12 OCTOBER 2026

Global Flyways: New digital series spotlights global effort to protect migratory birds



We have launched Global Flyways, a new digital film series, in collaboration with Content With Purpose, that brings together scientists, conservationists, communities, organisations and local voices to reveal the global effort to protect migratory birds.

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The journeys that connect our world

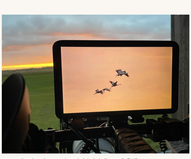
Every year, billions of migratory birds cross continents and oceans, connecting countries and ecosystems thousands of miles apart along ancient migratory routes known as flyways. Their increasingly precarious journeys carry an important message about the pressures facing the natural world we all depend on.

Our **2026 State of the World's Birds** report reveals that 45% of migratory bird species are now in decline, while 200 species – one in nine – are threatened with extinction. Their survival depends on connected habitats, coordinated conservation and people working together throughout entire flyways.

For the first time, *Global Flyways* makes these interconnected journeys visible, bringing together stories spanning conservation, science, technology, communities and industry.

WATCH THE GLOBAL FLYWAYS DIGITAL SERIES



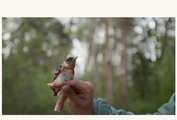


Filmed across 19 countries and five continents, the series connects local stories to a shared global challenge © CWP

Five continents, four flyways, and one global story

Filmed across 19 countries and 5 continents, the digital series follows stories that span four global flyways, from scientists tracking migration and communities restoring wetlands, to Indigenous knowledge, bird-friendly infrastructure and international conservation partnerships.

With 68 films and video assets, *Global Flyways* brings global conservation to life – creating a picture rarely seen in one place, with individual stories of migration forming part of a much larger story about a connected planet.



Global Flyways follows the communities and conservationists safeguarding the planet's most remarkable journeys © CWP



Migratory birds cross many borders on their seasonal journeys — protecting them takes collaboration across the whole route © CWP

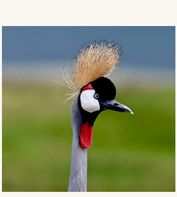
"For two years our camera crews followed the birds through 19 countries, and at every stop they found people working tirelessly to save migratory birds. Together, we can inspire a global movement to safeguard these natural super-highways – for birds, for people and for the planet – and save the wonder of migration."

MARTIN HARPER, CEO OF BIRDLIFE INTERNATIONAL

The *Global Flyways* series turns the scale of global bird migration into something tangible. It brings that breadth of action together, featuring organisations and partners working across conservation, science, policy, infrastructure and community-led action around the world.

"Across the world, people are doing extraordinary work to protect migratory birds and the landscapes and habitats they depend on. *Global Flyways* brings those efforts together, showing what conservation looks like in practice and what can be achieved when communities, scientists, organisations and decision-makers work towards a shared goal."

MAX SMITH, FOUNDER AND MANAGING DIRECTOR OF CONTENT WITH PURPOSE



Protecting sites along entire flyways safeguards not just migratory birds, but all the life that shares these ecosystems © CWP

We invite birdwatchers, conservationists, educators, researchers, policymakers, journalists and anyone curious about the natural world to explore the films, share their stories and discover how the places and people along the world's flyways are connected. Watch the trailer below:

PLAY YOUR PART TO PROTECT MIGRATORY BIRDS

Your support is critical to ensure that we can continue to deliver high-impact and long-term conservation for both people and nature.

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