



Reducing Bird Mortality Rates in **Poland**

Customer **Case Study**

tactus

 feather•friendly®
• for the prevention of bird collisions •



**FF Kazimierz
Poland**

The TACTUS Company in Poland, Europe announces new applications of Feather Friendly® Commercial products have yielded impressive results.

TACTUS has aimed at reducing glass collisions with birds using Feather Friendly® commercial products. Three projects across the country have had a significant positive impact with stakeholders indicating a high level of satisfaction and confidence in Feather Friendly® commercial technology.

Making a Difference

Upon the request of the Gdansk Water Utilities Ltd., TACTUS applied the Feather Friendly® Commercial Bird Collision Deterrent Technology Product at the glazing surface of the observation deck in the water reservoir Kazimierz ON Sobieszewo Island (North Poland). Another installation of Feather Friendly® markers took place also at the Sobieszewo Island, in the restaurant called "Birds' Paradise Marina" located in the vicinity of the Birds' Paradise Nature Reserve and Vistula River Bank.

Feather Friendly® Commercial Markers installation also took place at a high collision impact zone of the glass facades of both the new Green2Day building in Wroclaw (SW Poland) and the XIntelihouse Company head office, located in the forest of Zalesie Górne near Warsaw (Central Poland).

The Challenge & Solution

The scale of the problem associated with the birds' collision mortality rates in Poland required using an extremely effective and eco-sensitive solution. In both locations mentioned above, birds' mortality is now under continuous monitoring, and Feather Friendly® will assist in reducing if not eliminate the problem of bird window collisions.

Recently, local polish radio showcased Feather Friendly® as a solution to this challenging problem that is seen globally. Collisions account for 1 billion bird deaths each year, or 10% of the total bird population in North America. In all of these collisions, buildings pose the biggest threat. In the UK alone, the British Trust for Ornithology estimated a few years ago that 100 million bird strikes occurred each year, of which a third are fatal. In Europe, the problem affects over 70 species of birds, from blackbirds to wrens. Exterior glass, whether it be clear, tinted, or reflective, is not a recognizable part of the natural world for birds, and therefore, they do not 'see' it.



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The Problem in Poland

The scale of the bird window collisions problem in Poland has not been well known so far, nevertheless it is becoming a noticeable and urgent issue for many Polish ornithologists and building owners. Random data collected in Polish city centres indicates that large and glazed building surfaces may generate high collision risk. Our aim is to determine which buildings/city areas are the most vulnerable. This is why, in 2018 we have started constant monitoring of several large office buildings in selected Polish cities. We have also began an experiment that aims to determine and compare the effectiveness of two different types of collision avoidance solutions.

Aleksandra Szurlej-Kiełańska, Lucyna Pilacka provided the case study information.



**FF Zalesie Górne
Poland**

Feather Friendly®

Located in the City of Toronto
A Pioneer in Global Legislative
Changes:

Environmental leadership from Feather Friendly® focuses on reducing bird deaths from collision through their work with The City of Toronto – a global leader in implementing legislation and guidelines to reduce and ultimately eliminate bird collisions with glass.

Various levels of governments around the world have either implemented or are in the process of creating legislation to make both new and existing buildings bird friendly.



About Tactus

TACTUS is a Polish company providing services in the field of nature protection and environmental impact assessment. They dedicate support to the construction and design industry specialists in meeting the requirements related to the nature protection in the course of the investment.

For several years, they have also been providing consultancy services for the sustainable design and construction sector, fulfilling specific requirements concerning their impact on the local biodiversity (interaction, supporting).

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About Feather Friendly®

Our Feather Friendly® product was developed approximately 12 years ago and is on its 8th generation. Toronto was the first city in the world to create Safe Building Bylaws in bird conservation.

Toronto is in a migratory bird path and has experienced significant fatalities due to glass buildings. In the 12 years, we have sold our solution globally with great success in reducing and eliminating bird collisions. Endorsed by leading bird conservation organizations.

“ We are the group of experts in various fields, but most of us are professional ornithologists, this is why one of our particular goals is the protection of birds in the urbanized environment. We put particular emphasis on protecting birds from the collisions with buildings and on education to make this issue more noticeable for architects and the construction industry.

We have been looking for a deterring product adequate both, for the homeowners and real estate developers. We feel that Feather Friendly® Commercial Bird Collision Deterrent Technology meets our client's demands and most importantly it is effective in reducing birds' collisions which convinced us to implement this product in Poland. We find it an effective and successful solution in the protection of birds. ”



Paul Groleau / Product Manager

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