**GUIDELINES OF BEST PRACTICES FOR BIRD-FRIENDLY BIRDWATCHING TOURISM**

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All the photographs in the good practices case section (pages 57-79) have been provided by the professionals / companies that are the protagonists of each of the examples for their use in this manual.

Recommended citation:

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1. BIRD-FRIENDLY ADMINISTRATION
1.1. ENVIRONMENTAL POLICY

Recommended specific actions:

1. Establish, document, implement and maintain environmental policies, providing a framework for actions to conserve the environment and reduce environmental impacts.

2. Establish an environmental management system (EMS) in order to implement environmental policies.

3. Inform and encourage clients about the environmental policies of your business.

4. Become a member of either local, national or international NGOs or other associations, working on environmental protection and conservation.

Benefits to birdtourist businesses

- Improved image of the professional due to the increased global demand for environmentally-friendly services.
- The collaborations with environmental NGOs and other initiatives increase the legitimacy of the tourist accommodation facility as an ecotourism destination.

Benefits to birds and environment

- Improvement for the environment and birds directly or indirectly through the implementation of respectful measures.
- Being a member of a conservation organization allows the professional to contribute directly to the conservation of nature.
1.2. ENVIRONMENTAL CERTIFICATIONS

Recommended specific actions:

1. Being recognized by any type of environmental certification (ISO14001, European Charter for Sustainable Tourism (ECST), Biosphere, any other national certifications or eco-labels...).

Benefits to birdtourist businesses

• The recognition represents an active involvement in the promotion of more responsible tourism and an implication of environmental improvement.

• The environmental certification increases the legitimacy of tourist accommodation facilities as destinations of ecotourism.

• Tourists can choose the most environmentally respectful professionals.

Benefits to birds and environment

• Improvement of the environment and birds directly or indirectly due to a higher number of participants involved. Thanks to the information provided, customers can participate in environmental policies and become aware of the application of better practices.

1.3. STAFF DEVELOPMENT & TRAINING

Recommended specific actions:

1. Relevant training for staff to provide basic skills on bird identification, general knowledge on birds as well as nature and bird conservation issues.

2. Improving staff practices to guarantee the wellbeing of birds. Staff should be competent on the basis of appropriate education, training or experience, to ensure that their practices during working hours do not negatively impact birds.

• Encouraging staff members to appreciate local and migratory birds and promoting their conservation.

• Staff can be involved in birdwatching services as well as bird conservation to spread the message and increase the participation among clients.

• Increased efficiency concerning bird-friendly environmental policies by raising staff awareness and involving as many people as possible.

Benefits to birdtourist businesses

• Encouraging staff members to appreciate local and migratory birds and promoting their conservation.

• Staff can be involved in birdwatching services as well as bird conservation to spread the message and increase the participation among clients.

Benefits to birds and environment

• Increased efficiency concerning bird-friendly environmental policies by raising staff awareness and involving as many people as possible.
2. BIRD-FRIENDLY USE OF ENERGY AND RESOURCES
2.1. BIRD-FRIENDLY USE OF ENERGY

Recommended specific actions:

1. Reduction of energy consumption (good thermal isolation, devices of low consumption in lights and home appliances, shutdown of equipment when not in use...).

2. Use of renewable energies (wind energy, solar panels, biomass heating, use of electric or hybrid cars...).

2.2. BIRD-FRIENDLY USE OF RESOURCES

Recommended specific actions:

1. Improvement on the reduction of water consumption (use of tap diffusers, dual-flush toilets, collection and use of rainwater, recycling and use of greywater for another use, offer laundry service of towels and bed sheets only on demand and not done every day as a rule).

2. Reduced consumption of materials and use of recycled/ecological products (paper, other office materials, promotion of electronic invoice and documents, wood, paint...).

3. Purchase of bulk products, avoiding individualized packaging or the use of single-use plastic products (bags, plates, cutlery, glasses...).

4. Use of local products, seasonal products and/or fair trade products.

Benefits to birdtourist businesses

• Reduction of water consumption (decreased invoices).

• Decreased waste production (less use of food and drink containers and disposable products).

• Promotion of the local economy by consuming local products.

• Payment of a fair price to producers through the consumption of fair trade products.

Benefits to birds and environment

• Minimize impacts on the natural environment, ecosystems and birds through the reduction of energy consumption and the use of renewable energies.

• The reduction of energy consumption will be more cost efficient.

• Reduction of negative impacts on the environment (reduction of CO2 emissions due to the transport of products... and greater water availability).
2.3. BIRD-FRIENDLY WASTE MANAGEMENT

**Recommended specific actions:**

1. Separation of organic from non-organic waste to ensure that birds do not consume non-organic materials that could lead to poisoning.

2. Provide segregated waste containers for different types of waste (organic, paper, glass, carton (tetra pack), batteries...).

