



# Your new BirdLife website is launched!

## Title

The old website dated back to 2003 (which is an awfully long time in the web world). Just think - Facebook, Twitter and YouTube didn't exist back then!

BirdLife's new website is designed to reflect the BirdLife Partnership as it is today— a network of strong, contemporary, world-leading conservation organisations taking action for nature and people. Conserving the world's biodiversity is a complicated task, so we have endeavoured to make it as easy as possible for you to understand our work.

## How have we changed?

- Simplified structure and navigation: you are only ever a couple of clicks away from material you want.
- Different routes to news stories: there are multiple ways to enter each of our pages and on each of them you will find the most recent and relevant news.
- Local to global: all **regions** have dedicated web space for more independence and for local perspectives on international issues.
- Global to local: one common structure wraps regional and global content so it is easier to find your way around.
- Focus on the audience: we give easy access to your areas of specific interest, such as **Policy** or **Science** or **Support**.

Additionally we have made the site mobile friendly so you can access it from the field.

## Same but different

Our website continues to offer the great scientific content of our **Data Zone** and continues to provide **News** from all over the world. You can now find this information in whichever ways suit you: through receiving email alerts, through our social media (**Facebook**, **Twitter**, **YouTube**, **Flickr**); and the new website increasingly becomes the meeting point for our **Partnership**.

Any comments and suggestions for edits and additional content are welcome!