

Original Research Article

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The Persian translation of this article is published in the same issue with the following title

بررسی تطبیقی تمبرهای پستی یا موضوع گونه‌های جانوری در حال انقراض ایران و جهان بر مبنای فهرست (IUCN) (بررسی موردی هشت گونه جانوری)

Comparative Study of Postage Stamps with the Theme of Endangered Animal Species in Iran and the World, Based on the IUCN List (Case Study: Eight Animal Species)

Abstract

Problem Definition: One of the long-standing media that displays the pride, symbols, and rituals of nations is postage stamps, which, in addition to prestige, also show the cultural, economic, and social concerns of nations. One of these concerns is the climate crisis that has surrounded the whole world and based on scientific and research reports, the continuation of life of many animal species has reached the point of no return. Therefore, for decades, many countries and international organizations, along with scientific and practical efforts, have benefited from the efficient capacities of the art field to raise awareness at the national and global levels. One of these capacities is the publication of postage stamps. This research compares the postage stamps of animal species issued in Iran and the world, and finally, it will answer the following question: "How was the feedback on the issue of endangered animals in the postage stamps of Iran compared to other countries in the world?"

Objective: The present research, with a case study of the publication of «postage stamps» for Iran's endangered animals, emphasizes the special work of «visual arts» to fulfill its intrinsic and awareness-raising obligations on a national and global scale, and provides the necessary knowledge to the audience and agents of this field.

Research Method: This research is qualitative, and using a descriptive-analytical method, it examines «postage stamps» of 51 countries in the world, focusing on eight species of endangered animals that are on the common list of Iran's Environmental Protection Organization and IUCN. This study is conducted using library resources and information databases in the framework of 8 visual tables.

Results: It was found that despite having an ancient history in visual arts, including being a pioneer in the publication of postage stamps, Iran does not have a proper place in the intelligent use of this artistic and cultural capacity to influence the people and the government, for the effective protection of natural species, from the quantitative dimension as well as the scope of publication of postage stamps of animal species.

Keywords

Extinction, Animal Species, Biodiversity, Postage Stamps, Visual Arts, IUCN

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Introduction

Today's world is not peaceful, the extinction process has reached the sixth generation of living beings, and compared to 1900, the speed of their disappearance has increased a hundredfold. It is estimated that by 2050, about 20 to 25 percent of animal species will be on an irreversible path and may be removed from the universe forever. The important cause of extensive and destructive environmental changes is the irresponsible activities of contemporary humans. Iran's climate is also losing animal species and subspecies, like lions, cheetahs, yellow deer, Persian leopards, Pallas cats, Hawksbill sea turtles, Persian zebras, brown bears, and other animals. Considering the role of human factors in this regard, therefore, to change harmful behavior and actions, in addition to scientific solutions and the application of strict and preventive legal regulations, powerful cultural and social currents, including the institution of art, are necessary more than in the past to preserve the precious heritage of nature. The institution of art is one of the efficient cultural centers that, along with scientific efforts, has been able to force the mind and behavior of human society to think about many fundamental issues and even change its behavior. In addition to its commercial and exchange function, the "Postage stamp", as one of the sub-branches of visual arts, has become a platform for introducing and disseminating the cultural heritage of countries, governments, and international organizations. In environmental protection and warning about the extinction of animal and plant species, lasting samples have been issued all over the world. The bold approach of paying attention to life, and animal and plant species can be seen in the first half of the 19th century among postage stamps all over the world. Especially with the worsening of the issue of extinction and destruction of natural life both by countries and international institutions, many postage stamps with different methods and styles of illustration and graphics have been issued. However, the range and variety of postage stamps among countries have not been similar. This research, while referring to the scientific sources regarding the increasing spread of the phenomenon of animal extinction in Iran and the world, and the central role of humans in its escalation, emphasizes the effective function of art in the direction of fulfilling social obligations and raising awareness, and confirms on the position of «postage stamps» in the synergy of attracting participation in preserving the environment and wildlife. This study seeks to answer the following question: "What is the position of Iran in the postage stamps issue"? Moreover, the research will compare the postage stamps of animal species issued in Iran and the world, and finally, it will answer the question, "How was the answer to the problem of endangered animals in the postage stamps of Iran compared to other countries of the world"?

