



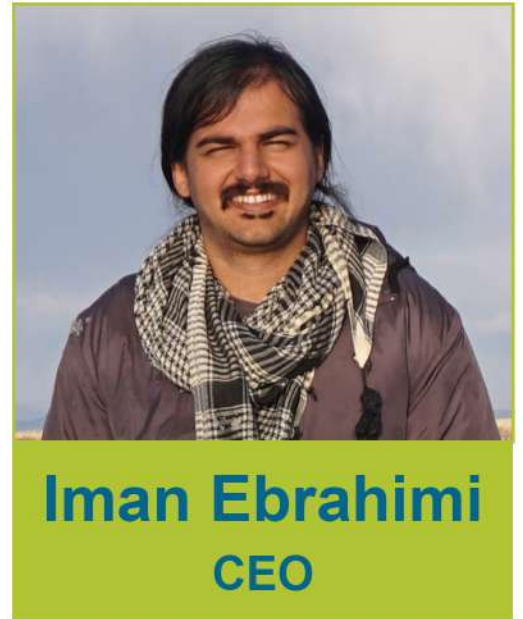
**AvayeBoom**  
**Bird Conservation Society:**  
**A Year in Bird Conservation**  
**2020 Annual Report**



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# 1-CEO's Introduction

The COVID-19 pandemic significantly impacted wildlife conservation efforts in Iran last year. The economic consequences of the pandemic forced more individuals to rely on natural resources for their basic needs, including the capture and hunting of birds, resulting in a noticeable decline in bird populations. However, our commitment to conserving our country's wildlife and ensuring the survival of its birds remained consistent.



The COVID-19 restrictions pushed our conservation efforts towards online educational programs. We are proud of our ability to adapt and continue our dedicated work conserving the natural world.

One of our primary objectives last year was to mitigate wildlife trafficking on online platforms. Given our limitations, our achievements in this regard were extraordinary and gratifying. Witnessing these victories provided us with renewed energy to sustain our efforts.

Furthermore, the COVID-19 pandemic made it challenging to recruit volunteers and hurt our human resources. Nevertheless, with increased incentives, we managed to retain individuals by our side who share our passion for nature.

We should remember that the decline in bird populations and destruction of the natural world cannot be stopped during the pandemic, and our opportunity to preserve wildlife is rapidly closing. Therefore, we are fully committed to making every possible effort to ensure that conservation activities in Iran never come to a halt.



## 2-Management and Structure



People with diverse areas of expertise and individuals from different age groups are always welcome to join AvayeBoom. The only condition for membership is a dedication to preserving nature. We offer two membership plans: ordinary membership and premium membership. Members can enjoy access to our society facilities based on their membership plan.

These are the core departments of AvayeBoom:

- Birdwatching
- Education and training
- Human resources and volunteer affairs
- Financial and Administrative
- Rehab and release
- Events

## 3-A New Logo for AvayeBoom



The logo is an intrinsic part of an organization's identity, serving as a symbol of unity among its members. Since its establishment in July 2015, AvayeBoom has chosen a logo that reflects its name and activities. Over the years, this logo has represented the collective efforts and collaboration of our members in the effective conservation of our homeland's birds. However, as we transition from a nonprofit organization (NPO) to a Non-Governmental Organization (NGO) this year, our official name has changed from "AvayeBoom Institute of Ornithologists" to "AvayeBoom Bird Conservation Society." These changes, coupled with certain concerns related to the old logo, have led us to decide on a logo redesign.

In the name "AvayeBoom," the word "boom" has two meanings in Farsi: the first meaning is "owl," and the second meaning is "homeland." We have incorporated graphical elements derived from the essence of these two meanings to create our new logo.





## 4-Mid-winter waterbird census of Isfahan province

The census of migratory waterbirds is a long-term population monitoring program conducted worldwide during the winter season by Wetland International. The data collected from these programs serve as a foundation for studying the population size and changes of birds. AvayeBoom was granted the responsibility of conducting the bird census in Isfahan province last year.

In 2019, we conducted a bird census at 14 different sites with the assistance of 8 experts and 12 volunteers from the AvayeBoom Society, as well as the collaboration of two other environmental NGOs. Our results show the utmost importance of the "Zayandeh Rud" river and "Gavkhouni" wetland in maintaining bird populations and diversity in Isfahan province. This information received notable coverage in the mainstream media.

