



**#ItTakesAForest**

**Ontario East Municipal Conference (OEMC)  
September 14, 2017**

[www.forestsontario.ca](http://www.forestsontario.ca)





Cache Lake — Algonquin National Park of Ontario.  
"On Grand Trunk Railway."



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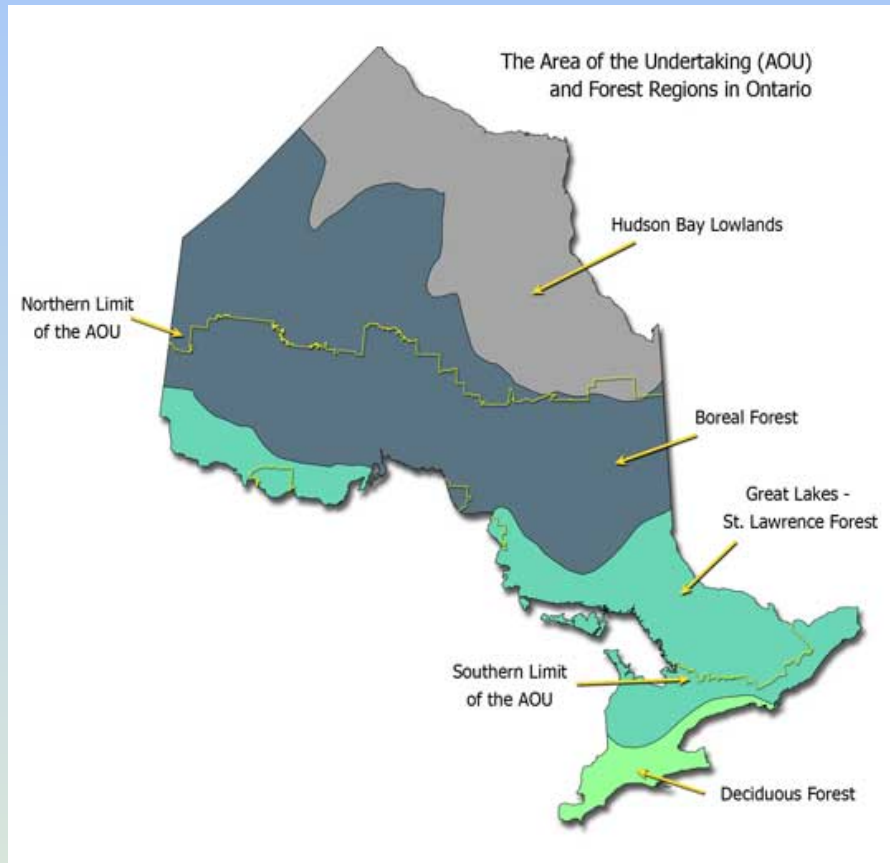