Research Method

The current research is qualitative and it is conducted using a descriptive-analytical method. Based on library documents and sources, it has monitored the interdisciplinary resources of the biology and art (visual arts major) with the theme of the risk of extinction of animal species. Therefore, eight species of animals in danger of extinction in Iran were identified and selected, whose list has been announced by the Environmental Protection Organization of Iran and IUCN, including lion, Persian cheetah, Persian leopard, Hawksbill sea turtle, Persian zebra, brown bear, Pallas cat, and yellow deer. In this research, more than 90 postage stamps listed in eight tables from thousands of examples issued in more than 50 different countries of the world including Iran, the United States of America, Russia, Mongolia, Afghanistan, Turkmenistan, occupied territories, Germany, India, Kenya, Benin,

South Africa, Czech Republic, India, Cuba, Moldova, Grenada, Vietnam, Malaysia, Nicaragua, Laos, Portugal, Uzbekistan, Azerbaijan, Turkey, Czechoslovakia, UAE, Poland, Belarus, Sweden, Maldives, China, Mauritania, New Guinea, Kazakhstan, Madagascar, Guinea-Bissau, Georgia, Brunei, Canada, Angola, Serbia, Ukraine, Romania, Spain, Macedonia, Sri Lanka, Pakistan, Equatorial Guinea, Bosnia and Herzegovina, and the former Soviet Union were selected and presented and they have been studied and compared in the framework of eight visual tables.

Research Background

In his article entitled «History of Iran's stamps in Qajar era» with a historical view of the establishment of the post house (ChaparKhaneh) during the period of Naser al-Din Shah Qajar, «Arjmand» (1996) mentioned the dispatch of a delegation in 1865 that went to France to issue the first edition of Iranian stamp there. On the same trip, M. Reister presented a set of 12 stamps with the idea of a lion and sun to the Iranian delegation, which was ultimately not approved by the Qajar court. Then, «Arjmand» points out a set of 6 clichés of M. Barre, while without being directly used in Iran's postal relations, their cliché is used in the design and publication of Bagheri stamps. «Motevali and Hossein Abadi Farahani » (2018) in his thesis entitled «Investigation of the functions of postage stamps in the Qajar and Pahlavi periods» refers to the boom in the use of Iranian stamps and the obsolescence of Russian stamps from Iranian postal items, which is a sign of gaining independence in the first steps of emergence, became stronger in the first Pahlavi period, and was valued as a luxury item. On the other hand, in the First National Assembly, the stamp was recognized as one of the sources of funding for the government and its affiliated organizations. Also, in his thesis entitled «Semiological examination of Iranian stamps from 1971 to 1981», «Soleymani» (2014) pointed out an important point and believes that due to the complicated conditions of the beginning of the first Pahlavi period and the value of postal stamps, the basis of publication and sale of counterfeit samples is provided, which has both brought rich profits to profiteers and reduced the value of authentic Iranian stamps. «Barzegar» (2011) also in the «History of Stamps in Iran» section of his thesis, explained the characteristics of the stamps of the Pahlavi era and the printing of stamps with ancient images and themes, the nobles of the land of Iran, national occasions, and focusing on the royal family, including marriage, coronation, and the birth of the king's children. Then, he pointed to the victory of the Islamic Revolution in 1978 and the many transformations it brought about in the approach of postage stamps issue and wrote that the aforementioned content of the stamps in the Pahlavi period gave way to revolutionary, political themes, fighting figures, and martyrs, and special attention was given to religious holidays and occasions.

Theoretical concepts of research

The main problem of the current research is to pay attention to several important concepts in the field of art and biology, which, due to the interdisciplinary nature of this research, concepts such as visual arts, postage stamps, animal species, biodiversity, and extinction have been mentioned.

