

Migratory Birds for People

Face to face steering group meet, Oostvaardersplassen, Netherlands

MINUTES

Thursday 19th February 2015, 11am to 5pm CET

Aims of the meeting:

- Take stock of progress / needs for MBP to date
- Review Katja's recent work on surveying members
- Develop key objectives for the coming years (using our strategy plan)
- Identify specific project opportunities, including funding

Attendees:

Chris Rostron, WLI, WWT
Roelof Heringa, Eurosite
Theo de Bruin, Staatsbosbeheer
Jose Mari Unamuno / Edorta Unamuno, Urdaibai, Spain
Katja Fedrowitz, Independent
Taej Mundkur, Wetlands International, Netherlands
Naomi Racz, Junior Project Officer, Eurosite
Eugene Genelt-Yanovsky / Julia Danilova, Baltic Fund for Nature
Freek Swart, Staatsbosbeheer
Hans Breeveld, Staatsbosbeheer

2.30 pm Wim van Hooff (Consultant European (LIFE-)Funding Manager)

4 pm Kees de Lange (manager Oostvaardersplassen) and Robert Graat (Manager visitor centers Staatsbosbeheer NL)

Apologies:

Ellen Hultman, Lake Takern
Abdoulaye Ndiaye, Wetlands International Africa advisor
Jérémyah Petit, Centre de Découverte Scamandre

1. Introductions and aim of meeting (Chris R)

Overview of the network's achievements to date and some barriers to previous attempts to develop larger funding bids.

2. Summary of the recent survey of MBP members (Katja Fedrowitz, with support from Roelof Heringa, Chris Rostron) 20 minutes

See attached powerpoint.

3. Agreement of the most important findings and conclusions (all) 20 minutes

Key outcome is that we have a list of 'smaller' ready-funded projects, and a list of longer term, more ambitious aspirations/actions. Between us, the wetland centres have a good stock of resources and information, but limited means of communication 'non-local' issues, and different thematic focuses. Bird migration is not always the key theme for wetland centres.

Not so important to know what MBP is, but agreed that it is relevant / useful to share information about the birds we share and the flyway issues. For this, our core audience should be site/centre managers, project managers and education staff, not necessary the visitors. It is up to the staff to 'translate' the message to them, hopefully using shared resources.

4. Workshop on future potential activities for the MBP (all) 1 hour

- Poster – needs regular updating, particularly with the map. Easily translatable. **TdB, KF, RH, and TM to take charge of this.** *TdB taking the main responsibility for this*
Translators for the poster: *Bob Vandendriessche (Dutch & French); Edorta Unamuno (Spanish/Catalan?/Bask); Yulia Danilova (Russian), Petri Lampila (Finnish), Hans-Ulrich Rösner (German); Ellen (Swedish); Rune Kjaergaard Lange (Danish); Line Gustavsen (Norwegian)*
- All centres should have a facebook page (could be quite simple) and link to MBP. Needs some guidance from core group. Could be linked to twitter. **EU, EH, Joeri Lamers, and NR to take a lead. All to ensure that the MBP website/FB address is on their own websites too.** *Identify the main responsibility for this?*
- Sharing of pictures. Setting up a library for photos not necessarily the most effective way – more likely that people will ask for a specific type of picture, so just need easy way to share this. Flickr is a useful way of sharing images. **EGY to set up an MBP flickr account.**
- JMU outlined the possible structure for an interactive panel to use in centres, with a front page map of the centres, then links to facebook/twitter/websites, page of webcam links, and a calendar of events. Part of a larger project?
- Folder of materials from across the network? Provide a standardised folder into which we can add leaflets/factsheets/other printed materials from each centre. Agreed that loose materials will quickly become depleted/lost/removed and could be confusing.
- Story book for MBP? NR suggested that a relatively simple story book could help to show what is happening across the network and the aims of MBP. **NR to come up with some ideas.**

- Film – KF showed the film created by PPT and with centres shown across the network, and the species that they share. All agreed this would be very useful. BFN colleagues also suggested using interviews from staff (as separate film/resource). **KF to ask for more info for the film; RH will ask for pictures which can be used for this product (free of rights). EGY and YD to look into the interviews option.**
 - Newsletter – all agreed this is a great resource. Comments indicated that it could be shortened/simplified to encourage people to read it. Possibly sent through e-mail that allows readers to click on specific links? **RH to work on this.**
 - Webcam workshop – to be held at Urdaibai. **JMU and EU to arrange.**
 - Using the MBP branding more strongly for e.g. WMBD and WWD. **CR to encourage.**
5. Longer term funding for bigger network project

Wim van Hooff advised that in order to attract LIFE funding the project should solve a specific problem or create new nature. Our current thinking is not doing this directly, even though it may be strengthening long term awareness-raising. Need to identify specific problem (related to LIFE goals) and from there define as clear as possible target groups for campaigns in order to solve/minimize the problem. Target groups are currently not clear, and saying 'everyone' or 'the public' won't help.

WvH will provide some feedback on how MBP could focus on delivery of a project that would appeal to LIFE EU funding. All agreed that right now we should stick to our shorter term projects, until a longer term project is identified.

6. Friend of Eurosite (Naomi Racz) 20 minutes

Way of formalising the relationship between Eurosite and MBP, particularly as MBP is not an organisation in itself. Both organisations will promote each others' activities / aims. **See attached agreement.**

7. Staatsbosbeheer representatives: Kees de Lange (manager Oostvaardersplassen) and Robert Graat (Manager visitor centers Staatsbosbeheer NL)

Both were supportive of the project, particularly the people-involvement element. Need to make the issue more concrete to visitors, particularly around threatened species and Natura 2000. Would also be useful to reach out to wider decision-makers / politicians.

Big recent impact on the Oostvaardersplassen visitor numbers was the film that was made. This saw visitation climb from around 30,000 to over 100,000 visitors last year. Good example of 'business' (the film makers) working to bring a benefit to non-profit nature conservation. The film will be shown in Germany next month.