

AND THE POWER OF PARTNERSHIPS

Canada's forest products industry has become a world leader in developing and nurturing collaborative partnerships with an eye towards mutual economic, social and environmental benefits.

Member companies of the Forest Products Association of Canada (FPAC) are working with environmentalists under the landmark **Canadian Boreal Forest Agreement**, considered the world's largest conservation agreement. It is a science-based agreement aimed at reducing ecological pressure on the boreal forest while enhancing economic opportunity in the forest sector. This represents a paradigm shift as forest companies and environmental groups work together to integrate economic and environmental values. Canada's forest companies also work with other environmental groups including Ducks Unlimited, Pollution Probe and the World Wildlife Fund.

Additionally, the sector's focus on transformation and innovation has resulted in unique partnerships between governments, academics, and technology



developers. In recent years, a re-energized and strengthened national innovation system has been emerging with a shared vision and aligned efforts. Industry's efforts to adopt innovation are strongly supported by federal and provincial governments, **FPInnovations** and academic granting agencies. This collaborative approach is placing Canada at the forefront in the race to bring new wood fibre products from the lab to the marketplace.

The federal government has invested \$1.8 billion since 2007 in strategic programs such as Pulp and Paper Green Transformation Program, Investments in Forest Industry Transformation (IFIT), and market access programs as well as critical research funding through the Transformative Technologies Program (TTP). Provincial governments have added strategies and roadmaps to complement and leverage efforts at the national level, as well as providing support for FPInnovations.

The Natural Sciences and Engineering Research Council of Canada (NSERC) is tapping into the creativity of academic researchers by supporting the Forest Innovation by Research & Education (FIBRE) network, which involves more than 20 universities, 100 professors and 400 students.

The Bio-Pathways Partnership Network, established in 2011 as an outcome of FPAC's Bio-pathways Project study, brings together industry partners such as the chemical, plastic, auto and bio-tech sector. The Network is a resource to build business-to-business relationships among Canadian forest products companies and those companies in other sectors interested in investing in new green innovations such as bio-energy, bio-chemicals, and bio-materials. As of late 2014, there were over 300 organizations engaged in the Network and it continues to grow.

The Bio-Economy Network (BEN) is exploring ways to take advantage of the emerging markets for bio-based products. BEN comprises a group of industry associations representing about 900 member companies that support more than two million jobs in areas such as the auto parts, biotech, chemical, agriculture and forest

FPAC AND ITS MEMBER COMPANIES HAVE LAUNCHED VISION2020 FOR THE INDUSTRY

It has three ambitious goals to reach by the end of the decade:

- Generate an additional \$20 billion in economic activity through new products and markets;
- Improve environmental credentials by an additional 35%; and
- Refresh the workforce with an additional 60,000 workers.

products industries. Areas for government-industry collaboration include investment climate, the regulatory environment, innovation, and market diversification. BEN also works on collaborative partnerships and value-added production to help position Canada as a bio-investment destination.

These partnerships further propel the industry to achieve its goals under **Vision2020**, and poise the sector to lead the global revolution in developing sustainable environmental solutions and new technologies from wood fibre.



FPAC advocates on behalf of the forest sector. FPAC is also working to realize the ambitious goals of Vision2020 to help the industry transform with innovative new products, diversified markets, enhanced environmental credentials and a skilled workforce. FPAC is proud to represent Canada's largest producers of forest products.

All FPAC members are signatories of the Canadian Boreal Forest Agreement. Our members are responsible for 66% of certified forest lands in Canada. Third-party certification of member companies' forest practices is a condition of membership in the Association — a world first.