1. Postage Stamps: Stamps are small pieces of valuable paper that are printed in different sizes, shapes, and pieces, and are charged by postal departments for sending mail (Soleymani Hajikandi, 2014, p. 12). Stamps are more than 180 years old, and the first modern stamp was issued in England in 1840 with an image of Queen Victoria, known as the «Black Penny». Postage stamps are printed for various purposes, such as paying postage,

displaying political symbols, cultural, artistic, and educational functions, as well as establishing peace and friendship (Barzegar, 2011, p. 11). On the other hand, the postage stamp has economic, political, and cultural-social functions, which include the economic, political, and social dimensions of the society in the form of an artistic leap (Motevali & Hossein Abadi Farahani, 2018, p. 83). The countries of England (1840), United States of America (1847), France (1849), and India (1854) should be considered among the pioneers in the design and publication of «stamps» that simultaneously with the printing of stamps, the supply of this important product with different themes was started. A quick look at the themes of the early decades of postage stamps shows that their frames were used to capture the images of those in power, the government, including kings, queens, influential politicians, and the like. In Iran, two decades after the publication of the world's first postage stamp, by the order of Naser al-Din Shah Qajar, a set of four Iranian postage stamps in four colors was issued under the name «Bagheri Stamp» in 1247, which depicts the icons of «Lion and Sun» (Rami, 2007, p. 57).

2. Biodiversity: In connection with the concept of species, the concept of biodiversity should be mentioned, includes a large range of animal and plant species and is made of the three basic elements of genetic diversity, species diversity, and ecosystem diversity, which is the product of billions of years of evolution of organisms in nature. Preservation of plant and animal biodiversity is important for humans because it provides both the increase of food products and the balance of natural life. In fact, biodiversity is the expression of the organized levels of life, based on the hierarchy of genes, individuals, species, biological community, and ecosystem, and it is examined from the three aspects of species richness, species uniformity, and species dominance (Bahmany, Ataei & Moradmand Jalali, 2013, p. 56).

3. Extinction: From a biological point of view, extinction can be seen as the death of the last member of a vital species that can no longer continue its life through reproduction. This situation will happen over a relatively long period, and in addition to the unnatural conditions that destroy biological species, research has shown that after millions of years, species undergo a natural evolution, and after a fundamental change, in other words, extinction, a new species emerges. The conflict between humans and wildlife may cause financial and life damage to humans or lead to the death of animals and ultimately pose a serious threat to the survival of wildlife populations (Mohammadi & Almasieh, 2022, p. 540). One of the latest scientific research conducted by a team of American scientists, «Michael Rampino», shows that the Earth has an extinction cycle of 27.5 million years, which led to mass extinction, and the closest geological event occurred 7 million years ago and the next event will happen in 20 million years. On the other hand, new research shows that millions of plant and animal species have faced extinction at a rate hundreds of times faster than the average of the last 10 million years. Surveys show extensive changes of 75% in land area and 66% in water area due to agriculture by humans and land use change (Tolfson, 2019, p. 171).

IUCN List

The official website of the «International Union for Conservation of Nature» at <https://iucn.org>, which is known by the abbreviation IUCN, provides information about the nature of this organization: «It was established in Geneva, Switzerland in 1948 and is an international organization to protect natural resources around the globe, which includes data collection and analysis, review of support projects and education. Its main mission is to

influence, encourage and help communities around the world to preserve nature and use natural resources with fair and sustainable using of capacities. This union, in cooperation with public and private environmental organizations around the world, continuously issues a list of animal species in danger of extinction».

Stamps of endangered animal species in Iran and the world

Searching for postage stamps with the theme of endangered animal species shows that this issue is followed with special sensitivity and many countries and international institutions on various occasions, have paid attention to the heritage, and natural and animal capitals in the context of the continuous release of stamps. As one of their oldest examples is the printing of a stamp with the theme of a brown bear in the countries of Canada (1851) and Brunei (1901). On the other hand, the examination of numerous and reliable sources of postage stamps issued in Iran shows that in the period from 1941 to 2021, a total of more than 1200 single set and block stamps were printed in Iran, out of which only 3 stamps printed as a single set or in blocks with the theme of the animal species are discussed in this article, which includes the following:

1. Publication of two stamps with the image of Persian zebra and yellow deer in 1974 under the title of the World Council for Hunting and Global Environmental Protection (See Figures 1&2).
2. The publication of a block of four with the image of a Persian cheetah in Nowruz 2003 (See Figure 3).
3. Publication of commemorative stamps of Persian sea turtles in 2009 (See Figures 4).