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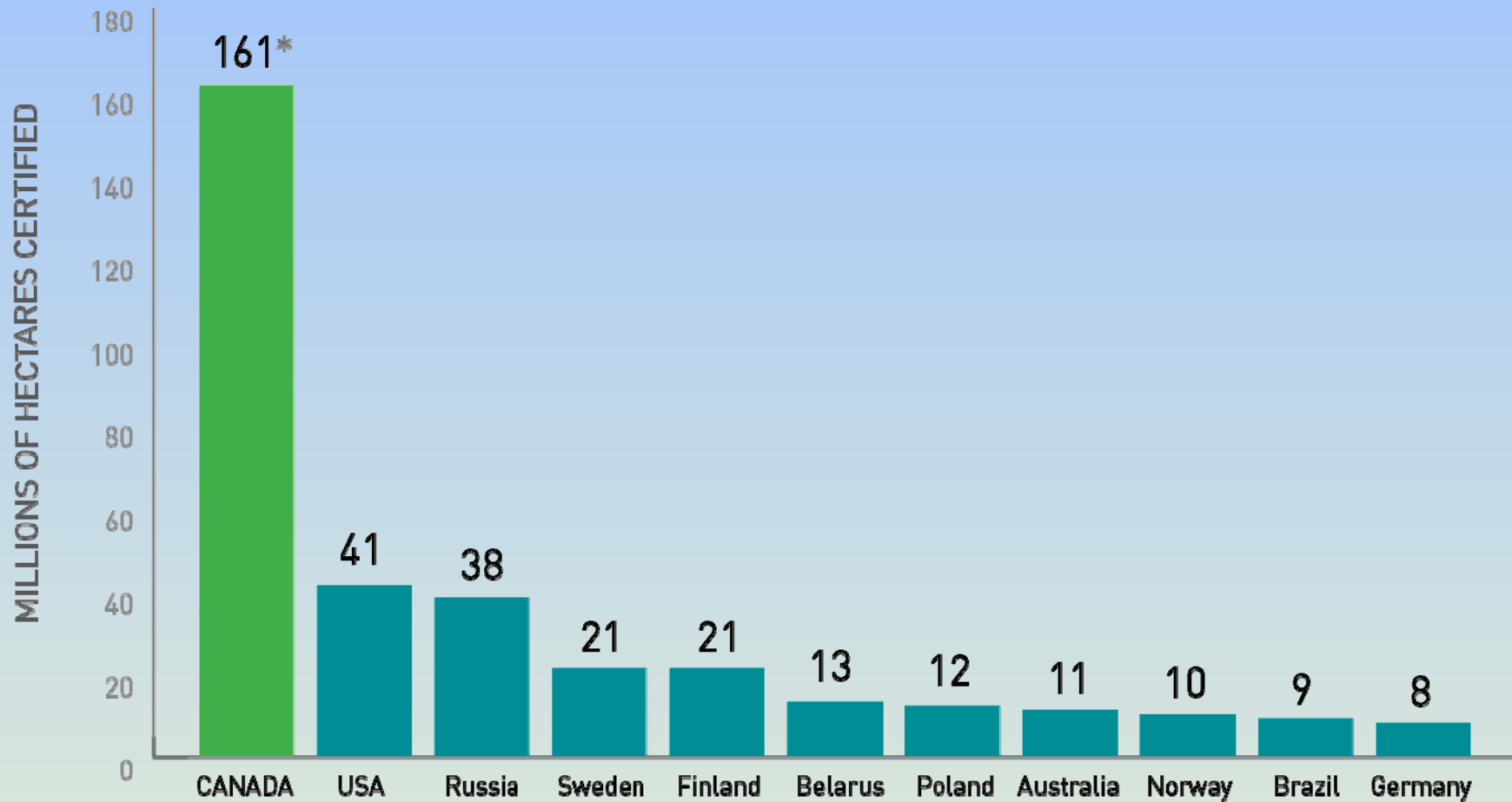
# Forests of Ontario



- Ontario – 265.8M acres
- 178M acres of forest (66%)  
(2% of the worlds forests)



## CERTIFICATION IN THE GLOBAL CONTEXT



\* Double counting of areas certified to more than one standard has been removed from this figure.

Sources: [www.certificationcanada.org](http://www.certificationcanada.org) as of Dec 31/14 | [www.fsc.org](http://www.fsc.org) as of Nov28/14 | [www.pefc.org](http://www.pefc.org) as of Nov10/14



*Ontario ranked as one of the best  
managed forest regions in the world.*

*(Yale University, Canadian Boreal Forest Agreement)*



# CHALLENGES

An aerial photograph of a city skyline, likely Pittsburgh, with a large body of water (the Allegheny River) in the foreground. The city features a mix of urban development, including high-rise buildings and green spaces. A tall, thin tower is visible on the left side of the skyline. The sky is clear and blue.

