

Notification 2023/013

10 May 2023

NOTIFICATION TO THE PARTIES

WORLD MIGRATORY BIRD DAY

The CMS and AEWA Secretariats are pleased to share the [World Migratory Bird Day 2023 Campaign Strategy](#) with Parties and stakeholders. As [announced](#) on 1 December 2022, the focus of **World Migratory Bird Day 2023** will be on the topic of water and its importance to migratory birds. The global campaign will be celebrated on the two peak days of **13 May** and **14 October 2023** under the slogan "[Water: Sustaining Bird Life](#)"

The campaign strategy provides the strategic goals and **key messages** for the 2023 campaign as agreed by the four main organizing partners of World Migratory Bird Day: The Convention on the Conservation of Migratory Species of Wild Animals ([CMS](#)), the African-Eurasian Migratory Waterbird Agreement ([AEWA](#)), the non-profit organization, Environment for the Americas ([EFTA](#)) and the East Asian-Australasian Flyway Partnership ([EAAFP](#)), which was recently [announced](#) as an official partner of World Migratory Bird Day.

The CMS and AEWA Secretariats would like to invite Parties and stakeholders to make use of World Migratory Bird Day 2023 to:

- Raise awareness of the importance of water to migratory birds both nationally and internationally;
- Undertake actions to address the issues affecting water quality and quantity for migratory birds;
- Encourage participation in World Migratory Bird Day 2023 and to use it as an occasion to underline the importance of international cooperation to conserve migratory birds;
- Share the World Migratory Bird Day campaign strategy and other campaign materials with key stakeholders at the national level; and
- Inform key decision-makers about World Migratory Bird Day and encourage them to make public announcements in support of the campaign.

To access the World Migratory Bird Day 2023 Campaign Strategy document click [here](#).

Please also visit the campaign website at: www.worldmigratorybirdday.org as well as the dedicated [Social Media Pack](#) for further resources that can be used to promote the international day.

For further information please contact:

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