3. Minimize open-air exposure of solid waste (containers and bins should be constantly sealed) minimizing the risk of birds feeding on harmful waste.

4. Prevent the use of anti-pest poison baits to reduce the chance of bird mortality by mistakenly bait consumption.

5. Inform guests about the facility’s waste segregation system and the location of designated waste containers.

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**Benefits to birdtourist businesses**

- Providing a healthier and safer environment for guests and staff on location.
- Increased awareness about sustainable practices regarding waste management, may also lead to an increased efficiency in waste segregation.
- Long term financial gains resulting from recycling & composting.
- Decreased infestation of unwanted pests.

**Benefits to birds and environment**

- Reduced risk of poisoning and illness.
- Safer habitats for resting and feeding by the reduction of species attracted by the waste (rats, cats...) and that can predate the birds.
3. BIRD-FRIENDLY MANAGEMENT & DESIGN OF FACILITY
3.1. BIRD-FRIENDLY LANDSCAPING (GARDENS, GROUNDS, SURROUNDINGS, GOLF COURSES...)

Benefits to birdtourist businesses

- Safer, eco-friendly and more attractive environment for guests.
- Reduced costs for resources (water, fertilizers, pesticides...).
- Increased birdwatching opportunities.
- Natural pest control by birds and other wildlife.

Benefits to birds and environment

- Safer, more suitable habitats for resting, roosting and feeding.
- Reduced threats of poisoning.
3.1.1. Use of native plants and vegetation

Recommended specific actions:

1. Use native plants and vegetation instead of ornamental non-native species and/or non-beneficial introduced species.

2. Promote native plants and vegetation to increase the attractiveness of these areas to all kinds of tourists (i.e.: not only golfers), who in other circumstances would not be interested in seeing/visiting these areas.

3. Set up interpretation boards to inform guests about the importance of native plants and wildlife.

Specific Benefits

- Enhanced habitat value of gardens, grounds, golf courses... for birds and wildlife.
- Reduced costs for resources (water, pesticides, fertilizers, etc.) because native plants require less water for irrigation and less pesticides for maintenance.
- Increased attractiveness for guests. Native plants can be exotic and very attractive to tourist and can raise awareness about native wildlife.

3.1.2. Promotion of sustainable mowing, trimming and pruning methods for a bird-friendly maintenance of vegetation

Recommended specific actions:

1. Prune vegetation to enhance dense growth of shrubs and habitat structure, stimulating healthier vegetation that is more resilient against pests.

2. Avoid trimming and cutting vegetation during bird breeding season.

3. Leave untouched patches of vegetation while trimming and cutting. This will host plants of different heights, patches with open spaces as well as dense vegetation, which will be suitable for a wide range of birds.

4. Apply a rotation system where each type of vegetation (trees, hedges, lawn, paths) is maintained at different times so that birds can benefit from the present vegetation as much as possible.

Specific Benefits

- Healthier and more sustainable gardens for birds and other wildlife.
- More natural appearance of gardens.
- Garden waste can be used to reduce the growth of weeds; when compiled enhances the structure of the habitat.
3.1.3. Creation of inter-connected and diversely vegetated habitats for birds

Recommended specific actions:

1. Leave untouched patches of vegetation along the gardens, grounds, golf courses... to increase the quantity of suitable habitats for birds, whether for resting or feeding.

2. Maximise the size of vegetation patches and their inter-connectivity in order to allow safer resting and feeding areas where birds are protected from predation while moving between different habitats.

3. Use vegetated edges of ponds as buffer zones for wildlife (by increasing the density of surrounding vegetation we create an undisturbed area by human interaction and less impacted by pollutants).

Specific Benefits

- Regenerated natural habitats that are safe for birds.
- Enhanced habitat value of gardens, grounds, golf courses for birds and wildlife.
- Increased attractiveness of these areas for guests.
3.1.4. Reduce/avoid the use of toxic products and stimulate natural alternatives

**Recommended specific actions:**

1. Avoid/reduce toxic chemicals in pesticides and fertilizers (they can be significantly harmful to both wildlife and guests).

2. Reduce the use of products and apply according to the set descriptions, without excess.

3. Apply mechanical prevention methods to reduce the need for fumigation while maintaining guest comfort (i.e.: mosquito nets, reducing use of light sources at night, properly sealing waste bins and drains).

4. Integrate natural alternatives to chemical pesticides (natural/herbal methods as pesticides; prevention measures against insects by pulling out weak plants and keeping plant foliage dry; Integrated Pest Management such as the use mechanical traps and barriers, use of pheromones, provide roosting and breeding habitats (nest boxes) for natural predators such as bats and birds, or insects that feed on harmful insects).

5. Natural fertilizers: use organic compost to improve soil structure and enhance fertility. Use specific legume Nitrogen fixing plants (such as beans, peas, etc.) to increase the supply of nitrogen in the soil. Therefore, less external input of fertilizers are needed.

