

Bird of the Year 2024

Bateleur

Lesson 7

TOPIC: Conservation and Tourism value	
GRADE: 4-6	
CRITICAL & DEVELOPMENTAL OUTCOMES: Research and development	
LINKS WITH PREVIOUS LESSONS: Breeding and nesting	LINKS WITH NEXT LESSONS: Cultural value
FORMS OF ASSESSMENT: Research and formulating information into a business structure	RESOURCES: Included worksheet/s
LEARNING ACTIVITIES & ASSESSMENT:	
<p>Background</p> <p>For many year, it has been known that the population of the Bateleur has been declining and is mostly confined to protected areas today. Currently the IUCN classifies the Bateleur as an Endangered species due to the anthropogenic causes such as habitat destruction, pesticide usage and persecution.</p> <p>Estimates from the 1990s, from an average of 150 km² area required per pair, it was predicted that the total population could have been around 180,000 birds including juveniles. However, it is likely that the species numbers are far lower than that. Currently, the IUCN estimates broadly from 10,000 to 100,000 total individuals. The numbers in Southern Africa have shown the most dramatic and drastic known reductions. At one time, the species numbers at 2000-2500 pairs in the former Transvaal Province alone which was down to around 420 to 470 pairs by the 1990s.</p> <p>More recently it was estimated that there are less than 700 pairs in the entire region of Southern Africa, although that number may be too conservative. The Bateleur has declined by an estimated 75% in Southern Africa. The species is considered threatened in Zimbabwe, Namibia, Eswatini and South Africa and still considered not uncommon but probably declining in Malawi, Zambia, Mozambique and Botswana. Declines are not endemic to Southern Africa for the Bateleur, with declines strongly detected as well in Ivory Coast and Sudan. Additional countries that have reported strongly declining numbers are in Togo, Niger and Nigeria. Where Bateleurs were once common in road surveys in Central-West Africa, none were detected in newer road surveys from the 2000s in the same areas.</p> <p>The Bateleur's wide foraging areas and their ability to locate very small pieces of carrion, makes them highly susceptible to poison-laced carcasses even from a small proportion of farmers who use poisons. Bateleurs and other eagles are not usually the direct target of these poisoning operations, which has been detailed in a previous lesson. Ongoing persecution is serious and beyond poisoning, ongoing shooting and trapping continues. Trapping occurs of the species for its feathers which are used in medicine by traditional healers for predicting future events.</p>	

Less well known but probably occurring declines may be due to flying into manmade objects including wire collisions, reservoir drownings and road-killings. Additionally, shrinking habitat has been found to be a prevalent threat to Bateleurs due largely to expanding human settlements and intensifying livestock agriculture. No large-scale actions are underway, but they are possibly protected in Yemen as an endangered species. It is proposed to implement education and awareness campaigns across its range to reduce the use of poisoned baits. Regular population monitoring is being carried out. If this weren't bad enough, scientists have documented that some of these eagles end up accidentally drowning in farm reservoirs, too.

In Kenya, The Peregrine Fund scientists are working hard to learn about and protect all raptors and their habitats. Through environmental education efforts, they are also working to put a stop to the common practice of poisoning carcasses to kill large predators, which also kills a host of wildlife including vultures, eagles, and other scavenging birds. These efforts will certainly benefit all raptors of the region, including the Bateleur. More local organisations have been active with awareness and education, specifically looking at reducing the number of poisoning incidents. Research suggests that if the Bateleurs remain in protected areas, such as national parks, they are safe. As soon as they leave the boundaries of the park, they become vulnerable.

When we start to look at the value of the Bateleur, a Google search lists several businesses, lodges and camps that use the Bateleur in their name or logo. Is it the mere strength of this bird that attracts attention or the grace with which it flies over the landscape? Perhaps it is the sheer beauty of the bird? Majority of parks and camps across the continent rate the Bateleur as one of their attractions and must-see species whilst visiting. One thing that stands out in all the research, is that our world would be less if we lost this amazing species.

Activity:

Section 1 – The Bateleur as an icon

This activity can either be conducted as group work or individually. Learners need to research what companies/businesses, organisations and establishments use the Bateleur in their name or logo. Complete the supplied worksheet.

Section 2 – Developing a business or product

Learners can either work as a group or individually to complete this task. Design a new conservation business using the Bateleur in either the name or logo. A worksheet is provided with additional information to guide the learners through designing their business, which must support the conservation of the Bateleur and its habitat.



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The Bateleur in Business

Decide on a business that uses the Bateleur in the name or logo and follow the steps below to write your business plan. One thing that you need to remember when selecting your business or product is that it needs to be environmentally friendly and not impact negatively on the Bateleur and its habitat.

A business plan outlines your financial goals and explains how you will achieve these over the next three to five years. Writing this business plan ensures that you know what your vision is and how to organise your operations. Keep in mind that a business plan is a living document and can change over time.

1. Write an executive summary. This is who and what your business is, believes in (a mission statement), a description of your product or service and a summary of your financial plans. Remember to include a letterhead for your business as well as a logo, perhaps even design your own business cards.
2. Describe your company. Where you are located, the key staff in your business along with their skills and expertise.
3. Explain your business goals. This section explains what you would like to accomplish as a business.
4. Describe your product and or services. You would need to go into detail about your product or service, how it works, the pricing and the customers you will serve.
5. Do you market research. What is going to make your business better than others who offer the same or similar product or service? Perhaps look at a percentage of your product or service sales going into the conservation of the Bateleur and its habitat, a research or education project. Will you have partners who will work with you on this support initiative?
6. Outline your marketing plan. How are you going to make consumers aware and interested in your product or service opposed to competitors in the market? Include a flyer for your business which will market your product or service to your consumers.
7. Make financial projections. What is it going to cost to get your business up and running, marketing, staff costs etc?
8. Summarise how your business operates. Include your staff, premises etc.

Present all the information as a complete document. You will also need to give a presentation to the rest of the class. Ensure that you have copies of your flyers etc – this is the perfect opportunity to market your business.

