



AvayeBoom Bird Conservation Society

# **Annual Report 2016**



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## Letter From the President

One year has passed since we joined hands and Avayeboom is one year old now. We established Avayeboom Bird Conservation Society as the first bird conservation society and birdwatching club in center of Iran to say that birds of Iran are not alone. Avayeboom was founded for helping people who respect bird life and people who are interested in this field. Avayeboom was founded for giving knowledge to people who directly or indirectly damage bird life because of their ignorance. Avayeboom was established to take a step towards increasing information about birds of Iran. In summary, Avayeboom was founded to be with birds of Iran.

Last year was a tough year for us but full of motivation. It was a year full of good memories and tough days and sometimes frustrating. During the first days of Avayeboom life, we strove to create a strong structure and organization chart. After completing the organizational chart, we tried to communicate with other organizations, institutes and NGOs that we had common goals and we used their experiences and helps. After that we focused on the development of our tools, website and social networks. After all these steps, each of the four sections of Avayeboom (bird watching club, the executive, the rehab and release, Education) started its preliminary serious activities that will be expressed in details in this report.

In the past year, the focus of four sections of Avayeboom was on activities within Isfahan region. Today our society has largely reached its goals in Isfahan region and we hope to increase our impact on decision-making in this region. Our regional perspective is very hopeful and far-reaching that we see days ahead that people and authorities respect bird life when



small and large decisions will be taken by respect for birdlife. Our strategy for next year is to expand our activities in Isfahan region, and in center of the country as well.

Today and after one year, Avayeboom needs help and cooperation more than anything to gain organizational power to affect social changes. Cooperation and help of each one of those who love birds, no matter what position they work in or what they can do. For us, Avayeboom is the symbol of a society in which all people hand in hand, attempt to achieve their common goal.

Iman Ebrahimi  
President and CEO



## 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.







## Organization Ehart

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



### 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 offic-es, schools and associa-tions. In regard to matter of teaching, teachers are selected from both forces within the society and col-league 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



## Membership

Avayeboom Bird-watching Club wants to introduce bird-watching to different people, meanwhile Keeps interested and engaged people active and encourages them to grow further. In this regard, enthusiast people can be a member of the Bird-watching Club due to fill out the application form. Club members are divided into three levels according to the table below. Members who are at the “Boom 3” level have the right to vote in the Bird-watching Club core team.

## Managing

The Avayeboom Bird-watching Club is managed autonomously and non-profit. Five members of Birdwatching Club are elected annually by voting among the active members of the Bird-watching Club and the club's core chooses the head of bird-watching club. The activities of Birdwatching Club are supervised and controlled by the supervisor of the Avayeboom's coordination, and its activities should be in order to the general policies of the society. In all cases which the bird-watching club needs to cooperate with other sections to achieve its goals, it is the responsibility of the coordinator supervisor to coordination and follow-up.





## Studying Mount Soffeh

Mount Sofeh is a part of Zagros Mountain Range, neighboring the southernmost parts of Esfahan. It borders the city's ring way in the North, Takht-e-Rostam and Dareh Khan Mountains in the West, townships and residential complexes in the East, and the barren lands and railway in the South. Mount Sofeh has a green area of 100 acres.

The Sofeh Mountain Park was one of the cases on which Avayeboom Bird Watching Club had the most concentration. The presence of man-made, but suitable, vegetation and its protection and irrigation by the municipality, etc., have created a suitable atmosphere for a considerable variety of animals to live in. More than 40 kinds of these animals are birds. During our activities in this region, Avayeboom Bird Watching Club succeeded in taking images from some important species, including Eagle owl and Saker falcon.

The activities undertaken by Avayeboom Bird Watching Club in this region during last year:

- The study on the variety of birds and identifying them,
- The study on suitable access routes for bird watchers,
- Investigating the possibility of the existence of hybrids between the region's wheatears, considering the high variety of these birds in Mount Sofeh,
- The study on the night-flying birds and taking images of them.