**Specific Benefits**

- Healthier environment for both birds and tourists.
- Reduced costs on chemical products.

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3.1.5. Use of rooftops for gardening/landscaping

**Recommended specific actions:**

1. Designate accessible rooftops that may be suitable for gardening with a variety of native vegetation.

2. Explore the possibility of planting vegetables and herbs suited for the local climate.

3. Provide access for guests to rooftop gardens in order to engage in ‘green activities’ (and explain the importance of the habitat for birds).

**Specific Benefits**

- Regenerating suitable habitats for birds to rest and feed.
- Creating attractive, green areas for guests.
- Providing an alternative, organic source of vegetables for guests.
- Cooling mechanism for buildings (protecting roofs from the sun).
3.1.6. Gardening for wildlife

**Recommended specific actions:**

1. Place feeders: should be installed in the appropriate place, season and with the right food.

2. Provide nest boxes in your garden. The species you will attract differs depending on your location, box type, and the size of the entrance hole.

3. Use bird-friendly plants that offer lots of natural food. Trees or shrubs that have fruit or berries can attract a lot of birds, either residing, migrant or wintering animals.

4. Give birds a safe and reliable way to find fresh water (essential in both cold and hot weather).

**Specific Benefits**

- Improve the biodiversity in your gardens and make them suitable for different kind of animals such as birds, mammals (bats, hedgehogs...), insects or other mini-beasts (bees, butterflies...) or other wildlife.

- Create a mini-nature reserve in your garden that can contribute to increase the connectivity and permeability between natural and humanized areas.

- Use this biodiversity as Integrated Pest Management (see section 3.1.4.).
3.1.7. Bird-Friendly building design

Recommended specific actions:

1. Incorporate in buildings and constructions new bird-friendly strategies designed from the beginning to avoid bird collisions caused by glass reflection and transparency. The entire process (early design, materials, its location in respect to surrounding habitat and landscape...) should take bird-friendly recommendations into account. There are available publications from some organizations such as the Swiss Ornithological Institute (Schweizerische Vogelwarte) or the American Bird Conservancy.

2. Apply corrective measures to existing buildings or infrastructure to reduce/eliminate bird collisions (i.e.: opaque, etched, stained, frosted glass, and glass block or also commonly used elements in retrofits such as netting, screens, grilles, shutters and exterior shades).

Specific Benefits

• Reduce bird mortality by minimizing bird collision with glass in order to reduce the impact on the population caused by collision

• Generate awareness of the problem among architects, designers, city planners, and legislators that have the key to solve this problem (access to the latest building construction materials and concepts, leaders and trend setters.)
3.2. BIRD-FRIENDLY WATER BODIES

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<tr>
<td>• More attractive gardens, grounds, golf courses... for guests</td>
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<td>• Wildlife friendly water bodies can increase birdwatching opportunities</td>
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<tr>
<td>• Cleaner and safer water sources for birds and wildlife</td>
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<td>• Reduced contamination of water bodies in the vicinity</td>
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<tr>
<td>• Regenerated habitats suitable for birds</td>
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3.2.1. Safeguard non-recreational artificial water bodies

**Recommended specific actions:**

1. Test and monitor all artificial water sources regularly to ensure they are safe for both birds and guests.

2. Ensure that all reused wastewater in open water bodies had undergone the necessary treatments (before irrigation or used on other artificial water bodies).

**Specific Benefits**

• Safer water bodies for both birds and guests in the vicinity.
3.2.2. Reduction of chemicals used in swimming pools

Recommended specific actions:

1. Reduce and monitor the usage of chemicals in swimming pools (sustainable levels of chlorine maintained at all times).
2. Explore alternatives to chlorinated swimming pools (i.e. natural pools, with two sections, one using a natural filtering system that includes a variety of aquatic vegetation and the second section for swimming).

3.2.3. Establish wildlife ponds

Recommended specific actions:

1. Create natural wildlife ponds beneficial to biodiversity not only used for aesthetic/decorative purposes.
2. Ensure that the pond is relatively shallow and utilize a variation of water depths to induce thermal movements and prevent stagnation.
3. Incorporate a high diversity of aquatic flora and fauna which helps to oxygenate and clean the wildlife pond from pollutants.
4. Create gently slanted, vegetated edges around the pond that include rocks, to supply shade for birds as well as safety from predators.

Specific Benefits

- Safer water bodies for both birds in the vicinity.
- Increased opportunities for birdwatching activities.
- More natural, appealing aesthetic appearance for guests.
4. BIRD-FRIENDLY SERVICES
4.1. ETHICAL CODE OF BIRDWATCHING

Recommended specific actions:

1. Apply an ethical code of birdwatching (either national or international) in your business activity.

2. Promote the fulfilment of the ethical code of birdwatching among other bird and nature tourism professionals.

4.2. ORGANIZATION OF BIRDWATCHING TOURS AND ACTIVITIES

Recommended specific actions:

1. Arrange birdwatching tours in partnership with skilled local bird guides that are familiar with the area and local species.

