

MISSION & VALUES

Strengthen the B.C. forest sector by working with industry, government and institutional partners to develop and diversify markets for the province's traditional and next generation forest products.

INNOVATION	FII evaluates changing market, economic and global trade dynamics that affect the forest economy, and invests in innovative programs and research that contribute to building a strong, sustainable forest sector.
CREDIBILITY AND INTEGRITY	FII activities and funded projects are based on government and industry priorities and strategies, and reflect research and science-based information.
PUBLIC BENEFIT	FII's investments support economic growth and jobs across the province. FII ensures that investments benefit the forest sector as a whole and not the proprietary interests of any one company.
COLLABORATION	FII encourages collaboration and coordination among the forest industry, government, trade associations, academic institutions, Indigenous organizations and others. Through a joint delivery model, FII leverages expertise and financial resources to maximize the effectiveness and efficiency of its programs.
ACTIVE ENGAGEMENT	FII is actively involved in the market development, communications and outreach programs it funds and delivers with partners. Where conditions dictate, FII directly develops and delivers programming for B.C. and international markets.
RISK MANAGEMENT	FII mitigates market development risk by pursuing a mix of potential short- and long-term returns and spreading investments across current and potential markets. FII accepts a higher level of risk in emerging markets where commercial success is less developed, but not without undertaking a thorough analysis of in-market conditions, supply chains and global trends.
ACCOUNTABILITY	Activities are founded on clear objectives, generating a positive return for the public investment and have well-developed performance measures that lead to documented results. FII places priority on transparency and accountability to stakeholders in all aspects of its operations.
PEOPLE	FII fosters an inclusive approach that encourages, supports and celebrates the diverse voices of our employees, partners and stakeholders. FII believes in encouraging innovation, supporting diversity and making a positive impact – socially, economically and environmentally.



Forestry Innovation
Investment