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group were able to educate a larger group of citizens. A committee was formed to educate children and they started their first trainings outside of Isfahan province.

AvayeBoom owes its success to its very Diligent and devoted team who put so much love and bone to protect the beautiful birds of this country. And also we have to thank other groups, individuals and organizations for their great help to AvayeBoom in the past year which has made us reach our goals.

Iman Ebrahimi AvayeBoom President

#### **A Message From President**

The second year of AvayeBoom's activity is over. In its second year of activity, AvayeBoom was able to function more experienced and started more constructive interactions. In the first year of activity was a rough year with lots of unfinished decisions and problems, since AvayeBoom was the first bird institute in the center of Iran. But the experience from the first year helped AvayeBoom through the second year of its activity and it was able to increase its amount of productive and targeted activities.

In the year that passed all the four parts of AvayeBoom (education, Execution, Treatment and Release, Bird-watching Club) continued and developed their activities according to the goal that was set for the year. Walking in the path that we had planned helped us succeed in this year. The bird-watching club able to function more organized and targeted and the treatment and release part of the AvayeBoom managed to make better connections to receive and give data and the number of birds that were released into the wild with AvayeBooms direct and indirect efforts were increased. The execution team continued their projects which had been started in the first year and AvayeBooms interactions with the governmental and nongovernmental organizations were increased. Today all the governmental and nongovernmental conservation related organizations in Isfahan province are familiar with AvayeBoom and have Effective interactions. In the past year the activities of execution section were extended to outside of Isfahan province and Avaye-Boom started its first serious project outside of Isfahan. The education



#### What We Do?

In Avayeboom, in order to bird conservation in Iran, we are trying to take steps with our various activities. We are not doing it alone, but with companionship of our colleagues and volunteers. Avayeboom tries to properly identify local enthusiasts and professionals in every region across the Iran and in this way will be able to clarify the problems of bird life and its current status in each region of the country by doing activities and field research. In the following we will select from the problems that have recognized, those problems which our facilities and knowledge are enough to help to fix them. Then each of the four parts of Avayeboom tries to clarify the attempts which can do to solve these problems and improve the situation by appropriate planning and by taking advantage of national and international contributions and tries to improve the situation by the direct involvement of the local community.

Obviously we need to expand our international communications to expand our activities, to increase knowledge, and also benefiting from the experiences of others in other countries.

#### Who We Are?

Since July 2015, Avayeboom bird conservation society has begun its activities in order to promotion of environmental culture, developing bird watching, birds rehab and implementation of executive and educational projects related to birds. It is our belief that to achieve a healthy and sustainable environment, we have to try familiarize all the individuals and society with nature and environment, and to contact with it. Obviously this familiarity and contact will be effective when it done in the right and appropriate way. Our activities in AvayeBoom are for the sake of this matter. In Avayeboom we are trying to familiarize people with bird watching, birdlife, the importance of birds and other important issues related to birds with best and healthiest way; and we are trying to amend and complete information related to birds in Iran by improving the public knowledge and culture, and in this way we facilitate the conservation of birds.







#### Rehab

This section proceeding treatment and release of birds as much as possible for society, but the main purpose of providing information in this regard is relevant to departments and offices. Obviously, the performance of this section will be in coordination with environmental agencies



#### **Executive**

The activities of this section is related to the implementation of local, national and international plans and projects which are directly or indirectly related to birds.



#### **Education**

This section is active to teach topics related to birds. The audience for this section are the offices, schools and associations. In regard to matter of teaching, teachers are selected from both forces within the society and colleague experts from outside the society.



#### **Bird-watching Club**

Activities of bird watching club is non-profit, in order to spreading bird watching and training different groups of people. Bird watching club holds alternatively and regular programs such as bird watching in parks of town and bird watching tournaments.



# Bird-watching Club

#### **Organization Chart**

One of the tasks that AvayeBoom fulfilled in the last year in collaboration with colleagues and friends was to build a perfect organization Chart to meet the needs of AvayeBoom.