2. Inclusion of organised visits to protected areas or other attempted local projects for conservation purposes during the activity of birdwatching.

Benefits to birdtourist businesses

- Ensure long-term sustainability of business/activity by implementing the principles of the ethical code.

Benefits to birds and environment

- Reduce the impact of tourism on birds and ecosystems.
- More tourists and professionals involved in respectful ornithological tourism.

- Using local birdwatching guides raises awareness within the community and improves the sensitivity towards birds and their habitats.
- The avitourism market niche enables the diversification of products and services offered by the bird tourism professionals and increases benefits for the host community.
- Opportunity for bird conservation thanks to the alternative income produced by birdwatching.
- Community-based birdwatching tourism can contribute to the conversion of local poachers to become protectors of their natural wildlife resources.
4.3. AVAILABLE ORNITHOLOGICAL INFORMATION

Recommended specific actions:

1. Provide relevant information on birds and birdwatching facilities in the vicinity as well as information about natural parks and wildlife information centres.

2. Provide information of available bird related activities, birdwatching tours and other nature-related tours including a detailed description (timing, price,...).

3. Create a ‘nature room’ (with bird related books, journals, leaflets, documentaries...) where guests have the opportunity to enjoy birds indoors.

4.4. AVAILABLE HIDES FOR BIRD PHOTOGRAPHY

Recommended specific actions:

1. To have a hide for bird photographers in our facilities (or in agreement with another professional).

**Benefits to birdtourist businesses**

- Greater customer satisfaction by obtaining pictures, which are much more difficult to take in nature.
- Possibility of expanding the range of clients, since this activity may interest other birdwatcher’s family members or clients that are interested in photography rather than birdwatching.
- Less disturbances of birds in nature due to bird photography. More and more people are taking up photography, but often, they do not know about the disturbances that may be caused to wildlife (i.e.: get too close to the nests can cause the abandonment of the clutch...).

**Benefits to birds and environment**

- Generate more interest among customers in birds and their conservation.
4.5. ADAPTING MEAL PLANS AROUND BIRDWATCHING HOURS

**Recommended specific actions:**

1. Offer an adapted timetable of meals according to the best hours for birdwatching (especially an early breakfast, but also offer optional food packages (picnic)).

4.6. BIRDWATCHING SPOTS IN THE VICINITY

**Recommended specific actions:**

1. Indicate safe bird watching points in the vicinity of your facilities.
2. If there are adequate birdwatching points in the facilities themselves, information panels can be installed that may contain basic information about birds appearing in this area.

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<tr>
<td>• Providing interesting information to customers not used to birdwatching can encourage clients to return or attract new clients.</td>
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<td>• Having these observation points in the facilities can help to attract customers for short stays or with reduced mobility.</td>
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4.7. PROVISION OF BIRDWATCHING GEAR/EQUIPMENT

Recommended specific actions:

1. Offer or rent birdwatching equipment such as binoculars, telescopes and field guides or field equipment.

2. Avitourism businesses can also sell outdoor equipment (hats, T-shirts, sunscreen etc.), specific birdwatching gear, guidebooks, postcards with birds, posters and leaflets but may also extend their selection with craft/gift.

Benefits to birdtourist businesses

• Offer professional birdwatching opportunities to travellers without own equipment.
• Obtain extra income from the sale of equipment and merchandising.

Benefits to birds and environment

• *****
5. BIRD-FRIENDLY DISSEMINATION, AWARENESS AND PARTICIPATION
5.1. INTEGRATION OF BIRDWATCHING INTO MARKETING SERVICES

Recommended specific actions:

1. Promotional materials should integrate birds and birdwatching interests, information about activities and services in your area.

2. Online marketing should be used to promote birds and birdwatching activities (websites, forums, social media tools, online booking portals, travel websites…).

3. Partnering with local and international tour operators, companies and guides experienced in this sector.

Benefits to birdtourist businesses

- The use of bird’s images will increase your appeal and attract more birdwatchers and non-birdwatchers alike.
- Birdwatchers from around the world will become aware of your birdwatching activities, bird facilities, available services and bird-friendly policies.
- Local birdwatching guides can benefit by providing their services to your customers.
- Collaborative marketing with local tour operators is an effective way advertise your avitourism business as an attractive birdwatching destination.

Benefits to birds and environment

- Improved professional reputation due to the increased global demand for environmentally-friendly services.
- Thanks to the dissemination of the Code of Ethics, will raise guest’s awareness on appropriate environmental practices of birdwatching and nature tourism allowing them to adopt a more responsible behavior, thus minimizing the risks and impacts of the activity.