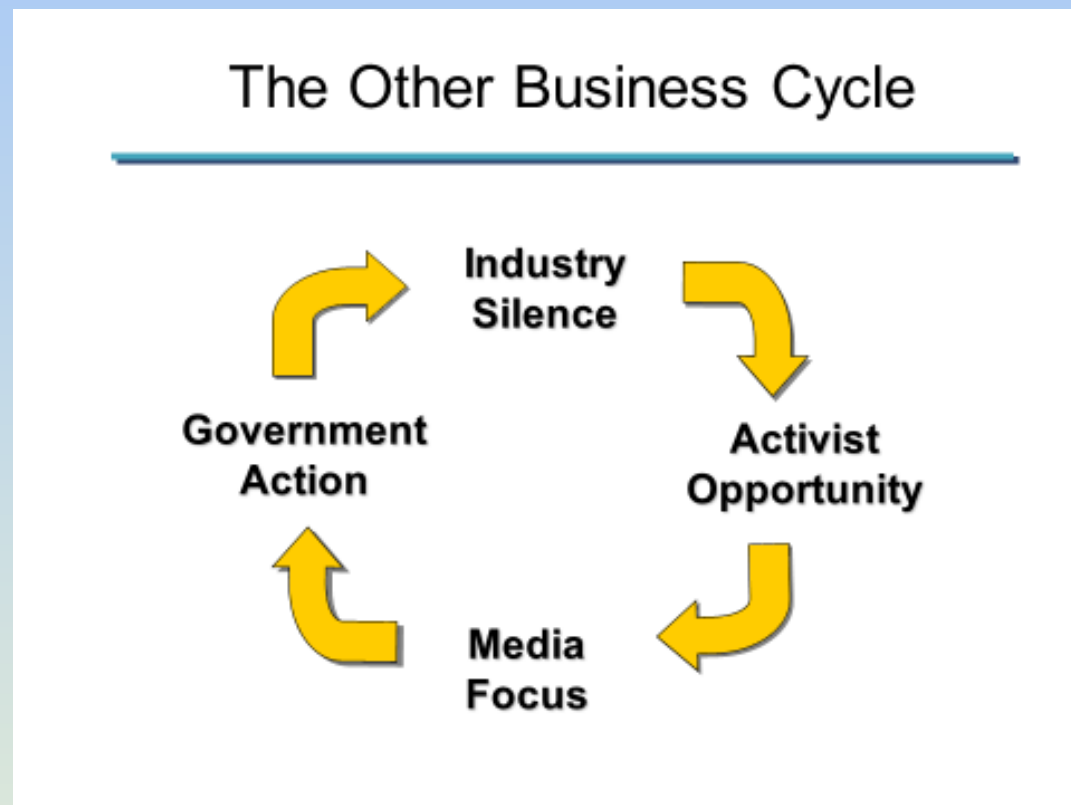
## Urban – Rural Divide

1951 – 71% Urban – 29% Rural

2011 – 86% Urban – 14% Rural

# CHALLENGES

Past survey asked if Ontario's forest are well managed,  
62% unable to provide an opinion or 'did not know'