Board of Directors: The responsibility of board of directors is to choose the director, supervising the activities and to determine the general policy of the organization.

Director: The director is chosen by board of directors and has the responsibility to manage and lead the organization and also to choose the communication and public relation manager, executive manager, education manager, rehab manager and coordination manager.

Coordination manager: Is responsible for coordinating the four sections of AvayeBoom and supervising the fulfillment of duties of each separate section in accordance with the organization general policy.



#### Holding monthly public bird-watching

The main purpose of AvayeBoom bird-watching club has always been familiarizing citizens with the bird species of their city and encouraging them to bird-watching as a leisure.

In late 1395 (early 2017) In order to reach our goal, we hold a meeting with majority of AvayeBoom members and activists to discuss the issue. It was decided that AvayeBoom holds free regular monthly bird-watching programs for public.

Accordingly, a list of Esfahan province NGOs was prepared to invite members of one NGO every month to participate in our free public bird-watching programs. Therefore public bird-watching programs were held in 2017 with prior notifications in social networks.

At the end of programs those participants who showed interest in birds and bird-watching were offered to become an official member of AvayeBoom bird-watching club and then our contact means were introduced to them to answer their questions. The programs were held in different zones in Esfahan and regarding the participants' ability and presence of birds, one of mountainous, river bank or jungle park zones were chosen. All of NGOs may contact AvayeBoom and request free bird-watching program and AvayeBoom oblige itself to schedule the program at the earliest possible time.









#### Monitoring the birds of Isfahan city

Isfahan Bird-watching plan entered its second year. From the beginning of the establishment to the present, AvayeBoom is constantly monitoring several pilots in the city of Isfahan in the form of expert groups of 2 to 10 people. The purpose of this monitoring is to complete the information on the diversity of the birds in the city of Isfahan and the seasonal distribution and estimates of the population of each specie in the city. At the beginning of the project, the list of birds of the city was 76 species, which has now reached 149 species with the implementation of this project.

Pilots examined in this plan were Sofeh Mountain, Nazhvan Park and east of Isfahan on the river's edge. Citizens who attend Birdwatching Club Birdwatching Programs in these areas will then familiarize themselves with these areas and send their information to AvayeBoom in their next visits. Creating a birdwatching network has greatly contributed to our full knowledge of the birds of the city of Isfahan and their status.

The ultimate goal of this project is to introduce the city of Isfahan as a specimen city for bird-watching and also to introduce some of the city's places as the main bird-watching sites.

Meanwhile, the information gathered in this plan can be used by governmental-conservational organizations to preserve the species and manage their status.





#### **National Bird-watching day**

For some years, Iran has chosen a day as national Birdwatching day. This day is on November 23d and the purpose of this day is to make Iranians familiar with Bird-watching. Last year, the ceremony was held by AvayeBoom in cooperation with the DOE of Isfahan Province, but it was a little delayed. At the event, AvayeBoom introduced this activity, and presented a performance report from the start of its establishment. On this day, for the first time, AvayeBoom unveiled a survey on birds of the city of Isfahan, and gave information about 131 species of birds that were photographed.



# **Education**



#### **Holding "Bird Migration" workshop**

The location of Iran has made this country one of the most significant spots for conservation of birds. Every year thousands of migratory birds pass through Iran where their conservation requires more understanding from people and government. AvayeBoom has set the protection of critical migratory birds' flyways as one of its main goals and believes training the people and officials is the first step to achieve this goal. In this regard, in March 2017 AvayeBoom invited all active environmental NGOs to take part in the free "bird migration workshop" held on the same month. On this workshop the NGO members and interested citizens learned about bird migration and also the small and large scale measures people can take to protect bird flyways. Questions of all attendees were answered.