5.2. INFORMATION ABOUT THE ETHICAL CODE OF BIRDWATCHING

Recommended specific actions:

1. Provide to customers the possibility to consult the Ethical Code for Birdwatching.
5.3. RAISING GUEST AWARENESS ON BIRDS

Recommended specific actions:

1. Provide guests with relevant information about birds from around the vicinity and distribute or create educational material/leaflets of the most important birds in the area/country.

2. Engage guests and staff to maintain a list of wildlife sightings easily accessible.

5.4. CREATING NETWORKS

Recommended specific actions:

1. Have information available about other ornithological/nature activities (photography, festivals or birdfairs, family activities, etc.) that can be done in the area.

2. Have information available about other businesses that offer ornithological and nature tourism services.

Benefits to birdtourist businesses

- Possibility to carry out or attend other activities and events related to birds or nature.
- Possibility to meet other professionals committed to respect environmental tourism.

Benefits to birds and environment

- Communicate the wildlife species sightings around the establishment (especially the most emblematic ones) can highlight the value related to nature of our business.
- Increase awareness about birds, nature and the importance of conservation among all customers, not only bird-watchers.
5.5. PARTICIPATION IN BIRD CENSUS, SURVEYS OR CONSERVATION ACTIONS

Recommended specific actions:

1. Participate in actions developed either by birdwatching professionals or by local, national or international NGOs or other associations working in the field of environmental protection and nature conservation.

5.6. BIRD/ENVIRONMENTAL EVENTS AND FESTIVITIES

Recommended specific actions:

1. Organize or participate in bird/environmental festivities (i.e., events such as World Bird Day, World Migratory Bird Day, International Vulture Awareness Day, World Wetlands Day, World Environment Day, International Day of Biological Diversity, ...)

2. Organize or participate in bird events in different countries or regions such as the British Birdwatching Fair (BBF) in the United Kingdom, “Feria Internacional de Turismo Ornitológico (FIO)” in Spain, the South America Bird Fair, the Asian Bird Fair...

Benefits to birdtourist businesses

• These collaborations increase legitimacy as an involved professional in the conservation of birds and nature.

• Valuable contribution to assess the variety and number of birds visiting the area.

• The direct participation will help the conservation/monitoring programs to achieve their goals.

Benefits to birds and environment

• Raises awareness about birds and nature and encourages communal involvement. It is an ideal marketing tool that can result in greater sensitivity towards conservation.

• Valuable contribution to assess the variety and number of birds visiting the area.
5.7. VOLUNTEERING AND DONATIONS

Recommended specific actions:

1. Promote conservation providing guests with opportunities to volunteer/donate to local NGOs and initiatives through voluntary engagement or directly supported through financial contributions.

5.8. EVENTS FOR CUSTOMERS AND STAFF TO IMPROVE ENVIRONMENT

Recommended specific actions:

1. Participate or organize events like clean-ups of the surrounding areas (beaches, rivers, forests, desert plains...), elimination of exotic invasive species, natural vegetation planting... (always consult public authorities, NGOs and local associations to avoid having negative impacts on local flora and fauna during these initiatives).

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<td>• Direct involvement of customers in conservation initiatives.</td>
<td>• These clean-ups keep habitats suitable and safe for birds to rest and feed.</td>
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<td>• Increase revenues allowing more actions and projects for the conservation of birds and nature.</td>
<td>• Events collaborated with staff members, volunteering guests and/or local community raise awareness about threats and conservation issues.</td>
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SK KAYAC

SK KAYAK is an activity center specialised in offering guided kayak tours through the Cap de Creus Natural Park and the Aiguamolls del Empordà Natural Park. We offer ecotourism activities for families, schools and individuals and we propose a thematic activity of discovery of the birds that we call ornitocaiac, with a specialized guide.

In 2014 we decided to join *iberaves, ornithological tourism*, a SEO/BirdLife project, as a company committed to the development of responsible and sustainable tourism. In the activities we mention that we adhere to Iberaves to strengthen our commitment to ecotourism and responsible tourism and we have project material as reference. Without a doubt, it gives us added value. Throughout these years we have programmed the activity of ornitocaiac in both natural parks with good acceptance and some schools have come expressly to do this activity.

**Staff development & training**

In order that our guides can give more information about the local fauna and flora, from SK KAYAK we try to ensure that all our guides that work in the Aiguamolls are trained with the Iberaves course.

From the direction of the school, we very carefully design our products and pay special attention in making sure that birds are not disturbed or nesting areas are not entered when it is breeding season. Our guides also give recommendations to our clients in the guided tours concerning good practices for birdwatching.

Our guides, who previously did not recognize the birds of the area are now able to recognize most of the local avifauna and explain some anecdote and this gives an added value to the visits and is a resource that they have as guides.

We believe that we have helped to bring birds closer to the people and, in fact, there are companies that have already started offering "ornitocaiac" in other natural parks.

AGROTURISMO IL CERRETO

In the Organic farm holidays “Il Cerreto”, di Pomarance in il Cerreto near Pisa in Tuscany, the restoration and renovation of buildings have been rigorously effectuated to create a natural and healthy environment.

