

Communication Guidelines for Manitoba IBA Program

These guidelines have been developed by the MB Important Bird Area (IBA) Steering Committee. They reflect the importance of maintaining consistency with IBA program recognition and cover all forms of graphic and promotional materials produced for Important Bird Areas in MB, including posters, signs, brochures, presentations, magazines articles, local media and other publications, etc.

The standard aims to ensure that all graphic and written materials produced for IBA educational or awareness purposes (a) appropriately acknowledge the key organizations involved in the IBA program in Manitoba and in Canada, and (b) portray consistent messaging and format that will identify individual IBAs as part of a large network of IBAs across Canada and the rest of the world.

Requirements

i) Unless otherwise specified, these requirements apply to all forms of graphic materials produced for Important Bird Areas in MB, including posters, signs, brochures, presentations as well as articles for magazines, local media and other publications, etc.

ii) A draft of the graphic or written item (e.g., sign, poster, brochure, article, presentation) should be sent to the MB IBA Coordinator (see contact info below) for review to ensure that standards are followed prior to being finalized and printed/presented. Please allow **two weeks** for review (we can accommodate shorter timelines where necessary).

iii) The BirdLife International IBA logo should be placed in a prominent position on all graphic items and may be placed on written materials as appropriate. The IBA logo should be larger (minimum of 10 mm in height) and separated from logos for partnering and funding organizations (see Appendix A). Several versions of the logo in English and French can be provided to suit your needs. Please email iba@naturemanitoba.ca to request a high resolution copy of the logo.



iv) The following logos should appear along with other partnering and funding organizations on all graphic items and may be placed on written materials as appropriate. Please email iba@naturemanitoba.ca for a copy of this graphic.



Where space does not permit the use of this partnership logo, the following phrase may be used instead, although logos are preferred:

The IBA Program is a global conservation initiative of BirdLife International. The Canadian co-partners in BirdLife International are Bird Studies Canada and Nature Canada, represented in this province by Nature Manitoba.

v) The graphic or written material should refer the reader to both the IBA Canada website (www.ibacanada.ca) and the Manitoba IBA site (www.importantbirdareasm.ca) for more information.

vi) Information that can be used to describe the IBA program is found in Appendix B. Appendix A. BirdLife Requirements regarding IBA branding

BirdLife International's Important Bird Areas (IBAs) are increasingly recognized worldwide. One strength of IBAs is that they are an international currency for bird conservation at the site level. IBAs from Afghanistan to Zimbabwe have the same meaning. To promote BirdLife IBA conservation work, a global IBA brand has been developed. It shows the global acronym – IBA, includes the explanation in national language to clarify the meaning of the acronym and to support local promotion and advocacy. Always make sure that the logo is clearly readable and a minimum of 10mm high.



*Only BirdLife network organizations (in Canada's case, Bird Studies Canada and Nature Canada) are allowed to use the IBA brand or license it to others within their own country or territory.

Appendix B. IBA Message Bank

1. Important Bird Areas, or IBAs, provide essential habitat for birds.

- BirdLife International's IBA Program aims to identify, monitor and protect a global network of IBAs for the conservation of the world's birds and other biodiversity.
- Canada's Important Bird Areas Program is a science-based initiative to identify, conserve, and monitor a network of sites that provide essential habitat for Canada's bird populations.
- BirdLife International's Important Bird Areas program is a global network of sites that support significant populations of birds.
- There are nearly 600 Important Bird Areas across Canada that provide habitat for threatened birds, large groups of birds, and birds found almost nowhere else on Earth.
- Birds face many pressures – pollution, habitat loss, climate change, and human disturbance – and conserving Important Bird Areas is an essential way of relieving those pressures.
- Migratory birds depend on Important Bird Areas to rest, feed and breed. Without them, birds could not make their long and difficult journey each year.
- Important Bird Areas unite people, communities and organizations in a common goal to conserve healthy bird populations.
- Canada's Important Bird Areas are part of a global system of more than 11,000 sites worldwide, which gives them a conservation currency that transcends borders and promotes international collaboration for protecting the world's birds.

2. Protecting and monitoring Important Bird Areas are the cornerstones of effective bird conservation in Canada.

- The International Important Bird Area Program brings people around the world together to identify, monitor and conserve exceptional places for birds and nature.
- Many bird populations are in serious decline and more on-the-ground conservation action is needed to keep common birds common and to recover species at risk.
- Community care of local habitats in and around Important Bird Areas is essential for the health of our birds and for protecting the environment.
- The Important Bird Area Program identifies, monitors and protects the most vital places in Canada for birds – Important Bird Areas – so that conservation action can be directed in the most effective way possible.
- The IBA Program provides the scientific and conservation information decision-makers need to make better, more sustainable land use decisions.

3. Canada's Caretaker Network empowers volunteers to watch over and protect Important Bird Areas.

- Caretakers work within their communities to promote Important Bird areas and to ensure that local conservation ideas are put into action. Their hands-on volunteer work puts Caretakers on the frontlines of bird habitat protection.
- The Canadian IBA Caretaker Network is coordinated by regional partners Nature Manitoba, BC Nature, Federation of Alberta Naturalists, Nature Saskatchewan, Nature Quebec, and by national partners, Nature Canada and Bird Studies Canada.
- Caretakers are the eyes, ears, and hands on the ground at Important Bird Areas across Canada. They monitor birds, assess habitats, and conduct conservation activities within IBAs.
- Becoming a Caretaker can be a rewarding experience and an effective way to make a positive impact on this planet.

4. Milestones for Manitoba IBA Program

In 1996, a number of Manitoba birders gathered to begin identification of potential Manitoba IBA's.

By 1999, over 100 locations were nominated for IBA status in Manitoba. After review, 38 sites met IBA criteria and were designated as IBAs.

In August of 1999, Nature Manitoba (then the Manitoba Naturalists Society) began IBA community conservation planning with the hiring of a conservation biologist.

In 2012, the MB IBA Caretakers program was launched by Nature Manitoba with the hiring of an IBA Program Coordinator.