#### **Animal rights workshop**

Last year during September Earth For All Association and the DOE of Isfahan province held the first workshop about animal rights in Isfahan province. The purpose of this workshop the familiarization of environmental activists with the animal rights, the current status of animal rights in the world and Iran, and the vision of animal rights in Iran for the future. In this work shop there was a few hours dedicated to providing a report on the state of the wildlife in the world and in Iran. AvayeBoom was responsible for this part of the workshop.

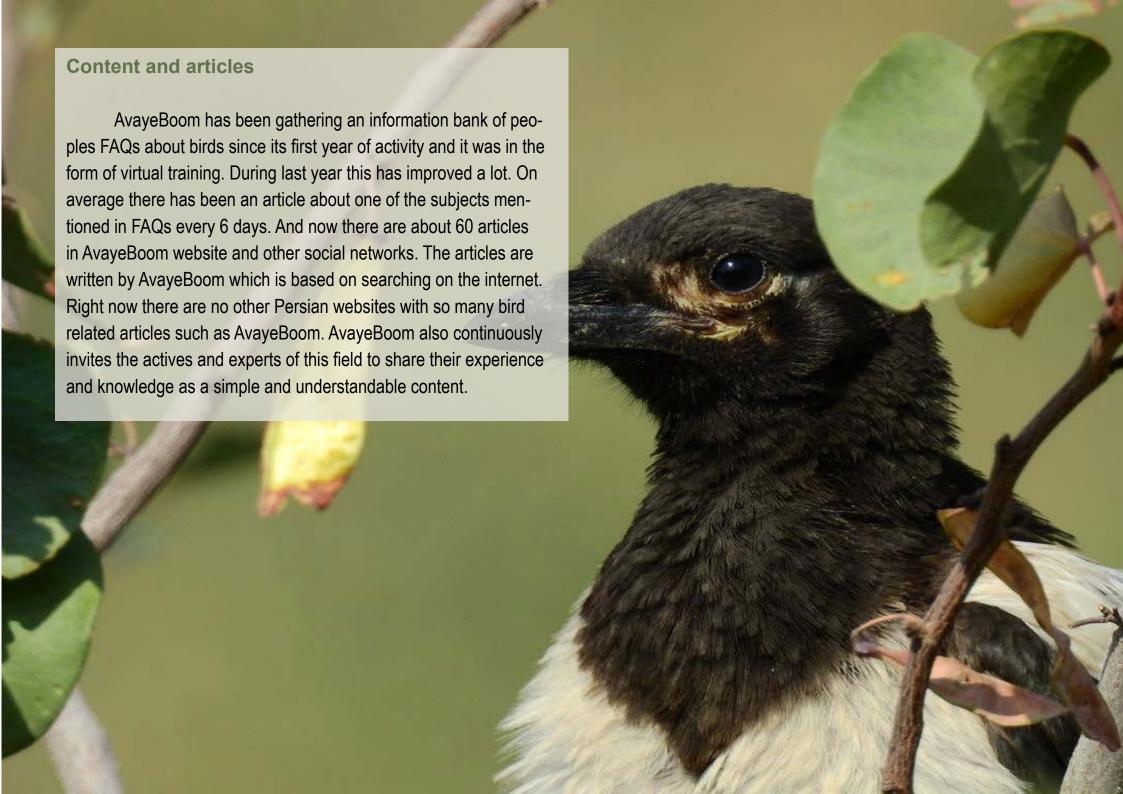






#### "Mother and Kid" training

The current condition of environment in Iran and the public beliefs and understanding of wildlife has led environmental education experts into believing that the most essential strategy in education would be training the generation that would be in charge in near future. Therefore in recent years, giving environmental and wildlife training to children by NGOs has increased in quality and quantity. In this regard, AvayeBoom added the educating of children to its training section activities. Holding public bird-watching tour for mothers and kids was among these activities.





