



WORLD MIGRATORY BIRD DAY 2025

Shared Spaces - Creating Bird-Friendly Cities and Communities

May Summary Report



World Migratory Bird Day





What is WMBD?

World Migratory Bird Day (WMBD) is an annual, global awareness-raising campaign highlighting the need for the conservation of migratory birds and their habitats. Each year, on the second Saturday in May and October, people and dedicated organizations around the world take action and organize hundreds of public events such as bird festivals, education programmes, exhibitions and bird-watching excursions to celebrate the phenomenon of bird migration. Over the years, the campaign has grown to become an important global commemorative occasion specifically dedicated to migratory birds, annually triggering hundreds of dedicated events in countries all around the world. As such, WMBD represents a unique international occasion for the global community to celebrate the wonder of bird migration, to emphasize the importance of international cooperation to conserve migratory birds and to highlight the multiple threats that they face.

The first peak day of World Migratory Bird Day 2025 took place on the 10th of May 2025 and helped to put a spotlight on the importance of creating bird-friendly cities and communities, in light of growing urbanization and alarming threats to migratory birds. Activities to mark the day took place globally under the theme **“Shared Spaces: Creating Bird-Friendly Cities and Communities”**, encouraging people all over the world to raise awareness of the need to protect urban green spaces, reduce light pollution and collisions, and support bird-friendly urban planning. Below is a summary of some of the main highlights of the first peak day of the campaign.

- The theme for World Migratory Bird Day 2025 was announced via a **joint theme announcement** published by all WMBD Partners on 14 November 2024.
- The **global WMBD 2025 Poster**, created by **Annamaria Savarino Drago**, was made available in all UN languages (**Arabic**, **Chinese**, **English**, **French**, **Russian**, **Spanish**) on the WMBD website and the **Global Trello Board**. Thanks to the good support from the UNEP Language Team and the EAAFP Secretariat, translations of the global WMBD 2025 poster were also made available in many additional languages including: **Bahasa**, **Burmese**, **Filipino**, **Japanese**, **Korean**, **Khmer**, **Kiswahili**, **Thai** and among others. All languages versions of the WMBD 2025 Poster are made available for download **here**.
- **798 WMBD events were registered on the Global WMBD Event Map**. Events to mark the first peak day were particularly prominent in the Americas, with the largest number of events taking place in the USA. A new event registration system provided by EFTA was used for the 2025 campaign.
- World Migratory Bird Day 2025 was prominently **featured on the UN Website** in all UN languages. The special feature was visible on the front page of the UN website throughout the weekend from Saturday, 10th of May to Monday, 12th of May 2025 and **accompanied by a video** on UN web tv.
- A global **Press Release** to mark WMBD 2025 was prepared jointly with the main partners and disseminated to media contacts. It was published on 6 May 2025, four days ahead of the peak day, in **English**, **French**, and **Spanish** and sent to a total of 1810 journalists.
- A global **Social Media Pack** (Trello Board) filled with multimedia content was prepared for the WMBD 2025 campaign and widely disseminated. It featured the campaign's key messages, the global press release, and a suite of creative assets developed by WMBD partners for the 2025 campaign.
- On the first peak day, the main influencer accounts using the **#WorldMigratoryBirdDay** hashtag included both UN and non-UN accounts. The **@UN** and **@UNEP** accounts featured the strongest posts, with a combined reach of over **20 million**.



World Migratory Bird Day (WMBD) 3d · 🌐

UN Environment Programme · Follow
4d · 🌐

Millions of migratory birds spend part of their lives in cities—breeding, feeding, or stopping to rest along their journeys. Yet urban enviro... See more

World Migratory Bird Day (WMBD) 3d · 🌐

IUCN · Follow
3d · 🌐

It's [#WorldMigratoryBirdDay!](#)

2025's theme of "Creating bird-friendl... See more

Urban areas are growing rapidly, but with thoughtful planning and innovative action,

WWT
May 10 at 11:00 AM · 🌐

Talk about a long commute. 🌐 Here's 5 birds that make their journeys to our wetlands in spring.

