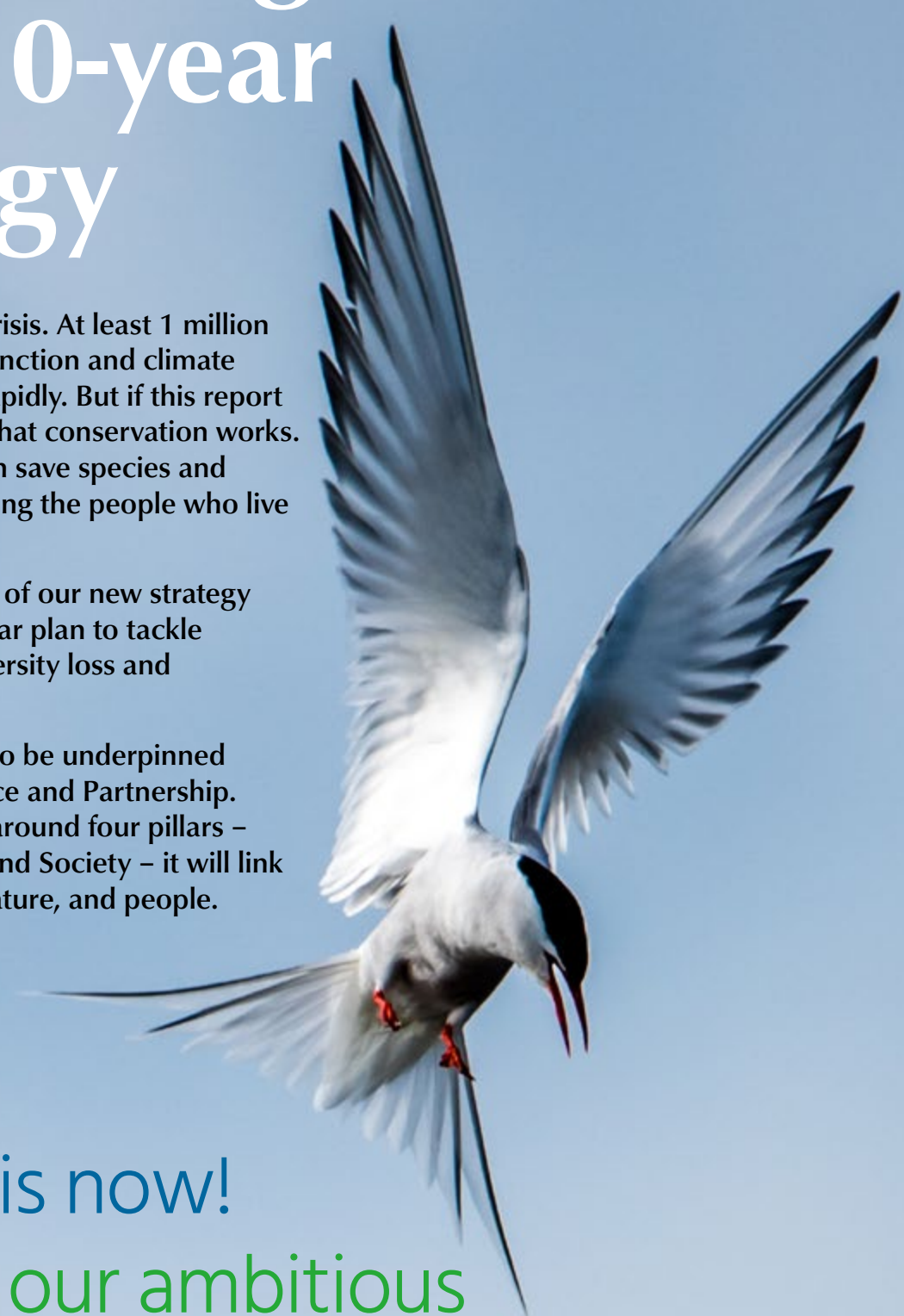
2023 will see the launch of our new strategy and our ambitious 10-year plan to tackle the twin crises of biodiversity loss and climate change.

Our work will continue to be underpinned by our world-class science and Partnership. Organised strategically around four pillars – Species, Sites, Systems and Society – it will link up birds, habitats and nature, and people.