## **Great Bustard as the symbol of Iran's national badminton team**

Due to an agreement between the Department of Environment (DOE) and Ministry of sport and youth, the sport federations are supposed to support a specie of an endangered animal or plant as the symbol of their team. The specie Great Bustard was chosen for the badminton team to support. In July 2017 there was a ceremony in the beginning of national badminton tournament in Isfahan. Some members from AvayeBoom were also in this ceremony to educate people about this specie and its conservational status.

#### **Participating in Green Film Festival**



Green Film festival is held every year by department of environment to display environmental films and to choose the best documentaries. During the festival every province has its special programs. Last year, in Charmahal Bakhtiari province, AvayeBoom set up a booth beside the festival place to make people more familiar with birds and bird-watching.

In this booth people asked their questions and received practical training to build feeder and nest box to attract birds to their houses and gardens. In addition, children could take memory photo with wild bird feathers collected from nature and if willing they could play environmental games. Moreover bird-watching tools were available for people to learn more about this leisure. Posters of birds local to their region motivated people to go into nature and watch them.

During the festival head of department of environment of Charmahal Bakhtiari visited AvayeBoom booth and at the end awarded AvayeBoom a certificate of appreciation for the efforts done for their province.







#### "سلام\_پرنده" (Hello\_Bird) campaign; let's say hello to birds



At the same time with World Migratory Bird Day, AvayeBoom decided to start a campaign to invite the public to bird-watching and protection of birds. In this regard, after consulting with experts, it was decided to create a campaign with hashtag "Hello Bird". The goal was to remind people that birds are alive creatures that deserve saying hello upon seeing them. People were expected to say hello to birds after seeing them and take their photo and share it on social networks.

The campaign was quickly recognized by bird photographers and bird-watchers. After numerous photos were shared on social networks by hashtag Hello Bird, the campaign started to influence on people. Currently around 1000 photos of birds with this hashtag is shared on social networks.

For further promotion of this campaign, AvayeBoom designed and prepared windshield stickers with logo of Hello Bird. The stickers were also sent to other cities such as Shiraz, Tehran and Bushehr. Moreover, AvayeBoom created an Instagram page to republish bird photos with hashtag "Hello Bird" and adding some information on that bird. You are also welcomed to share your photos with this hashtag and to visit our Instagram page with the page id of (salam\_parande).









# **Executive**



#### Recording rare species and reporting them

During our different events from last year, AvayeBoom has been able to observe and record many important and rare birds. These observation and the data and pictures related to them are reported in our website and also recorded on e-bird. The most important observation was the observation of Waxwing (*Bombycilla garrulous*) and photographing it in two different parts of Isfahan in winter. There had been no other reports of observing Waxwing in the same latitude. Our other important observation include observation of Fieldfare (*Turdus pilaris*) in Isfahan province for the first time, Black Tailed Godwit (*Limosa limosa*) in Gavkhooni wetland, Eurasian Wren (*Troglodytes troglodytes*) in Isfahan city, White-tailed Eagle (Haliaeetus albicilla) in Nik Abad area, Glossy ibis (*Plegadis falcinellus*) in Varzaneh, Moustached Warbler (*Acrocephalus melanopogon*) near Isfahan city, Green Woodpecker (*Picus viridis*) in Taleghan, Little tern (*Sternula albifrons*) in Ghoortan and other observations.

#### Participating in world wetlands day

Every year World wetlands day is held in many cities of Iran. In the past year, the environmental NGOs of Isfahan province gathered and held an event by the edge of Gavkhouni international wetland. The purpose of this event was to make people familiar with this wetland and a human chain was made to protect the wetland. There were also important national and international guests. AvayeBoom was also one of the participants in this event and it also released one (Steppe eagle), which had been cured and taken care of for a couple months in AvayeBoom, in the altitudes near the wetland. The people who were interested followed AvayeBoom to the altitude and watched the release from a safe distance













#### **Celebrating the World Migratory Bird Day**



World Migratory Bird Day is celebrated annually in different provinces of Iran by various parties. Because of the importance of this day and the geographical importance of Iran in conserving the population of migratory birds, for the first time AvayeBoom decided to celebrate this day far more gloriously than usual. AvayeBoom sent out invitations to a seminar for celebrating this day to experts, university students and citizens a month prior to the event. Posters of the event were put up in universities of Esfahan and the special event page was added to AvayeBoom website.