From the slightly leisurely migration strategy of reed warblers, to the daylight-chasing migration of the arctic tern, who see more daylight than any other animal on Earth! Wetlands are constantly changing with the seasons, including the species who visit them. 🌱

And where there's water, there's life. 💧 Wetlands are invaluable to migrating birds, whether as safe breeding grounds and nurseries to raise their young or 'service stations' on the way to somewhere else.

[#WorldMigratoryBirdDay](#) [#MigratoryBirdDay](#) [#Wetlands](#) [#Birds](#) [#UKBirds](#) [#Birdwatching](#) [#MigratingBirds](#)

5 MIGRATORY BIRDS

REED WARBLER

ARCTIC TERN

SAND MARTIN

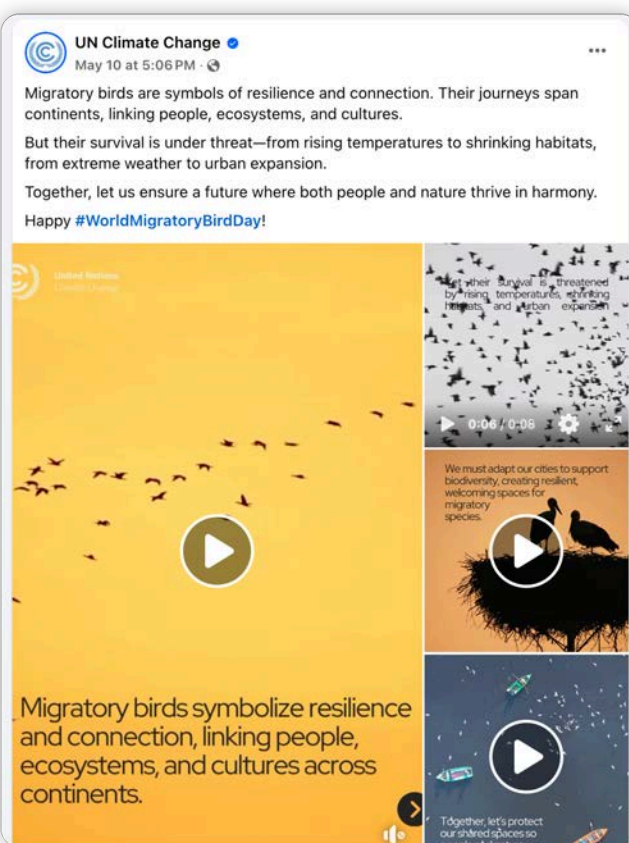
COMMON CUCKOO

OSPREY

Dr. Jane Goodall · Follow
3d · 🌐

🌐 Happy World Migratory Bird Day 🐦

Each year, millions of birds take to the... See more





United Nations

Peace, dignity and equality
on a healthy planet

UN Web TV



NATURAL RESOURCES AND THE ENVIRONMENT

Shared spaces: Creating bird-friendly cities and communities

World Migratory Bird Day - observed on 10 May and 11 October - promotes the importance of a healthy coexistence between humans and birds by focusing on creating bird-friendly communities and cities. The 2025 campaign raises awareness about the challenges migratory birds face due to human activities and urban development, promoting conservation and the creation of bird-friendly environments within our communities. Let's learn how we can help migratory birds. Let's promote a change.

