

Industry Resources



Forestry Innovation Investment

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Forestry Innovation Investment works with the forest industry and government to develop materials and tools to help promote British Columbia's forest products and sustainable forest practices internationally. The resources outlined here are designed for use by the British Columbia government, forestry companies and trade associations to:

- Research market opportunities;
- Support market development and communications activities; and
- Provide facts and science on British Columbia's forest practices and the environmental benefits of wood as a green building product.

These resources are available at no charge. See FII web site's Tools & Resources section for more information: www.bcfii.ca/tools-resources/

MARKET RESEARCH

A competitive and evolving global forest sector requires industry have access to timely market research to identify evolving market opportunities and maintain competitive product advantage. FII offers:

- An extensive library of research on major and emerging geographic and sector markets for British Columbia forest products;
- An annual trend analysis with export data and market reviews.



To view report summaries, as well as to request a password to access entire reports, visit www.bcfii.ca/tools-resources/market-research/

PROMOTING BENEFITS OF WOOD AND B.C. FORESTRY INDUSTRY

British Columbia is well positioned as a supplier of quality, innovative, and environmentally-responsible products to markets around the world. FII has prepared a variety of print and electronic materials for use by B.C. forest companies and trade associations to assist with market development efforts at all levels.

www.naturallywood.com



This comprehensive online resource about B.C.'s forests, wood and pulp and paper industries draws attention to B.C., as a supplier of high quality, environmentally-responsible products to markets around the world. There are also many links to trade associations, a supplier directory and YouTube Channel.

B.C. Supplier and Certified Product Directory



Lists over 600 companies manufacturing and/or selling B.C. wood and pulp and paper products and includes product, species and certification/chain of custody information. Please visit www.naturallywood.com/supplierdirectory/ to see if your company is included. Contact FII at info@bcffi.ca to request edits or additions.

Image Library & Video Library



The FII Image and Video Libraries contain a wide range of professional images of B.C.'s forests, forestry activities, manufacturing, building, trade and overseas market use of wood products.

- Images - for high resolution images suitable for printing or advertising please fill out the on-line request form at imagelibrary.bcffi.ca.
- Video - for a list of available footage, or to arrange a time to view clips at FII's office, please contact FII at info@bcffi.ca.

Buyers Guide to British Columbia Wood Products



A comprehensive guide on B.C.'s forest and wood industries. Everything from the diversity of tree species and sustainable forest management to available wood products, quality assurance and association listings.

Factsheets



Diverse and Innovative Wood Products – Showcases how B.C.'s wide variety of quality wood products are capable of meeting any structural or finishing need.

Mountain Pine Beetle – Summarizes the epidemic and how B.C. has responded.

Responsible Paper Production – Highlights how the pulp and paper industry is reducing its impact on the environment and increasing use of solid waste and post-consumer recycled products.

Video



Sawdust – Explores the endless potential and creativity of wood as a building material.

Introducing Cross-laminated Timber (CLT) to North America – An introduction to cross-laminated timber, including expert interviews and how it is manufactured.

SUSTAINABLE FOREST MANAGEMENT

Customers often ask “How can I be sure that if I purchase your product, it is coming from a responsible source?”. FII has a suite of publications available for industry use that provide factual, up-to-date information on British Columbia's forest management practices; and fact-based evidence in support of all forest certification programs operating in B.C., to support inclusive purchasing policies.

For questions on British Columbia's forest management, the following resources are available:

Factsheets



Sustainable Forest Management –

Describes B.C.'s forest practices and policies.



B.C. Parks and Protected Areas –

Highlights how B.C. protects our diverse forests.



British Columbia's Boreal Region –

Describes the management of B.C.'s Boreal region.



British Columbia's Forest Diversity –

Demonstrates how we are conserving B.C. forests.



Involving British Columbians –

Describes how British Columbian's are included in land use planning.

British Columbia: Legal Source of Quality Forest Products –

Demonstrates that B.C. is a legal source of wood products.

Video



Managing for Sustainability –

Shows how B.C.'s sustainable forest management serves the needs of our people, our environment and our customers worldwide.



The Veteran Tree Planter –

A veteran tree planter shares his personal story of why tree planting has been an important part of his life.

CERTIFICATION

For questions regarding third-party certification standards in B.C. and around the world:

Factsheets



Third-Party Forest Certification in British Columbia – Summarizes and compares CSA SFM, FSC, PEFC and SFI in B.C.

Research and Publications



Comparison of selected forest certification standards (2009) – A study conducted by Indufor Oy examines the linkages between forest regulation and forest certification around the world.



Comparing B.C. with the World (2004) – An independent ground-breaking study conducted by Dr. Cashore, a professor at Yale University, comparing Canada's environmental forest practice regulations with those in jurisdictions around the world.



A Guide to Chain of Custody – A guide to help companies develop a chain of custody that can be used for their entire wood supply, adding value to existing certification efforts through verified claims that promote their products.

WOOD, FORESTS AND ENVIRONMENTAL IMPACTS

Forests play a key role in mitigating climate change by absorbing and storing carbon in trees, soil and biomass. Healthy growing forests recycle carbon naturally. When trees are used for forest products, the carbon often remains stored in the products for decades or longer.

