



Founded in 1782, Washington College is the nation's first liberal arts institution and the tenth oldest college in the nation. Enrolling approximately 1,000 undergraduates from more than 35 states and over 20 nations, Washington is known for outstanding academics, placing an emphasis on hands-on, experiential learning across more than 50 multidisciplinary areas of study. The College is home to nationally recognized academic centers in history, writing, and the environment and society. In addition to its main campus in Chestertown, Maryland, Washington also features a riverfront campus and a 5,000-acre river and field campus, which provides unique research opportunities for students and faculty. Learn more at www.washcoll.edu.

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Feather Friendly® Bird Collision Deterrent Technologies is the trusted, scientifically-proven solution for preventing bird glass collisions. We are tested and approved by the American Bird Conservancy, Dr. Daniel Klem Jr., and many other organizations.

Since 2006, over 7 million sq. ft. of product has been installed worldwide, with a durability and longevity of 15+ years.

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College Conservation Initiative Protects Birds





Washington College | Chestertown, MD

The Challenge

On Maryland's Eastern Shore, Washington College's Semans-Griswold Environmental Hall (SGEH) is a Living Building Challenge structure adjacent to the Chester River. It is home to the College's Center for Environment & Society (CES) and provides academic and lab spaces for the College's growing environmental programs. A regional hub for hands-on research on the Chester River, the Center is a magnet for thought leadership centred on the environment and the challenges facing the region, the country, and the world.

Located on the Mid-Atlantic flyway and within the largest estuary in the United States, the College campus is aptly placed to provide essential habitat for protecting residential and migratory birds. SGEH is surrounded by native meadows, shrub plantings, and marshes, which provide food and shelter for a variety of birds and pollinators. Local birds such as Song Sparrows, Northern Mockingbirds, Carolina Wrens, and Bald Eagles are joined by countless neotropical migratory species that can be seen using the habitat around the building. But buildings surrounded by good quality habitat can pose risks, specifically when it comes to avian collisions with windows and glass exteriors. Every year in North America, approximately 1 billion birds are lost to collisions with glass.

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The Solution

To make this living building a sanctuary for all, Feather Friendly® Bird Collision Deterrent Markers were installed on the porch windows next to the native meadow planting. The first phase of installation was completed in 2023. Feather Friendly® has developed a glass collision deterrent system that helps birds identify the window as an obstacle, while preserving views - which was essential to the building as it overlooks the scenic waterfront of the Chester River. As funding becomes available, CES is excited to move forward with future installations to the office and lab windows throughout the rest of the building. Prospective plans also include treating extensive glass areas of the John S. Toll Science Center and Hodson Hall Commons buildings on the main campus.

CES is dedicated to habitat and bird conservation. Staff at CES focus on a variety of environmental programming themes, some of which are dedicated to avian conservation and natural resource management. As part of their migratory bird banding program, staff manage the Foreman's Branch Bird Observatory, on the River and Field Campus, which is currently running tests on bird-friendly glass in collaboration with the American Bird Conservancy. The River and Field Campus provides opportunities for undergraduate students to engage in research, develop skills in field methods, and learn about regenerative and unique solutions for managing and creating natural habitat.

This multi-phase initiative to preserve bird biodiversity strengthens Washington College's sustainability pledge, as it is committed to supporting the health of our planet and its people.

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