Courtesy of U.S. Paper & Packaging Board



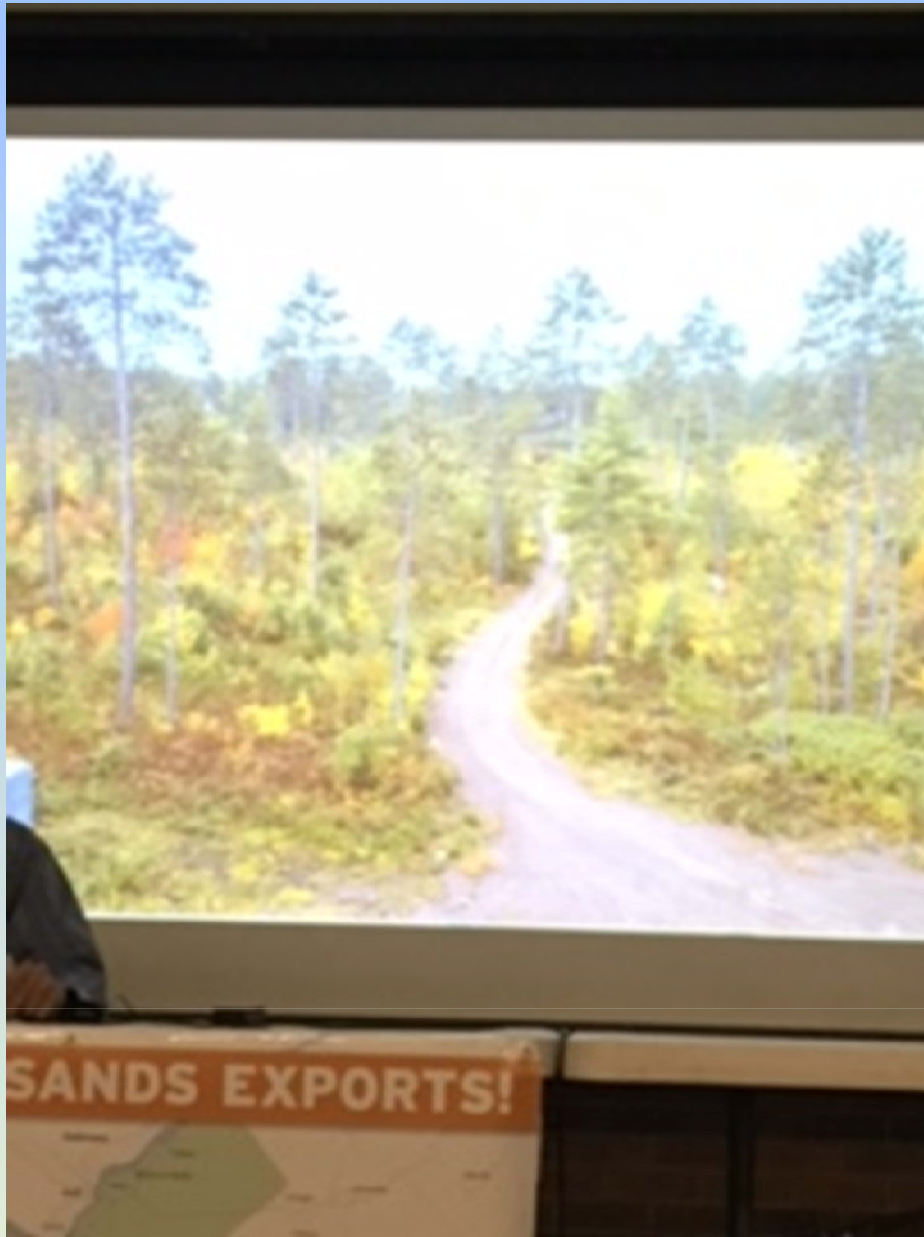
# CHALLENGES

## ENGO Campaigns

- Public and market based campaigns
- Targeting the broader sector, specific regions or individual companies
- Very well co-ordinated within elements of the ENGO sector, well funded



Source: Ivey Foundation. The Making of Ontario's New Endangered Species Act – A Campaign Summary Report, 2007



## **Wilderness Committee**

Presentation in Toronto – fall 2016

“Selection Management”