## Investigation of Seasonal Distribution And Diversity of Birds of Isfahan City

As the main goal in our organization policy and vision is to familiarize people with birding as a leisure, the first thing we required to do was identify the suitable fields for birding in the city. Moreover, as the main focus of our activities in the first two years has been on city of Isfahan and the suburbs, AvayeBoovm started a self-employed project in collaboration with the executive section.

As the result of this project after a year of studying and field research, a database of observable species and their habitats were identified. The information obtained can be utilized for our short-term and long-term purposes. During the study more than 120 species of Isfahan were recognized and photographed. Among these, more than 20 species had been observed less than 3 times in the region.

It seems the diversity of species in Isfahan is highly dependent on Zayande-rood river which has completely dried up and runs only two or three month a year.

At the end of the survey, AvayeBoom determined 3 urban and 1 suburban habitats as suitable places for birding. AvayeBoom is now training birding guides for conducting regular birding programs in these regions.





## Regular monitoring and evaluation of ZarrinShahr

ZarrinShahr Beach Park located in the suburb of Isfahan in ZarrinShahr city, is one of the other habitats which Avayeboom Birding club surveyed it for its potential for birding tours and other executive plans.

Due to the presence of the permanent river during the whole year and agricultural lands and gardens, this area has become a suitable habitat for various species of animals including reptiles, fishes, mammals and birds.

In the last year, Avayeboom Birdwatching Club had monitoring trips to check the diversity of birds in this beach park. So far, many waterfowls and waders has been observed in this area. Due to the drying of the eastern part of the river, this area has great importance in order to preserve the biodiversity of the river. Some of the interesting species that were seen in the park includes: European Pied Flycatcher and Penduline Tit considered as scarce birds in Isfahan in recent years. After repeated reviews, we observed breeding of Penduline Tit in this park.

The other instance we noticed was changing of the level of river, which in many cases was beneficial and in some cases caused damage to nesting birds in the lower parts of the river.

Considering the existence of woodland and fields, marshlands and safe areas, this region has great importance for breeding of some of species such as Night Herons and Little Egret.

Avayeboom Bird watching Club has put this area for purpose of bird watching activities, in outside of the city and in rural areas by regular monitoring.



## Studying Najvan Park of Isfahan

Najvan Park encompasses an area of nearly 1200 acres in the Northwest of Esfahan, surrounded by agricultural lands, gardens, Zayanderood River and the urban development. Due to the presence of green coverage and the fact that Zayanderood River passes through it, the lands inside Najvan Park have become a very suitable habitat for birds. Of course, the presence of Najvan Bird Park in this Park and its effects cannot be ignored.

These reasons motivated Avayeboom Society to undertake more studies. After numerous investigations throughout the year, we succeeded in identifying suitable access routes for public bird watching, recording data and taking images of the birds living in this forest park.

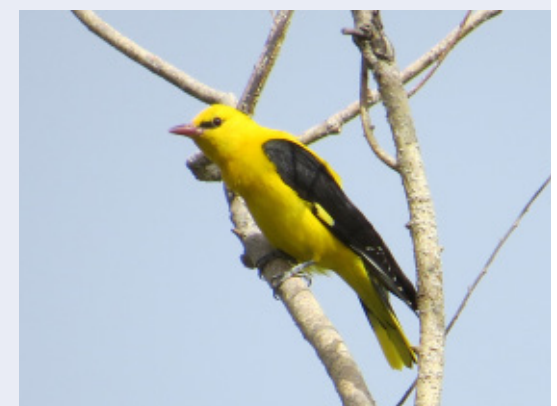
After these investigations, we were able to observe more than 60 kinds of birds and to take their images. Also, Avayeboom Bird Watching Club has administered a number of urban bird watching tours in this forest park.

Considering the easy access to this park, the considerable number of bird kinds living in it and the suitable facilities present in it, Avayeboom Bird Watching Club is concentrating on this region for educating and promoting bird watching more than any other region. Most of bird watching tours have been and will be administered in this region.