Peregrine falcons have adapted to urban environments, nesting on man-made structures.

| PHOTO: Adobe Stock/Martin Bergsma



联合国

健康地球上的和平、尊严与平等

UN Web TV



自然资源和环境

共享空间：创建鸟类友好型城市和社区

每年5月10日和10月11日是世界候鸟日。世界候鸟日致力于通过创建鸟类友好型城市和社区，宣传人类与鸟类健康共处的重要性。2025年的庆祝活动将使人们进一步认识到人类活动和城市发展给候鸟带来的挑战，加快在人类社区内保护和营造对鸟类友好的环境。让我们了解如何帮助候鸟，推动变革。

游隼已经适应了城市环境，在人造建筑上筑巢。

| 图片 Adobe Stock/Martin Bergsma



Nations Unies

Paix, dignité et égalité
sur une planète saine

UN Web TV



RESSOURCES NATURELLES ET ENVIRONNEMENT

Espaces partagés : Créer des villes et des communautés accueillantes pour les oiseaux (EN)

Les Journées mondiales des oiseaux migrateurs - célébrées le 10 mai et le 11 octobre - promeuvent l'importance d'une coexistence saine entre les humains et les oiseaux en se concentrant sur la création de communautés et de villes respectueuses des oiseaux. La campagne 2025 met l'accent sur les défis auxquels les oiseaux migrateurs sont confrontés en raison des activités humaines et du développement urbain et encourage la conservation et la création d'environnements respectueux des oiseaux au sein de nos communautés. Apprenons comment nous pouvons aider les oiseaux migrateurs. Encourageons le changement.

Les faucons pèlerins se sont adaptés aux environnements urbains et nichent sur des structures construites par l'homme.

| PHOTO: Adobe Stock/Martin Bergsma



Организация Объединенных Наций

Мир, достоинство и равенство
на здоровой планете

UN Web TV



ПРИРОДНЫЕ РЕСУРСЫ И ОКРУЖАЮЩАЯ СРЕДА

Общие пространства: создание городов и сообществ, благоприятных для птиц

Всемирный день мигрирующих птиц, который отмечается ежегодно 10 мая и 11 октября, напоминает о важности гармоничного сосуществования людей и природы. Основное внимание в 2025 году уделяется созданию городов и сообществ, безопасных и пригодных для жизни перелётных птиц. Кампания направлена на повышение осведомлённости о рисках, с которыми сталкиваются мигрирующие виды в результате деятельности человека и расширения городской среды. Она призывает к сохранению природных мест обитания и созданию новых пространств, способствующих благополучию птиц в наших населённых пунктах.

Действуйте во имя перемен. Создавайте пространство для жизни - для птиц и для нас всех.

| ФОТО: Adobe Stock/Martin Bergsma



Naciones Unidas

Paz, dignidad e igualdad
en un planeta sano

UN Web TV



RECURSOS NATURALES Y MEDIOAMBIENTE

Espacios compartidos: crear ciudades y comunidades respetuosas con las aves

El Día Mundial de las Aves Migratorias, que este año se celebra el 10 de mayo y el 11 de octubre, destaca la importancia de convivir de forma armoniosa con las aves a través de comunidades y ciudades amigables para ellas. La campaña 2025 crea conciencia sobre los desafíos a los que se enfrentan las aves migratorias debido al desarrollo urbano y la actividad humana, promoviendo la conservación y la creación de espacios seguros para las aves en nuestro entorno. Aprendamos cómo ayudarlas. Promovamos un cambio.

Los halcones peregrinos se han adaptado a los entornos urbanos y anidan en estructuras construidas por el hombre.

| FOTO: Adobe Stock/Martin Bergsma



الأمم المتحدة

السلام والكرامة والمساواة
على كوكب ينعم بالصحة

UN Web TV



الموارد الطبيعية والبيئة

إنشاء مدن ومجتمعات صديقة للطيور

يحتفل باليوم العالمي للطيور المهاجرة في 10 مايو و11 أكتوبر، للتركيز على أهمية التعايش بين البشر والطيور من خلال التركيز على إنشاء مجتمعات تحتفل باليوم العالمي للطيور المهاجرة في 10 مايو و11 أكتوبر، للتركيز على أهمية التعايش بين البشر والطيور من خلال التركيز على إنشاء مجتمعات ومدن صديقة للطيور. وتُعزز حملة 2025 الوعي بالتحديات التي تواجهها الطيور المهاجرة بسبب الأنشطة البشرية والتطوير الحضري، وأهمية إنشاء بيئات صديقة للطيور داخل مجتمعاتنا. دعونا نتعلم كيف يمكننا مساعدة الطيور المهاجرة. دعونا نشجع التغيير.

