



# CANADA AND THE U.N. International Year

## Canadian leadership shows the world the future of progressive forestry

**H**ealthy, thriving forests are key to sustaining life on Earth. But each year, an area of forest roughly the size of Costa Rica is destroyed, according to the United Nations. To help meet this challenge, the United Nations declared 2011 to be International Year of Forests to raise awareness about sustainably managing, developing and conserving forests.

Canada is at the forefront of sustainable forest management. The federal government is helping the forest sector become more competitive and environmentally sustainable by investing in advanced technologies. Natural Resources Canada's \$100-million Investments in Forest Industry Transformation program supports projects that use new technologies to create non-traditional high-value forest products and renewable energy.

From responsible consumption to model corporate stewardship of resources, and the most advanced research and development in the world, Canada leads the way in managing this renewable resource.

### Responsible retail

Many Canadian retailers are supporting sustainable forestry. Home reno giant Rona won an award in 2009 from the Boreal Leadership Council. Rona was recognized for its ambitious procurement policy. "It's tough to see how we could stay in business without showing leadership on sustainability," says Éric Paradis, vice-president of merchandising at Rona. Rona's commitment to promoting sustainable forestry was also on display in TV spots that aired during the Stanley Cup playoffs. "We weren't talking about rebates or putting things on sale. We ran the ads to help raise awareness," Paradis says.

### Sustainable forest certification

With virtually zero deforestation, more protected forest, and more third-party certified forest than any other country, as well as some of the toughest forestry regulations in the world, Canada is second to none when it comes to environmental stewardship.

"We are recognized as a leader in sustainable forest management, which is exemplified by our record on certification," says Tom Rosser, assistant deputy minister with the Canadian Forest Service. Certification involves adhering to internationally recognized standards. Certification is validated and granted by independent third parties, which track the sustainability of wood products through the "chain of custody" from processing through to distribution. Canada accounts for over 42% of the world's certified forests.

"The UN International Year of Forests provides an opportunity to raise awareness about certification and sustainable forestry," Rosser says. He points to how Canada's Model Forest Program has enjoyed considerable success in promoting sustainable forestry. A model forest is an area where partners ranging from local farmers to national poli-



# of Forests 2011

cymakers test and promote sustainable forest practices.

“The idea has caught on, with close to 55 sites in 30 participating countries around the world today,” Rosser says. In 2009, the African Model Forest Network was established with the goal of developing a pan-African network of model forests by 2013.

## Collaborative solutions for sustainability

Canada is also a leader when it comes to co-operating to bring different forestry interests together to advance sustainability.

In May 2010, members of the Forest Products Association of Canada (FPAC) and nine leading environmental organizations, including Greenpeace, signed the Canadian Boreal Forest Agreement. The largest conservation agreement the world has ever seen, it covers more than 72 million hectares of public forests licensed to FPAC member companies across Canada.

“The Boreal Agreement is a shining example of sustainability,” says Andrew Gustyn, corporate sustainability manager at Unisource Canada, one of the largest independent distributors of printing and imaging papers and packaging in North America. “It gives end users an enhanced sense of trust, knowing they are buying from a source that involves key players in something that can be perceived as ‘chain-of-custody-plus.’”

This landmark agreement seeks collaborative solutions to promote economic and environmental sustainability. “Our industry’s environmental leadership is known worldwide,” says Avrim Lazar, president and CEO of FPAC. “We’re also on track to become the envy of the world because of our natural resources, pursuit of technical brilliance, and environmental excellence in harvesting and processing. This will be a clear strategic advantage in the decades to come.”



## Where will our industry be without new growth?

Having the right people, with the right skills, at the right place and time, is critical to the future of the Canadian forest products sector.



Renewing Canada's  
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A Labour Market  
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### Adding value

A sustainable future for the world's forests rests on industry's ability to extract more value from every tree harvested, through applications such as bio-energy, bio-chemicals and bio-materials — turning yesterday's waste stream into tomorrow's revenue stream.

"We've done a substantial amount of research, and the global demand for forest-based bio-products will reach \$200-billion a year in the next 10 years," forecasts Lazar. This research was part of the Bio-pathways project led by FPAC, supported by FPIInnovations, the world's largest private not-for-profit forest research institute, as well as the Canadian Forest Service and scores of economic and scientific experts. The potential to make forestry a thriving, environmentally sustainable business "is enormous, far more than Canada can meet," Lazar says.

One of the most exciting advances is Next Generation Sustainable Fibre from Tembec. "This patented composite is a high-performance structural product that will become a key material for a range of industries," says James Lopez, Tembec's president and CEO. "This composite is so much stronger than traditional materials, that engineers will be able to use less material in their designs. It will allow cars, trains and planes to be lighter and use less fuel."

Tembec's \$8.4-million pilot plant is starting production this fall in Témiscaming, Quebec. The Quebec and federal governments each contributed \$3.45-million.

This mindset of going beyond traditional applications is unlocking new sustainable opportunities for the forest sector, says Pierre Lapointe, FPIInnovations' president and CEO. "There is real value at every step of the forests products chain. Who would have thought five years ago that we could be using wood fibre in composites for aircraft?"