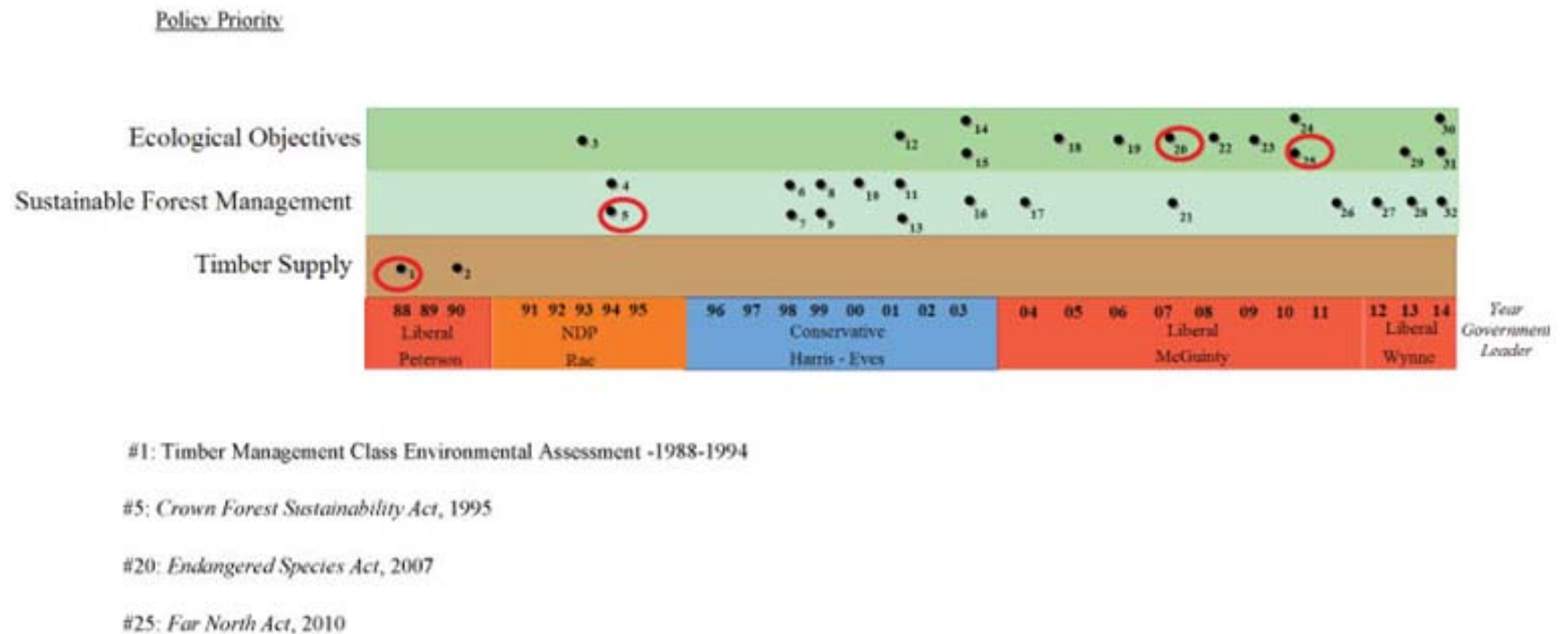
# THREATS TO RURAL COMMUNITIES

## Future Work Force



# THREATS TO RURAL COMMUNITIES

## Policy Decisions

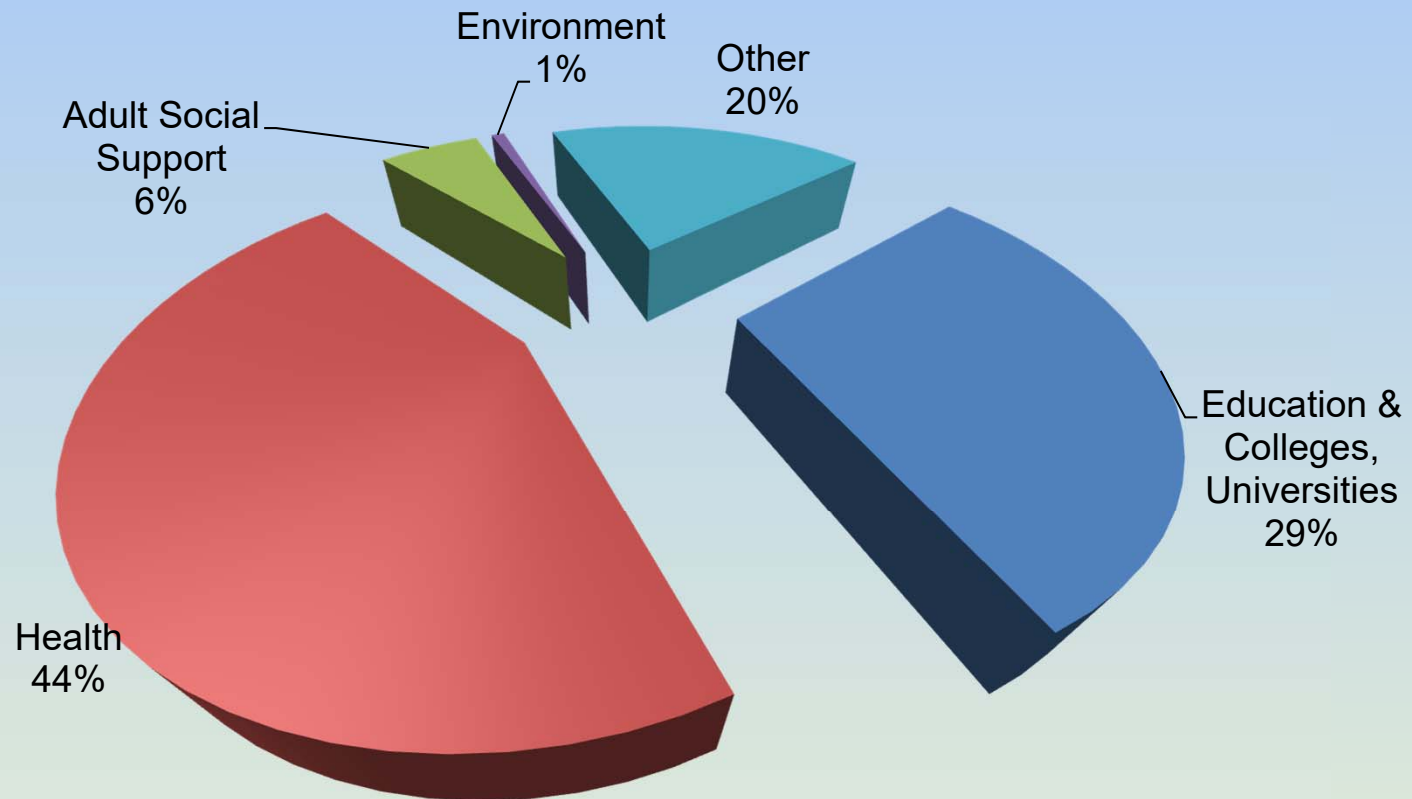


**Figure 2.** Excerpt from 'Policy Networks and Paradigm Change in Ontario Forest Policy 1988-2014', PhD thesis, Anne Koven.



