PROJECT REPORT

"TIM CỨU CHIM"

Phase 01
Date of report: 1st February, 2023
## EVENT/ACTIVITY NAME

Bird Savior Campaign Phase 01 + Minigame Bird Savior at 2 stores owned by BOO

<table>
<thead>
<tr>
<th>Duration</th>
<th>November, 2022 - February, 2023</th>
</tr>
</thead>
</table>
| **Location**      | • Online: Tắt đèn bật ý tưởng (Switch off lights, switch on ideas) and WildAct facebook page  
                    • Offline: BOO stores located in Long Bien and Ba Trieu, Hanoi |
| **Purposes of the event/activity** | • Provide people with knowledge on migratory birds in Vietnam  
                          • Raise awareness and prevent the illegal wild birds trade in Vietnam |
| **General results** | • Number of reach on social media: 40,000+;  
                          • Number of people directly took part in: 100+ players & 2000+ reach at the 2 stores.  
                          • Gifts given: 500 lucky envelopes, 100 key rings |
1. CONTENTS AND RESULTS

WildAct in association with BOO to spread the message of protecting wild birds to the community, creating positive effect in order to raise awareness on the protection of migratory birds not only in provinces which have intense rate of hunting, but also in large cities - wild birds consumption sites. For the above reasons, WildAct and BOO have initiated phase 1 of the campaign via both online and offline

**Online activities**

<table>
<thead>
<tr>
<th>Contents</th>
<th>Reactions</th>
<th>Link to post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information on the campaign</td>
<td>Like: 437;</td>
<td>Facebook</td>
</tr>
<tr>
<td></td>
<td>Share: 61;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reach: 26,335.</td>
<td></td>
</tr>
<tr>
<td>Information on the 4 birds species</td>
<td>Like: 183;</td>
<td>Facebook</td>
</tr>
<tr>
<td></td>
<td>Share: 23.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reach: 10,612.</td>
<td></td>
</tr>
<tr>
<td>Stories of Spoon-billed Sandpiper:</td>
<td>Like: 58;</td>
<td>WildAct - Posts</td>
</tr>
<tr>
<td>Threats to migratory birds</td>
<td>Share: 7;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reach: 2,851.</td>
<td></td>
</tr>
<tr>
<td>Save the Spoon-billed Sandpiper (Minigame 1 +</td>
<td>Like: 157;</td>
<td>Facebook</td>
</tr>
<tr>
<td>the situation of birds hunting)</td>
<td>Share: 30;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Người tham gia: 3</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Reach: 7,120.</td>
<td></td>
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</table>
Minigame at the shops

Minigame 2: from 28th December, 2022 to 16th January, 2023, including 3 main activities

- Separate bird dolls from the net
- Classify 4 birds species according to their names
- Admire the exhibited models and watch the project’s introduction video.

Players are provided with the whole picture about wild birds hunting and trade in migratory seasons, followed by the coordination of shop staffs

Number of interaction:
- Number of interaction to the exhibition and the game's message: 2000+
- Number of players: 100+
2. PROS AND CONS - LESSONS LEARNED

Pros:

- The overall layout and design is creative, youthful and beautiful, which motivated players to take part in the activity;
- Positive reactions from the community;
- Informative and diverse way of transmission;
- The number of offline players is on target.

Cons

- Posts tend to have too much information, which takes time to read; low rate of reactions;
- Minigames at the stores still hasn’t created much excitement and activeness; lack orientation.

Lessons learned

- More attractive and exciting activities and media products;
- Activities at the stores need project volunteers to make instructions and coordinate the games;
- Activities at the stores should encourage participants to take pictures and post them on social media with project’s hashtag in order to spread wider and create more media impact. Hence, project officer could easily keep track number of participants;
- Project officers from both BOO and WildAct should coordinate more closely to ensure the effectiveness of the project.
3. NEXT STEPS

- Receive WildAct game’s set up material located at the 2 stores
- Plan for phase 2 meeting with BOO representatives before 9th February (Switch off lights day and the announcement of the design contest are expected to occur on 25th March or 27th April)

4. PARTNERSHIP CONTACTS

- WildAct: info@wildact-vn.org; WildAct - Posts | Facebook
- BOOVironment: boovironment@boo.vn; Facebook