



The Bird-Friendly City is an initiative started by Nature Canada. A Bird-Friendly City is a city that is creating safer urban environments by focusing on three main aspects: reducing threats to birds, restoring habitat and natural spaces, and educating and mobilizing the public.

This program is led on a local level by a motivated group of people who make up the core Bird Team for London, which currently includes representatives from London Environmental Network, Nature London, Upper Thames River Conservation Authority, Salthaven Wildlife Rehabilitation and Education Centre, Friends of Stoney Creek, and The Advanced Facility for Avian Research at Western University.

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Feather Friendly® Bird Collision Deterrent Technology saves birds with a durability and longevity of 15+ years. Tested and approved by American Bird Conservancy, Dr. Daniel Klem Jr., and supported by countless other organizations. Independent studies have shown a successful reduction in strikes of over 95%.

Our markers make the glass visible to birds, preventing deadly collisions without compromising a building's aesthetics or views. Since 2006 Feather Friendly has installed over 7 million sq. ft. of product worldwide!

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Protecting Birds in London, ON





London Food Bank | London, ON

plant pollination for example. LFB staff and volunteers wanted to take positive action to prevent further bird loss or injury, so they consulted with BFL to find an effective solution.

The Solution

BFL works to create safer urban environments by focusing on three main aspects: reducing threats to birds, restoring habitat and natural spaces, and educating and mobilizing the public. The chance to work with LFB on this great initiative was a perfect fit. “We were really excited about collaborating with the London Food Bank on this opportunity to help households access knowledge and tools for making their windows safe for birds,” said Brendon Samuels, a founding member of BFL.

Thanks to a charitable donation from Feather Friendly® (FF), the windows were treated with FF DIY Bird Collision Deterrent Markers. On September 12, 2023, BFL led a special training and installation event on-site with staff and volunteers of LFB. It was a beautiful day with a great turnout. LFB also distributes the FF solution thanks to a City of London sponsorship. BFL has provided LFB and other partners with hundreds of FF DIY markers to distribute to low-income households for free, aiming to remove cost as a potential barrier to participating in bird conservation measures. Now, when visiting LFB, clients are exposed to examples of bird-safe windows that might inspire them to take similar action at home. Thanks to the dedication and care of all involved, LFB is now creating an even brighter future for both birds and humans.

The Challenge

When the London Food Bank (LFB) was first established in 1986, co-directors Jane Roy and Glen Pearson determined it should be largely volunteer-run and fully transparent to the community. Now in its 37th year, LFB continues to flourish specifically because of its great volunteers, a committed staff, and a community that continues to donate supplies year after year. LFB is integral to the city through its mission to help a generous community share its food resources. It also supports this mission through choices that align with a healthy environment for all and cooperative partnerships with other organizations.

In the Fall of 2023, a creative new opportunity for collaboration presented itself when LFB connected with Bird Friendly London (BFL) to address the issue of bird-window collisions at their main facilities. The LFB building is located along a major migratory route and surrounded by attractive greenery for birds. However, the building’s reflective windows proved a fatal danger to residential and migrating species. Numerous species of birds play a vital role in sustainable food production worldwide. They contribute significantly to thriving environments through seed dispersal, increasing yields by preying on crop-eating insects and rodents, and essential

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