



Birds Belong in NATURE *campaign*

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Partnership for
nature and **people**



#KeepBirdsWILDandFREE

Let's go back to *why*

Why make a campaign about the trapping & trade of wild birds?

- Trapping and keeping song birds in cages, remains a strong-rooted tradition in Greece
- People still make a profit out of this practice
- Most people are unaware that both facets of the practice are illegal
- Few people consider this harmful for the environment or even the birds themselves
- According to available data (BirdLife), song birds are particularly affected in the Mediterranean – it's a cultural thing?



The problem

Trapping, trafficking and trade of wild birds is very common in Greece

~400,000 birds, **mainly finches**, are trapped & traded every year in Greece (Brochet et al.)

Trappers use limesticks, nets, Greek-style clap nets (“ponds”)

Trade mainly happens in **Attica** and trapping in the **Aegean islands** (Santorini, Syros, Chios and more)

Sold in **open markets** (e.g. Shistos in Attica), through **pet shops**, via the **internet** (online ads, SoMe), or **hand by hand**



The problem

According to the relevant Greek law, in line with the EU's Bird Directive, it is illegal to cage and/or trade wild birds taken from their natural environment.

Crimes are underreported – not considered illegal

Crimes go under the radar - authorities (police) often do not act even when they have reports on individuals

2 or 3 raids per year but still no data about the crime networks, trafficking to/from other countries

Images from confiscations paint a very grim image but perpetrators hardly ever fined and fines are too low



Let's go back to *how*

National awareness campaign

Decided to highlight all facets of the problem:

Deadly trapping methods

Brutal trafficking conditions

Trade in open markets, pet shops, via internet

While stressing the fact that all the above is **ILLEGAL**

Added **2 calls-to-action:**

Learn more & report such crimes



Let's go back to *how*

Audiences profiling

Animated video

In-house designed and developed

Species most affected: Finches

Goldfinch – bird ambassador

Use of mixed media:

Animation, video and photos

Use of voice over

Looking for that voice!

Pilot testing (15 people)
Finalized script

Pilot testing (again!)

Constantly checking
every stage with our
Policy department

#KeepBirdsWILDandFREE

Watch the full video

https://www.youtube.com/watch?v=6SKEVEB_Cow



Campaign design

TV and radio ad (spot)

Broadcasted nation-wide (social message)

Traditional media to reach more people >50

Promoted by HOS' social media

(FB, Twitter, Instagram, LinkedIn, YouTube)

Digital media to reach our followers & younger audiences

People would be encouraged to visit the

LIFE Against Bird Crime page on our Website

Launch of the campaign - Press Release

Explainer video: Team of investigative reporters prepared an in-depth explainer video (6 min. long) that aired a few weeks before the launch of our campaign



Campaign launch

TV and radio ad (spot)

A comprehensive list of TV & radio stations was compiled before reaching out

The video was promoted by HOS' social media (FB, Twitter, Instagram, LinkedIn, YouTube)

Via dedicated posts, people were encouraged to visit the LIFE Against Bird Crime page on our Website

Press Release sent out to media

Due to unexpected time constraints, we did not proceed with the sponsored posts idea



**Τα άγρια πουλιά
ανήκουν στη ΦΥΣΗ**

#KeepBirdsWILDandFREE

Campaign results

TV and radio ad (spot)

