GROWING A GREENER TOMORROW
CANADA’S FOREST PRODUCTS SECTOR IS THE ENVIRONMENTALLY CONSCIOUS INDUSTRY OF THE FUTURE
Canada’s forest products industry has the best environmental reputation in the world according to a Leger survey of international customers completed in 2014. By embracing strong environmental standards and helping to build a green economy, Canada has become known as a trusted source of legal and sustainable forest products. But the industry is not standing still. Under Vision2020, the sector is pledging to reduce its environmental footprint by an additional 35% by the end of the decade.

- All harvested trees are regrown — we are a renewable industry.
- Canada has virtually zero deforestation — just 0.02% a year.
- Canada retains about 90% of its original forest cover.

For more information, visit cfs.nrcan.gc.ca/authors/read/17927
PART OF THE SOLUTION TO CLIMATE CHANGE

Forests remove carbon from the atmosphere — something known as carbon sequestration. Forests also mitigate climate change by providing biomass energy that can replace fossil fuels. In addition, wood products store carbon and can replace materials with a heavier carbon footprint.

- Pulp and paper mills have cut greenhouse gas emissions by almost 70% since 1990.
- The Canadian forest products industry has also pledged to be carbon neutral by the end of 2015 across the supply chain — from the forest to finished products to the disposal of waste.
- The Canadian industry is engaged with scientists in the Canadian Climate Forum.
Canada’s forests purify our air, regulate our water cycle, and provide a habitat for wildlife. The Canadian forest products industry has made giant strides in reducing its ecological footprint and is following strict environmental rules.

- A Yale University study recognized Canada’s forestry regulations and laws as being among the most stringent in the world.
- Canada is a global leader in forest management with more than 160 million hectares or 43% of the globe’s certified forests, by far the most in the world. Certification is an independent assessment of whether a forest company abides by progressive social and environmental practices.
CANADA’S FOREST PRODUCTS INDUSTRY

CANADIAN MILLS ARE CLEANER + GREENER

The Canadian forest products industry is also a major manufacturing sector responsible for 12% of Canada’s manufacturing GDP. Forest facilities have steadily and dramatically become cleaner with new focus and ambition to reduce their environmental footprint.

- The sector has made dramatic progress in reducing air and water pollutants.
- Air pollutants are down 52% and water pollutants are down 70% since 2005.
- The industry has eliminated toxins such as PCBs and dioxins.
- The industry has also eliminated the use of coal and cut oil use by more than 90% since 2000.
- Canada recycles almost 70% of its paper and cardboard, making Canada among the top paper recycling countries in the world.
- Waste has been reduced by 30% since 2005.

I think Canada’s forest industry has a huge opportunity and role to play in the national and global transformation to a more sustainable, low carbon future that is emerging and gaining traction around the world.

Mike Gerbis, CEO
Delphi Group
NURTURING ECO-FRIENDLY PARTNERSHIPS

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, Nature Canada and World Wildlife Fund.
- Forest companies work with FPInnovations, one of the largest private non-profit forest research centres in the world; with scientists, universities and community colleges; and with other industry sectors on conservation and the research and development of new value-added bio-products made from renewable wood fibre.
- Forest companies are one of the largest employers of Aboriginal people and work with communities on environmental stewardship.

For more information about the CBFA, go to cbfa-efbc.ca.

It is a true joy to be working in partnership with a sector committed to achieving a 35% improvement in their environmental footprint. The challenge for the 21st century will be in divining the positive approaches to economic development that work in harmony with the environment, not at the cost of it.

Asking the hard questions and inviting your critics to the table is how to create reform with integrity. In a world with no easy answers, this sets the sector apart. Forestry 2.0 is the future and FPAC are the leaders. Getting there is a journey I look forward to help make happen.

Janet Sumner
Executive Director, Wildlands League
The demand for resources continues to escalate as populations grow and the standard of living climbs in many regions of the world. We can lighten the environmental load by relying more on renewable resources such as products made from wood.

**GREEN ENERGY**
Canadian pulp and paper mills now produce enough green energy to power all of the houses in Calgary, Canada’s 5th largest city. About 30 forest facilities now generate green electricity with most selling to the grid.

**GREEN PRODUCTS**
Products such as car parts, cosmetics and clothing can be made from wood fibre and replace those made from materials with a more intensive carbon footprint. The exciting future of the forest products industry involves bio-chemicals, nano-technology and 3D printing.

**GREEN BUILDINGS**
Wood buildings are going higher! Advances in wood science and building technology, such as cross-laminated timber, are resulting in taller wood-frame buildings that are safe, strong and sophisticated. And unlike other commonly used materials that deplete the earth’s resources, wood grows naturally and reduces the environmental footprint of buildings.

Visit [woodfacts.cwc.ca](http://woodfacts.cwc.ca).
To learn more about innovation in the forest products industry, visit [fpac.ca/innovation](http://fpac.ca/innovation).

Dr. Jack Saddler
Department of Wood Science, University of British Columbia
The forest sector considers itself Canada’s “greenest workforce”.

The Greenest Workforce is helping the 21st century forest products industry forge an innovative path to a green and growing future with more and more smart uses being found for renewable wood fibre.

Under Vision2020, FPAC has set the ambitious goal of refreshing the workforce with an additional 60,000 recruits by the end of the decade, including women, Aboriginal people and new Canadians. This includes everyone from the skilled trades to researchers, chemists and engineers.

The industry is working with colleges and universities to help shape tomorrow’s workforce.

The new forest products industry needs sharp minds who care about the environment, who are looking for quality-of-life and access to the great outdoors, and who want to work in an industry that understands the value of a renewable natural resource.

Learn more about careers in the sector by visiting TheGreenestWorkforce.ca.
The forest products industry in Canada has earned its strong environmental reputation. And it’s not resting on its laurels but intends to do more.

Under Vision2020, the sector is pledging to further reduce its environmental footprint by an additional 35% by the end of the decade. This is based on 12 parameters including greenhouse gas emissions, energy and water use, waste and forest management.

Canadians can feel proud. The forest products sector is truly the environmentally conscious industry of the future.

HELP SHARE OUR STORY

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THE FOREST PRODUCTS ASSOCIATION OF CANADA (FPAC) provides a voice for Canada’s wood, pulp, and paper producers nationally and internationally in government, trade, and environmental affairs.

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