

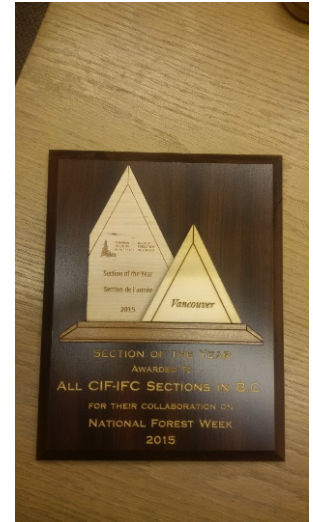


## NATIONAL FOREST WEEK – BC COALITION

### 2015 Accomplishments Report

#### Key Points

2015 marked the third year of the *National Forest Week BC Coalition (Coalition)*. Overall we expanded providing information to K-12 students and teachers and informing the general public about the importance of forests to the BC economy, communities and individuals. The efforts of the *Coalition* and local event organizers were recognized by the Canadian Institute of Forestry (CIF) in awarding, collectively, the three BC sections the “Section of the Year” award. Through the support of our sponsors, partners and volunteers we are seen as the leader in NFW within Canada.



In our opinion, the program has continued to improve. However, the *Coalition* cannot be the primary source of forestry awareness. We need to build partnerships and encourage collaboration with organizations who have complementary programs. This will need to involve industry, Government, Municipal Governments and Not-for-Profit Societies who have these programs. The *Coalition* is willing to take the lead on facilitating collaboration.

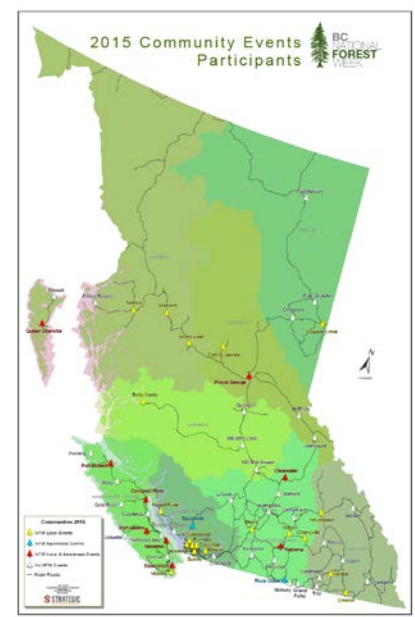
The success of the *Coalition* activities was again due to the efforts of our dedicated volunteers and Partners and the generous support of the Sponsors. We thank them for all their efforts.

#### Provincial Activities

The *Coalition* continued to concentrate its efforts on generating public recognition of forests and supporting local NFW committees hosting events. Fundraising continues to be a huge part of our success in generating so much publicity.

#### Advertising

Advertising was critical to bringing out the public to the local events. The contributions from our Sponsors was essential in building the awareness of NFW and the importance of BC forests to the Province, communities and





individuals. We continued to increase the advertising as funding was available and thus raise the profile of the forest sector.

More than 75% of BC was exposed to a radio or print advertisement during National Forest Week. The ads focused on the purpose of NFW and urged listeners/readers to visit the NFW website for more information. Radio ads appeared on 19 radio stations plus CFNR (Canadian First Nations Radio) that has 25 stations/repeaters and covers much of the northern part of the province. Print ads ran in 21 small-medium sized markets. Ads were also placed on two online-only news sources for the first time. Castanet covers the central Interior and 250 News covers the Prince George area.

### **Giveaways**

The *Coalition* continued to provide handouts for everyone hosting an event, visiting a school, or participating in a community event celebrating BC forests. These consisted of the traditional stickers and pencils for students and posters for displays. They remained very popular – and not just with children! We expanded the materials by working in partnership with Canadian Women in Timber to provide a limited number of coloring books focused on Grade 4-5 students. These were very popular and our hope is to provide a greater supply in 2016, if funding is available.



The Tree ID App – A mobile app created to help children and their families identify the native trees of BC was promoted, whenever possible. A great deal of interest was demonstrated through comments from the public and teachers. The App includes a glossary of trees, an event calendar, and the ability to let kids GPS their favorite trees using Google Maps. The App works on any operating system (iOS, Android and BlackBerry) because it is web-based.

In 2016, we will be responding to the experiences of 2015 by expanding the material provided to event organizers for the adult audience to inform them of the value and importance of forests to their community, province and personal health. The preference will be on using existing materials.

### **Volunteer Support**

We continued to provide support to those volunteers new to organizing a local event. A “Starter Kit” was produced and made available on-line along with examples and other assistance information.

We established regional coordinators to increase efficiency in distribution of giveaways and improve access to the materials for local event organizers.



### Partner Support

We encouraged our local volunteers to hold their NFW events in concert with ongoing community events so we had a mix of stand-alone NFW events and participation in popular community events. Our community Partners were critical to making the events a success.

We expanded the awareness of NFW and BC's forests by having complementary booth space at fall fairs and other community festivals. This approach provided us the opportunity to provide our messages regarding the importance of BC forests to large amounts of people.

Many of these events occurred outside the specific NFW but we believe this is a valuable activity to touch many more British Columbians. We will be looking to expand this opportunity in 2016.