| PHOTO: Adobe Stock/Martin Bergsma



Overview

On Saturday, 10 May 2025, World Migratory Bird Day was also celebrated in Bonn – Germany’s UN city hosting CMS and AEWa, two of the main partner organizations behind the global campaign. The event in Bonn took place at the “Haus der Natur” (The “House of Nature” – Bonn’s Environmental Education Center), located in the Kottenforst – Bonn’s city forest. Under the theme **“Shared Spaces: Creating Bird-Friendly Cities and Communities,”** the event highlighted the importance of making urban areas more welcoming for migratory birds. The day’s activities included guided bird walks, and two interactive nature education stands – one for bird mask creation and another educational stand focused on bird conservation. During the main event at the House of Nature, participants enjoyed remarks from **Nicole Unterseh, Deputy Mayor of Bonn, Amy Fraenkel, Executive Secretary of CMS, Gino Van Begin, Secretary General, ICLEI; Åsa Jonsson, Head of GWOPA/UN-Habitat;** and **Sergey Dereliev, Chief Programmatic Officer of AEWa.** The WMBD in Bonn celebration offered a meaningful opportunity for the local community to connect with nature and learn more about the importance of conserving migratory birds.



Bird Tour in the Forest & Children Creating Bird Masks

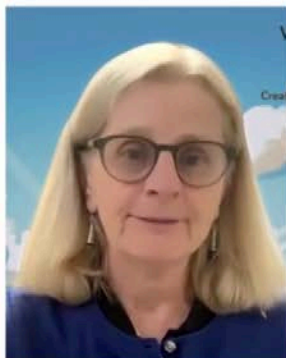
On two interactive stands – one for bird mask creation and another educational stand children and adults could learn about bird conservation.



World Migratory Bird Day 2025 Event in Bonn, Germany
Official Opening Reception & Nature Walks & Activities for Children



A Joint Statement from WMBD 2025 Partners



Susan Bonfield



Amy Fraenkel



Jacques Trouvilliez



Jennifer George



The [joint video message](#) got WMBD 2025 featuring the head's of the four main WMBD partners [**Ms. Amy Fraenkel**, Executive Secretary of the [Convention on Migratory Species](#); **Jacques Trouvilliez**, Executive Secretary of [AEWA](#); **Susan Bonfield**, Director of [Environment for the Americas](#) and **Jennifer George**, Chief Executive of the [East Asian-Australasian Flyway Partnership \(EAAFP\)](#)] gained notable traction on YouTube and across social media.

WMBD in the East Asian-Australasian Flyway



WMBD Reception

On 20th May 2025, the residence of the New Zealand Embassy in Seoul, Republic of Korea, became a meaningful gathering place for those working to protect the natural world, as the [EAAFP](#) and the [New Zealand Embassy](#) co-hosted a reception to mark World Migratory Bird Day. Under this year's WMBD theme of "Shared Spaces: Creating Bird-Friendly Cities and Communities" the event brought together ambassadors, government officials, UN agency representatives, international organisations, corporates, scientists, and academics whose work intersects with biodiversity, climate action, and sustainability, areas for which migratory birds and their habitats serve as vital indicators.



Overview



The EAAFP Secretariat actively promoted and supported the celebration of World Migratory Bird Day in May 2025 among EAAFP Partners and the general public to raise awareness about shared spaces and to foster understanding of bird-friendly cities and communities. This was achieved through a variety of initiatives, including the distribution of educational materials, social media outreach, production of animations, operation of a small grant fund, and hosting of receptions.

