Protecting birds from colliding with glass: a field-based study





THE PROBLEM

In North America, up to 1 billion birds die annually due to collisions with glass.

Due to its transparent and reflective properties, glass can give the illusion of a clear flight passage or a safe place to land.

THE SOLUTION?



Visual cues can be added in dense patterns to the outside of glass, so that birds perceive the glass as a barrier and avoid it.

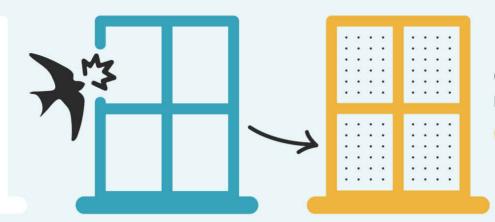
THE STUDY

We monitored for collisions of birds with windows year-round between 2013-2018, at two buildings in Delta, British Columbia.

In 2016 we applied **Feather Friendly**® circular adhesive markers across all windows of one of the buildings.

We also monitored an adjacent building that was constructed using **ORNILUX®** bird protective **UV-treated** glass.

RESULTS: FEWER COLLISIONS



Collision risk reduced by

95%

We found that the Feather Friendly® markers reduced collision risk at the retrofitted building by 95%.

Collision incidence was also lower at the two monitored facades of the building with ORNILUX® glass compared to the building with untreated glass.





CONCLUSION

Although more research is needed on the effectiveness of bird-protection products across a range of conditions, our results highlight the benefit of these products for reducing avian mortality due to collisions with glass.

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