Investigations show that except in 1974 and part of 2001s when postage stamps were issued to protect the environment and live species, no other stamps have been found in this regard.



Figure 1. Persian zebra. Source: <https://iranstamps.com>



Figure 2. Persian yellow deer. Source: <https://iranstamps.com>



Figure 3. Persian Cheetah. Source: <https://iranstamps.com>



Figure 4. Persian sea turtles. Source: <https://iranstamps.com>

Endangered animals of Iran

Table 1 of Iran's list of endangered animals includes the list of endangered species of Persian lion, Persian leopard, Persian cheetah, brown bear, Persian yellow deer, Persian zebra, Hawksbill sea turtle, and Pallas cat. In this table, the characteristics of these animal species are briefly described; such as the type of species, their habitat, and the main causes of their extinction.






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Table 1. List of Iran's endangered animals. Source: Environmental Protection Organization of Iran.

Main causes of extinction	Residence in Iran	Class/order	Animal Characteristics
Irregular hunting and illegal trade, destruction of natural habitat by humans, and prey reduction	Dasht Arjan- West Azarbaijan- Khuzestan- Lorestan- Hamedan- Kermanshah- Ilam- Isfahan- Kerman- Bushehr- Hormozgan.	Carnivorous mammal	 Persian lion /panthera leo leo
Habitat separation, prey reduction and natural habitat destruction, illegal hunting, and the collapse of the Soviet Union	The mountains of Zagros, Kohgiluyeh, and Boyer Ahmad at heights of more than 3500 meters	Carnivorous mammal	 Persian leopard
Development of desert, change of natural habitat to agricultural and residential land, prey reduction, illegal hunting	Shahrood-Tabas- Zarand-Naeen	Carnivorous mammal	 Persian cheetah
Climate change and drought, lack of food, illegal hunting, development of tourism, industry, and mining	Zagros and Alborz mountain ranges	Omnivorous mammal	 Brown bear URSUS ARCTOS/
Destruction of natural habitat, irregular hunting, drought, entry of carnivorous species into protected areas	Around Karkheh and Dez dams- Nazsari Plain- Koboodan Island- Ashk Island- Dana Protected Areas	Even-toed ungulate mammal	 Dama dama mesopotomica/ Persian yellow deer




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Main causes of extinction	Residence in Iran	Class/order	Animal Characteristics
Destruction of natural habitat, occupation of watering places by livestock, illegal hunting	Turan Biosphere Reserve, Bahram Gur in Fars Province, Kalmand in Yazd Province	Odd-toed ungulate mammal	 <p>Equus hemionus onager/ Persian yellow zebra</p>
Oil pollution in the sea, oil exploration, construction on the coasts, illegal hunters, destruction of sea rocks, traffic of vessels, thermal pollution, collision with the engines of vessels, excessive use of turtle eggs for medicinal purposes, intensity of light around the coasts and decrease in the desire to spawning	Nakhilo and Om al-Karam islands in Bushehr province, Qeshm-Kish-Hondorabi-Hangam and Hormoz islands in Hormozgan province.	Testudinata reptiles	 <p>Eretmo chelys imbricate/ Hawksbill sea turtle</p>
Grazing of herds and livestock, the entrance of carnivorous species into the environment of Pallas cat	Mountainous, high rocky, and desert regions of the central and southern provinces of the country, Gavkhooni wetland of Isfahan province, Khajirat National Park	Carnivorous mammal	 <p>Pallas cat /felis manul</p>

Eight tables of postage stamps

In this part of the eight species of animal research, the subject of the research has been compared and analyzed in terms of how postage stamps are issued in Iran and more than 50 countries in the world in 8 visual tables.