## Studying the Region Around Javan Park

The Javan Garden Park is located in Shahrestan bridge region and close to Zayanderood River. The area behind the park is a very suitable place for bird watching. Also, its accessibility and vicinity to Esfahan is a great asset for this habitat. After numerous investigations, we were able to observe more than 40 kinds of birds and to take images from most of them. Those included aquatic birds like Moorhen, sandpiper, Grey Heron, egret, and most species of passeriformes, etc. Due to the presence of widespread gardens around Zayanderood River and the low presence of people, this habitat has provided a safe living place for birds. Among the activities of Avayeboom Bird Watching Club are administration of several public bird watching tours, including one in the International Migratory Bird Day and the public awareness activities regarding the problem of captivity and mass killing of migrating birds.





## Bird Photography

Undoubtedly, today photography is an inseparable issue of bird watching. Birdwatchers now use cameras more than ever before, and the use of cameras in birdwatching programs has become routine and perpetual. In a way, more pictures of birds mean more accurate information of them, and a collection and archiving of a vast reservoir of information for later research.

The Avayeboom birdwatching club has not been overlooked either and While encouraging its members to take pictures of birds, they collect these photos and archive them for later and possible follow ups.

Now the Bird's Club is a very good archive of photos of birds in Isfahan and the suburbs, which is added daily to the number of these photos.



## Collaboration With Other Groups on Bird-watching and Learning About Birds



### AvayeBoom Birding Club Achievments

Identified and recorded more than 120 species of birds in Isfahan province.

Held more than 30 birdwatching field trips.

Held 3 public birding tours.

Working with environmental organizations and groups and giving information about birds to them.

Regular monitoring of 3 parks in the city and 1 area around the city.

Recording of 20 rare birds in Isfahan province.

Holding first voting for choosing the first administrator

Preparing Membership cards and badges

Collecting, archiving and publishing photos of birds of Iran



In Iran, there are many groups and NGOs that have general environmental activities and don't have focus on a specific branch of wildlife or nature conservation. In Iran, there are many groups and NGOs that have general environmental activities and don't have focus on a specific branch of wildlife or nature conservation. Due to the high potential of these groups, Avayeboom Birdwatching Club is trying to identify and connect with these groups.

In addition, the Birdwatching Club is trying to use its power to raise the level of its information about birds of the country by communicating with the tourism and specialized groups (climbing, cycling, etc.), also by holding birdwatching training courses, these groups will learn how to identify birds and report valuable observations.

Among the work done in this regard last year:

- Joint Birdwatching with the earth for everyone association in the Najawan Park in Isfahan
- Holding a joint birdwatching with the Sky cyclist Cycling group





# Education



## Training Workshops

In the preliminary assessments by our education section, we noticed the great need for specialized educational programs for environmental officials and environmental volunteers about birdlife. So we prioritized our educational aims to hold the first workshop of Avayeboom society, “Identifying birds of prey of Iran” in which all birds of prey of iran were introduced.

## Virtual Training

Increasing public use of social media and social networks in addition to decreasing willingness of people for attending programs that require a physical presence, made us focus on E-learning in the past year. So we established five social networks. We published three articles per week in our social networks in the past year. Also, we’ve produced and released eight video clips about birds and our works.







### International Migratory Bird Day

Regarding the many threats to the migratory birds of Iran (especially water birds coming to Iran every autumn and winter), education section of Avayeboom society decided to hold a meeting every year in World Migratory Bird Day and give information about this day to people. In past year, we had some program for this day. We designed a brochure and published that. We had a meeting and also we hold a field trip for people. We explained them how migratory birds are hunted in wetlands and how they can help to resolve these problems. Also we designed an infographic to teach people how they can recognize wild birds and ornamental birds or captive breed birds. With this information, people can inform the authorities if they see any wild bird in captive.





One of the problems in Iran is that people can't recognize a scientific article and a non-scientific article. So there is many wrong beliefs about birds among people. Many people in Iran think that owls are really ominous and many people think that eagle's lifespan is 150 years! So in the past year we decided to encourage people to search and read scientific papers about birds and to share them with other people.

