

“ If you take care of the birds, you take care of most of the big environmental problems in the world.”

**Thomas E. Lovejoy**  
the Godfather of Biodiversity

Source: XXX

## Why?

Birds are indicators of the health of our environment and its ability to support all life.



Birds are everywhere, mobile and responsive to environmental change



Bird population trends are often mirrored by other species



Bird distribution, behaviour and ecology are better known than any other taxa

## BirdLife's Purpose:

Conserve birds, their habitats and global biodiversity, working with people towards sustainability in the use of natural resources.



### Local - Global Partnership:

**122** conservation partners in

**120** countries

**8,000** partner staff

**4,000,000** hectare reserves



## Science & Biodiversity Data

Rigorous data-gathering and analysis ensures that scarce resources are targeted effectively

## Practical Action:

BirdLife works with all actors towards effective, sustainable and equitable use of natural resources



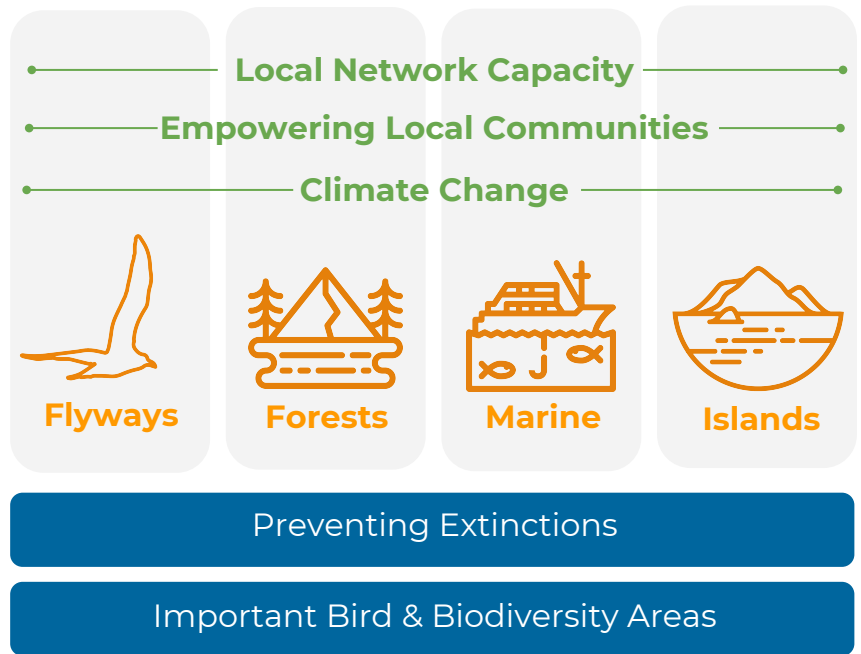
# 9 Global Conservation Programmes:

Our work to conserve biodiversity focuses on birds, because they are very good indicators for the natural world as a whole, as well as bring important in their own right. By saving the habitats and ecosystems important for birds, we effectively conserve a much broader array of biodiversity. Our programmes are firmly based on science, underpinned by the best available evidence.

Cross cutting

Habitats

Science



## Business & Biodiversity Partnership Tools & Services:

BirdLife offers a range of tools and services to enable evidence-based decision making, guide conservation interventions to manage biodiversity risk for conservation gains, and local empowerment programmes. And we welcome support and collaboration of BirdLife's campaigns and conservation initiatives.

### BIODIVERSITY DATA & TOOLS:

Use of BirdLife's biodiversity data to inform evidence-based business decisions.

- Data Zone
- Important Bird & Biodiversity Areas (IBAs)
- Integrated Biodiversity Assessment Tool (IBAT)
- Biodiversity Action Planning (BAP)
- Toolkit for Ecosystem Services Assessment (TESSA)
- Carbon Offset

### SUSTAINABLE BUSINESS PRACTICES:

Science-based consultation from BirdLife to transition to sustainable practices ensuring sustainable use of natural resources.

- Conservation
  - Avoid
  - Mitigate
  - Restore
  - Offset
- Product Development
- Sustainable Ingredient Sourcing

### LIVELIHOODS:

With BirdLife and Partners, work with locals toward effective, sustainable and equitable conservation practices.

- Small Holder Farmer capacity development
- Indigenous Employment
- Women's Empowerment
- Eco-Tourism
- Micro-Financing

### CITIZEN & EMPLOYEE ENGAGEMENT:

Awaken interest in nature and build awareness of environmental issues through BirdLife Appeals and Events.

- Species Champion
- Red List Appeal
- Save Endangered Species Appeals
- Bird Watching/Counting Events

### PHILANTHROPIC GIVING:

Invest in creating a better world for birds, people and nature.

Support BirdLife conservation initiatives such as Forests of Hope, Young Conservationist Education etc.

Gifts-in-Kind of essential tools of the trade i.e. Toyota + Cars, Fujitsu + IT Systems