1. The table of Persian lion stamps: The Persian lion animal species is on the list of endangered animals in Iran. Although more than 7 decades have passed since the sharp decline in the population of the Persian (Asiatic) lion, this animal has a special place in the history, literature, and art of ancient and modern Iran, except in the same Nasrid period and the printing and reprinting of painted stamps with the image of the lion and sun, in the following years, no official stamp was found to introduce and support its natural life. Based on the **Table 1** author's research, countries such as Kenya (1958), South Africa (1961), India

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(1963), Republic of Benin (1976), Afghanistan (1999), Czech Republic (2001), Moldova (2001), and Cuba (2007) have begun to issue postage stamps with the specific theme of Asian and African lions.

Table 1. Persian lion stamps. Edited by: The author.

Country	Kenya	South Africa
Postage Stamp	 1958	 1961
Source	https://alalmy.com	https://colnect.com
Country	India	Benin Republic
Postage Stamp	 1963	 1976
Source	https://colnect.com	https://stampboards.com
Country	Afghanistan	Czech Republic
Postage Stamp	 1999	 2001
Source	https://touchstamps.com	https://pinterest.com
Country	Moldova	Cuba
Postage Stamp	 2001	 2008
Source	https://pinterest.com	https://123rf.com
Iran with no postage stamp publication		

2. Table of Hawksbill sea turtle stamps: The Hawksbill sea turtle is one of the amphibian and omnivorous animal species of the southern and tropical regions on the coasts of Bushehr and Hormozgan provinces, which, according to the official reports of the Environmental Protection Organization of Iran, is in danger of extinction due to various biological causes, pollution, and human interference, including widespread illegal fishing. The Post Company of the Islamic Republic of Iran issued the only postage stamp with the theme of the Hawksbill sea turtle in 2009 (See Figures 4) in the form of a mini-sheet along with three other sea turtles. Based on the author's review of several countries in the world such as Vietnam (1965), Grenada (1976), Cuba (1983), China (1995), Portugal (2007), and Maldives (2013), have been assigned their visual postage stamps to this important and well-known animal species (See Table 2).

Table 2. Hawksbill sea turtle table. Edited by: The author.

Country	Iran	Granada
Postage Stamp	 2009	 1976
Source	https://iranstamps.com	https://alamy.com
Country	Nicaragua	Cuba
Postage Stamp	 1982	 1983
Source	https://alamy.com	https://pinterest.com
Country	Vietnam	Malaysia
Postage Stamp	 1988	 1990
Source	https://alamy.com	https://colnect.com







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Country	Portugal	Laos
Postage Stamp	 2007	 1996
Source	https://stampcommunity.com	https://123rf.com
Country	Vietnam	Granada
Postage Stamp	 1965	 2013
Source	https://alamy.com	https://colnect.com
Country	Kenya	China
Postage Stamp	 2005	 1995
Country	https://pinterest.com	https://colnect.com

3. Table of Persian leopard stamps: The Persian leopard is a Felidae species, and despite its high adaptability in the steppe, forest, and desert habitats of the Zagros mountains of Kohgiluyeh and Boyer Ahmad provinces, it has been placed on the IUCN red list based on the laws of the Environmental Protection Organization and due to excessive hunting. Also, for more than 50 years, the situation of the Persian leopard in the regions of Greater Caucasus (Southern Russia, Northern Georgia) and Lesser Caucasus (Georgia, Armenia, and the Republic of Azerbaijan) has been considered to be in danger of extinction (Mokanaki, Breitenmoser, Kiabi, Masoud, & Bench, 2013, p.22). However, contrary to the efforts of other countries to issue stamps with the theme of leopard, no sample of stamps printed in Iran was observed. Table 3 shows that in countries such as Angola (1953), Mauritania (1963), Bulgaria (1968), Turkey (2002), Azerbaijan (2007), Sri Lanka (2016), and Russia (2021), stamps with the image of a leopard have been printed.

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Table 3. Persian leopard stamps. Edited by: the author.