Events Across the East Asian-Australasian Flyway

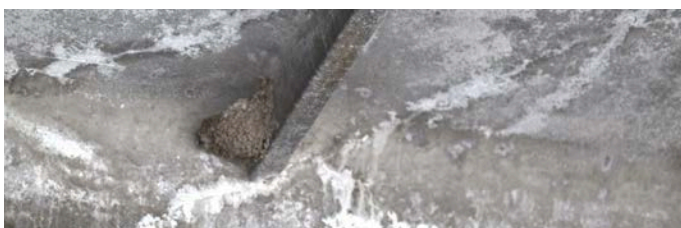
1. WMBD Small Grant

EAAFP's Small Grant Fund supported and facilitated 10 local activities across 7 countries in celebration of World Migratory Bird Day in May. These activities engaged students and local communities through a diverse range of programs, including educational sessions, birdwatching events, and webinars, etc. Below are three showcase stories from Mongolia, Thailand, and Myanmar.



From Mongolia

The Mongolian Bird Conservation Center organized a program titled "Shared Spaces: The Birds and Their Homes" in Dashbalbar Soum, Dornod Province, Eastern Mongolia. This marked the first World Migratory Bird Day event held in this remote village, which is home to approximately 3,200 residents. The initiative aimed to reach underserved communities with limited access to environmental education.



The event engaged youth through interactive learning and hands-on birdwatching, including a bird nest monitoring walk where participants identified local breeding species and observed nests. Topics covered included bird identification, migration, and conservation. Participants found eight Barn Swallow nests and one House Sparrow nest. Additionally, a bird survey at Chukh Lake and Dashbalbar Soum involved students contributing to a global bird count via the eBird platform. Over nearly 12 hours, three observers recorded 70 species, including threatened birds like the Swan Goose, White-naped Crane, Ferruginous Duck, Falcated Duck, and critically endangered Far Eastern Curlew. Large flocks of waterbirds, such as 466 Eurasian Coots and 118 Common Pochards, were also noted.



© Mongolian Bird Conservation Center

From Thailand

The Bird Conservation Society of Thailand (BCST) organized a series of activities aimed at engaging birdwatchers and raising public awareness about migratory bird conservation in urban environments. Reflecting this year's theme, "Make Space for Birds: Creating Bird-Friendly Cities Together,"

1. Global Big Day 2025

On May 11, 2025, Thailand participated in the Global Big Day birdwatching event as part of the WMBD celebrations. 73 participants from across the country submitted 659 checklists on the eBird platform, documenting 455 bird species in a single day. The provinces with the highest species counts were Phetchaburi (210), Songkhla (197), Chiang Mai (158), and Chon Buri (154). Bangkok contributed the most checklists (90), highlighting increasing urban birdwatching interest.



© Bird Conservation Society of Thailand



2. Bird in Public Parks Species Count Challenge

BCST encouraged families and casual birdwatchers to explore urban nature through a social media challenge focused on bird species in public parks. Participants shared bird sightings and photos on Facebook and Instagram using WMBD global campaign hashtags.

3. Bird in Your Garden Photo Challenge

BCST hosted a photo contest inviting the public to capture birds visiting their home gardens. The challenge attracted 121 entries nationwide, highlighting local biodiversity and inspiring everyday appreciation of urban wildlife.

Alongside these activities, BCST's social media awareness campaign promoted WMBD and migratory bird conservation, reaching over 2,100 people on Facebook and nearly 300 on Instagram.

From Myanmar



© Nature Conservation Society - Myanmar

The Nature Conservation Society - Myanmar (NCS-Myanmar) organized a series of presentations, visual materials, and interactive sessions that provided participants—especially local youth—with their first in-depth introduction to migratory birds, their ecological roles, and the global importance of flyway network sites. The event was well received and included a performance of the "Migratory Bird" song in Burmese, along with an informative video of visual stories of migratory birds and global conservation efforts.

