



World Migratory Bird Day

Every Bird Counts

YOUR OBSERVATIONS MATTER!

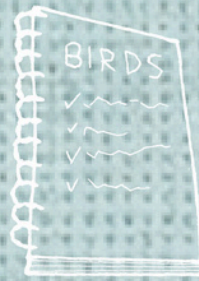


• WORLD MIGRATORY BIRD DAY 2026 •

2026 Campaign Toolkit



#WorldMigratoryBirdDay



Key Information

Theme

Role of community science (also known as citizen science) for migratory bird conservation

Official Dates

IN MAY : **Saturday, 9 May 2026**

IN OCTOBER : **Saturday, 10 October 2026**

**Birds migrate at different times, so feel free to celebrate WMBD whenever it works best for your site, your participants, and the birds.

Slogan

ENGLISH

Every Bird Counts – Your Observations Matter!

ESPAÑOL

¡Cada ave cuenta, tus observaciones importan!

FRANÇAIS

Chaque oiseau compte – Vos observations sont importantes!

Aim of this document

This campaign toolkit aims to support a wide range of stakeholders, including national and subnational governments, organizations, and individuals to engage in and help strengthen awareness of World Migratory Bird Day 2026.

It provides the guidance and key information needed for a coordinated global communications campaign and all the materials you need to organize and host events.

Social Media



@WMBD



fb.com/worldmigratorybirdday



worldmigratorybirdday



Primary Campaign Hashtags:

#WorldMigratoryBirdDay
#WMBD2026

2026 Theme Hashtags:

#EveryBirdCounts
#YourObservationsMatter

Website

www.worldmigratorybirdday.org



The Theme for WMBD 2026

“**Every Bird Counts – Your Observations Matter!**” is the slogan for World Migratory Bird Day 2026, highlighting the important role of community science (also referred to as citizen science) for the conservation of migratory birds.

The 2026 campaign shines a spotlight on people-driven efforts that are essential for bird conservation and science, celebrating how individuals, communities, and organizations around the world are helping to build the knowledge base to better conserve migratory birds across borders.

By focusing on the contribution of individuals, participatory science and public bird monitoring efforts, the campaign will celebrate the millions of bird enthusiasts around the world that are contributing to the data and knowledge that inform policy decisions and are essential for bird conservation – through each recorded observation.

Community Science



Aim of the Campaign

Elevate Global Awareness of Community Science as a Pillar of Migratory Bird Conservation

Position community (citizen) science as an essential, credible, and impactful tool for conserving migratory birds by clearly communicating how individual observations contribute to scientific knowledge, flyway-scale monitoring, and evidence-based policy decisions at local, national, and international levels.

Inspire Broad and Inclusive Participation Across All Flyways

Motivate individuals, communities, and organizations worldwide to actively engage in bird monitoring and community/citizen science initiatives by emphasizing that every bird observation counts, showcasing diverse participation opportunities, and celebrating existing monitoring efforts—across all the world’s flyways.

Strengthen the Connection Between People, Nature, and Conservation Action

Use World Migratory Bird Day as a platform to deepen people’s connection to nature by demonstrating how participation in bird observation fosters stewardship, environmental responsibility, and long-term engagement, ultimately building a global culture of shared responsibility for nature - and migratory bird conservation, across borders.

Campaign Objectives & Key Messages

Celebrating the Power of Community Science

From backyard observations to coordinated global surveys, millions of people around the world contribute vital information about migratory birds, their habitats, and the challenges they face each year. Through these recorded observations, people are engaging in community / citizen science that helps track migration patterns, population trends, and changes in habitats across flyways. The campaign will showcase how every observation contributes essential data and supports evidence-based conservation at local, national, and international scales.

Connecting with Nature to Support Conservation

When people take part in bird counting activities that help gather this important data, they also strengthen their connection to nature, deepen their understanding of the pressures facing birds, and often become stewards of nature protection, strengthening society's engagement with nature.

