



**UNC GREENSBORO**

Department of Biology

## UNC Greensboro

Established in 1891, UNC Greensboro (UNCG) is a public research university in Greensboro, North Carolina. It is part of the University of North Carolina System. The university offers more than 100 undergraduate, 61 master's, and 26 doctoral programs. The UNCG campus has been shaped by a long history of planning and design, the result of which is the memorable sense of place that defines the institution today. Built in 2003, the Sullivan Science building is named in honor of Patricia A. Sullivan, chancellor from 1995-2008. Today, it is home to the Department of Chemistry and Biochemistry and the site of the campus's first bird-window collision mitigation project.

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Feather Friendly® Bird Deterrent Technology is a simple solution that positively impacts bird conservation, 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 6 million sq. ft. of product worldwide!

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Photo: Sean Norong,  
UNC Greensboro

# Saving Birds at UNC Greensboro



Photos: Sean Norona,  
UNC Greensboro



## UNC Greensboro | Greensboro, North Carolina

### The Problem

Research by the US Fish and Wildlife Service estimated that one billion birds die from window collisions each year in the US. Twice a year, billions of birds migrate between wintering and breeding grounds. Over 1 million birds fly over Guilford County per night during peak migration. Low and medium rise buildings with highly reflective glass, such as the Sullivan Science Building at UNC Greensboro, account for approximately 50% of total collisions.

### UNCG Sustainability

UNCG is committed to being an environmental steward and endeavors to proactively and effectively manage its impact on energy, water, and other natural resources. Leading that charge, the UNCG Office of Sustainability encourages and supports the development and implementation of sustainable practices in administrative units of the university to create a meaningful link between academics and operations that supports use of the campus as a teaching laboratory.

In 2016, UNCG students elected to allocate a portion of their student activity fees toward environmental stewardship and established the Green Fund. Governed by a committee of students with assistance from faculty and staff experts, the fund operates as a campus-based grant program that offers education, research, and professional development opportunities for students and employees by investing in campus infrastructure and programming. As of 2023, students have invested over \$500,000 in 93 projects.

### The Solution

In February 2021, with the support of a grant from the UNCG Green Fund, two Ph.D. students in the UNCG Department of Biology began a research project with the support of the UNCG Audubon Birders & Conservationists student group to collect pictures, survey locations, and identify bird species involved in window strikes on campus. The project examined several buildings on campus over an approximately 8-month period. It specifically observed a high concentration of bird strikes occurring at the Sullivan Science Building. During this period, over twenty (20) bird collisions were observed at Sullivan, with the highest number concentrated at the west entry façade and canopy.

With the support of university leadership and the Office of Sustainability, the students applied for and were awarded a 2nd Green Fund grant for the purchase and installation of Feather Friendly® deterrent markers on the exterior entry, allowing the birds to see the barrier rather than flying into the reflection.



The success of the project is thanks to the UNCG Audubon Birders & Conservationists and the UNCG Green Fund



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