

Reduced Bird Collisions by 95% for Corporate HQ

The Problem

In 2017, Zurich relocated its US Headquarters to Schaumburg, IL, which lies within the Mississippi Flyway bird migration path. Since the relocation, two to three bird deaths were recorded daily due to birds colliding with building windows. Increased costs associated with sanitation activities combined with increased employee complaints prompted Zurich to search for a solution.

Actions

In 2020, Zurich contracted Wild Goose Chase (WGC) to conduct a [Migratory Bird Safety and Window Collision Risk Assessment](#) for the entire building and to propose solutions to reduce bird deaths.

Bird Safety & Risk Assessment

A daily onsite survey was conducted over a multi-week period to gather baseline data on bird collisions. During this time, WGC's staff biologist, animal behaviorist, and window collision experts assessed the entire building to better understand window characteristics and the surrounding ecology of Zurich's headquarters. Survey data and risk assessment insights were combined to determine the building's risk of further bird collisions.

Solution & Rollout

WGC determined that the most appropriate solution was to install [Feather Friendly®](#), a Bird Collision Deterrent pattern applied to exterior glass surfaces in the areas identified as the highest risk. This solution



had the dual benefit of enabling the birds to "see" the treated windows while allowing sunlight to still enter the building. WGC recommended a phased rollout of the solution to prevent the majority of bird deaths while maintaining cost effectiveness.

Impact

Since installation of Feather Friendly® on the highest risk area, recorded bird collisions have been reduced by 95%. These promising results have led to Zurich considering phased program rollout in other problem areas, balancing programmatic impact and operational budgets.

The project was endorsed by the Chicago Audubon Society and the Chicago Bird Collision Monitors group as "setting an example we hope other Chicago area businesses will follow for using bird friendly designs and materials. Installing Feather Friendly in this targeted location should lead to a significant reduction in harm to birds."