The spot aired for 4 weeks

Broadcasted by all but one national TV channels

Broadcasted by many popular radio stations

Mostly not during prime-time

Very well received by the wider public

Viewed, watched, listened to more than 20,000 times



Campaign results

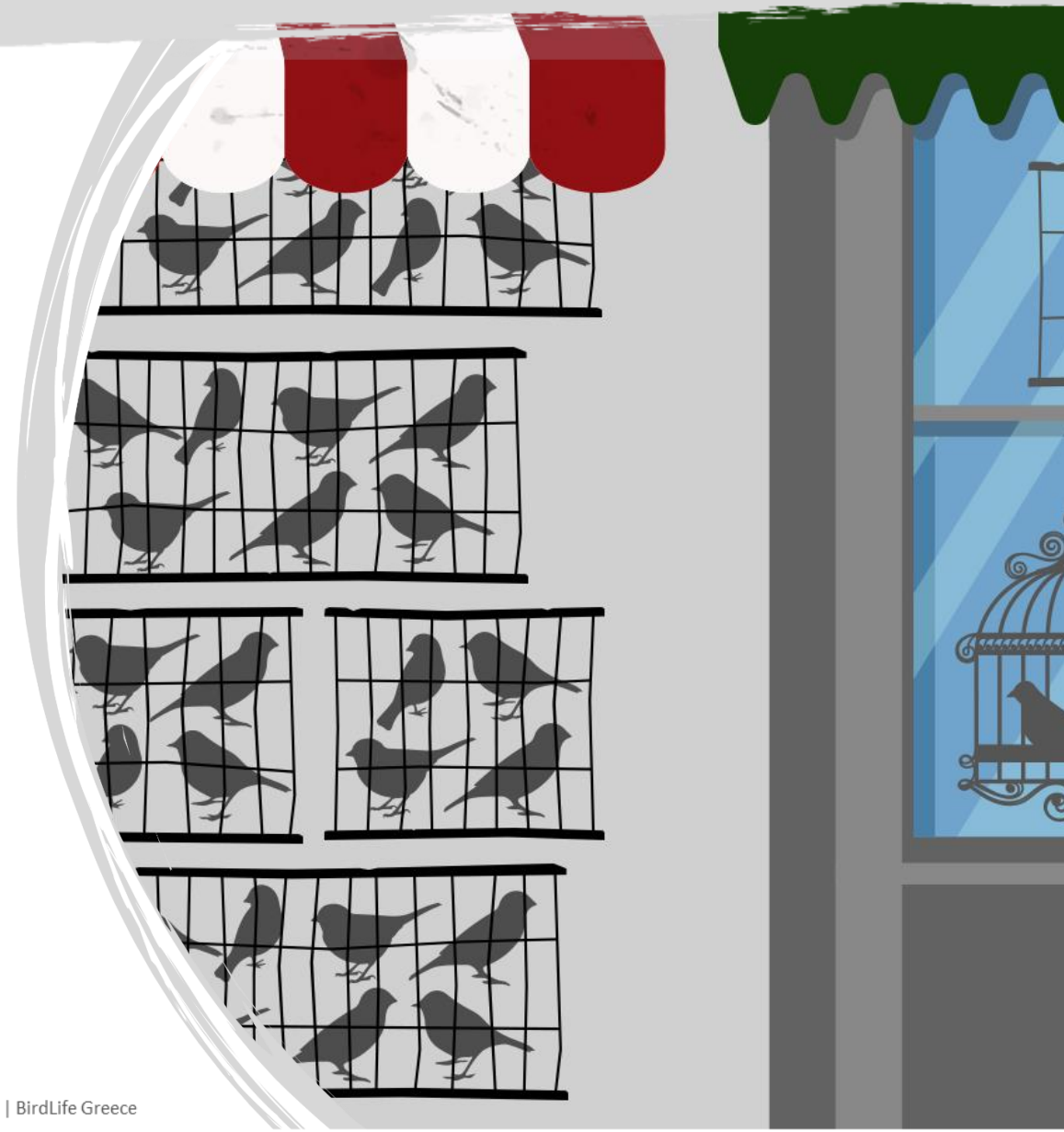
Most viewers were 35 – 54 but more women

Most viewers were from Attica which is THE blackspot for trafficking and trade of wild birds

The explainer video *The Illegal Trade of wild birds in Greece* by 24/7 Media was a massive hit for the news outlet: www.youtube.com/watch?v=VnRddfLEbRI

The FB post promoting the spot and the campaign was the most successful thus far (shares & reactions)

By going *full national* we spread our message further – reaching 1/3 of the population (around 2,500,000 people)



Campaign results

Traffic on our LABC page increased by 800% in the following 90 days, while new visitors marked an impressive 1500% increase.

Reports on crimes related to trapping and trade increased by 30%

After the launch of the campaign, the Ministry of Environment has also put this crime higher in their agenda



Campaign limitations

No time!

