



The new **Janet Kear Union Medal**

Replacing an existing, long-standing (1912–2017) medal is a difficult task. BOU Council asked for a fresh and contemporary design for their new Union Medal. My concept, based on the WWF 50p piece, was unanimously accepted at their March 2018 meeting. Working with master medal producers, Thomas Fattorini, we've produced a new medal we hope will last the next 100 years. Here I've summarised the key components of the new medal concept.

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June 2019

Bird icons (x24) including shorebirds, seabirds, passerines, wildfowl, gamebirds, and including several iconic families such as flamingos, penguins, albatrosses, swans and kiwis.

A **feather**, the feature that makes birds unique within the natural world and a link to birds' evolution from the dinosaurs.

BOU, represented by an ibis (x2), at the centre of the ornithological world. The flying ibis represents a moving, evolving society.

Community and the BOU membership, represented by researchers (x4) undertaking activities (using binoculars, photography, computing, laboratory) used in ornithological study.

Environment represented by habitat-based icons (6) for forest, mountain, desert, freshwater, sea and marsh (central ibis image).

The **hashtag** is synonymous with modern day communication, including science communication and social media, at which the BOU excels.

An **egg**, from which all birds are born and another link to birds' evolution from the dinosaurs.

Technology, as well as being represented by the community icons (optics, photography, computing, laboratory), also represented by a range of technology icons (x6) – radar, satellite, drone, Petri dish, hand-held device, traditional binocular.

