

Birdfy Now Labeled Climate Pledge Friendly on Amazon

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[/EINPresswire.com/](https://www.einpresswire.com/) -- In today's landscape of environmental consciousness, Birdfy emerges as a beacon of eco-innovation, proudly achieving the prestigious Climate Pledge-Friendly (CPF) certification from Amazon. This certification, a hallmark of sustainability, underscores Birdfy's commitment to green practices and signifies a significant stride towards a more eco-conscious future.

Amazon's Climate Pledge Friendly Program: A Green Revolution

The Climate Pledge Friendly Program, a cornerstone of Amazon's environmental initiative, aims to simplify sustainable shopping by highlighting products with reduced ecological footprints. By collaborating with diverse third-party certifications, Amazon empowers consumers to make informed, eco-conscious choices while encouraging manufacturers to innovate towards sustainability.

As Cyrus Wadia, Worldwide Head of Sustainable Products at Amazon, commented: "We're making it easy for customers around the world to take steps to reduce their impact on the environment, including swapping out everyday products for more sustainable options."

Why Birdfy Earned Its Feathers in Eco-Friendly Innovation



Climate Pledge Friendly



Climate Pledge Friendly Logo

Birdfy's commitment to sustainability has earned international recognition through the attainment of the Climate Pledge Friendly (CPF) certification, particularly for its superhero products the Birdfy Feeder and Birdfy Feeder Bamboo. In addition to these flagship offerings, Birdfy's commitment to sustainability extends to its accessory line, including the Pro Perch Set, Birdfy Hummee Extension, and Solar Panels Accessory.

Birdfy stands as the first bird feeder brand to achieve the CPF designation by adopting a comprehensive approach to environmentally friendly practices, which encompasses the entire lifecycle of its products—from the initial design and selection of materials to the efficiency of production processes, the carbon footprint of transportation, and the recyclability of packaging.

Winning this CPF certification underscores Birdfy's proactive measures in sustainability, reduction of carbon emissions and resource consumption, marking a significant step forward in eco-friendly practices within the industry.

Beyond CPF: Birdfy's Green Initiatives and CSR Contributions

Birdfy's commitment to environmental sustainability is highlighted by prestigious recognitions: the Forest Stewardship Council (FSC) certification for responsible sourcing, participation in Walmart's Project Gigaton for reducing greenhouse gases, and the How2Recycle label for promoting recycling transparency. These accolades underscore Birdfy's integrated approach to sustainability, from ethical material sourcing to advocating for reduced carbon emissions and encouraging responsible consumer behavior.

In addition to Birdfy's efforts for the environment, Birdfy actively collaborates with educational institutions and bird conservation organizations to foster a deeper connection between people and nature. Partnerships with Holly Springs Elementary, Tadorna Wildlife Hub, Birda, and WILDSPACE have allowed Birdfy to support bird conservation education and engage communities in wildlife appreciation through donations and product sponsorships.

Besides that, Birdfy focuses on using eco-friendly materials, optimizing product design for sustainability, setting ambitious carbon emission reduction targets, and fostering a sustainable supply chain. Birdfy also promotes recycling and remanufacturing of its feeders, emphasizing its commitment to reducing environmental impact and advocating for sustainable living.

About Birdfy

Birdfy is passionate about fostering a deeper connection between humans and nature through sustainable bird-feeding solutions. Founded on the belief that caring for birds contributes to the well-being of our planet, we prioritize environmental stewardship in everything we do. From our flagship Birdfy Feeder to the eco-friendly Birdfy Feeder Bamboo, sustainability is at the core of our product design. As part of initiatives like Amazon's Climate Pledge Friendly (CPF) program, we're dedicated to reducing carbon footprints and promoting eco-conscious practices. Birdfy

isn't just a brand; it's a movement towards a greener future, inspiring individuals and communities to embrace sustainability. With state-of-the-art bird cameras, identification technologies, and immersive educational experiences, Birdfy empowers enthusiasts to discover the wonders of avian life. Join us in creating a better world for birds and humans alike. Visit www.birdfy.com and connect with us on social media to stay updated on our latest innovations and initiatives.

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