Together, the small grant activities successfully connected students, birdwatchers, urban residents, and local communities, fostering community engagement and contributing valuable citizen science data to support migratory bird conservation across the EAAF.

WMBD Animation



World Migratory Bird Day
2025 Animation - Shared...

1.3K views • 2 weeks ago

Short version <https://youtu.be/4enLcKhtwBo?feature=shared>

Extended version

<https://www.youtube.com/watch?v=fyGvAlQINUg>

Overview

World Migratory Bird Day 2025 was celebrated with exceptional global engagement, garnering widespread media coverage across the Americas and beyond. Major outlets spotlighted the theme “Shared Spaces: Creating Bird-Friendly Cities and Communities”, emphasizing the need for sustainable urban planning to support migratory bird populations.

In the U.S., celebrations were featured in the Milwaukee Journal Sentinel, Daily Herald, and The Pagosa Springs SUN, with events highlighting conservation, education, and citizen science. Canada also saw robust participation, with The Peterborough Examiner and Birds Canada reporting community-driven events and policy action, such as Sarnia’s designation as a Bird Friendly City.



Artist and Posters



In 2025, World Migratory Bird Day featured **Annamaria Savarino Drago**, a nature illustrator and biologist from Mexico City, as the **campaign’s official artist**. Her illustrations decorate this page. With a background in biology from the National Autonomous University of Mexico and over a decade of experience in bird conservation and environmental outreach, Annamaria brought a unique blend of scientific knowledge and artistic expression to this year’s theme, “Shared Spaces: Creating Bird-Friendly Cities and Communities”

The 2025 global campaign poster highlighted the **coexistence of birds and humans in urban environments**. The poster was made available in multiple languages and served as a central educational tool across regions. Translated versions were shared widely to support global awareness and outreach.

Recognition by U.S. Congress

May 10, 2025, was **officially declared “World Migratory Bird Day” by the U.S. Senate** through Senate Resolution 211, led in an bipartisan effort by Senators Heinrich and Boozman.

This resolution:

- Recognizes the importance of migratory birds to ecosystems and economies
- Highlights threats like habitat loss, light pollution, and climate change
- Reinforces longstanding conservation efforts such as the Migratory Bird Treaty Act
- Encourages public engagement in bird conservation

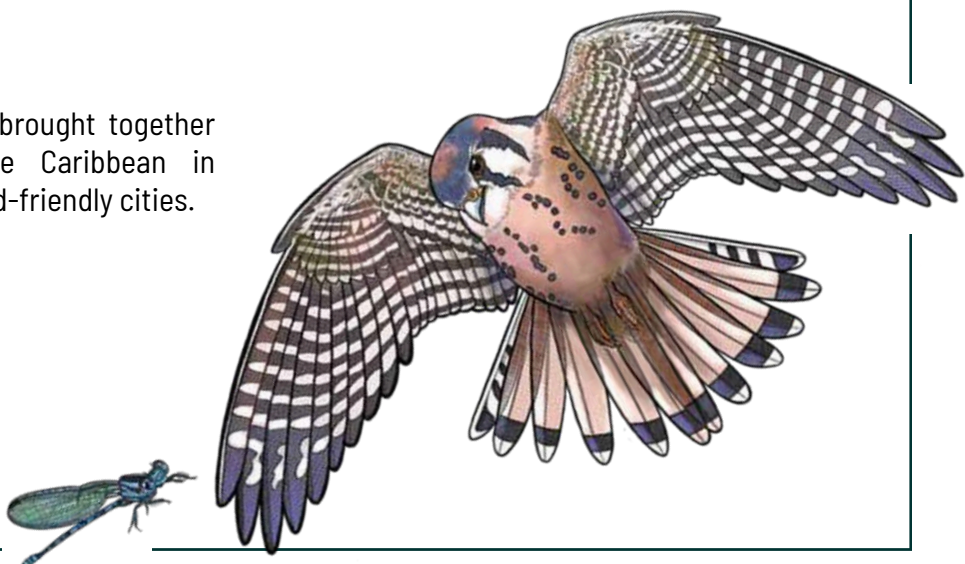
In addition, Representatives Dingell and Cline introduced the **Local Communities & Bird Habitat Stewardship Act**, supporting bird-friendly urban planning nationwide.

