

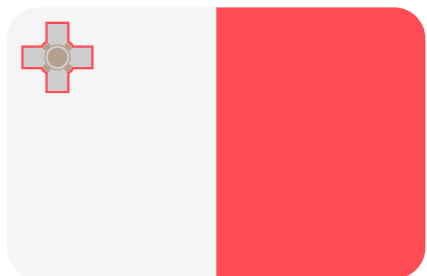


# Working for a better future

BirdLife Malta Corporate Brochure



# ABOUT US



## History

**Founded in 1962**, BirdLife Malta is the oldest environmental organisation in Malta. Our mission is to conserve **wild birds**, their **habitats** and **biodiversity**, ensuring a natural legacy is left for the **future generations**.

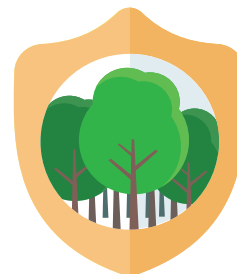
## Vision

We seek to build a future for the Maltese Islands in which people can live in a **healthy**, natural environment with **rich biodiversity** and **thriving ecosystems**.

We want **local people** to be **knowledgeable** and **aware** of the value and importance of our natural environment and strive to protect it.



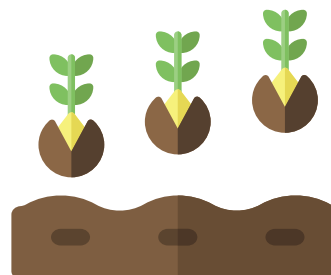
## Our achievements



**70 hectares** of protected Natura 2000 sites are managed by BirdLife Malta including Ghadira, Simar, Salina and Foresta 2000 nature reserves



**75%** of Maltese primary schools participate in our Dinja Wahda environmental education programme



Led Malta's largest afforestation project to recreate the Island's Mediterranean woodland



**308** injured birds rescued, rehabilitated and released from 2016 to 2018



Over **6,000 children** visit our nature reserves each year as part of our nationwide environmental education work

## We matter

Over the years, we have seen many successes and look forward to making more happen in the future.



# Connecting people with nature



## Dinja Wahda

BirdLife Malta created and successfully runs **Dinja Wahda**, an environmental educational programme for Maltese schools aimed at promoting appreciation and understanding of local biodiversity among students. We also offer schools fieldwork visits to nature reserves, support the greening of school grounds, and deliver teacher training.

## Community engagement

Our education team works within the local community too. We run environmental activities with **youth groups** and have enthusiastic staff on hand at our nature reserves providing visitor engagement.



## Events

Every month we hold or participate in events open to the public from **scenic walks** in the countryside and **family-fun open days** at our nature reserves to adventures in Sicily and unforgettable seabird boat trips, all to inspire a love for nature.

## Nature reserves

We work hard to restore rare habitats. We have identified areas which have been declared as protected Natura 2000 sites as part of the EU-wide network and effectively manage four nature reserves. This includes Ghadira and Simar - which are the only two Ramsar sites in the Maltese Islands designated under the Convention on Wetlands of International Importance.



# Protecting Maltese wildlife and habitats

## Monitoring wildlife crime

Through campaigns, public action and media presence, we have raised awareness about the impacts of wildlife crime. Regular countryside monitoring has also helped to ensure protected birds that visit our Islands during migration can leave safely.

## Rescue and rehabilitation

Each year BirdLife Malta successfully rescue, rehabilitate and release hundreds of injured wild birds, including swifts, raptors, flamingos, and seabirds.

## Research

For over 50 years, we have conducted research through bird ringing. This helps us learn more about survival rate and migration for effective conservation of species. As a result of our research we also regularly publish journals and documents of important data on breeding birds in Malta.





# Raising awareness and support



## Advocacy

We stay up-to-date on changes or introductions of policies which may affect the environment and wildlife, making sure they receive the best possible protection for long-term sustainability. Working closely with local organisations and government departments enable us to create a strong and united voice for our environment and the species which inhabit it.

## Campaigns

Through campaigns, we have raised awareness on subjects which impact our environment such as wildlife crime, air pollution and national land-use. We engage key audiences using evidence-based press stories and produce high quality digital and print materials including our member's magazine Bird's Eye View, monthly newsletters and engaging social media content.

## Networking

BirdLife Malta is part of the BirdLife International partnership of 121 organisations worldwide aiming at creating a united voice for local and international wildlife.

We are an active contributor to the Birds and Habitats Directives and Seabird Task Force meetings under BirdLife Europe, whose aim is to influence the

development, implementation and enforcement of the Birds and Habitats Directives.

BirdLife Malta is also part of EURING, an international network of fully co-ordinated ringing stations and National Ringing Schemes, and the European Environmental Citizens Organisation for Standardisation (ECOS).