A Global Effort Across All Flyways

This year's theme is particularly meaningful as it recognizes the many community and citizen science projects along all of the world's major flyways. We will be focusing on the monitoring initiatives and platforms that already exist to record bird observations in ways that support both science and policy. World Migratory Bird Day 2026 also coincides with the 60th Anniversary of the International Waterbird Census, an opportunity to celebrate this global effort to monitor and protect migratory waterbirds as well as promote other community and citizen science initiatives across all flyways of the world. By encouraging people to gather observations from across migratory routes, we can build a clearer picture of the "story of the flyways," emphasizing connectivity, international collaboration, and our collective responsibility.

Key Messages

Community Science Makes Conservation Possible

- Data Collection at Scale – Volunteers can gather information across vast areas and in places professionals can't always reach. This large-scale participation is critical for understanding biodiversity and tracking environmental change.
- Community and Citizen Scientists Matter – Your observations matter. Whether you are recording information about the birds that are present where you live, the vegetation that they use, or other aspects of their life cycles, such as the quantity of plastics in the places where they are found.

Understanding and Addressing Threats

- Spotting Vulnerable Populations – your observations can help to reveal when and where birds are most at risk from habitat loss, pollution, or building collisions.
- Turning Data into Action – Your contributions inform conservation policies, guide habitat management, and help direct and focus conservation efforts where they're most needed.

Accelerating Access to Science

- Faster Discoveries – By sharing your data, you help researchers detect trends and respond more quickly to conservation challenges.
- Science for Everyone – Community science welcomes people of all ages and backgrounds, making the scientific process accessible and empowering across generations and across borders.

Collaboration Without Borders

- Global Effort for Global Travelers – Migratory birds cross continents, so conserving them requires cooperation across countries and communities.
- Local Action, Global Impact – Partnering with neighbors, schools, and organizations to create bird-friendly spaces and address threats in your own community can have a tangible and meaningful impact on bird conservation.

Key Messages

Tools That Make It Easy

- Technology is at your finger tips – Apps like eBird, BirdNET, Merlin Bird ID, iNaturalist and Tan inspire curiosity, joy, and a sense of connection to your local environment. Ornitho, BirdTrack, and BirdLasser make identification and data sharing simple.
- Gateway to Nature – Using these tools not only aids research but reconnects people with the joy of birdwatching and nature.

The Power of Long-Term Data

- Detecting Subtle Changes – Years of consistent observations reveal trends and shifts in populations that short-term studies might miss.
- Better Predictions, Better Protection – The data collected helps build long-term evidence that strengthens conservation strategies and conservation policy for the future.

Ethics and Quality Matter

- Be a Good Birder – Follow ethical birding practices to protect birds, minimize disturbance, and make sure your data remains reliable.
- Quality Data for Policy – High-quality, verified data is essential for decisions at the local, national, and flyway scale.

Connection with Nature

- Attention and participation in community science foster a deeper appreciation, and understanding of nature. Noticing the birds around you can inspire curiosity, joy, and a sense of connection to your local environment.



WMBD 2026 Ambassador Birds

This year, World Migratory Bird Day highlights birds from around the world to celebrate the 2026 theme: “**Every Bird Counts – Your Observations Matter!**”. Learn how these ambassador species contribute to our understanding of migratory patterns and connect communities across all the major Flyways of the world. Each chosen species has a story linked to community and/or citizen science and can be used to illustrate the importance of local observations in tracking, protecting and conserving migratory birds worldwide.



Cinnamon Teal *Spatula cyanoptera*

Cinnamon Teals breed in wetlands across the western United States, especially the Great Basin and Intermountain West. In winter, they migrate south along the Pacific and Central Flyways, with many spending the season in California’s Central Valley, Mexico, and Central America. A separate population resides year-round in South America.

Populations are declining due to wetland loss and degradation from agriculture, water diversion, and development. The conversion of nearby grasslands and vegetated areas used for nesting further reduces reproductive success, making habitat conservation critical.

Hunters contribute valuable data through the U.S. Fish and Wildlife Service’s Harvest Information Program, helping biologists track population trends and manage waterfowl sustainably. You can help by becoming HIP certified when purchasing a hunting license or by buying a Duck Stamp, which supports the protection of waterfowl habitat.