Country	Iran	Angola
Postage Stamp	No stamp publication	 1935
Source		https://alalmy.com
Country	Hungary	Azerbaijan
Postage Stamp	 1953	 2007
Source	https://alalmy.com	https://tambreyab.com
Country	Bulgaria	Mauritania
Postage Stamp	 1968	 1963
Source	https://alalmy.com	https://touchstamps.com
Country	Cuba	Turkey
Postage Stamp	 2007	 2002
Source	https://streamstamps.com	https://colnect.com
Country	Uzbekistan	Azerbaijan

Postage Stamp		
	1997	2021
Source	https://colnect.com	https://bittergroundmagazine.com
Country	Russia	Sri Lanka
Postage Stamp		
	2021	2016
Source	https://touchstamps.com	https://streamstamps.com

4. Table of Persian cheetah stamps: Persian cheetah, of which there are about forty individuals of this animal species left in Iran, is one of the most news-making animals in Iran's endangered species. In the latest example, a Persian cheetah named «Pirouz», who was the child of two male and female Cheetahs named «Iran and Firuz», was born in April 2022, and his growing up process was at the top of Iran's wildlife news. Finally, after several months of care and maintenance, on February 28, 2022, he died due to illness (ISNA, 2022). The image of the Asiatic cheetah appeared on the uniform of the Iranian national football team for the first time in the 2014 World Cup games (IRNA, 2016). Islamic Republic Post Company issued only one block of four postal stamps of Persian cheetah in 2003. **Table 4** shows that many countries have shown interest in the postage stamps issue with the cheetah theme; for example, Uganda (1960), Mauritania (1970), Afghanistan (1970), United Arab Emirates (1972), Russia (1976), Nicaragua (1988), Madagascar (1993), Poland (1993), Australia (1994), Somalia (1998), Republic of Benin (1999), and Kazakhstan (2003).

Table 4. Persian cheetah stamps. Edited by: the author.

Country	Iran	Afghanistan
Postage Stamp		
	2003	1973
Source	https://iranstamps.com	https://jomhornews.com
Country	Mauritania	Uganda/Kenya











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<p>Postage Stamp</p>	 <p>1970</p>	 <p>1960</p>
<p>Source</p>	<p>https://alamy.com</p>	<p>https://alamy.com</p>
<p>Country</p>	<p>Russia</p>	<p>Mongolia</p>
<p>Postage Stamp</p>	 <p>1976</p>	 <p>1979</p>
<p>Source</p>	<p>https://alamy.com</p>	<p>https://alamy.com</p>
<p>Country</p>	<p>Czechoslovakia</p>	<p>United Arab Emirates</p>
<p>Postage Stamp</p>	 <p>1972</p>	 <p>1972</p>
<p>Source</p>	<p>https://alamy.com</p>	<p>https://alamy.com</p>
<p>Country</p>	<p>Kazakhstan</p>	<p>Nicaragua</p>
<p>Postage Stamp</p>	 <p>1993</p>	 <p>1988</p>
<p>Source</p>	<p>https://alamy.com</p>	<p>https://alamy.com</p>
<p>Country</p>	<p>New Guinea</p>	<p>Cuba</p>
<p>Postage Stamp</p>	 <p>1980</p>	 <p>1978</p>









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Source	https://alamy.com	https://alamy.com
Country	Tanzania	Guinea-Bissau
Postage Stamp	 1995	 1999
Source	https://alamy.com	https://alamy.com
Country	Benin Republic	Madagascar
Postage Stamp	 1999	 1994
Source	https://alamy.com	https://esam.ir
Country	Kazakhstan	Somalia
Postage Stamp	 2003	 1998
Source	https://alamy.com	https://alamy.com
Country	Poland	Australia
Postage Stamp	 1993	 1994
Source	https://alamy.com	https://alamy.com

5. Table of brown bear stamps: The brown bear animal species that lives and travels mostly in the habitats of West Azarbaijan, North Khuzestan, Kohgiluyeh and Boyer Ahmad, Chaharmahal Bakhtiari, and Golestanak of Mazandaran, is one of the most endangered examples of Iran. According to studies conducted between 2002 and 2014, 68 bears were lost due to various causes such as road accidents, conflict with humans, illegal hunting, and poisoning with prey (Salamat News, 2018). **Table 5** shows that despite the importance of

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the subject and the presence of the brown bear species in the IUCN Red List, Iran has not issued any postage stamps with the theme of brown bears, while many countries in the world, including Germany (1949), Spain (1971), North Korea (1974), Yugoslavia (1987), Afghanistan (1995 & 1996), Belarus (2000), Serbia (2006), Macedonia (2009), Uzbekistan (2012), Pakistan (2016), Ukraine (2018), Sweden (2018), and Romania (2019 AD), have undertaken this task.