Throughout the one-month duration of the fieldwork, we identified a total of 8,903 individuals belonging to 45 different species.



# 5-Urgent Letter: AvayeBoom Society's Concerns about Illegal Wildlife Trade on Divar Online Marketplace

In an open letter prepared by the AvayeBoom Society signed by 223 individuals and legal entities, we asked the Divar online marketplace to adopt an arrangement that makes it impossible to use this platform for illegal wildlife trade.

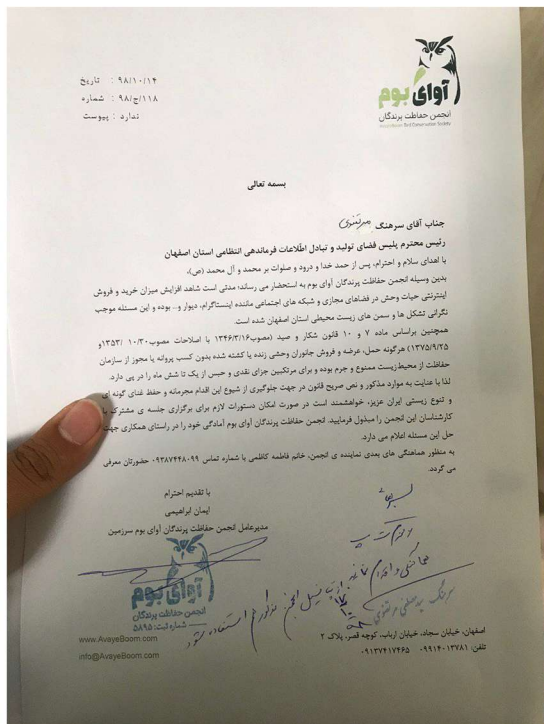
After the news regarding the letter covered by news agencies, the officials of Divar held a meeting with some of the well-known country environmental activists including the CEO of AvayeBoom, and presented a report of their activities regarding the issue of illegal wildlife trade.

Finally, the wildlife buy and sell ads on the website declined due to the changes that Divar officials applied based on our mutual agreement among conservationists, activists, and Divar website officials.



# 6-Collaborating with Cyber Police to Combat Illegal Wildlife Trade

Although online platforms have provided a great opportunity to promote wildlife conservation, they have their own negative sides. In recent years, we have witnessed an increase in illegal wildlife trade ads on online platforms, where individuals post ads to buy and sell wildlife species illegally, which could potentially have serious environmental consequences. To address this destructive trend, on December 5, 2019, AvayeBoom sent a letter to the Isfahan office of Iran's Cyber police, calling for more action to prevent this illegal trade.



Regarding this letter and after negotiation with the Isfahan Cyber police, this legal entity accepted more cooperation with wildlife conservationists in this matter. Since then, AvayeBoom has been sending reports about these illegal activities to the cyber police.



# 7-Petition for Preventing Wildlife Trafficking on Instagram (In Farsi)

As part of these ongoing efforts to prevent illegal wildlife trade in Iran and considering the fact that much of these activities are happening on Instagram, AvayeBoom launched a petition to urge Instagram to ban pages and individuals involved.



The petition launched on July 11, 2020 and in change.org. Within the contents of this letter, which was sent to Mark Zuckerberg and Adam Mosseri, the officials of Instagram, a request was made to end Iran's wildlife trade on Instagram. With the support of many wildlife enthusiasts inside and outside Iran, this petition was signed by more than 1,600 people in a short period of time.

After publishing the petitions and letters, Instagram responded to them officially. Based on recent reports from AvayeBoom's members and other conservationists, not only does Instagram remove posts and pages selling wildlife if reported, but it also automatically identifies and removes these pages.

According to the latest estimation, at least one thousand of Iran's wild species are traded on Instagram on a daily basis, and preventing it could potentially cut numerous shares of this harmful and illegal trade in a year.



# 8-Training Department's report

AvayeBoom has consistently devoted a great share of its efforts to increasing awareness and knowledge about birds and their conservation in Iran. This commitment has been at the core of our primary objectives since the onset of our activities. To effectively accomplish our goals and demonstrate our dedication to increasing public knowledge, we organized educational workshops and webinars on a diverse range of topics tailored to different demographic groups.