“We have done everything we can so that our guests feel completely at ease with the natural environment here at Cerreto. We have ecologically renovated all the buildings, meticulously chosen the furniture and accessories to restfulness lulled by the sound of the frogs and the crickets.” Live in the countryside to find inner harmony.

Bird-friendly water bodies

We have a natural swimming pool or “bio-lake”, that is an integrated ecosystem rich in local plants and animals.

The “bio-lake” (more than a traditional natural swimming pool) extends through an area of about 150 sq. meters and is composed of three parts: a bathing part, an area with purifying water plants and a separate small filter-area.

Water coming from the lake falls into the filter-area where it is purified by the roots of water plants and the special rocks lying on the bottom of the pool. Then it is pumped to a brook, which brings it back full of oxygen to the lake. Water is therefore naturally purified thanks to the very same ecosystem as a natural river.

The advantages of this environment –free from any chemical product or artificial element– is twofold: it fits perfectly into the surrounding landscape, and the sweet smell of the water makes bathing particularly pleasant.

In the Bio Agriturismo “Il Cerreto” the restaurant is our jewel in the crown and it also offers vegetarian dishes created with the organic produce grown on the farm. Another interesting aspect of Il Cerreto is that it is almost self-sustainable, as 65% of the electricity is supplied by photovoltaic panels and hot water by a solar thermal system.

More information: www.bioagriturismoilcerreto.it

Good practices included in this publication and developed by Agriturismo Il Cerreto
PROJECTE BUSEU

The Buseu Project that has been developed since 2009 in the town of Buseu - in the Catalan pre-Pyrenees - is led by Jordi Canut, promoter of the project expert in the biodiversity and native fauna of the area.

The project is a long-term concept, committed to the territory, the people, and the conservation of fauna and the environment. It carries the vision that things can be done differently and that we can all be involved in the conservation of natural and cultural heritage.

As part of the project different actions are carried out which support the conservation of the area, such as the recovery and maintenance of habitats, native plant species, water ponds.... Yet perhaps the greatest particularity of the property is the feeder for large raptors which face serious conservation problems, including availability of food. Therefore a specialized feeder (Supplementary Feeding Point) was requested from the competent administration.

We could say that this is how the Buseu Project began, since we have one of these feeding points of which regular visitors are species such as the Bearded Vulture, Black Vulture (with support for the reintroduction project in the area), Egyptian Vulture, Kites and Griffon vultures, among other species.

Available hides for bird photography

The project has been growing and a series of hides have been installed that allow nature lovers and photographers to enjoy the natural spectacle of feeding these species up close. There are also hides for Royal Eagle and Booted Eagle and another one near a water pond. In addition, for the people who are in the house, there are also remote cameras that allow you to follow up the spectacle of nature from the building.

With this project we have rescued an old, abandoned town by restoring some of the buildings to create a rural house. The building utilizes renewable energies and offers local and seasonal products with reduced and recyclable packaging.

Thus, we believe that bringing nature closer to the population is a way to make it known, which is necessary to inspire people and future generations to work for its preservation.

More information: https://buseu.es/
‘Our family understands the land. For four generations we have protected the environment, restoring value to the community while producing exquisite wines that are both healthy and natural’.

We pay a lot of attention to the local community where we live. Our commitment is to promote the quality of territory and its traditions and facilitate the entry of young people in the labour market. In simple terms for us this necessitates having a vegetable garden, taking care of the vineyards, producing food from our fields and remaining in contact with the earth.

We produce natural wine with healthy grapes from our vineyards to preserve and pass on a rich and respectful relationship between man and nature, the only one capable of ensuring a future for the planet. Our winery is certified organic by the agency “Suolo e Salute”.

Designation of birdwatching spots in the vicinity

We are collaborating with LIPU to plan a naturalistic and birdwatching path and to define a production disciplinary of good practices for the birds.

Most of 50% of our land is left fallow for natural habitat conservation and repopulation of the flora. We have preserved natural forests around the vineyards for the repopulation of insects useful to the biological cycle of the grapes and to act as safe corridors for the movement of wild animals.

Today the old house, built by our great-grandparents in 1933, has become the centre for our Estate Tenuta Cocci Grifoni. This country residence imbued with memories and passion of the past, enables us now to realize a dream: to welcome friends who come here from afar, to spend some time on our estate and discover the beauty of the land that gave birth to our wines, while they visit the nature around us. The family home is completely integrated with the cellar and wine making enterprise of Tenuta Cocci Grifoni, with a self-contained solar power plant.

More information: www.tenutacoccigrifoni.it
ACTIO BIRDING

ACTIO Birding is a project headed by Virgilio Beltrán - a biologist, naturalist, ornithologist, environmental educator and guide.

