

25 million birds die after preventable window collisions in Canada each year.¹



Learn how we can save the birds.

Why do birds collide with windows?

Window reflections
Birds fly towards habitat or sky reflected off mirrored glass.

Building location
Windows along migration routes or near other types of habitat increase the risk of collisions.

Time of the year
The risk of collisions increases during migration, which happens during the spring and fall.

Lights
Many birds migrate at night and are attracted to building lights.

Window transparency
Birds fly into glass trying to get to habitat, food, or space seen on the other side.

You can easily prevent collisions using bird proofing.

What is Bird Proofing?

The scientifically proven strategy of adding visual markers on glass to reduce bird collisions.

What are some bird proof options?

- Sticker or clings
- External screens or shades
- Marker (wax, grease, paint-based)
- Tape
- Patterned or perforated film

How do I bird proof my windows?²

- Add visual markers to the outside of windows.
- White markings provide the highest contrast against glass.
- Cover the entire glass surface.

Marker spacing: 5cm

Minimum marker size: 6mm

Misconception:
Bird proofing doesn't look good on windows. FALSE.
With many bird proofing options - stickers, markers, patterned film, etc. - subtle and creative designs can be created while following the guidelines.

Misconception:
Birds don't hit my window because I don't find them dead near my window. FALSE.
Birds may fly away after a collision and die of severe injuries, or predation if they are stunned and vulnerable. Dead birds may also be carried off by scavengers.

Infographic by KAP. DESIGN

Visit safewings.ca for more information.

Additional Resources: FLAP.org | Birdsafe.ca | Birdsafeguelph.ca

¹Quantifying Human-related Mortality of Birds in Canada, September 2013. ²birdsafecanada.ca