Events Across the Americas

This May, World Migratory Bird Day brought together communities from Canada to the Caribbean in celebration of migratory birds and bird-friendly cities.

Total Events in the Americas: 341

- **Caribbean: 13**
- **Central America: 12**
- **South America: 44**
- **Mexico: 43**
- **U.S. & Canada: 229**

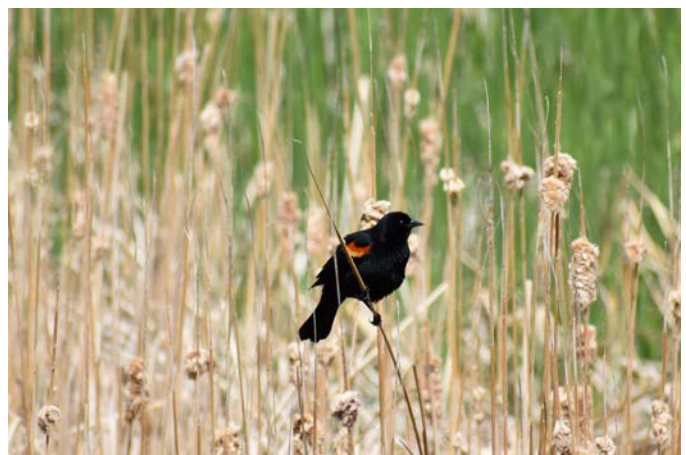




In Person Events Across the Americas

Boulder, CO – Walden Ponds

EFTA's flagship World Migratory Bird Day event featured bird walks, live raptors, and hands-on learning. A special moment: Mayor Aaron Brockett officially declared Boulder a Bird City recognized officially by The Bird City Network for its leadership in habitat protection, native planting, and light pollution reduction.



In Person Events Across the Americas

Caracas, Venezuela

Caracas brought together families and educators for a vibrant celebration at the Botanical Garden. Children explored drawing, crafting, and birdwatching stations.



Overview

As part of the 2025 World Migratory Bird Day campaign, EFTA – one of the main global WMBD partners – hosted monthly webinars to inspire and educate the public about bird-friendly actions in and around cities. Held on the third Thursday of each month, the webinars explored key conservation topics and practical solutions to creating bird-friendly cities and communities and were accompanied by a photo contest.



First Webinar “Shared Spaces: Creating Bird-Friendly Cities and Communities” by EAFI (Source: <https://www.youtube.com/watch?si=TVDxq70IPqgdZ3r7&v=49xzy3Y63ys&feature=youtu.be>)



Second Webinar “Shade the Coffee, Shelter the Birds” by EAFI (Source: <https://www.youtube.com/watch?v=q0xnlqw0yjl>)



Third Webinar “A Pane in the Glass” by EAFI (Source: <https://www.youtube.com/watch?si=0g32qLHCK38EWGVW&v=dXU0MuSOI84&feature=youtu.be>)



Fourth Webinar “The Cat’s Meow” by EAFI (Source: <https://www.youtube.com/watch?v=CDUPYHXSKEs>)



Fifth Webinar “Educator Training: How to Host a WMBD” by EAFI (Source: <https://www.youtube.com/watch?v=CDUPYHXSKEs>)



Sixth Webinar “Native Planting and Bird-friendly Gardens” by EAFI (Source: <https://www.youtube.com/watch?v=CDUPYHXSKEs>)