Merlin *Falco columbarius*

The Merlin is a small, powerful falcon known for its speed and agility. Once called the “pigeon hawk,” it hunts by flying low and fast to surprise small birds. Adult males are dark blue-gray, while females and juveniles are larger and brown, providing camouflage. Merlins are a holarctic species that breed from Iceland to East Siberia in Eurasia, Mongolia, and Amur River drainage in Asia. They also breed in northern forests of North America and Eurasia and migrate south in winter to the southern United States, Mexico, and northern South America.

Populations declined sharply in the mid-20th century due to DDT, which caused eggshell thinning. Numbers rebounded after the pesticide was banned, but Merlins still face habitat loss, fragmentation, and increasing collisions with vehicles and windows as they adapt to urban areas.

Raptor surveys, such as hawk migration counts coordinated by organizations like Hawk Mountain, allow people of all experience levels to contribute observations. Visiting migration watchsites, joining surveys, or supporting local efforts helps researchers monitor populations and protect raptors.





Ruby-throated Hummingbird *Archilochus colubris*

Weighing about as much as a penny, the Ruby-throated Hummingbird beats its wings up to 53 times per second. Males are recognized by their iridescent red throat. Found across eastern North America, the species breeds in gardens, forests, and meadows, then migrates to Central America for winter—often crossing the Gulf of Mexico in a single nonstop flight. Feeding on nectar and insects, it plays a key role in pollination.

Although populations are generally stable, recent data show modest declines likely linked to habitat loss, reduced insect populations, agricultural practices, window collisions, and climate change.

Programs such as Journey North and Operation RubyThroat track migration timing and important food plants. Reporting window strikes through Global Bird Rescue helps identify dangerous buildings and guide solutions like bird-safe window film.

Barn Swallow *Hirundo rustica*

Barn Swallows are declining across much of their global range due to pesticide use, loss of nesting sites, and climate change. Protecting insects and breeding habitat is essential to their survival.

Community science plays a major role in Barn Swallow conservation. These birds build visible mud nests on buildings, bridges, and homes, making them easy to monitor. By reporting nests and sightings, you help scientists track population trends and identify priority areas for protection.

Submit nest data through NestWatch, log sightings year-round with eBird, or join swallow-focused projects on NatureCounts in Canada. In Europe and Africa, the EURING Swallow Project uses banding data to guide conservation—volunteers are always needed at banding stations. In Asia, monitoring and observation reports, along with the dissemination of educational materials such as [“Barn Swallows Observation Guide”](#) by WBSJ are supporting data collection and the assessment of the Barn Swallow population status.



American/Pied/Eurasian Oystercatcher *Haematopus palliatus/longirostris/ostralegus*

While the American Oystercatcher is marked by its chocolate-brown back and yellow eyes as it pries open Atlantic mollusks, the Australian Pied Oystercatcher stands out with jet-black plumage and pinkish legs, and the Eurasian Oystercatcher displays unique adaptability by breeding both on coasts and far inland. Despite their range, all three face growing threats from habitat loss, human disturbance, and plastic pollution.

Community science is critical for protecting this species. You can help by reporting banded birds to the American Oystercatcher Working Group, participating in annual BirdsCaribbean shorebird surveys, or joining cleanups to remove debris through initiatives like The Ocean Cleanup.

Spoon-billed Sandpiper *Calidris pygmaea*

The Spoon-billed Sandpiper is a tiny, critically endangered shorebird with a distinctive spoon-shaped bill. It breeds in the Arctic tundra of northeastern Russia and migrates to coastal South and Southeast Asia, relying on shallow wetlands to feed on small invertebrates.

Severe population declines are driven by habitat loss from reclamation, coastal development, especially in the Yellow Sea, and traditional hunting. Protecting wetlands along its migration route is vital for its survival.

Community science supports conservation efforts. Observers can report sightings of individually marked birds through the EAAFP Leg Flag Database or participate in the International Waterbird Census (IWC), a global midwinter survey coordinated by Wetlands International. Even if Spoon-billed Sandpipers are difficult to find due to their small numbers, counting waterbirds in rivers, lakes, mudflats, and other wetlands contributes critical data to track populations and identify priority habitats, directly aiding conservation of this rare species.