Some of the articles that were published last year:

## Penduline tit's nest

## About sparrow hawk

## Demoiselle crane migrating

## About goldfinch in Iran

Air sacs; the most efficient respiratory system



Avayeboom publication works on writing, designing and publishing infographics, brochures and booklets about birds and birdwatching. This section's focus in past years was on publishing brochures and infographics. But in future this section will work on publishing journals and books as well.

Some of the Avayeboom publication activities in past year:

## “The owls of Iran” infographic

“About birdwatching” brochure

## “Birds of Isfahan” infographic

“Word Migratory Birds Day” brochure





## Executive

### Gavkhouni International Wetland

Gavkhouni is an international wetland located 130km east of Isfahan and has 47000 hectares of surface area. Gavkhouni has an important role in preserving the population of migratory birds because it is located at center of Iran, far away from other similar wetlands. drying of Gavkhouni has made an impact on life of birds and it seems that they have been forced to alter their migratory routs in recent years.

AvayeBoom has the elavuation of Gavkhouni on its priority. Gavkhouni was one of first aims of AvayeBoom activities. AvayeBoom kepted surveying that region and watched the birds movements and circumstances. today, AvayeBoom has valuable categorized information about this region. AvayeBoom knows exact time of entrance and egression of birds from the wetland, knows the favourable locations for resident birds, and has recognized the most important threats affecting each species in region.



# Publishing Poster on International Conference on World Wetlands Day

On World Wetlands Day on February 2 2016, Isfahan Department of Environment held an international conference. Avayeboom published the results of research in a poster titled “Identification and comparison of seasonal variation and diversity of waterfowls and waders in Gavkhouni” at the conference. In this poster, Avayeboom has focused on the issue that although, due to the drought, population of birds in Gavkhouni wetland has become very low, but considering to the fact that there has been little change in the number of observable species, the diversity of birds should be preserved by right strategies.



## AvayeBoom Achievments in Gavkhouni International Wetland

- During the time of working at Gavkhouni wetland,avayeboom gained many valuable achievements. Which include:
- Taking photos of Pleske’s ground jay in the eastern region of Gavkhouni
  - Taking photos of Common Crane in this area after many years
  - Trekking almost 20 kilometers beside the river and conducting bird census
  - Recording the breeding of many species such as Kentish Plover, Greater Sand Plover and etc.
  - Publication of poster at International Conference on World Wetlands Day
  - Careful examination of resting and feeding areas for waterfowls
  - Checking and exploring the areas of wetland that is being abused by hunters



## Gavkhouni International Wetland

Gavkhouni, the international wetland with an area around 47,000 hectares, is located in 10 kilometers east of Isfahan province. Due to this fact that Gavkhouni wetland is situated in the central part of Iran, which is an arid region, and being far from other similar areas, Gavkhouni is considered as an important place for conserving populations of migratory birds, including waterfowls and waders. In recent years, drought of Gavkhouni has caused great damages to birds’ life in the region, and pushed many of them to migrate to other areas before wetland in Zayanderood River. In executive section of Avayeboom, our main focus is on the Gavkhouni wetland. In past years we visited there every month and we monitored there. Today we have a large information about this wetland. We’ve detected hot points of wetland for feeding or resting of birds and we’ve detected the main risk for many species of birds.





## Invasive Species

One of the problems of Iran birds, is the increase of Invasive species in many areas of country. This important issue made us hold a committee for collecting data about this problem. So we started to consult with our partners in different parts of the country and collect many news articles, data and images. Our focus was on common mynah but we also considered other birds.

## Studying Wheatears

The favorite habitat of many wheatears are open terrain with grass fields and rock outcrops, so many areas of Isfahan country have good condition to attract them. The fact that there are many species of wheatears in Isfahan, and that there is not much information about wheatears and distribution of the species, made us search to identify best areas of each species of wheatears in Isfahan. We found some nest and we took a lot of photos for future researches about hybrids and other things.