The workshops held in 2020 are as follows:

## Online Workshop: Introduction to Animal Behavior with a Focus on Birds

The workshop was held on March 31 and April 1, 2020. Thirty-four people, ranging from environmental activists to enthusiasts, participated in the workshop. The topics covered the learning process, breeding and parental behavior in wild-life, and communication methods in birds.



## Online Workshop: recommended Methods for Attracting Birds

The workshop was held by Yasmin Yousefi, a member of the board of AvayeBoom, with the objective of learning how to attract birds to our homes without interfering with their natural behavior and causing harm



## Feathers and Flights: Webinar on Birds and Birdwatching

Birdwatching is an accessible and cost-effective method to deepen our understanding of bird life. AvayeBoom consistently hosts workshops at various intervals to enhance familiarity with birds and bird watching. The most recent workshop was coordinated by Mahsa Hashemi, a member of AvayeBoom's Board of Directors.





## Collaborative Workshop on Safeguarding Migratory Birds at "Qaraqashlaq Wetland"



AvayeBoom proudly organized a face-to-face workshop aimed at fostering cooperative protection efforts for migratory birds at the captivating Qaraqashlaq Wetland in East Azarbaijan. This collaborative event, jointly facilitated with the "Mission for Environmental Protection" conservation and Benab Environmental Protection Department, demonstrated our commitment to conservation migratory birds' species.

## Ethical Birdwatching and Conservation - An Online Workshop

The educational workshop, titled "Conservation and Ethics in Birdwatching," was held online on December 9, 2020, for bird watchers and those interested in Birdwatching. AvayeBoom Society organized this event in collaboration with Mrs. Shahrazad Fatahi.



## Online Birdwatching Workshop at "Imam Sadegh Educational-Cultural Foundation"



In an effort to increase student's awareness about the country's wildlife and animal species, Imam Sadegh Educational Cultural Foundation held a Birdwatching Training Workshop with the help of the education department of AvayeBoom. Iman Ebrahimi, the CEO of AvayeBoom, served as the instructor for this workshop titled "Introduction to Iran's Birds."

## Birdwatching & Rural Tourism Webinar

Considering the importance of rural tourism and its potential for conservation, AvayeBoom held an online workshop in collaboration with Bushehr Tourism Guides Association. Over 35 individuals participated in the seminar titled "Rural Tourism and Birdwatching."







## Environmental Entrepreneurship & Biodiversity: A Webinar

Due to the important role of entrepreneurship in Environmental activity, the Scientific Association of Mazandaran branch of Tarbiat Modares University held a webinar on entrepreneurship in environmental activity with emphasize on biodiversity.

The webinar was organized by Dr. Ghasimpuri, a well-known professor of environmental science, in collaboration with AvayeBoom. Iman Ebrahimi, the managing director of AvayeBoom, discussed the world's emerging job opportunities and their connection to wildlife conservation and biodiversity.

## Conservation through Birdwatching: NGO Manager Training Workshop



AvayeBoom made a presentation on Birdwatching and Conservation during the quarterly meeting with the directors of the “General Department of Environmental Protection of Isfahan Province” and the directors of NGOs in Isfahan province. This presentation was delivered by Iman Ebrahimi on behalf of AvayeBoom, following an invitation from the Director General of Environmental Protection of Isfahan Province. During the presentation, he discussed the evolution of birdwatching both in Iran and globally, highlighting its significance in wildlife conservation across various countries. Another essential aspect addressed in the presentation was the importance of utilizing birdwatching tourism for financing, thereby enhancing protection efforts within protected areas.



# 9-Celebrating National Birdwatching Day events

National Birdwatching Day has been announced by the National Nature Tourism Committee to encourage the promotion and education of Birdwatching. Due to the peak presence of migratory birds in late autumn in Iran, November 26 has been chosen as this day. As in previous years, AvayeBoom organized various events to commemorate National Birdwatching Day. However, the Covid-19 pandemic necessitated holding these activities online:

**1**

**Hosting a memories contest**

**2**

**Conducting an educational workshop with  
“University of Jiroft”  
on the National Birdwatching Day**

**3**

**Presenting an educational live wokshop with  
the “Lanjan Heritage Preservers Association.”**

**4**

**Arranging a workshop to get to know the birds  
of Isfahan for “Hemat Abad volunteers.”**

**5**

**Hosting a webinar on  
“wildlife rehabilitation in Iran.”**



# 10-Bird Ringing Tutorial videos for World Migratory Bird Day

Ringing is a research method that provides vital information, such as the migratory pathways of birds, their lifespan, and other relevant data, both before and after their migration. In this method, the condition of wild-caught birds or birds that are ready to be released after rehabilitation is checked. Then, a ring is attached to their leg before they are released. This procedure causes no damage or harm to the birds and has no adverse effects on their routine activities.