Abdim's Stork *Ciconia abdimii*

Abdim's Stork is a small, iridescent stork with a white belly and red legs, found across sub-Saharan Africa. It migrates seasonally, forming large flocks near wetlands, grasslands, and agricultural fields.

While not currently listed as vulnerable, Abdim's Stork faces habitat loss from agriculture and urban expansion, overgrazing, bush encroachment, pesticide use, and hunting for traditional medicine. Reliable population data are limited, making monitoring essential.

Community science is vital for tracking this species. Individual sightings contribute valuable data, especially in regions where studies are sparse. Participate in the Southern African Bird Atlas Project, which maps bird distribution and abundance across South Africa, Lesotho, Botswana, Namibia, Mozambique, eSwatini, Zimbabwe, and Zambia. Your observations help inform conservation strategies and ensure this migratory stork continues to thrive.

Meet the Artist of 2026

Central to World Migratory Bird Day is the artwork that reflects our annual conservation theme. Each year, artists from around the world submit their work to be carefully considered by a panel of reviewers, and one artist is selected.

Lúisa Lacerda is a multi-talented artist from Rio de Janeiro, Brazil, known for her work as a singer, guitarist, and embroiderer. With a degree in classical guitar from UFRJ, she has spent over a decade as a professional musician, releasing six albums and EPs.

During the COVID-19 pandemic, when live performances and recording plans were put on hold, Lúisa turned to embroidery—a hobby that quickly became a passion. As her skills grew, she launched her brand, Borda do Céu, which now boasts over 100 orders across Brazil and a consistently full waiting list.

In 2025, Lúisa expanded her artistic repertoire by experimenting with wool to create larger panels and learning to sew, all while staying true to her favorite subject: birds. Today, Lúisa blends her love for music and embroidery, two essential outlets for her creative expression.



BRAND COLOR PALETTE

#869E9C

#47615D

#243536

#A55442

#D1A74B

#DOCFDO

#FEFFFF

Official 2026 Branding Guidelines

The goal of this kit is to help you maintain a consistent global voice while celebrating the local birds in your community.

The "embroidery" theme represents the intricate, interconnected paths of migratory birds. By using these specific brand elements, you help weave your local event into a global tapestry of conservation.

Typography: The Maitree Family

We have selected the Maitree font family for its classic, literary feel that echoes the handcrafted nature of our embroidery artwork.

- **Headlines:** Use Maitree Bold (All-caps or Title Case) to command attention on posters.
- **Body Text:** Use Maitree Light or Regular for readability in educational pamphlets and letters.

The Color Palette

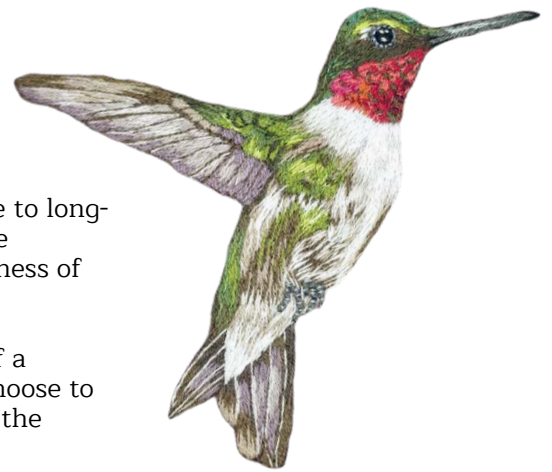
Please use these colors on the left so your materials are instantly recognizable as part of the 2026 campaign.

Take Action!

How You Can Get Involved

You can get involved in conservation-focused projects that contribute to long-term monitoring and research, such as community and citizen science programs, coordinated bird counts, or public events that build awareness of how sustained data collection supports migratory birds.

Even small, regular observations can add value when they are part of a larger, ongoing effort to track populations over time. However you choose to participate, thoughtful and consistent engagement helps strengthen the science that informs conservation policy across the world's flyways.