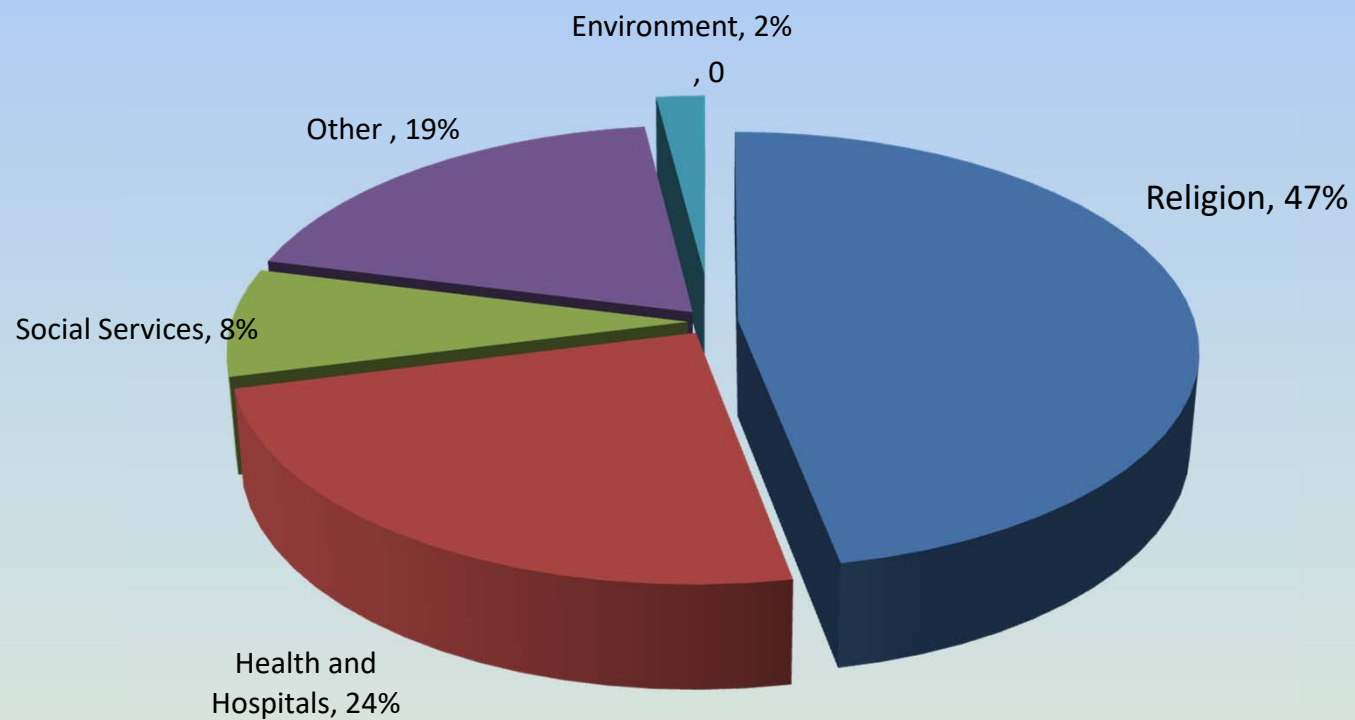
# THREATS TO RURAL COMMUNITIES

## 2016/17 Ontario Budget



# THREATS TO RURAL COMMUNITIES

## Donation Distribution



*Distribution of total donation value, by selected organization type, Ontario, 2007 (source: Imagine Canada, Giving and Volunteering Canada)*





**Gifford Pinchot -1885.**

“ We have to do a better job of educating the public about forestry and foresters”.

