

## Make your workplace bird safe

**Birds can't see glass. But they do see the reflections of trees, shrubs and sky mirrored in building windows. These reflected landscapes cause over a billion bird-window collisions each year in North America. There are simple and effective steps you can take to ensure your workplace is bird safe to reduce fatality rates and slow the rapid decline in bird populations.**

### *Why protect birds?*

Bird populations in North America are rapidly declining. The first and most comprehensive study of bird decline estimates North America has [lost three billion birds](#) over the past 50 years primarily to urban and agricultural expansion. Birds have economic and recreational value. Bird watching activities generate billions of dollars for the Canadian economy each year. But most importantly, birds are critical for food production and biodiversity. Birds help with seed dispersal, pollination and insect control.

### *Get Started: Assess the situation*

Take the BirdSafe® business [self-assessment](#) to determine the risk your building poses to birds. Start monitoring and recording window strikes by having [volunteer employees](#) routinely walk the perimeter of your building looking for evidence of bird-building collisions. You can [sign up](#) to receive spring and fall migration alerts to remind you when it's best to monitor. Note the number of bird strikes may be higher than observed. Deceased birds are often carried away by wildlife and domestic and feral cats.

### *Take Action: Make your business bird safe*

There are two simple actions you can take now to decrease bird-building collisions: apply visual markers to building windows and create bird-friendly habitat.

### *Visual Markers*

Reducing enticing reflections on windows can be as simple as adding a 10 cm x 5 cm adhesive marker dot grid to the outside of your windows. These dots are nearly imperceptible from inside because the backings are black. You can also apply pre-made window films or purchase windows with bird-friendly etched glass or UV coatings. Etchings can be custom designed for aesthetic appeal or to include your logo.

## ***Build Habitat***

Habitat loss is the leading cause of bird population decline in North America. By creating more habitat, we can reduce bird population decline. Start by planting trees, creating native plant gardens and installing bird boxes. Use our [plant lists](#) for breeding and migratory birds to choose bird-friendly plants for your gardens. Contact Greening Corporate Grounds for more ideas for your property at [gcg@cvc.ca](mailto:gcg@cvc.ca).

## ***Resources***

**Fatal Light Awareness Program (FLAP) Canada** is the leading authority on bird-building collisions. [www.flap.org](http://www.flap.org)

**Birdsafe** is a FLAP resource to help you keep birds safe from daytime and nighttime bird-building collisions at home and at work. [www.birdsafe.ca](http://www.birdsafe.ca)

**The State of Canada's Birds 2019** report highlights current bird population trends and conservation actions to reduce their decline. <http://nabci.net/resources/state-of-canadas-birds-2019/>

## ***Connect with us***

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