But Virgilio is also passionate about wine. Combining these two passions, ACTIO Birding offers not only the classic guided excursions and ornithological tours for the best places for bird watching in the Valencian Community, Albacete and bordering provinces, but also an innovative experience that combines ornithological tourism with wine tourism: BIRDS & WINES.

Who said that those passionate about birding do not know how to appreciate other pleasures?

Raising guest awareness on birds

BIRDS & WINES es una experiencia única que combina jornadas de “birdwatching” en comarcas que nos permitirán buenas observaciones de aves, con momentos de degustación de los vinos de calidad que se elaboran esa mismas zonas “de pajareo”.

Wines are made by winemakers who cultivate and elaborate in a respectful way with the environment and biodiversity and that will allow us to taste their wines, which they pamper like an artisan does with their works, and that will tell us about their relationship with the land.

We offer day, weekend or several days tours to enjoy this pairing experience of wine and birds in wine regions of Valencia, Castellón and Alicante, but also on the Manchuela and La Mancha vineyards, in Castilla la Mancha.

More information: www.actiobirding.com/
Ecobnb is a website that rates accommodations in general based on 10 sustainability criteria. For an accommodation provider to be included in the network it needs to at least meet 5 of them. They take into account requirements like using organic and local food, using ecological cleaning products, energy saving lights and using solar thermal panels for hot water.

Integration of birdwatching into marketing services

At the moment 5 accommodation providers in Malta and Gozo are listed on the ecobnb website.

Malta tourism authority also introduced the **ECO certification Malta** in 2002 which is also a useful tool for the birdwatcher tourist to check whether the accommodations are sustainable. The website also links to a “Discover” section where tours and activities are included. Birdwatching could be included on their “green itinerary” and then people can learn more about nature in the area that they are visiting.

Is a good initiative to promote to professionals who provide accommodation and it is also a good initiatives that many birdwatching tourists will be attracted to.

More information: [https://ecobnb.com/](https://ecobnb.com/)
PHOTO LOGISTICS

PHOTO LOGISTICS is a 10 year old service company that has built and consolidated the largest network of photographic hides (more than 70) in southern Europe throughout the Iberian Peninsula, the Balearic and Canary Islands. It has been possible because many people have believed in this project and thanks to networking among guides, small private owners and some public entities.

Thus, the work of PHOTO LOGISTICS is based on a network of people in which each one assumes the work for which they are better qualified. On one hand, from the inside all of us (administration, marketing, the guides and the construction of hides...) work coordinated for a common objective: offer the best hides during the best season giving the possibility to take of great pictures. On the other hand, the intention is to involve public and private owners. For us, the basic tool for this goal is to share with them the income generated by the hides installed on their land, with a minimum return of 10% of the income. Overall, it's then possible to develop actions to promote the territory in areas with clear depopulation and also to carry out small actions of land stewardship and habitat management.

Creating networks

But, surely the most notable effect of the economic return on public or private property is the valuation of the habitats and species and the awareness on the importance of their conservation.

PHOTO LOGISTICS also organizes conferences such as the Seminar of wildlife tourism and rural development or the Photo Terra festival (together with the City Council of Tremp and the AEFONA association) in which training is combined with reflection on the role of the wildlife photography in environmental awareness. In recent years, we have also been involved in the Leader Vida Silvestre project with the aim of making wildlife an engine of local development.

The idea of networking has also led the company to join the iberaves ornithological tourism SEO/BirdLife project, in which we collaborate with companies throughout Spain to generate high-quality tourism products that contribute to the protection of the natural environment.

More information: www.photo-logistics.com/
NATURA LODGE
Unusual accommodations

The testimony of Vero and Tonio, the owners
We wished set up many events to have the pleasure to gathering and meeting people who, as us, love and respect environment, nature, animals and worrying about the future of our planet.

Natura Lodge (France) is a small domain of 9 unusual accommodation accredited “Clef Verte”, “EcoLeader” and “Refuge LPO”, witch deliberately offering a limited number dwelling in order to offer a human-sized place to stay where nature is predominant.

Like the little Hummingbird, we try every day to “do our part” and do everything possible to encourage our guests to try to do theirs.

Participation bird/environmental events and festivities

Nature Festivals: sensitize the municipality, tradesmen and the inhabitants about their neighboring environment, its diversity and fragility.

Climate Tree: Engaging children in environmental awareness and illustrating the future of biodiversity faced to climate change.

We organize these events alone; from the creation of events in our village (invitations; display in the village), to the realization (local birds atlas, insect hotels, tree order at local nursery...).

We are supported by town hall, primary school which participate at our climate tree, and tourist office that was present at every Nature Festivals. Badly, tradesmen never came to Nature Festivals despite the invitations hand-delivered to each of them.

Exchanges with present people were very benefits, all in a good-natured atmosphere. Following our action “Tree for the Climate”, an explanatory slate on this day was installed at the foot of our tree and became a currently subject of discussion with our guests. Furthermore, primary school also planted a tree for the climate the following month.