# EMERGING OPPORTUNITIES





# EMERGING OPPORTUNITIES

**“Sustainably managed forests contribute to mitigating climate change”**

*Intergovernmental Panel Climate Change (IPCC 2007)*

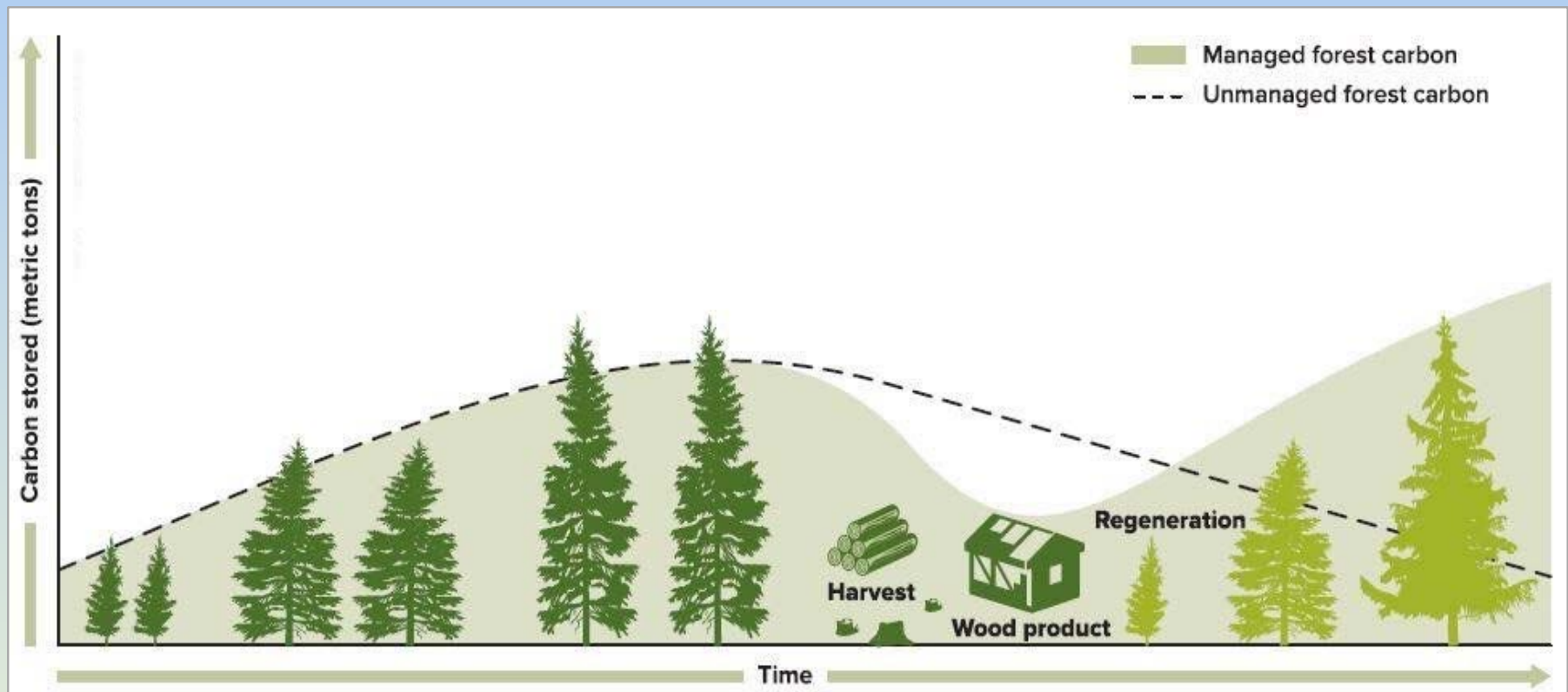
**“Sustainably managed forests are key to our future”**

*4th World Congress of Biosphere Reserves, Lima, 2016*



# EMERGING OPPORTUNITIES

## Carbon Cycle – Climate Change



# EMERGING OPPORTUNITIES



*Slide by Michael Green, TED  
Talk*



# EMERGING OPPORTUNITIES



**Brock Commons – worlds tallest wooden building**

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# #ItTakesAForest

- Launched May 2016
- Goal - Provide the public with unbiased, fact-based information on Ontario's forest sector and the role of our forests as one of the province's most sustainable resources.
- [www.ItTakesAForest.ca](http://www.ItTakesAForest.ca)





# Baseline Survey

- 1,200 Ontario residents surveyed
- Basic questions about knowledge and understanding of forestry and climate change
- Results: Low understanding of forestry and how forests managed; Low understanding of role of wood products in climate change; High concern for wildlife protection and land conversion
- Provides a way to measure results of campaign



## Direct Action

- 50+ presentations across Ontario
- 50+ signed on supporter groups across sectors (government, industry, ENGOs, academia)
- Installation of 4 billboards with an additional 5 supported by community
- Social Media Accounts: Twitter and Facebook
- Collateral: Trifold brochures, banners



## Direct Action



Wood builds  
**30,000** Ontario  
homes each year.

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## Direct Action



Forestry supports  
**180,000 jobs**  
across Ontario.