### New markets for sustainable wood products

The Canadian forest industry's growing focus on bio-based products is not coming at the expense of traditional markets, especially with increased demand from the fast-developing economies of China, India and South America.

Traditional markets are also being spurred on by the development of new products. Engineered wood products are stronger and more versatile than ever, which is why wood is now a staple in larger innovative commercial and public structures. London's Murray Grove condo tower is the tallest timber building in the world, at nine storeys. It uses cross-laminated solid timber.

### Higher-skilled forestry jobs

Canada is also leading the way on transforming forestry into a value-added industry that employs skilled workers. A transformed Canadian forest products sector will generate thousands of new green jobs in the next 10 years, according to Renewing Canada's Greenest Workforce: A Labour Market Intelligence Report from the Forest Products Sector Council. The report concludes that at least 40,000 new workers will be needed by 2020. And as many as 120,000 jobs could be created, assuming the sector aggressively develops and markets new products and takes advantage of new export growth opportunities. "Having the right people is a critical success factor for the industry — it's equally important as having fibre, markets and technological change. Without people, it doesn't happen," says Keith Lancastle, the council's executive director.

The forest sector already offers skilled employment opportunities in an industry based on a renewable, sustainable resource. Forty percent of forestry workers already hold a university or college degree. But new green jobs will place an even greater premium on technical skills. "It's no secret that, as we invest in technology, we need more people with backgrounds in areas like engineering, chemistry and biology," Lopez says. "My advice to students today is to get an advanced degree or become a skilled tradesperson. Your talents will be in high demand in the forest sector."

Today's students will be tomorrow's forestry leaders — the people who will deliver on the aims of the International Year of Forests: sustainable management, conservation and development of forest resources. ●

# A BIO-FUTURE FOR CANADA'S FOREST INDUSTRY

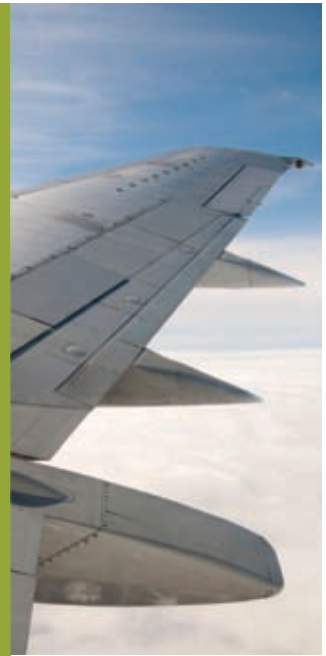
Salad dressing, bulletproof vests, probiotic medicines and airplane wings don't come to mind when you think of the forest industry. However these emerging forest-based bio-products are part of the existing and future products that are making up the new and dynamic face of the forest products industry in Canada.

The Bio-pathways Project is a blueprint for a dynamic future for Canada's forest products industry. The project was led by FPAC, along with FPInnovations, Natural Resources Canada and scores of economic and scientific experts. It confirmed the economic and job benefits of adding new high-value products into existing lumber and pulp and paper mills. And by extracting more value from the wood fibre of every tree harvested – for example using the nanocellulose to make “pseudo-plastic” – the industry is reflecting a growing environmental sensibility and a paradigm shift towards products that come from natural renewable sources rather than relying on the fossil fuels or chemicals used today.

It's a future where Canada's forest products industry could lead the world in innovation and give Canada a competitive advantage in the new bio-economy. It's a future defined by new prospects for growth as the Canadian forest sector moves from an established, process-driven commodity industry to a nimble, green industry serving wider markets in the emerging 21st century bio-age.

New markets and existing ones are dynamically growing for this broad range of innovative bio-products - these markets will reach an estimated \$200 billion by 2015.

The Bio-pathways Partnership Network has been created to explore new business ventures that will help advance the economic opportunities of the emerging bio-age. The network is a forum to build business-to-business relationships among companies interested in investing in new green innovations such as bio-energy, bio-chemicals, and bio-materials. Anyone can join and explore new business ventures, develop strategic alliances, and maximize opportunities in the growing bio-economy. Visit <http://www.fpac.ca/bio-pathways-partnership/> to join.



**To learn more about how the Bio-Pathways Project visit [www.FPInnovations.ca](http://www.FPInnovations.ca), and [www.FPAC.ca](http://www.FPAC.ca).**



Forest Products Association of Canada  
[fpac.ca](http://fpac.ca)



# THE SKY IS *NOT* THE LIMIT FOR THE CANADIAN FOREST PRODUCTS INDUSTRY

Products such as aerospace technology, bulletproof vests and probiotic medicines don't come to mind when you think of a tree. But “pseudo-plastics” derived from wood products have the potential to make products such as those used in aerospace cheaper, lighter and more environmentally friendly. They're just part of the existing and future products that could make up the new and dynamic face of forestry in Canada.

**To learn more visit [www.fpac.ca/bio-pathways](http://www.fpac.ca/bio-pathways) and follow us on Twitter and LinkedIn:**



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