How Individuals Can Help

1. **Become a Community Scientist:** Help protect the incredible journeys of migratory birds by observing, recording, and joining efforts to gather information, and sharing what you see. Everyone can make a difference by observing and recording what they see and hear from your backyard, balcony, schoolyard, or local park.
2. **Participate in Global, Regional, and Local Counts:** Encourage participation in monitoring efforts organized through eBird, the [International Waterbird Census \(IWC\)](#), [Asian Waterbird Census \(AWC\)](#), Global and European BirdWatch, the Great Backyard Bird Count, Christmas Bird Count, and local breeding bird surveys.
3. **Contribute Observations to the Platforms that support Conservation Efforts:** Promote regular submission of bird observations to global data collection platforms such as the International Waterbird Census (IWC), Asian Waterbird Census (AWC), Global and European BirdWatch, the Great Backyard Bird Count, Christmas Bird Count, and local breeding bird surveys.
4. **Adopt a Monitoring Site:** Encourage individuals or groups to regularly monitor a specific location for migratory birds whether in their local area or in other regions.
5. **Join a Banding Station:** Highlight opportunities to volunteer with bird banding operations. Even if you can't handle birds directly, you can help with data entry, photography, or public outreach.
6. **Report Sightings of Marked Birds:** Educate the public on how to report color-banded or marked birds.
7. **Advocate for Data-Driven Policy:** Encourage communities to use monitoring data to support local, national and international conservation initiatives. Write to local leaders, share findings on social media, or attend public meetings. Encourage governments to actively support, encourage and use community science in their efforts to conserve birds and nature.
8. **Support Community Science Programs:** Encourage donations or volunteer time to organizations running bird monitoring projects. Donate to programs that train young birders, support monitoring projects, or manage bird data. Volunteer your time to help with education, outreach, or organizing an outreach event to mark World Migratory Bird Day.
9. **Learn About Nature:** Build your knowledge by talking with other naturalists and helping others. Teach others what you know—especially kids and new birdwatchers. Learning together builds a community of informed, motivated community/citizen scientists.
10. **Use Respectful Birding Practices:** Help birds stay safe while you observe them: Don't disturb nests, resting, or feeding birds. Avoid using playback sounds unless allowed. Respect habitats and leave no trace. Keep noise low and movement gentle.
11. **Learn About Birds in your Area:** Learn about the birds where you are at your school, your home, and throughout your community. Pay attention to which birds are present today and return over time to notice change. Create your own community science project to better understand birds in your area by observing, recording, and sharing what you see. Following the example of Joseph Grinnell and the Grinnell Survey, these local observations become lasting records that inform conservation decisions. Start where you are, keep watching, and help build the knowledge birds need for the future.

Help Spread the Word!

- Help promote the campaign. Please help spread the word about World Migratory Bird Day by announcing it on your own website, newsletters and via your social media channels. Share information about World Migratory Bird Day and this year's theme to your contacts and networks. Use your networks and channels to tell others about the importance of community and citizen science for the conservation of migratory birds. Please use the resources on our [website](#) and in our social media pack for this purpose. And whenever you do, please make sure to use the main hashtags: #WorldMigratoryBirdDay and #WMBD2026 and #EveryBirdCounts
- Send in a statement. As every year, we would be delighted to receive statements to mark World Migratory Bird Day 2026. These could either be short (1-2 minute) video messages or written statements (maximum of 800 words) which we will be sharing on social media and via our website. Please send your statements to: contact@worldmigratorybirdday.org
- Find an event near you by exploring [our global map of World Migratory Bird Day celebrations](#) and join the action in your community. The World Migratory Bird Day event map helps you find registered events in your area, including bird walks, family programs, and interactive workshops. The map is updated regularly and allows you to connect with the birding community, discover events, and promote your own. Whether you are looking for a birdwatching activity or a program for all ages, the event map is a good starting point.

Get inspired and...