Workshops Offered for WMBD 2025

- **Bird-Friendly Cities with Tim Beatley**, featuring the author of The Bird-Friendly City, opened the series with insights on sustainable urban planning for birds and people.
- **Shade the Coffee, Shelter the Birds** highlighted the importance of shade-grown coffee for migratory bird habitats.
- **A Pane in the Glass** addressed the global issue of bird-window collisions and design-based solutions.
- **The Cat’s Meow** focused on the impact of free-roaming cats on bird populations and explored responsible pet ownership strategies.
- **Educator Training: How to Host a World Migratory Bird Day** encouraged and supported educators on how to create a memorable WMBD event by organizing interactive birdwatching walks, educational workshops, arts and crafts activities, online presentations, and citizen science projects like bird surveys.
- **Native Planting and Bird-friendly Gardens** offered actionable guidance on replacing invasive species with native plants to create supportive habitats for birds and pollinators.

Overview

In 2025 World Migratory Bird Day (世界候鸟日) received widespread coverage in China across various platforms, including mainstream media, social media, and public institutions, emphasizing the importance of migratory bird conservation. **WWF China** promoted WMBD 2025 **across all its major platforms** for the **first time** and created a customized Chinese-language poster tailored for local audiences. (**WWF Hong Kong** also contributed to regional visibility by publishing dedicated WMBD posts on Instagram, Facebook and LinkedIn) This marks a significant step in expanding outreach and increasing public awareness of World Migratory Bird Day and the importance of migratory bird conservation in China.

A range of local organizations and accounts in China also contributed to the campaign, including:

- Ocean and Wetlands, International Bird-Loving Association, Kunming Ecology and Environment,
- Asian Environmental and Animal Protection Alliance,
- Global Climate Innovation Coalition,
- Macau Municipal Affairs Bureau, and the national media outlet Guangming Daily.

Furthermore, regional branches of the State Grid Corporation of China shared short videos telling the story of coexistence between migratory birds and power grids, helping to localize WMBD messaging through compelling, context-specific narratives.





WeiChat post by National Forestry and Grassland Administration of China
(Source: <https://mp.weixin.qq.com/s/rwb0w8lkinC4x9GrDN9Tog>)



WeiChat post by Kunming Ecology and Environment
(Source: <https://mp.weixin.qq.com/s/t-8Ky055lqZt-Ys10IsCnA>)



Weibo post by Guangming Daily (Source: <https://weibo.com/1402977920/5164701491134960>)

A number of dedicated organisations actively contributed to the success of the World Migratory Bird Day campaign in 2025. Below is a selection of some of the main highlights:

- Very good cooperation existed between the WMBD main partners the Convention on Migratory Species ([CMS](#)), the African-Eurasian Waterbird Agreement ([AEWA](#)), Environment for the Americas ([EFTA](#)), as well as with the [EAAFP Secretariat](#). The cooperation consisted of regular, almost weekly coordination meetings between the various WMBD teams based in Boulder, USA (EFTA), Bonn, Germany (CMS + AEWA) and Incheon, the Republic of Korea (EAAFP).
- World Migratory Bird Day was actively promoted via several important global networks on multiple occasions throughout the year, including within the CBD Nature Flotilla Communications Group, UN Social Media Group and the UN Bonn Communications Group (UNCG), amongst others.
- Several key organisations and individuals supported the campaign in various ways by mobilizing their respective networks, publishing articles, social media posts, and submitting statements to mark World Migratory Bird Day 2025. Our special thanks go to all those who contributed!



CONTACTS

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

Florian Keil, Campaign Coordinator, Information Officer at UNEP/AEWA Secretariat, Bonn, Germany. Tel: +49 228 8152451, contact@worldmigratorybirdday.org

Susan Bonfield, Executive Director at Environment for the Americas. Tel: +001 970-393-1183, sbonfield@environmentamericas.org

Minjae Baek, Communications Officer at the East Asian-Australasian Partnership. Tel: +82 32 458 6504, communication@eaaflyway.net