### Day one

On the first day of the event a specialized seminar was held in IUT (Isfahan University of Technology) in collaboration with IUT scientific society. The seminar began with playing a documentary on the condition of migratory birds and followed by speeches from university professors, experienced bird-watchers and experts from Esfahan Department of Environment. Between each section of the seminar a video clip prepared by AvayeBoom was displayed. At the end students asked their questions which were answered in a discussion between the lecturers. After the seminar, participants were guided to the exhibition hall where they could see pictures of migratory birds of Iran and ask their questions about each species.



#### Day two



On the second day experts and instructors of AvayeBoom together with volunteered environmental science students headed for Gandoman international wetland in Charmahal Bakhtiari province. This program was organized in collaboration with department of environment of Charmahal Bakhtiari province and the goal was to educate wetland locals about the importance of migratory birds and simple ways for protecting them. The program was held in two parts. At first part, local and regional officials and school teachers of the surrounding villages gathered beside the wetland. They first received instructions and then headed for bird-watching. During birdwatching all their questions were carefully answered. The second part started at noon and lasted till dawn. AvayeBoom experts and volunteers divided in groups of 3 to 5 and scattered around the wetland. These groups approached shepherds and farmers and had conversations with them. On these friendly talks the goal was to learn about and documenting their indigenous knowledge and on the next level the goal was to inform them about the important role of migratory birds in balancing their local ecosystem and how they could protect them.

#### Monitoring of Esfahan landfill

Various species of birds find rural and urban landfills suitable for feeding and are found in large numbers on these fields. Steppe Eagle, Black Kite and Black-headed gull are among the significant species seen in these landfills. Due to threatened condition of Steppe eagle and its global population decline, AvayeBoom regularly monitor Esfahan landfill in fall and winter which is their major gathering spot. During the monitoring, collected data about any observation like number of birds, bird corpses or injured ones is sent to responsible organizations. In the last year, the potentially dangerous power lines for birds adjacent to landfill were identified and currently necessary actions for insulating power lines is being taken. Additionally, standardizing the landfill for protection of significant species should be placed in top priorities of related organizations.

#### **Joining Birds and Power-line Committee**

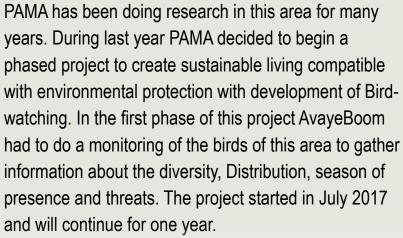
Power-lines have been and still is a threat for birds in the world. The mortalities caused by bird's collision with power-lines or electrocution in some parts of the world is considerably high. Unfortunately till last year nothing had been done to reduce the impact of this issue in Iran. Last year, the "birds and power-line committee" was established by the efforts of Dornaye Khakestari, (a bird conservation association) in cooperation with Electric Distribution Company in Arak. This committee will work as a subdivision of Iran's Ministry of Power. The constituting expert members consist of 12 members; 8 electricity expert and 4 bird experts. One of bird experts is from ABCS that has actively cooperated with the committee from the beginning.

Currently, AvayeBoom has determined two dangerous areas by various assessment and will consider protection plans for the power line utilities. Moreover, to maximize the efficiency we will install nest boxes on power lines where necessary. ABCS is currently negotiating with local officials and NGO leaders in central Iran to promote the activities of this committee by aid of interested volunteers.

