

MEDIA BACKGROUNDER

Vision2020 Report Card

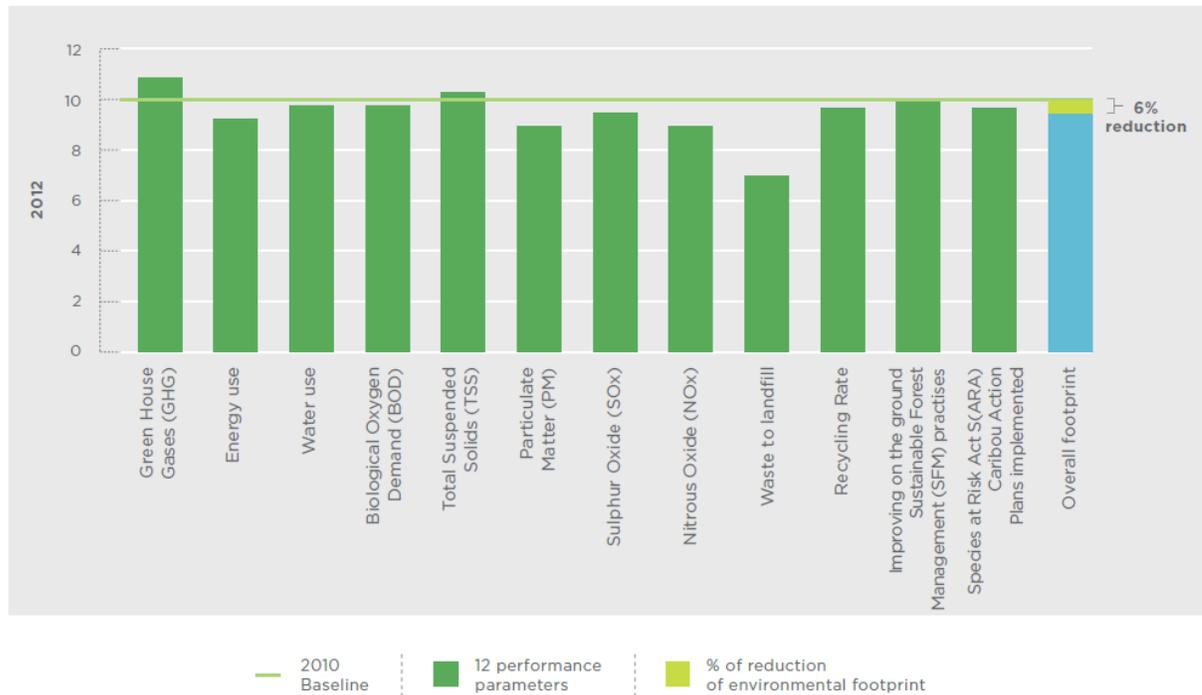
FPAC has committed to reporting out on Vision2020 every two years. This is the first report card showcasing the progress made in the first two years between the baseline year of 2010 up to 2012. The following table highlights the headway to date.

PILLAR	GOAL FOR 2020	PROGRESS FROM 2010 – 2012
<i>Products</i>	<i>\$20 Billion In economic activity</i>	<i>\$0.5 Billion Increase</i>
<i>Performance</i>	<i>35% Improvement</i>	<i>6% Improvement</i>
<i>People</i>	<i>60,000 new recruits</i>	<i>8,000 new recruits</i>

Products: During 2010 -2012, the industry was still recovering from the recession and making strategic investments for future growth. Hence, the progress shown does not yet capture the full extent of the effort being made by the industry and its partners. Further improvements are expected as the global recovery takes hold, new innovative products come on stream and markets are diversified. Preliminary figures for the 2013 period show wood exports went up 27% and the GDP for the forest products industry increased by 3.4%, faster than the overall economy at 2%. In addition, while developing this first report card, FPAC realized that the way it accounts for economic growth needs to evolve since the Statistics Canada measurement of economic activity in the forest sector does not include bio-energy and other bio-products created by our companies.

Performance: Vision2020 uses an index of 12 environmental performance indicators to measure progress.

Vision2020 performance goal



The greatest improvement over the two year period was a 31% reduction in waste to landfill. Energy use decreased by 8% and the recycling rate improved by 4%. Water use went down by 3% and air emissions improved as well. Two of the twelve parameters did not see improvement: total suspended solids, and greenhouse gas emissions (GHGs). However GHGs have gone down by 70% since 1990.

People: The Canadian forest products industry is hiring again after a period of retrenchment, and the sector needs to refresh its workforce. In the period from 2010-2012, the industry hired 8,000 new recruits, mainly to replace retiring baby-boomers. The pace of hiring is set to further increase as the industry transforms. Forest products companies similar to those in other sectors, are reporting difficulties in replacing skilled workers. The sector is currently in need of all types of workers such as millwrights, pipefitters, engineers, forest technicians, truck drivers and management personnel.