The following publications have been developed to demonstrate how British Columbia's and Canada's forests and forest products can help mitigate climate change.

Research and Publications



A Synthesis of Research on Wood Products & Greenhouse Gas Impacts 2nd Edition (FPInnovations) – A review of 66 studies comparing wood to other materials in terms of net greenhouse gas (GHG) footprint (in collaboration with Natural Resources Canada and FPAC).

Woodmiles UK and Woodmiles Japan – Two studies that assess the impact of shipping timber from B.C. to the UK and Japan (in collaboration with FPAC).



Toward a Common Cause: the Embrace of Carbon Along a Supply Chain – A study conducted by UBC's Forest Resources Management Department and WWF's Global Forest Program to measure carbon emissions of a magazine along its supply chain.



Demonstrating Wood's Carbon Benefits: A Carbon Footprint of Four Canadian Wood Products Delivered to the UK – A study by the Athena Institute and FPInnovations that shows the carbon footprint of four wood products manufactured in Canada and delivered to the UK.



Tackle Climate Change, Use Wood – Highlights the environmental attributes of Canadian forest products and the achievements of the country's forest industry with respect to climate change (in collaboration with the B.C. Forestry Climate Change Working Group, Canada Wood and the Forests Products Association of Canada (FPAC)).

Canadian Wood. Renewable by Nature. Sustainable by Design. – Examines the environmental benefits of building with wood (in collaboration with Canada Wood, Canadian Wood Council and FPAC).

Video



Tackle Climate Change, Use Wood – Demonstrates how B.C. forests and forest products help mitigate climate change (in collaboration with the B.C. Forest Sector Climate Action Steering Committee).

BUILDING WITH WOOD / BUILDING GREEN

Green building practices have proliferated across the marketplace and the wood products sector is well-positioned to benefit from science-based approaches, such as life cycle assessment (LCA) and carbon sequestration research. The following publications help promote the environmental attributes of wood in relation to green building as well as provide examples to promote B.C. as a leader in recognizing wood in green building applications.

Factsheets



Building Green and the Benefits of Wood – Summarizes different green building rating systems and compares three prominent green building standards.

Wood Use in 2010 Olympic & Paralympic Venues – Summarizes the different ways wood was utilized in the 2010 Olympic & Paralympic Venues.

Presentations / Publications **Building Green with Wood Toolkit**



Intended as a resource for architects, engineers and specifiers, the Toolkit includes two Powerpoint presentations with 12 supporting modules and 10 Green Building Rating System Guides. Topics include energy and resource conservation, transportation effects, durability, acoustics, recycled and salvaged materials and life cycle assessment. The toolkit includes links to other information sources (in collaboration with FPAC).

Videos



B.C. Wood Structure Video Series - A suite of videos that showcase the use of wood in B.C. structures:

- *Green Roof, Gold Medals: Richmond Olympic Oval*
- *Unconventional Thinking: Vancouver Convention Centre (VCC)*
- *Bringing the Outside In: Hillside Aquatic Centre*
- *Wood in Transportation: Skytrain Stations and a Bridge*

Building Green - Demonstrates how wood products are an excellent choice to reduce the impact of buildings on the environment.

Research and Publications **Green Building Rating Systems and How they Relate to Wood**



by Light House Sustainable Building Centre that analyzes several green building rating systems and how they relate to wood.

Wood, Concrete, Steel: Competitive Environment for British Columbia Wood and Wood Products in North America – A report by Fleishman Hillard that reviews and compares the messaging and approaches to marketing undertaken by the wood products, steel and concrete industries.

Environmental Product Declarations (EPDs) – A study by FPIInnovations on new environmental labeling designed to provide accurate, accessible and comparable information about the environmental impact from goods or services.

Case Studies



Highlights structures in British Columbia and around the world that utilize B.C. wood products:

- *Gleneagles Community Centre*
- *John M.S. Lecky UBC Boathouse*
- *Nita Lake Lodge*
- *Richmond Olympic Oval*
- *Squamish Adventure Centre*
- *Squamish Lil'Wat Cultural Centre*
- *Percy Norman Aquatic Centre and Trout Lake Ice Rink*
- *Six-Storey Wood Construction in British Columbia*
- *Vancouver Convention Centre*
- *Whistler Public Library*
- *West Vancouver Aquatic Centre*
- *Wood in Transportation*
- *Cross-laminated Timber in B.C. - Featuring the Dowling Residence*

Consider the environment – use paper from responsible sources.

WOOD EXPORT GUIDE TO CHINA

With demand for B.C. wood products in China rising rapidly there is a growing need to provide potential exporters with a comprehensive guide to help start, plan and conduct wood export activities to China from Canada. This guide addresses Chinese import restrictions and B.C. and Canadian export regulations and processes.

RESOURCES

www.bcfii.ca/tools-resources/

Market Research

www.bcfii.ca/tools-resources/market-research/

Marketing Tools

www.bcfii.ca/tools-resources/marketing-tools-images/

naturally:wood You Tube Channel

www.youtube.com/user/naturallywood

Supplier and Certified Product Directory

www.naturallywood.com/supplierdirectory/

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For questions, requests for print copies and market research passwords, contact us at info@bcfii.ca.



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