Host Your Own World Migratory Bird Day Event

- Every World Migratory Bird Day event is unique, and as diverse and creative as the people and organizations involved. United by a common theme and campaign, World Migratory Bird Day events take place in all corners of the world and involve and inspire thousands of people of all ages and backgrounds. While events are usually organized on one of the two peak days of World Migratory Bird Day in May and October, events can be linked to World Migratory Bird Day throughout the year.
- There are really no limits on creativity! A successful World Migratory Bird Day event often gets people outside, engages them in learning about migratory birds and their habitats, and equips them to take conservation action. WMBD events usually promote the conservation theme, contribute to raising awareness or encourage people to take action. Past activities and awareness-raising events have included bird-watching tours, educational workshops and exhibitions, webinars, festivals, and painting competitions, which have been organized at schools, parks, town halls, education centres and nature reserves.
- Visit the website [to be inspired by past events](#) and once you know what you want to do – please make sure to [register your activity](#) so that it can appear on the global World Migratory Bird Day event map.

Resources Available to Event Hosts

Promotional & Educational Materials

The global partners behind World Migratory Bird Day, offer a variety of materials that can be used to promote the day. The main visual asset for each year's campaign is the **global World Migratory Bird Day Poster** which reflects the annual theme and is available in many different languages (including all UN languages).

In addition, Environment for the Americas (EFTA) - one of the four global partners behind WMBD, offer a variety of free and paid resources to support World Migratory Bird Day events, including posters, pamphlets, activity booklets, coloring pages, and social media templates. Materials are available in English and Spanish to support inclusive outreach.

- Printed materials and T-shirts can be ordered through the online shop.
- Digital resources are available through EFTA's World Migratory Bird Day resource library as well as on the Global Trello Board.
- New materials are added throughout the year.



Webinars & Online Training

World Migratory Bird Day hosts a series of webinars and online training sessions designed to support event hosts, educators, and partners. These sessions cover topics such as the annual theme, bird conservation issues, community science, and best practices for planning inclusive and engaging events. Recordings are made available for those unable to attend live, providing ongoing learning opportunities throughout the year.

Newsletter & Updates

Event hosts and participants are encouraged to sign up for the Environment for the Americas' newsletter to receive free resources, event updates, and announcements. Subscription is optional and users may unsubscribe at any time.

Request an Event Kit

Each year, Environment for the Americas provides World Migratory Bird Day materials to groups in need. We have developed two "kits" in different sizes. Our small kit provides materials for groups of 30-50, and our large kit will accommodate groups up to 100 participants. We try to help as many groups as possible!