6 Communication

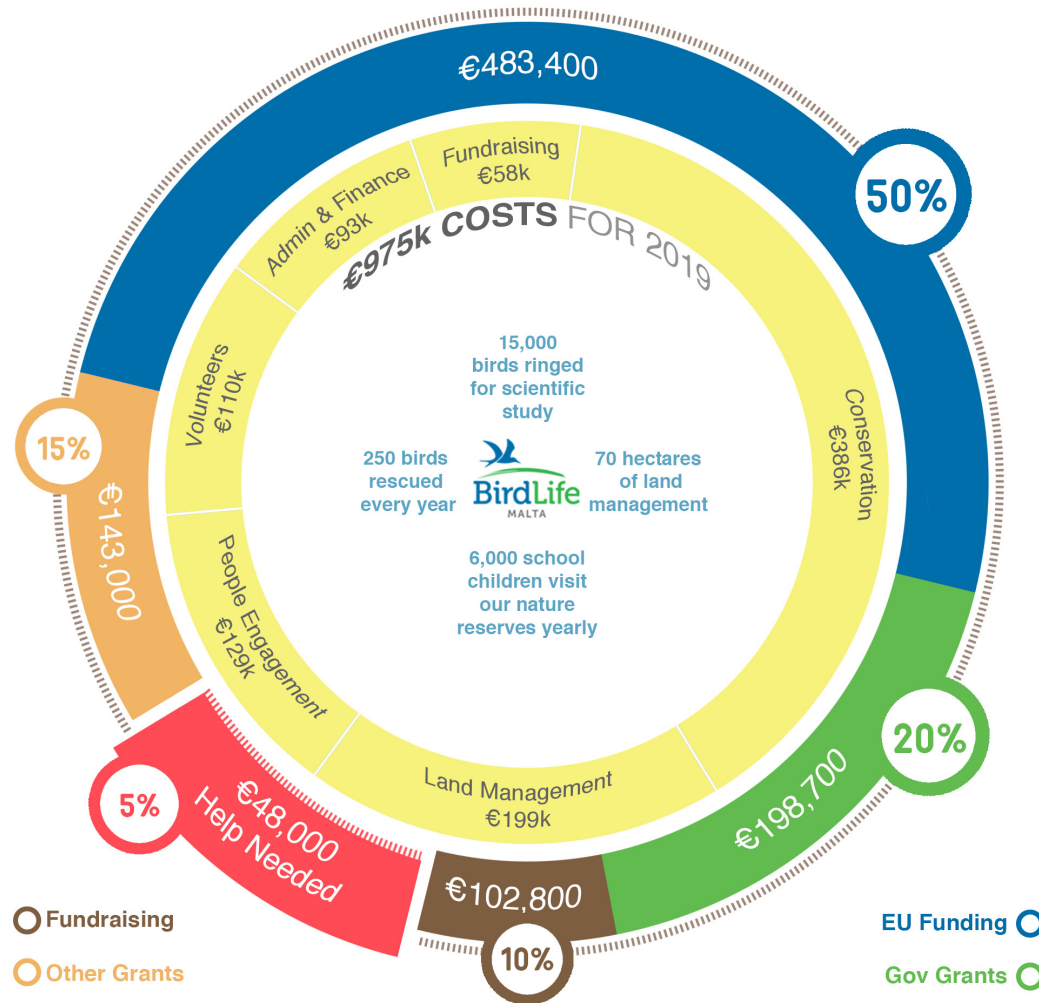


## EU projects

BirdLife Malta has coordinated three LIFE projects, 11 Erasmus projects and many other externally-funded initiatives by donors and national entities. These projects have built the organisation's skills and expertise in delivering large scale, transnational projects with clear benefits for the natural world both locally and further afield.



# Our finances



# Make a difference

It is only with the help of generous donations that BirdLife Malta is able to continue its vital work.

By supporting BirdLife Malta, you are helping to ensure the protection of Malta's wildlife and nature can continue long into the future, creating an environment which can be enjoyed for generations to come. The initiative is also a great way to raise your profile and improve your company's Corporate Social Responsibility (CSR) whilst motivating and inspiring your staff.

We pride ourselves on offering a bespoke partnership so whatever your level of commitment, we can tailor according to your needs to ensure your company's CSR reaches its full potential at a donation level personalised for you. We firmly believe that our corporate partnerships offer the opportunity to create unique and mutually beneficial relationships in a way to support each other and our shared values.



As our corporate partner, you will benefit from updates on the real difference your donation is making to share across your workforce to boost staff engagement.

BirdLife Malta will also provide promotional opportunities within our newsletter, magazine, website, and social media platforms to share with our database of local and international supporters to raise your company profile and maximize publicity opportunities.

As the environment is at the heart of the work we do, we want to offer experiences to your company and your staff to enjoy the benefits of being in the great outdoors.





**Together, we can work  
to sustain a lasting  
legacy for nature.**







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Designed as part of our 88's Corporate Social Responsibility drive,  
in aid of BirdLife Malta.

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