## Persian Gulf Marine Debris

There are few islands in Persian Gulf that nobody lives on them. These uninhabited islands are small. There are so many birds (including terns, herons, etc.) that breed in these islands every spring and summer. Some of these islands have had marine debris problem in past years.

We traveled to a few of these islands in past year and we checked the condition of birds and their nests to estimate the risks. We had a meeting with local officials and we hope that we can be useful for reducing this problem.

## Birds of Prey Migration

Many birds of prey (especially Steppe Eagle and Black Kite) in Iran go to landfills for feeding, like many other countries. But many of these landfills in Iran are very dangerous for birds. In some of them hospital waste seen easily and in some of them power lines kill many birds every year.

In past year with helps of our partners, we identified the most dangerous landfills and we visited some of them. Also we are working on preparing proposals for resolving this issues and give them to local officials.



## Collecting Information About Migration Routes And Local Risks

Migratory birds and especially overwintering birds in Iran, due to the dryness of largest wetlands in the country, are in serious danger. In these circumstances, while the extent of the habitat destructions of birds increases, it is very substantial to maintain focus on the most important areas for birds. In this situation, it is extremely important that the most significant remaining areas to be identified properly for birds to overwinter and more complete and more comprehensive reviews to be undertaken about the main immigration routes. It seems that because of environmental changes in Iran, some changes occurred in the direction of migratory birds and their overwintering sites of which very limited information is available. In these circumstances, violators and hunters use the opportunity and with indigenous and local knowledge of the areas of where they live, sometimes, they attempt to hunt and smuggle migrant birds in large and massive numbers. A situation that have been identified these days in Fereydounkenar in north of Iran and in some areas of Khuzestan. What we should not neglect is the extensive hunting and smuggling of migratory birds in many places that still have not been identified. In the past year we tried to keep our data up to date as much as possible, by communicating with local people and experts in different parts of the country. Although we have achieved some success on the way, but to have up-to-date information and continuous updating of data requires much more effort, giving necessary training to various individuals and building effective and comprehensive relationship with the local authorities and others.





# Case Reviews

The AvayeBoom executive team, due to demands or received reports had some case reviews in the last year. Case visits are conducted for studying or checking the specific cases in small teams from one to several. There are some of the case reviews in the last year in below.



On 3 March, according to the report received on the existence of a large number of Song Thrush in Ghaemiyeh mountainous park, a visit was taken that a significant number of this species were recorded. In addition, by examining the effects of these birds, it was found that their accumulation was due to the interest of the Specific Olive in this region. In the following, captured from Stonechat.



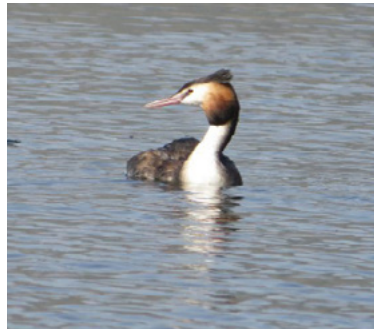
On 13 October, according to a report received on the presence of Cormorant in the Ziar Dam area, a visit of this area was taken and captured from this species. Cormorant, due to the drought and conflict with fish breeders has decreased in Isfahan and its suburbs in recent years. For this reason this species are relatively rare in this region.



On 28 August, during visit of the Karkas protected area to find the birds of prey, one Sparrowhawk was observed, which was a valuable record for us because this species was visible on October in past years. In this event was also captured from bird's clash between Kestrel and Sparrowhawk in this region.



On 11 July, multi-day trip was planned to investigate the situation of Storks in Zaribar, Kurdistan (western parts of Iran) Due to the decrease in the population of Storks in Isfahan, this trip was planned whit the aim of comparing the situation of two regions and Storks.