Table 5. Brown bear stamps. Edited by: the author.

Country	Iran	Georgia
Postage Stamp	No postage stamp issued	 1921
Source		https://wikipedia.com
Country	Brunei	Canada
Postage Stamp	 1901	 1851
Source	https://stampcommunity.org	https://animalsonstamps.press.com
Country	United States of America	Germany
Postage Stamp	 2010	 1949
Source	https://etsy.com	https://stampcommunity.org
Country	Spain	Serbia
Postage Stamp	 1971	 2006
Source	https://colnect.com	https://stampcommunity.org











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Country	Guinea-Bissau	Ukraine
Postage Stamp	 1974	 2018
Source	https://dreamstime.com	https://stampcommunity.org
Country	Romania	Afghanistan
Postage Stamp	 2019	 1995
Source	https://kids.kiddle.com	https://dreamstime.com
Country	Macedonia	Bosnia and Herzegovina
Postage Stamp	 2009	 2017
Source	https://stampcommunity.org	https://stampcommunity.org
Country	Belarus	Romania
Postage Stamp	 2000	 2012
Source	https://stampcommunity.org	https://stampcommunity.org
Country	Uzbekistan	Poland
Postage Stamp	 2012	 2012
Source	https://commons.wikipedia.com	https://colnect.com







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Country	Pakistan	Yugoslavia
Postage Stamp	 2016	 1987
Source	https://images.search.yahoo.com	https://stampcommunity.org
Country	North Korea	Afghanistan
Postage Stamp	 1974	 1996
Source	https://colnect.com	https://images.search.yahoo.com
Country	Belarus	Sweden
Postage Stamp	 2019	 2018
Source	https://stampcommunity.org	https://stampcommunity.org

6. Table of Persian yellow deer stamps: Persian yellow deer, a beautiful, herbivorous, and ruminant species with yellow and orange skin, is included in the IUCN red list, whose main habitat is Khuzestan and around Dez Dam National Park. Since 2011, the site of Arsanjan has been a breeding ground for the Persian yellow deer, and now 34 of this rare animal species live there (ISNA, 2021). Also, the number of 29 of Persian yellow deer were observed on Ashk Island in West Azerbaijan, and it indicates that this animal species is not extinct in Iran (Fars, 2021). Table 6 shows that not many postage stamps have been issued in Iran and other countries with this theme. The only postage stamp issued in Iran with the title World Wildlife Conservation Council dates back to 1974. Also, the countries of Hungary (1964), Germany (1966), Bulgaria (1981), occupied territories, Czechoslovakia (1963), Romania (1995), and the United Nations (1998) are among the countries and organizations that issued stamps with the theme of the yellow deer.

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Table 6. Persian yellow deer stamps. Edited by: the author.

Country	Iran	Germany
Postage Stamp		
Source	https://iranstamp.com	https://german-stamps.org
Country	Occupied territories	United Nations
Postage Stamp		
Source	http://stamps.livingat.org	https://pinterest.com
Country	Bulgaria	Bulgaria
Postage Stamp		
Source	https://pinterest.com	https://pinterest.com
Country	Czechoslovakia	Romania
Postage Stamp		
Source	https://colnect.com	https://pinterest.com

7. Table of Persian zebra stamps: The Persian (Asian) zebra is one of those animal species that lived in large numbers in Iran and the steppe and semi-desert areas, rough country, and extensive plains. However, currently, according to the laws of the Environmental Protection

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Organization, the decrease in the population rate caused by illegal hunting, habitat destruction, and the occupation of water-eaters by domestic animals, is included in the IUCN Red List, and only a small population of Asiatic zebras lives in the habitat of Kureh Turan, Kalmand of Yazd, and Bahram Gur of Fars Province. In 1974, Iran issued a postage stamp with the image of a Persian zebra. According to the author's review of Table 7, the countries of the Soviet Union (1974), occupied territories, Turkmenistan (1992), Kazakhstan (1993), and India (2013 AD) have issued postage stamps with this theme.