## **Monitoring Taleghan hunting prohibited area**



Taleghan hunting prohibited area is 75000 hectares. It is mountainous and it is located in the northwest of Alborz province and northeast of Ghazvin province. This area has become a hunting prohibited area since 2013. It contains lots of villages which are located in two parts of Taleghan, the upper part and the lower part. Even though there are a lot of Human settlements, it has a really rich diversity because of the good behavior of local people with wildlife.











# Signing cooperation agreement with Chakavak bird-watching club

Bird-watching has become an ever-increasing activity in Iran. However except for few provinces, the rest has no active bird-watching club. Bushehr is a province of Iran with uninhabited islands, rich coastal wetlands and diverse habitats which has a great potential for developing and promoting bird-watching. Yet despite having experienced bird-watchers and wildlife photographers this province lacked an active bird-watching club.

In early autumn of 1396 bird lovers of Bushehr gathered and established the first bird-watching club of the city. To start their club activity they arranged a two-day workshop with subject of "introducing bird-watching and birds if Iran" and invited AvayeBoom for training. In this workshop interested citizens got to know about birds of Iran and learned about bird-watching basics.

On the last day of workshop, due to the mutual goals and visions between Chakavak bird-watching club and ABCS, (AvayeBoom Bird Conservation Society) a cooperation agreement was signed between two parties. According to the agreement it was assigned that both parties share their local knowledge and experience of birds and prepare the ground for both citizens of Esfahan and Bushehr to know about each other's bird species and habitats. Both parties agreed to lay the grounds for mutual activities in the future concerning bird-watching and conservation.







#### Uploading data to eBird

Due to the many cases of recording of rare species in the last two years, AvayeBoom decided to create a committee to record the observations. The committee is assigned to upload all the checklists and reports on eBird international website. After all the recording is done, enthusiasts could find the latest records by AvayeBoom on this website and or receive the reports through email. Also records of rare species and endangered ones will be sent to organizations like department of environment for further proceedings and conservational actions. Photos and documentations will be also made available for enthusiasts. In addition, a separate page was dedicated to photos of rare species on AvayeBoom website.





#### Scientific advice for registration of Varzaneh city as a wetland city

Due to Ramsar conventions decision to select and introduce wetland cities which was a result of their 2015 meeting ,Women Society Against Environment Pollution decided to introduce Varzaneh as a wetland city. AvayeBoom has a great emphasis on conservation of Gavkhooni wetland since its one of the most important bird habitats. So AvayeBoom decided to collaborate. Ramsar convention needs different documents to register a city as a wetland city, one of them is the different aspects of interactions and connection of the local community with wetland's ecosystem. AvayeBoom gathered the data and documents for this part by taking several trips to Varzaneh and interviewing the local community.

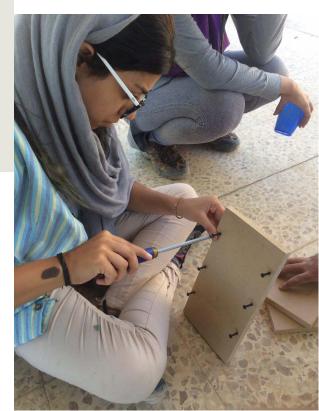


#### Starting the nest box project

Nest boxes are handmade boxes for nesting of birds. Different bird species might come across these boxes and if the size and other parameters match their needs they will nest in them. This tool has been utilized for many years to bring the world of birds closer to human's and in some cases is used for conservation purposes.

Construction of nestbox is a very young trend in Iran and the number of active nestboxes are limited. The importance of the role of nestbox in making people more interested in birds, made AvayeBoom start building and installing them in the last year. Currently some nestboxes are built for species such as Barn Owl, Great Tit and kestrel for initial evaluation of their efficiency. The project is undertaken in a limited scope before developing it in a large scale by more precise assessments.







#### **Meeting with local authorities**

AvayeBoom believes that the goal of reaching bird conservation would be more easily achieved by the cooperation of local authorities. In this regard, AvayeBoom arranged for different meetings with local officials to persuade them to cooperate with AvayeBoom for bird conservation. Below you can read the report of some of these meetings.