On 30 May, a complete visit was taken in Choghakhor wetland due to the culmination of breeding season in the wetlands of Chahar Mahal Province, during this event that many species were recorded and captured. In this report also captured from active nests of Mallard, which is considerate as important record because it is almost completely wintry in Iran



# Amending And Completing The Available Data Within The Region

Information related to birds in many areas of the country are outdated. This information is not compatible with new changes that have been occurred, and sometimes it is useless. Avayeboom from the beginning, according to the outlook of the first year of activity which was regional perspective, gathered available data relating to birds in this region. Then, selected a wide range of information which seemed have been changed at the present, and began its activities to update them. Some of updated data collected in the past year:

- Based on previous data Barn Owl didn't have dispersion in the region. Avayeboom observed this bird several times during its activities.
- Based on previous data Long-eared Owl was only in the region over winter, while breeding of this bird was recorded by Avayeboom.
- According to the previous data of the Zayanderood river, among three species of kingfishers only Common Kingfisher was recorded. During Avayeboom activities, not only Pied Kingfisher was recorded in this area several times, but also it seems that Pied Kingfisher population growth in the region has reduced the number of Common kingfisher.
- Wryneck was observed and recorded several times.
- etc.







## Rehab



## Consultation, Treatment and Release

The goal of creating this section at Avayeboom Institute was to establish a reliable source for people and authorities toward the treatment and releasing of injured birds. In Iran, many of raptors, waterfowls and songbirds are kept in captivity and at homes. It seems that this situation is not because of people's disaffection, but it is because of their ignorance. Most people do not know the difference between pet birds and wild songbirds. Many young people are buying birds of prey due to ignorance and after realizing their mistakes, they don't discuss this matter with government agencies and NGO's due to fears of legal issues. And many people with limited information, purchase waterfowls to make their places and pools beautiful. In these circumstances, Avayeboom considered creating a friendly environment with mutual trust as the first and the most important step to improve the situation, in which common people can confidently share issues with specialists and experts. Last year we gained valuable experience in this field and we found out that wild birds are kept in houses and other places more than we expected. Most buyers were not aware that buying wild birds is something wrong and illegal, and after they realize, they never shared it with anyone because of their fear.

Last year we had a call from carpentry workshop reporting a Common Buzzard, a call from subway tunnels reporting four Eagles, some calls from private individuals to keep different types of Falcons, and a call from an actor feeling regretful over keeping an owl!

In the last year our approach and goal was simply focused on the citizens of Isfahan. By the experience we have gained in this field, in the coming years, we will expand the activities of this section.



## AvayeBoom First Bird Ringing

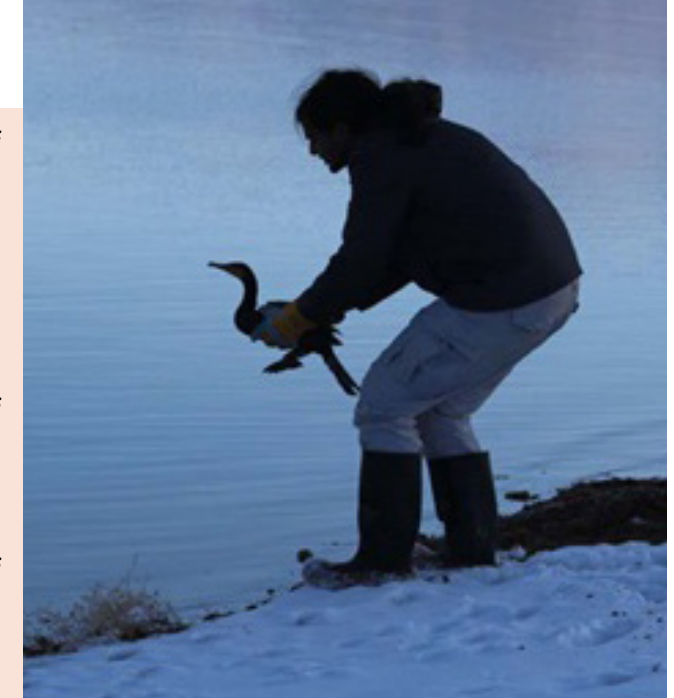
At the beginning of its activities, AvayeBoom starts to produce bird leg rings. The first leg ring of AvayeBoom was installed at the leg of a Steppe Eagle which treated by AvayeBoom and this eagle was successfully released at the end of March.