No data available for an in-depth approach

No previous campaigns or appeals – audience not sensitized or educated

No cooperation from competent authorities or other involved entities

One too many calls to action

Not enough networking – no media relations exploited

No resources for a full publicity – media report



What we could have done better

Liaise with other entities to create buzz & earn support

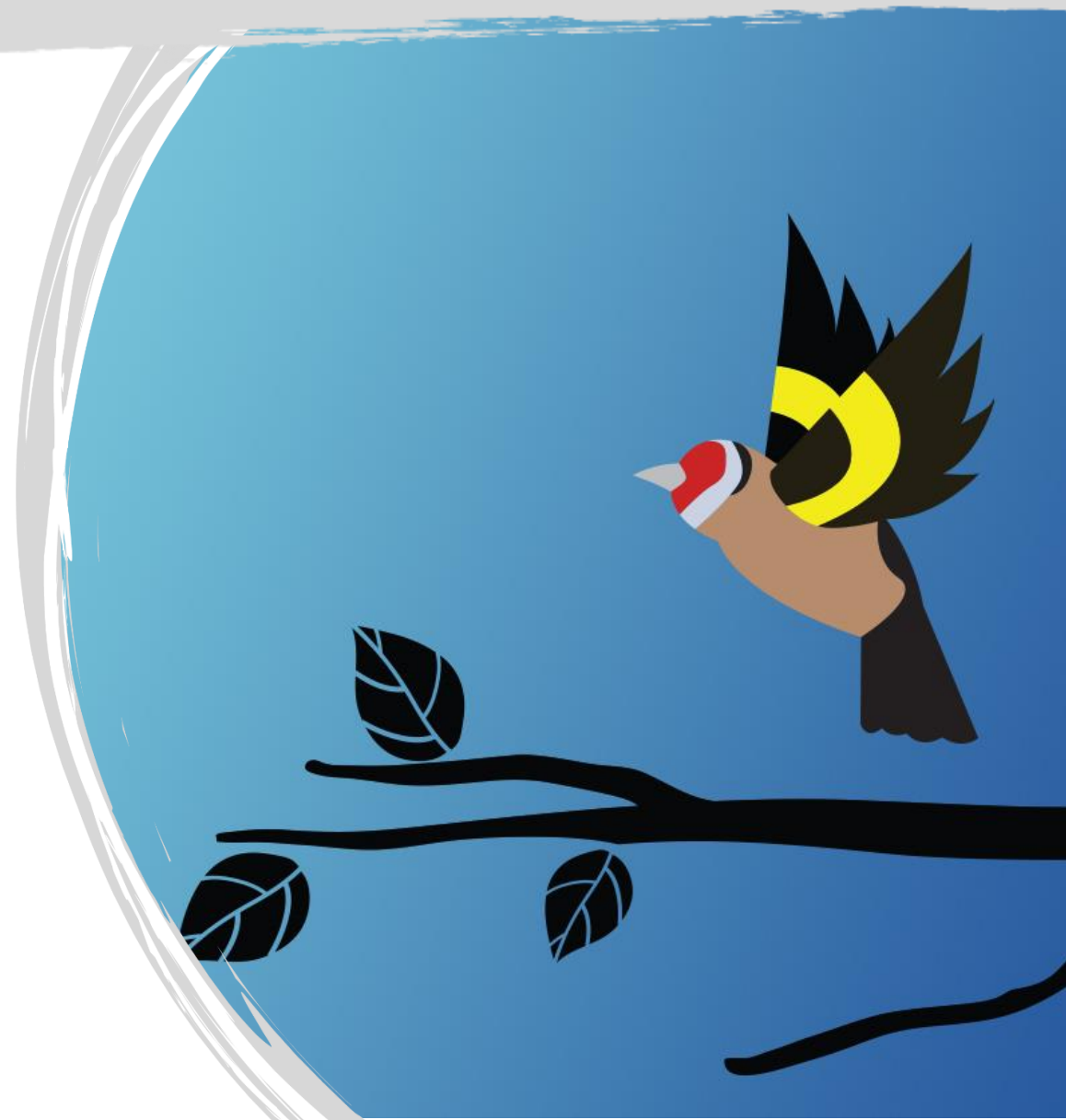
Approach media outlets & journalists with information for lengthy features, interviews and more

Exploit the *sponsored campaign* options offered by social media platforms

Constantly remind people of the campaign and its importance (*fear of overwhelming them*)

Be more consistent with keeping news about this particular crime high in the agenda

Stick to only one call-to-action!



Campaign after life

Our campaign was:

turned into a **banner**
(for our mobile exhibition)

printed on a **tote bag**

highlighted on our summer kiosks (Corfu, Zante)

www.ornithologiki.gr/ikb



www.ornithologiki.gr



Thank you!

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