Meeting with new head of Esfahan department of environment:
In this meeting in addition to giving a report on ABCS activities, the AvayeBoom rep. requested that this state organization promote its activities on identifying and conserving birds in Esfahan province, both in quality and quantity. This local official agreed to have a close cooperation with ABCS and active sharing of information.



Meeting with a member of city council:

In order to promote the goal of familiarizing Esfahan citizens with bird-watching, AvayeBoom arranged a meeting with a member of city council. The city council member received a practical introduction about bird-watching and gave AvayeBoom great tips and stated that he would try his best to have a city with citizens who care about birds.



Meeting with newly elected mayor of Esfahan:

AvayeBoom was invited to a meeting hold by the newly elected mayor that wanted to meet with the city NGOs. On this meeting Avaye-Boom reported a summary of the NGO activities and the condition of birds in Esfahan province. The mayor expressed the municipality's stand toward environmental issues and welcomed the development of bird-watching and bird conservation in the city.



# Rehab

#### **Cases of Rehabiation and release**

During the last year AvayeBoom rehab section managed curing of many cases of wounded and injured wild birds. Below is a summary report of some of these cases.



Kestrel

In June 2017, a female Kestrel was delivered to Avaye boom by foresters. After examinations we found that the problem was severe weakness due to starving. After some days of care, she was released in the same place where she was found.



Shikra

In March 2017, a Shikra was captured from hunters by the Department of Environment. Unfortunately its wing has severe injuries that it won't be able to fly and live in the wild, so it will stay with avaye boom forever.



Cattle egret

A Cattle egret was found by a wildlife photographer in February 2017. It had broken wing due to bullet hit and severe bleeding. In spite of emergent surgery, it died after some days.



Kestrel:

In winter 2017, a female kestrel was found by citizens and delivered to avaye boom. Some offenders had pulled her primary flight feathers. After rehabilitation and growth of the primary flight feathers, she flew from rehabilitation center as a soft release.



Rescuing a kestrel in Yakhab region:

In October 2017, environmental activists found a weak kestrel in Yakhab region that was shot and injured. After contacting AvayeBoom the bird was transferred to Esfahan for veterinary treatment and is recovering now.



Magpie
An injured Magpie was
delivered to Avaye
Boom in march 2017.
It had many problems
because of a bullet hit
when it was found in
a village, west of Isfahan. After 6 months of
rehabilitation, It was
healed and released in
an appropriate place.



Bonelli's eagle
In September 2017, a
Bonelli's eagle which was
taken from wild life smugglers, was delivered to
Avaye Boom. Due to long
term non-standard care, it
had some problems in its
sole of foot(???). After a
surgery and 3 months of
rehabilitation, it was ready
to go back to normal life.



Bittern
In December 2017, Shahin Shahr Department of Environment delivered bittern to Avaye Boom. It was suffering from food poisoning. After one month of treatment it got completely healthy and was released in Gavkhooni wetland during a public event.



Male Kestrel

A male kestrel with a serious injury in bone, caused from illegal hunters' bullets, was found by wildlife photographers in September 2017. He is under conservation of Avaye Boom until full recovery.



Black-winged kite:
A black-winged kite which had an injured wing caused from illegal hunters' bullets, was received from Khuzestan province in 2018 winter. After one month of rehabilitation, unfortunately it died because of an unknown illness.



Eurasian stone-curlew
In December 2017, a
wounded and weak Eurasian stone-curlew was delivered to Avaye Boom. It
had bleeding and broken
bones in leg and wing with
unknown reason. After
some days of residence
in Avaye boom, unfortunately it died because of
severe injuries.