Apply for an event kit HERE or by emailing: WMBD@environmentamericas.org

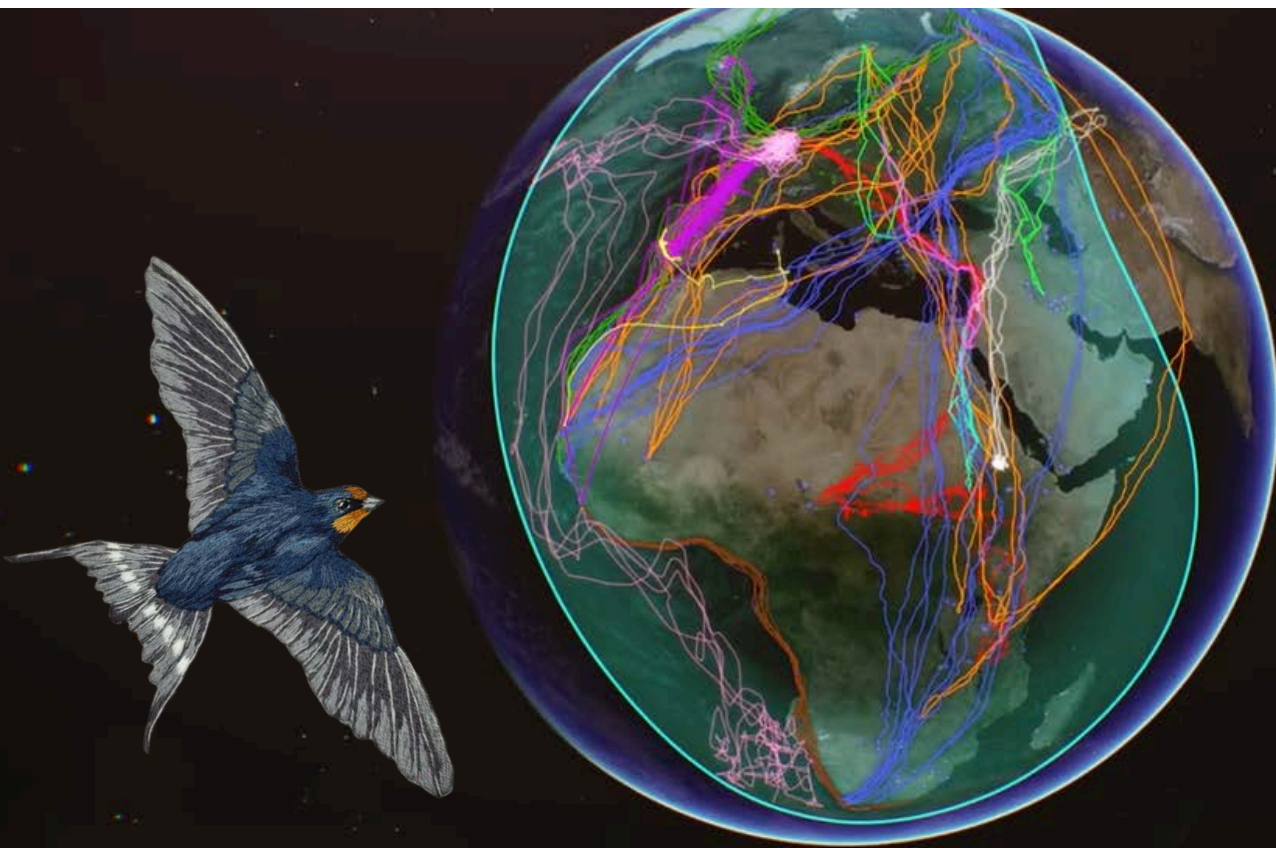


About World Migratory Bird Day

World Migratory Bird Day (WMBD) aims to raise awareness of migratory birds and issues related to their conservation. The campaign highlights the importance of international cooperation and encourages local, national and international actions to protect migratory birds and their habitats.

World Migratory Bird Day is organized by a collaborative partnership among two UN treaties - the Convention on the Conservation of Migratory Species of Wild Animals ([CMS](#)) and the African-Eurasian Migratory Waterbird Agreement ([AEWA](#)), the non-profit organization, Environment for the Americas ([EFTA](#)), and the East Asian–Australasian Flyway Partnership ([EAAFP](#)). The 2026 global campaign is also being actively supported by other dedicated organizations, including by the Cornell Lab of Ornithology, Wetlands International and BirdLife International ([BLI](#)).

The roots of World Migratory Bird Day can be traced back to 1993, when International Migratory Bird Day was created in the Americas to focus public attention on the need for international cooperation to conserve birds and habitats. In 2006, World Migratory Bird Day was initiated by CMS and AEWA, originally as a measure to counteract the negative publicity migratory birds were receiving across the world due to Avian Influenza. A decade later, in 2017, the two campaigns joined forces, and World Migratory Bird Day has now become a truly global effort. Past World Migratory Bird Day [themes](#) have focused on issues such as climate change, barriers to migration, illegal killing of birds, plastic and light pollution as well as the importance of insects and cities to migratory birds.



A Biannual Campaign

World Migratory Bird Day is the only international awareness-raising campaign celebrated on two peak days each year to highlight the global phenomenon of bird migration.

Traditionally observed on the second Saturdays of May and October, the two days of World Migratory Bird Day are a way to reflect the cyclical nature of bird migration as well as the fact that there are varying peak migration periods in the northern and southern hemispheres. The two-day observance of World Migratory Bird Day also gives more people the chance to celebrate and raise awareness about migratory birds during peak migration times in different parts of the world. We recognize that birds migrate at different times, so feel free to celebrate WMBD whenever it works best for your site, your participants, and the birds.



CONTACT

For more information on World Migratory Bird Day or the content of this report please contact:

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