

Atlantic Flyway Shorebird Initiative
A Business Plan
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Atlantic Flyway Shorebird Initiative - A Timely Opportunity

ATLANTIC FLYWAY SHOREBIRD
BUSINESS STRATEGY
A Call To Action
Phase 1



February 2013

Goal: ↑ focal shorebird
pops. 10-15% by 2020

- **Participation:** >60 agencies, NGOs, universities
- **Action-oriented:** projects, funding, partners
- **Flyway Scale** – “implement Phase 2”

Atlantic Flyway Shorebird Initiative

- Components

- **Major Threat Categories:**

Habitat Loss & Change

Human Disturbance

Predation

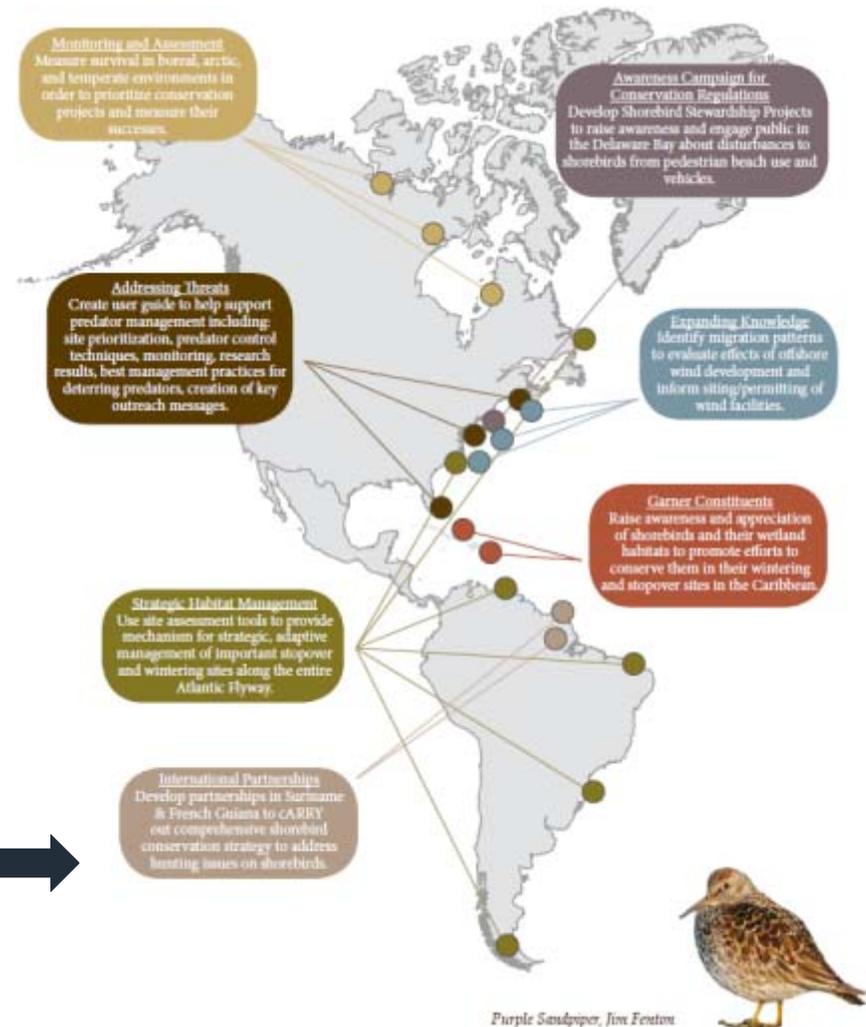
Hunting

Knowledge Gaps

- **15 Focal Species:**

American Golden Plover	American Oystercatcher
Greater Yellowlegs	Lesser Yellowlegs
Marbled Godwit	Piping Plover
Purple Sandpiper	Red Knot
Red-necked Phalarope	Ruddy Turnstone
Sanderling	Semipalmated Sandpiper
Snowy Plover	Whimbrel
Wilson's Plover	

- **Specific activities/projects** →



Atlantic Flyway Shorebird Initiative

–Multiple Partners

- NFWF adopts Business Plan and funds projects
NMBCA support for LAC engagement
- Arctic Migratory Bird Initiative Atlantic Flyway
Implementation Plans / US AID funds
- Flyway engagement at
Ramsar, Birds Caribbean,
CMS, national meetings
- Executive Committee



Atlantic Flyway Shorebird Initiative:

WORKING GROUPS - Implementation:

- **Monitoring**
- **Hunting**
- **Flyway Engagement**
- **Resources/Funding**
- **Communications**
- **Habitat** - coastal policies/human dimensions; predation; coastal engineering; priority site map; human activities/disturbance, climate change

Communications

Deb Reynolds (debra_reynolds@fws.gov)

- Storymap – Existing and proposed projects
- Regular e-mail newsletter -
- AFSI Executive Summary - 4 languages
(English, French, Spanish, Portuguese, Dutch)

www.atlanticflywayshorebirds.org

(Spanish and Portuguese too!)

- Strategic Communications Plan in development – key audiences/messages

Atlantic Flyway Shorebird Initiative

–Assistance from Caribbean

- Integrate country priorities into AFSI
- Work with partners for funding (e.g. NMBCA)
- Participate in Executive Committee
- Invite AFSI to brief government
- Work with Embassies to brief Congress
- Help spread the word
- Identify potential funders
- Caribbean initiatives/synergy

