



***Coteccons presents:***

# Swift Protection Initiative (SPI)



# 1. Nature protection as a common and most important challenge:

- ❑ In recent years, humanity has become acutely aware of its responsibility to preserve nature and biological diversity;
- ❑ The attention of companies to ESG (Environmental, Social and Governance) factors significantly affects the growth of their capitalization, access to financing and their image in the market;
- ❑ Plants and animals of Vietnam make up one tenth of the planet's biological resources. Protecting and caring for them is of great importance for the country and all of humanity.



## 2. Swifts



## 2.1. Swifts are amazing and unique birds (1/2):

- ❑ The combination of speed, agility and coordination inherent in swifts has no analogues either in nature or in technology;
- ❑ A small bird flies a distance 150 times its own length in a second;
- ❑ The life of swifts is a continuous flight: they spend almost all the time in the air, they land only for breeding. The swift can fly up to 200 days without landing. In a year, the swift flies the equivalent of the distance from the Earth to the Moon;



## 2.1. Swifts are amazing and unique birds (2/2):

- ❑ Residents of houses where swifts nest are not bothered by blood-sucking insects: each bird catches up to 40 thousand midges a day;
- ❑ Swifts are common all over the globe except in the polar regions.





## 2.2. Essential threat to swifts

- ❑ Historically, swifts have become human companions. For centuries, swifts have used man-built buildings for nesting, for example, they built nests in cracks between bricks. But now, as the old buildings are being demolished, the nesting area of swifts is rapidly decreasing;
- ❑ We can save the population of swifts if we leave special cavities for nesting swifts in the walls of new buildings;









## 2.3. International movement of swift defenders (1/2)

- ❑ The swift is an iconic bird in many religions and cultures;
- ❑ In the last decade, a massive worldwide movement in support of the swifts has formed;
- ❑ In 2015, the association "Swifts Without Frontiers" was established, bringing together public organizations from 28 countries – from China and Nepal in the east to Canada and Argentina in the west;



## 2.3. International movement of swift defenders (2/2)

- ❑ Since 2019, World Swift Day has been celebrated on June 7: on this day, swift defenders hold mass events with the involvement of municipalities, educational institutions and the media;
- ❑ Only in the first year of the celebration, mass events were held in 110 cities around the world.
- ❑ The geography of support for swifts is rapidly expanding.





### **3. The essence of Swift Protection Initiative (SPI)**





## 3.1. Technical part of SPI

- ❑ From a technical point of view, the initiative provides for the construction of houses with small cavities for nesting swifts (entrance hole - oval 30 x 60 mm);
- ❑ In world practice, ready-made solutions for such a task are already used. One of them is nest bricks. These are hollow, rectangular boxes made of a breathable material called woodcrete or stonecrete – a mixture of concrete and wood or stone. Integrating them into walls does not compromise insulation and the only part visible from the exterior of the house is the small entry hole. For instance, the market for swift bricks in the UK has expanded by 30-40% per annum over the last five years.



## 3.2. Marketing part of SPI

Coteccons plans to actively promote the initiative in the interests of all companies that will join it.

This, in particular, will include:

- ❑ creating a special website;
- ❑ holding a special exhibition dedicated to swifts at the headquarters of Coteccons;
- ❑ publishing a brochure for residents of swift friendly houses



## 4. Benefits from SPI



## 4.1. Benefits for construction companies:

- ❑ involvement in a noble initiative;
- ❑ an effective marketing tool to attract additional attention;
- ❑ a way to increase the value of the business





## 4.2. Benefits for developers:

- ❑ involvement in a noble initiative;
- ❑ additional demand for real estate from environmentally oriented customers;
- ❑ an effective marketing tool to attract additional attention.



## 4.3. Benefits for residents and local communities:

- ❑ involvement in a noble initiative;
- ❑ protection from blood-sucking insects;
- ❑ opportunities for birdwatching;
- ❑ increase in the value of their apartments or houses







***Thank you for your kind attention***