### Local Events



In 2015, 28 communities around the Province held local events, essentially the same number (25) as in 2014. There were some communities, however, that participated for the first time. The local events ranged from forest walks, major displays regarding forests and forestry, presentations, etc. We were also present at 13 other events (e.g., fall fairs, logger sports, AGMs, tree festivals, conferences/workshops, etc.) to provide awareness of the importance of BC forests and NFW. The total exposure of NFW related information was in 40 communities across BC. Our view is this has the potential to expand to 60 which would be considered a more complete exposure to the key communities in the Province. Please watch the NFW website ([www.bcnfw.ca](http://www.bcnfw.ca)) where we'll have links to examples of events held throughout the province.





## K-12 Teachers

In 2015, we were not encumbered by the labour dispute between the teachers and Government as we were in 2014. We modified our approach to inviting teacher requests for classroom and field trip forest talks to students. This involved approaching each School District Instruction Coordinator who then informed the teachers of the opportunity and instructed them to contact the *Coalition*, if interested. The ABCFP coordinated the requests and provided the connections between the teacher and volunteer.

Teachers of over sixty (60) K-12 classes requested foresters or biologists to provide lessons or field trips to their students about forests. Twenty-four (24) were from Metro Vancouver and Lower Fraser Valley area. In addition, many of the local events included a student field trip component. Not all classroom and field trip visits



were within the week of NFW but we do not think this is a problem as we have to adjust to teacher schedules. The response from teachers was very gratifying. We believe this can be expanded in 2016 as we make more teachers aware of the opportunities and apply awareness related lessons learned. We experienced increase teacher involvement when a local teacher (retired or advocate) was involved to spread the word among the local teachers. This will be encouraged in 2016. However, there is a limit to the number of volunteers available and we may have to call upon Partner companies and Government to assist in providing staff time as part of their professionals' jobs.



## Lessons Learned and Looking Ahead

The combination of various advertising methods were successful based on the number of positive responses across the Province regarding seeing or hearing about NFW.

Creating partnerships was again very successful but the *Coalition* would benefit from increasing these opportunities through mutually beneficial arrangements. While everyone who attended a NFW event appeared to enjoy it, some events continued to have very few participants. This was particularly true in Metro Vancouver and the Lower Mainland. It was especially noticed with forest walks that were not focused on specific groups (e.g., neighbourhood groups and gatherings). Even by modifying our approach



with the Partners, we were not satisfied with the outcomes. Fortunately, this was not experienced in rural communities across the Province. It appears to be primarily an urban issue. We will have to take a different approach to bring awareness of the importance of forestry and the forest sector to these residents.

The 2015 experience continued to show that the celebration of BC forests is not restricted to NFW. If we are to reach a wider audience, we have to continue building relationships with teachers and Partners celebrate throughout the year capitalizing on their activities. Sponsors can assist in this regard as well.





## Our Sponsors

Without the generosity of our Sponsors, the 2015 NFW celebrations would not have been a success. The benefits of their involvement and support provides us with the “non-partisan” opportunity to raise the profile of BC forests and their importance to the Province, communities and individuals. We thank all of them for their support of our activities and look forward to their participation in 2016. The following is a list of the 2015 Sponsors.

### Platinum (\$2,000+)

Forestry Innovation Investment  
FP Innovations  
Ministry of Forests, Lands and Natural Resource  
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The Truck Loggers Association

### Gold (\$1,000-\$1,999)

BC Government and Service Employees’ Union  
Brinkman & Associates Reforestation Ltd  
Canfor Corporation  
Coastland Wood Industries Ltd  
Domtar-Kamloops  
DWB Consulting  
IRL Supplies  
Interfor Corporation  
Interior Lumber Manufacturers’ Association  
Island Timberlands  
Price Waterhouse Coopers  
Sinclar Group Forest Products Ltd - Apollo Forest  
Products  
TimberWest  
Tolko Industries Ltd  
University of British Columbia Forestry Faculty  
Western Canadian SFI Implementation  
Committee  
West Fraser Mills Ltd  
Western Forest Products

### Silver (\$500-\$999)

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BC Timber Sales  
Brisco Wood Preservers  
BC Institute of Technology  
Coastal Silviculture Committee  
Conair  
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Gorman Bros  
Hancock Forest Management  
Kalesnikoff Lumber Ltd  
Private Forest Landowners Association  
Southern Interior Silviculture Association  
Strategic Natural Resource Consultants  
University of Northern BC  
Vancouver Island University-Forestry  
Department  
Weyerhaeuser Canada

### Bronze (\$100-\$499)

Chartwell Consultants  
District of Mission-Forestry Department  
Kruger Paper  
Probyn Log Ltd  
Selkirk College  
Sylvan Vale Nursery Ltd



## The NFW BC Coalition 2015 Executive Committee members

<b>ORGANIZATION</b>
<b>Academic Institutions</b>
Vancouver Island University
<b>Communities</b>
Federation of BC Woodlot Associations
<b>Consultants</b>
Strategic Natural Resources Consultants
<b>Industry</b>
Truck Loggers Association
FP Innovations
Western Forest Products
<b>Government</b>
Ministry of Forests, Lands & Natural Resource Operations
<b>Professional Associations</b>
Association of BC Forest Professionals
Canadian Institute of Forestry