On World Migratory Bird Day, AvayeBoom educated its audience by preparing videos on bird ringing.





# 11-Appeal to Cease mulching (Stabilization of Sand Dunes Using Oil Residue) on the Fringe of “Abu Zeidabad” Desert

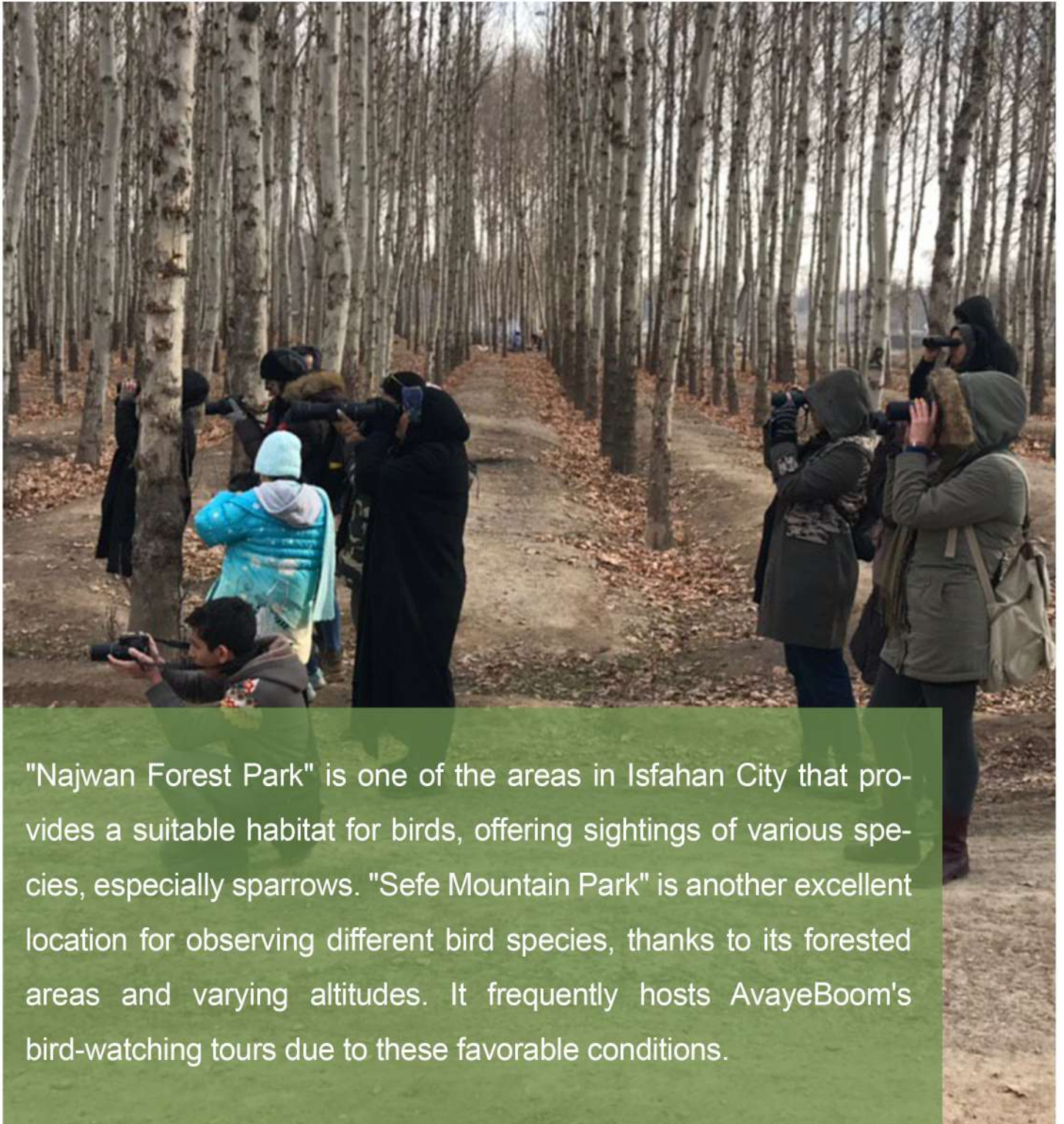


Mulching, in this case, refers to the stabilization of sand dunes using oil residue. It has always been criticized by experts and environmental NGOs, especially when conducted around natural habitats. In the winter of 2019, the General Department of Natural Resources of Isfahan province announced the mulching of dunes in the desert habitats of “Abou Zeid Abad” County. Following the news about mulching, AvayeBoom, along with another NGO named “The Association of Environmental Supporters,” informed about the negative impact of this action and sent an official protest against mulching to the authorities.



# 12-Bird-Watching Tours

Bird-watching tours are a regular activity organized by AvayeBoom. These excursions are held monthly in various areas of Isfahan City, aiming to introduce participants to diverse bird species and facilitate bird observation for different demographic groups.



"Najwan Forest Park" is one of the areas in Isfahan City that provides a suitable habitat for birds, offering sightings of various species, especially sparrows. "Sefe Mountain Park" is another excellent location for observing different bird species, thanks to its forested areas and varying altitudes. It frequently hosts AvayeBoom's bird-watching tours due to these favorable conditions.



# 13-AvayeBoom CEO's Keynote at TEDx Isfahan 2019

TED and TEDx events are held with the aim of spreading valuable ideas around the world, just as they have been held in Isfahan for years. The theme of TEDx Isfahan 2019 was 'Simple Solutions.' Iman Ebrahimi, the CEO of AvayeBoom, delivered a speech on bird watching impact on mental health.

During the speech, the diversity of birds in the city was discussed, and the research results demonstrating the positive effect of bird watching on mental health were presented.





# 14-Collecting, writing and publishing booklet 'PAR'



Writing and collecting educational books and articles about birds and related topics has always been an interest of AvayeBoom. In the past years, various articles have been written by the members and published on our website. Last year, a booklet of these articles titled 'PAR' was compiled with the aim of providing easy and integrated access to this content in the form of an electronic book and shared on our Society's website.



