

## **Conditions in Iran related to nature awareness educational programs in view of enhancing efforts to protect birds, especially the Siberian Cranes - abstract**

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To understand background and thus need for nature awareness education, predisposition to nature in Iranian cultural context is seen different from that of India, Africa, or Europe, e. g.- requiring an appropriate "grass-roots" approach, while present day problems caused by economic and industrial development and increase of population pose everywhere similar threats to nature.

A. Focus is especially on birdlife near the mangroves on Qeshm island in the Persian Gulf and along the Caspian Sea, including the winter habitat of the Siberian Crane. Problems to be addressed here are illustrated through maps, pictures, statistics, clippings.

B. Conservation and education measures already undertaken by various authorities and groups, including the media, are considered in short.

C. Pilot Plan Programm for environmental awareness education is introduced, by use of a mobile unit, in order to reach several target areas and groups, a video-library to the audience, which merely by its novelty should attract attention. This MVL (mobile video-library) should be equipped with multimedia computer serving as office and library, for developing and exhibiting programs timely and relevant to each region, shown to children in schools and to other local target groups, attempting to reach the "grass-roots".

Material from such already published CD-ROM multimedia discs like some electronic encyclopedias (ie. Grolier's), Big Green Disk (Media Design Interaktive), etc., translated into Farsi can be selectively utilized (with needed permission) and made regularly available.

Local university students could help in running the program (perhaps as part of their course work) and in training local village help.

The idea could catch on country-wide with some measure of success.

D. Anticipated reactions, disparagement and detractions to such plans is charted.

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