Long-eared owl
A juvenile Long-eared owl
was found by a citizen and
delivered to Avaye boom
in 2017 april. It learned
to fly and hunt during
its 5-month residence in
Avaye boom. After passing
the tests of fly and hunt,
we released it in a proper
.place



Buzzard
In 2017 autumn, a buzzard
with broken bones and severe bleeding due to bullet
hit was delivered to Avaye
Boom. in spite of surgery
and health care, it passed
away because of serious
.injuries



Common swift
In June 2017, a common swift was delivered to avaye boom by a citizen. It had hit a window of a house and had some problems. After some days of rehabilitation and health check, it was released successfully.



Hooded crow
A hooded crow with
broken wing due to
bullet hit was delivered
to Avaye Boom. after a
surgery and taking the
healing period, it was
released in an appropriate place.

#### Our friends and colleagues

AvayeBoom believes that in order to reach the goal of conservation of wildlife we need cooperation and friendship. In the past year Avaye-Boom has tried to make better connections to reach its goals. The number of individual and organizations which have helped us reach our goals during last year is a lot which makes it difficult to mention all of them. Here are some of the more important ones:



### DOE of Chahar mahal bakhtiari

Among the governmental agencies, the DOE of Chahar mahal bakhtiari had the most cooperation with AvayeBoom in the past year. This government institution has made the opportunity for AvayeBoom to participate actively in educating the people of this area during last year.



#### Avaye Dornaye Khakestari

Avaye Dornaye Khakestari is an NGO in Arak province. Most of its activities are about birds and has close cooperation with Avaye-Boom since the first year of activity. We were able to share our experiences with each other during last year.



#### **WSAEP**

This organization is known in Isfahan for being environmentally active and has been working for 19 years. Last year AvayeBoom had the highest level of cooperation with this organization and has so many common activities. This led to Writing and editing two projects and collaboration in them. It is expected that these projects will begin in the coming year,



#### Chakavak Bird-watching club

Chakavak is the first birdwatching club in south
part of Iran that started its
work last year in Boushehr
province. From the first days
of their activity, AvayeBoom
has had very positive and effective cooperation with this
club and has shared all its
experiences with this club.



### Chaarbagh nature school:

Nature school is an innovative idea to make a place for children where they can learn about the environment and this will help us protect the environment for the future generations. Chaarbagh nature school had cooperation with AvayeBoom last year. AvayeBoom held several classes about birds for children in this school.



#### **Public relations**

During last year, public relations of AvayeBoom improved its activities to inform the actions taken. Now the Public relations of AvayeBoom is connected with local and national news agencies and it publishes its reports through social networks. The department also made 5 short clips last year related to AvayeBoom's activities, with very high views on these clips showing the success of this section. The website also supported by public relations department and answers the questions from individuals and legal entities.



#### **Prospect for next year**

In the coming year, AvayeBoom is going to use the knowledge and experience gained during the two years of activity. In the coming year, using our knowledge, we will take action that will directly relate to the conservation of birds and their habitats. The area of influence of AvayeBoom in management decisions will be improved at the micro and macro level of the region and AvayeBoom will be recognized as a reference for expert advice on birds and their habitats.

During next year, AvayeBoom will focus its educational activities on a wider range of people of the society. Next year the education section of AvayeBoom will familiarizes local and national authorities with bird-watching and invites them to effectively support this activity. And also it will have Additional training for the people who are interested. AvayeBooms treatment and Release section, Encourages and invites people to never support buying, selling and hunting the wild birds by providing more and more consistent information about their activities. In the nest year, this section tries to improve public confidence in the NGOs activities for the treatment of wildlife.

AvayeBooms bird-watching clubs mission is to keep the local bird-watching communities active. And also the bird-watching club tries to attract people who show a higher level of interest in the birds to support and executive activities and use them in their activities.

In this coming year, AvayeBoom will start on field activities directly related to the conservation of Iranian birds with the help of governmental and popular organizations.



### Keep In Touch

Tell Number: +983136516212 Website: www.Avayeboom.com E-mail: info@Avayeboom.com

