

WATCH OUR BIRDS

ATTENTION A NOS OISEAUX

What is it?

Watch Our Birds is a project aimed to raise awareness on protecting bird life in the city of Montreal. The number of birds in our area being reported as disappearing are rising and the causes are primarily due to human malpractices. Using the data collected by the city on tree species location, we will send packages specific for the types of birds who exists near the located tree species to citizens, including the materials and instructions they need to participate as well as a QR code that leads to more information on bird life. Through interactive elements that get everyone in the city involved to create an ever-growing art exhibit, this project will encourage all participants to grow a certain understanding of Montreal's birds and how they can contribute to protecting them.

How Does It Work?

This interactive initiative invites citizens to learn about and appreciate the bird population through communal art, nature, and provided information. Once the citizen receives their package of origami sheets, instructions, and information, they can participate in the construction and then place their creation in a designated tree in a park near their home. Not only will the participant being learning more on birds, but any passerby will be tempted to find out why there are so many origami birds in the trees. Parks including these destinations will have a plaque near the trees with a QR code. the code will direct the user to a website that includes more information of the city bird's condition, along with a list of actions to take in order to better protect them.

How Does It Stand Out?

This project would not exist without people adding to it, mirroring how the bird population is at risk if the citizens don't start actively participating in protecting and caring for them. Essentially this initiative stands out in comparison to most because it is inclusive to all people who live in the city. It is an example of a 'first step' that a person takes in vowing to protect our birds.

What Is The Outcome?

The hopeful outcome is that as the project grows and expands throughout the city, its citizens will begin paying greater attention to the products they use and how they interact with bird life, resulting in keeping the birds in Montreal. Watch Our Birds packages will also be available in local shops, with 30% of the profits going to the shop and the rest to a bird protecting organization. This will drive attention and money not to just bird life but also local Montreal businesses. It will also result as a reminder that birds add colour to our city, which will hopefully encourage more people to partake in this initiative and movement.

