



EAST ATLANTIC FLYWAY YOUTH FORUM

Taking off #ForNature from Africa to the Arctic

CONCEPT NOTE:

Storytelling for conservationists

DATES: 9 & 10 September 2023

LOCATION: Virtual event

OBJECTIVE 2023: Young researchers are better able to gather information, structure it into a story, and communicate it, especially by in-person presentations and social media

ORGANIZERS: Common Wadden Sea Secretariat, Migratory Birds for People, Youth Engaged in Wetlands

LANGUAGE: English, French

TARGET AUDIENCE: Youth (18 – 30 years old) who are living along the flyway and already active in wetland and/or migratory waterbird conservation

MAIN CONTACTS:

Common Wadden Sea Secretariat: Kristine Meise, Programme Officer – Wadden Sea Flyway Initiative wsfi@waddensea-secretariat.org

Migratory Birds for People: Connor Walsh, International Engagement Officer at the Wildfowl and Wetlands Trust wli@wwt.org.uk

Youth Engaged in Wetlands: Hugo Ferreira, Network Lead at Youth Engaged in Wetlands youthengagedinwetlands@gmail.com





BACKGROUND

The **East Atlantic Flyway Youth Forum (EAFYF)** is establishing itself as an annual activity to help young wetland conservationists to develop a useful skillset and connect them across the flyway. It focuses on topics that have been identified to be of key interest to young conservationists, especially from a flyway perspective. The reports of previous forums and the youth declaration published in 2022 are available [online](#).

The EAFYF 2021 and 2022 showed a lot of commitment by young people along the East Atlantic Flyway – they are ready to take action. To conserve our natural resources, including birds and their wetland habitats, we need to work closely with a multitude of different stakeholders which are utilising these resources or whose actions can directly affect them. Only together can we find solutions to minimise or avoid any activities that negatively affect our environment or the sustainable use of our natural resources.

Storytelling is a hot topic in the conservation world, in particular in NGO communications, consultations with different stakeholders, and the related and growing field of science communications. Considering each other's backgrounds and needs when exchanging information can help to develop a joint view on how to conserve our natural resources.

The aim of the East Atlantic Flyway Youth Forum 2023 is to train young people in 'Conservation Storytelling', thereby increasing their capacity to successfully communicate with a variety of stakeholders using different communication channels. A survey of previous EAFYF participants and interested parties identified specific needs and existing capacity for storytelling. Local communities and visitors of nature reserves were identified as the primary audiences for storytelling, with social media and personal interactions named as the two most useful communication channels. Capacity is lacking on how to build a compelling conservation story, where to find the necessary information, general communication skills, but also the confidence to deliver your message. These aspects will be taken up during the forum.

In general, the forum will follow the outline of last year's event and consist of three elements:

- Training in storytelling, including theories and concepts.
- Training in the usage of different media tools (with a focus on social media)
- Presentations and Q&A sessions with successful storytellers and campaigners

The workshop will be open to young people aged 18 – 30 from coastal countries along the East Atlantic Flyway. Any youth with a particular interest in flyway conservation is encouraged to apply, but priority will be given to applicants who participated in previous years, have at least some experiences in the different aspects of flyway conservation (research, management, communication, education, and so on) or currently have advanced plans in developing a conservation story.

The initial plan, subject to change, is:

- Two days of online workshops in September (9 & 10 September) comprising
- Quality training on storytelling





PRELIMINARY PROGRAM OF THE FORUM

9 SATURDAY

Launch of the EAFYF 2023

Welcome, Introduction to the Flyway Youth Forum: Housekeeping rules, Setting the scene

Training session 1: Story-telling is your secret weapon

Your stories can be a powerful weapon in creating both enemies and allies. But which are which? And where can you find them? In this session we will explore these issues and practise the art of crafting a story that not only gets people's attention but can change their hearts, minds and even the brain.

Training session 2: What makes a great presentation? What makes you a great presenter?

In this session we will use real world examples to examine the aims of communication, understanding audiences, and how to connect with them. You will also discover your personal story and style.

Stories

Young conservationists share their experience in conservation storytelling

10 SUNDAY

Introduction for the day

Welcome, Housekeeping rules

Training session 3: Conserving the planet one post at a time

How to harness social media to connect with your audience on a personal level, increase awareness of your cause and create change

Training session 4: practical examples

Short introductions to other communication channels:

- Radio and podcasting
- Photovoice

EAFYF ambassador programme

The EAFYF ambassador will briefly introduce themselves and the programme.



We are thrilled to have Sacha Dench and Kathleen Retourne from Conservation Without Borders on board this year, who have developed interactive training sessions for you based on their ample and exceptional experience in Conservation Storytelling.