Table 7. Persian zebra stamps. Edited by: the author.

Country	Iran	Soviet Union
Postage Stamp	 1974	 1974
Source	https://iranstamp.com	https://pinterest.com
Country	Occupied territories	India
Postage Stamp	 1980	 2013
Source	https://etsy.com	https://istamp.com
Country	Turkmenistan	Kazakhstan
Postage Stamp	 1992	 1993
Source	https://pinterest.com	https://alamy.com

8. Table of Pallas cat stamps: The Pallas cat is a rare and rare animal species, wild and native to Central Asia, which was seen in one of the last observations on February 21, 2021, in the Isfahan International Cattle Wetland (IMNA, 2020). This small and beautiful animal, named after a German researcher, is on the IUCN Red List. The main habitat of the Pallas cat was mostly in the center of Iran, Isfahan, and Semnan provinces (Jam-e Jam Online, 2013) (See Table 8). In 2004, the only mini-sheet related to the theme of domestic cats was issued in Iran, and there was no mention of the Pallas cat among them. The countries of

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Mongolia (1974), Azerbaijan (1994), Russia (2014), Tajikistan (2017), the United Nations (2002), and Armenia (2022) have undertaken this task.

Table 8. Pallas cat stamps. Edited by: the author.

Country	Iran	Azerbaijan
Postage Stamp	No postage stamp issued	 1994
Source		https://alamy.com
Country	Mongolia	United Nations
Postage Stamp	 2002	 2002
Source	https://alamy.com	https://pinterest.com
Country	Tajikistan	Russia
Postage Stamp	 2017	 2014
Source	https://filatelialongboardi.com	https://colnect.com
Country	Tajikistan	Armenia
Postage Stamp	 1996	 2022
Source	https://colnect.com	https://pinterest.com

Conclusion

The study conducted in the entrepreneurship section of the cultural and artistic element of the postage stamp in informing society and the government shows many shortcomings. In connection with the central issue of the present research, it has been determined that despite nearly two centuries of stamp issues in Iran and even from the beginning of the 14th century until now and despite the expansion and development of the printing and issue industry and the increase of scientific, cultural, and artistic connections with the world and the publication of hundreds of postage stamps on various topics, which were mostly aimed at promoting the values of political and ideological systems before and after the Islamic Revolution, there is no specific, continuous and measurable planning and targeting in this field. Moreover, the share of the natural life of the ancient and rich land of Iran, both in terms of animal and plant species, there is a significant gap between the approach and orientation of Iran and many countries and international organizations. As African countries and Afghanistan have issued more postage stamps of living species compared to Iran, what is clear is that Iran's postal industry has not benefited much from this opportunity in the era when postal products exchanges using postage stamps were the peak of the world and postage stamps were considered an important and identity-creating element in this global mechanism. On the other hand, during the 70 years of the establishment of IUCN, whose purpose is to collect data, analyze, support, educate, and help communities around the world to preserve nature and ensure fair and sustainable use of natural resources and the environment, Iran has contributed little to this scientific and cultural mechanism. Also, research shows that since the publication of one of the first stamps with an animal theme, which was issued in 1851 with the image of a brown bear in Canada, and after that hundreds of stamps with the theme of animal species were issued all over the world, Iran's contribution in this field is very small, as between 1041 and 2021, only three stamps with the topic of Iran's endangered animal species have been issued.

Appendix

1. 1. The International Union for Conservation of Nature (IUCN), which is known by the abbreviation IUCN, was founded in 1948 in Geneva, Switzerland, and is an international organization to protect natural resources around the globe, which includes data collection and analysis, review of support projects, and education. Its main mission is to influence, encourage, and help communities around the world to preserve nature and use natural resources with fair and sustainable using of capacities.

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