# 15-Warning about the issuance of the "European goldfinch" trapping permit

The issuance of the "European goldfinch" trapping permit by the General Departments of Environmental Protection was an unfortunate event in 2020.

In a letter to the General Department of Environmental Protection of Isfahan Province, the AvayeBoom Society requested more explanations and details while expressing its objection to this decision. In the letter, AvayeBoom warned about the negative consequences of such a decision while emphasizing the legal duty of environmental protection departments in safeguarding biological species and genetic resources. In response to this letter, the General Department of Environmental Protection of Isfahan Province initiated an investigation into the issuance of this permit.



As a conservation NGO, based on numerous scientific evidence, we believe that bird hunting and trapping is not only an unsustainable way to generate public income but can also have many negative consequences. For example, excessive hunting of these birds, which play an essential role in distributing plant seeds and controlling pests, can severely damage natural ecosystems, cohabiting animal species, biodiversity, wildlife food chains, and crops. International experiences have shown that compensating for these injuries is not easily possible and can cause more damage than the income from hunting birds.





## **16-Construction of a bird rehabilitation center in collaboration with the Nazre Tabiat Association**

Since the beginning of 2015, AvayeBoom has been engaged in treating and rehabilitating injured wild birds. The organization has successfully treated and released dozens of birds, and detailed reports of these cases are available in the treatment and release section on our website.

The lack of a suitable and standard center for this purpose has always been one of our primary concerns. To address this issue, AvayeBoom sent a funding request to build a new bird shelter to the Nazar Tabiat Society, which was accompanied by the support and positive action of the Nazre Tabiat Association.

As a result, 149 philanthropists made donations through the fundraising platform of Nazre Tabiat. Thanks to this generous support, the maintenance, treatment, and rehabilitation of injured birds that arrive at AvayeBoom in the future will be carried out under better conditions, with the continued backing of the Nazr Nature Association and other financial sponsors.





**Contact us**

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