The time is now!

Join us in our ambitious fight to save nature.

Find out more: www.birdlife.org

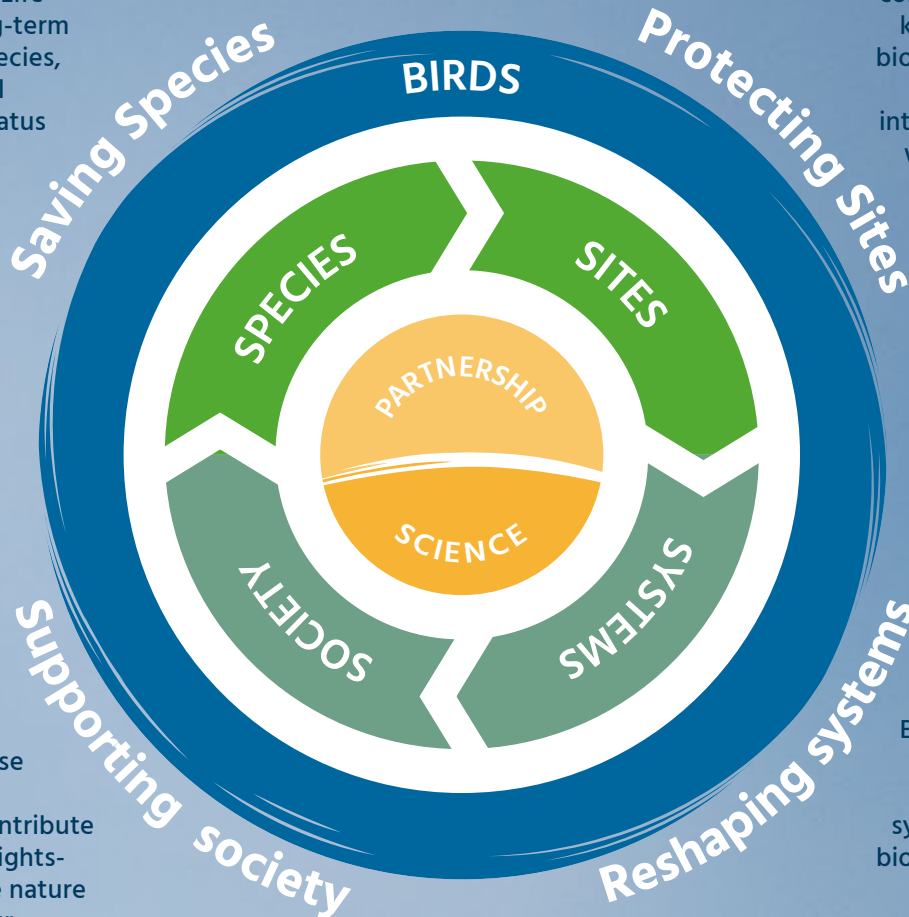


Partnership

BirdLife will be a strong global network of sustainable, independent, national civil society conservation organisations that collaborate to achieve a nature-positive and carbon-neutral future.

We are about birds, they are the best ambassadors for nature. So we need to keep them safe. BirdLife will champion a long-term future for all bird species, and act as the global authority on their status and conservation.

We protect bird species by protecting where they live. BirdLife will identify, conserve and champion key sites for birds and biodiversity, and ensure they are effectively integrated into flyways, wider landscapes and seascapes.



BirdLife will engage, influence and mobilise people to support conservation and contribute to a just, equitable rights-based society where nature is fundamental to our well-being.

BirdLife will also work beyond Species and Sites to address the systemic drivers of the biodiversity and climate crises, and promote a nature-positive and carbon-neutral world.

Science

BirdLife science continues as a prime source of evidence to influence and drive global conservation action.

The data informing this report

Over the last strategy period we have invested considerably in our ability to define, capture and communicate our impact and learning. At the forefront of this has been the development of the **BirdLife Quality Assurance System (QAS)**, a platform which captures information on key indicators relating to our conservation objectives and on the organisational strength and capacity of BirdLife Partners. A refined QAS, combined with additional mechanisms for data collection and analysis will be used to capture and communicate impact and learning relating to our new strategy.





Help us to continue to make a difference.
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