ACTIO BIRDING

ACTIO Birding is a project headed by Virgilio Beltrán - a biologist, naturalist, ornithologist, environmental educator and guide – in collaboration with Rafa Torralba, Senior Technician in Forest Management and Natural Environment and an expert in the ecosystems of La Mancha.

We offer guided excursions and ornithological tours in the best places for bird watching in Valencia, Albacete and bordering provinces, as well as an innovative experience that combines ornithological tourism with wine tourism: Birds & Wines.

But we can’t forget our origins! For 30 years at ACTIO we have been working for environmental education, developing school programs and nature tourism activities for the family audience.

Raising guest awareness on birds

And so, birding with family was born. A proposal halfway between environmental education and nature leisure for families that we carry out in easily accessible natural spaces belonging to the Natura 2000 network.

On one hand, the objective is public awareness. We try to attract children’s attention to birds and get families involved in the conservation of birds and their habitats with different resources: guide explanations adapted to the level of children, visual resources or technology, that gives us what nature does not show us at the moment (sounds, maps, …). We firmly believe that: “it is not possible to love what you do not know, but it is easier to defend what you love.”

And the second objective, no less important, is try to reduce the deficit of nature that our children and young people have. Through these activities we want to bring children closer to nature and promote an encounter, not only with birds through telescopes and binoculars, but also with all the biodiversity present in the natural spaces we visit.

More information: www.actiobirding.com/
IBERUS BIRDING & NATURE

Iberus Birding was established by a group of biologists, naturalists and environmental technicians linked to the conservation movement. Our activity arises from the restlessness and the need to undertake of the group, but always with a maximal respect to the target species, like the Iberian lynx, among others, and with the latest technical and scientific knowledge.

One of the premises of the company was the creation of rural employment or green employment in a respectful manner and dedicating part of the funds and their own free time in the realization of conservation projects of fauna and flora.

Participation in bird census, surveys or conservation actions

The company invests part of its profits in developing conservation projects in Andalusia, where it mainly carries out its activities.

In this sense, we are involved in the construction and adaptation of buildings with nests, improvement of rabbit populations, ringing and studies of endangered species, purchase of crops for the Montagu's Harrier, among other initiatives and activities.

With this philosophy the company generates a knowledge and a scientific culture around the birds and the nature; but also creates the bases of conservation that allow an improvement of the populations of species with some category of threat. In fact, this is something that should be a forced fulfillment in ornithological or wildlife tourism companies because we are developing our activity in a fragile environment that needs local and companies support.

Another innovative way of creating a positive current of respect for endangered species in the rural environment is to have agreements for the touristic use of private farms. Those farms, previously, were dedicated exclusively to hunt or for livestock. Now, the owners of land “see with good eyes” the presence of these species, such as the Iberian Lynx, to obtain a direct economic benefit as a result of the visits of our company.

Another of the activities in which we are involved is the coordination of censuses and studies, contributing to citizen science: SACRE, SACIN, Atlas of birds, eBird, national censuses, etc.

More information: www.iberusmedioambiente.com/ecoturismo
The Migration Museum are the wings of the island, wings as a symbol of freedom, for birds that have become a resource to be protected, wings for sustainable tourism in a territory as small as fragile, as is the island of Ventotene.

The visit and the activities of the Museum accompany tourists inside the island’s nature, revealing extraordinary realities that only knowing them can be loved, respected and valued.

Located on the island of Ventotene, a stopping point for birds engaged in long seasonal flights on the Tyrrhenian Sea, the Museum tells the mysteries of migration on the basis of data collected by researchers from the Institute for Environmental Protection and Research. A journey through models, reconstructions and films to discover the reasons for such risky journeys, the mechanisms by which migrant and Mediterranean routes are oriented and to observe the flight of birds from the terrace overlooking the sea. At the end of the visit to the Museum you can have the good fortune to witness the ringing activity.

From 1988 Ventotene actively participated in the PPI (Small Islands Project), coordinated by the then INFS (National Wildlife Institute) which sees small Mediterranean islands, engaged in ringing activities. As part of this vast project, Ventotene was a site of extraordinary ornithological importance from the beginning, with the ringing of over 150,000 birds belonging to about 100 different species.

This is the Migration Museum on a national level and is among the first in all of Europe. Located on a cliff overlooking the sea in the building the “Semaforo” radio station of World War II, the museum was established in 2006 thanks to data collected by ISPRA researchers (Higher Institute for Environmental Protection and Research) for the PPI (Small Islands Project).

They also represent centers of excellence for scientific-naturalistic education and a valuable tool for getting to know the area. Their mission, in fact, is to guide visitors towards a richer and more articulate reading of nature and the environment through their interactive and multimedia settings and a rich calendar of events and activities.

More information: www.comune.ventotene.lt.it