## Cooperation With Other Groups

We believe that in addition to knowledge, healing and treatment of wild animals requires a lot of experience and experience that never ends. Therefore, from the beginning of our activities in this section, we got guidance and advice from many groups and individuals from different parts of Iran. Also, fellow vets with Avayeboom are among the very few Iranian vets who have adequate experience in the field of wildlife treatment.

Due to our concern for treatment of birds, we had a very good cooperation with the Institute of Avaye Dornaye Khakestari in Arak and last year the two institutions visited each other's activities. The cooperation between the two institutions last year included the release of two Cormorants which treated at Avaye Dornaye Khakestari Institute and released by Avayeboom in habitats of Semirom city.



## Providing Temporary Places For Treatment

Giving advice to the people and authorities is the main purpose of treatment and release section in Avayeboom and getting the birds and keeping them in the institute is the last priority. However, in the past year Avayeboom has prepared four temporary places to keep the birds in case of emergency or when there is no better way to treat and release birds.

## Our Partners

According to AvayeBoom's belief, Conservation of the country's wildlife and preserving the environment will be possible only when all environmental, governmental or non-governmental groups, as well as all beneficiaries Cooperate to achieve their common goals. In AvayeBoom we are always keen on cooperating with and helping other groups and individuals and we are trying to increase the number of our colleagues. Some of the groups that helped us last year are listed below.



raniCard is one of the most authoritative and most experienced in international currency exchange companies in Iran, that works on international financial transactions with co-operation of regional and transactional partners in Iran. Since AvayeBoom established, this company has been a sponsor of this society.



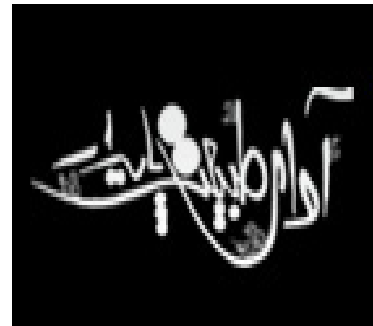
ADKI located in Arak that works on various fields wildlife in Arak. This institution has vast experience in field activities because of many years of experience working in Mighan Wetland and its wildlife. It also has widespread activities in wildlife treatment and release.



Iran bird watching club is professionally works on promotion and training of bird watching. Currently, this club has the must member than the other Birding club in Iran, and it has a variety of activities in this field.



Avaye-dashtyaran institution works on tourism and different courses related to wildlife and ecotourism. the professional and specialized ecotourism and wildlife courses in Isfahan were first conducted by this institute.



Avaye-tabiate-paydar institute is known as one of the most valuable and famous institution in tourism and ecotourism training, which has many projects in the field of sustainable tourism and ecotourism.

## Public Relations

Public Relations of AvayeBoom, is responsible for the obligation of informing AvayeBoom activities. Public Relations fulfill this role by various instruments. Some of the tools that have been used in public relations to transfer content and get feedback in the past year, are as follows:

- Providing more than 8 video clips related with the introduction of Avayeboom and its activities
- being active and informative in 7 social networks
- Launch and support the Institute's website





## Coming Year Prospect

in coming year, AvayeBoom will develop its activities, using former years experience and its strengthened organization. AvayeBoom will try to make more effective cooperations with best national organizations of wildlife. Furthermore, AvayeBoom has developed connections with governmental organizations and will start cooperation with them.

In coming year Avayeboom will continue attracting volunteers and utilizing them to make a better future for wildlife.

Avayeboom will start to attract sponsorship from natural and legal persons, nationally or internationally.

Avayeboom bird-watching club will start its formal activities to propagate bird-watching among regional citizens. Many people of Isfahan will be familiar with the word “bird-watching” in coming year. Bird-watching club will have systematic activities to teach, and to perform bird-watching programs.

Avayeboom will be recognized as an effective organization in field of bird knowledge and conservation in iran.



## Keep In Touch

Tell number: (0098) 3136516212

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