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# Direct Action



Sustainable forestry  
helps **wildlife thrive.**

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## Direct Action



Wood products  
help fight  
**climate change.**

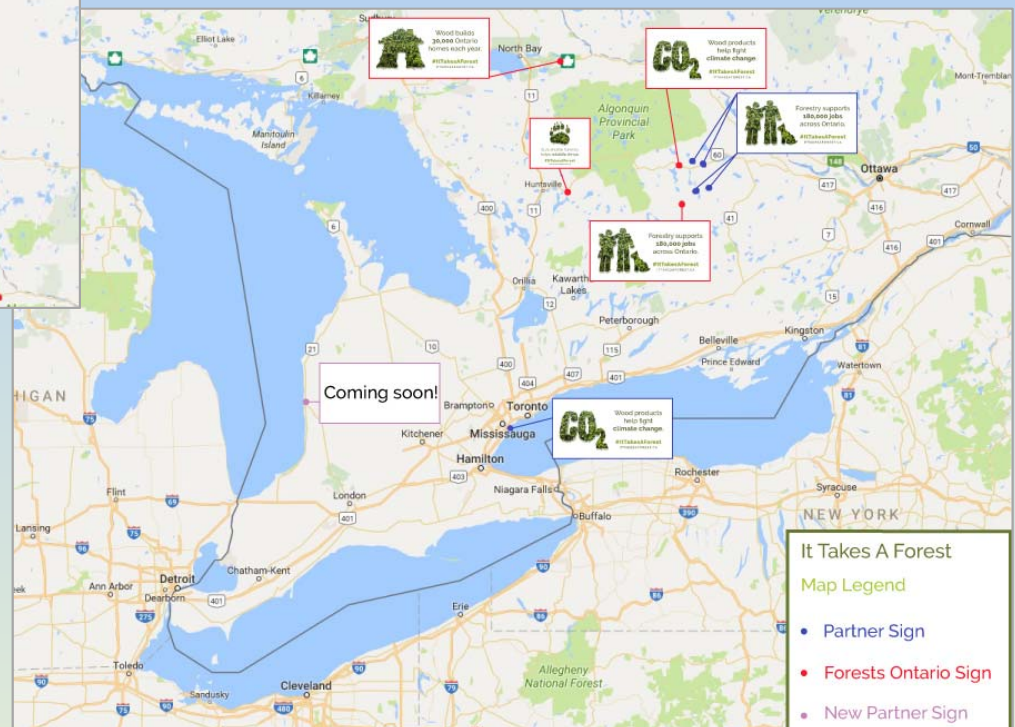
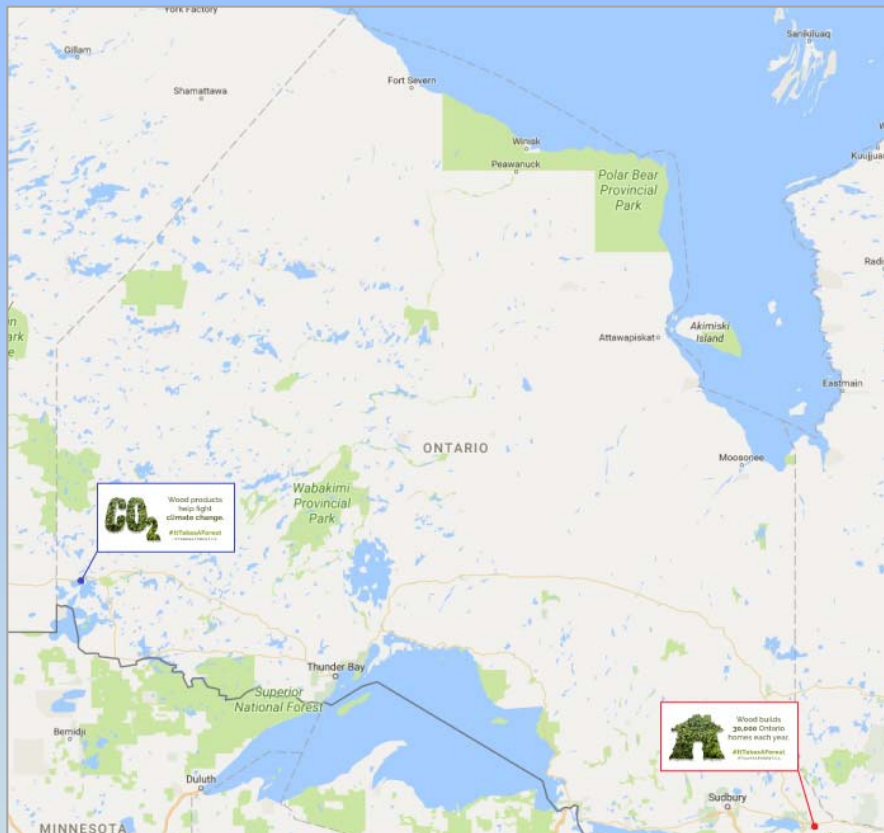
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# Direct Action



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# **#ItTakesAForest**

## **Next Steps**



# Gap Analysis

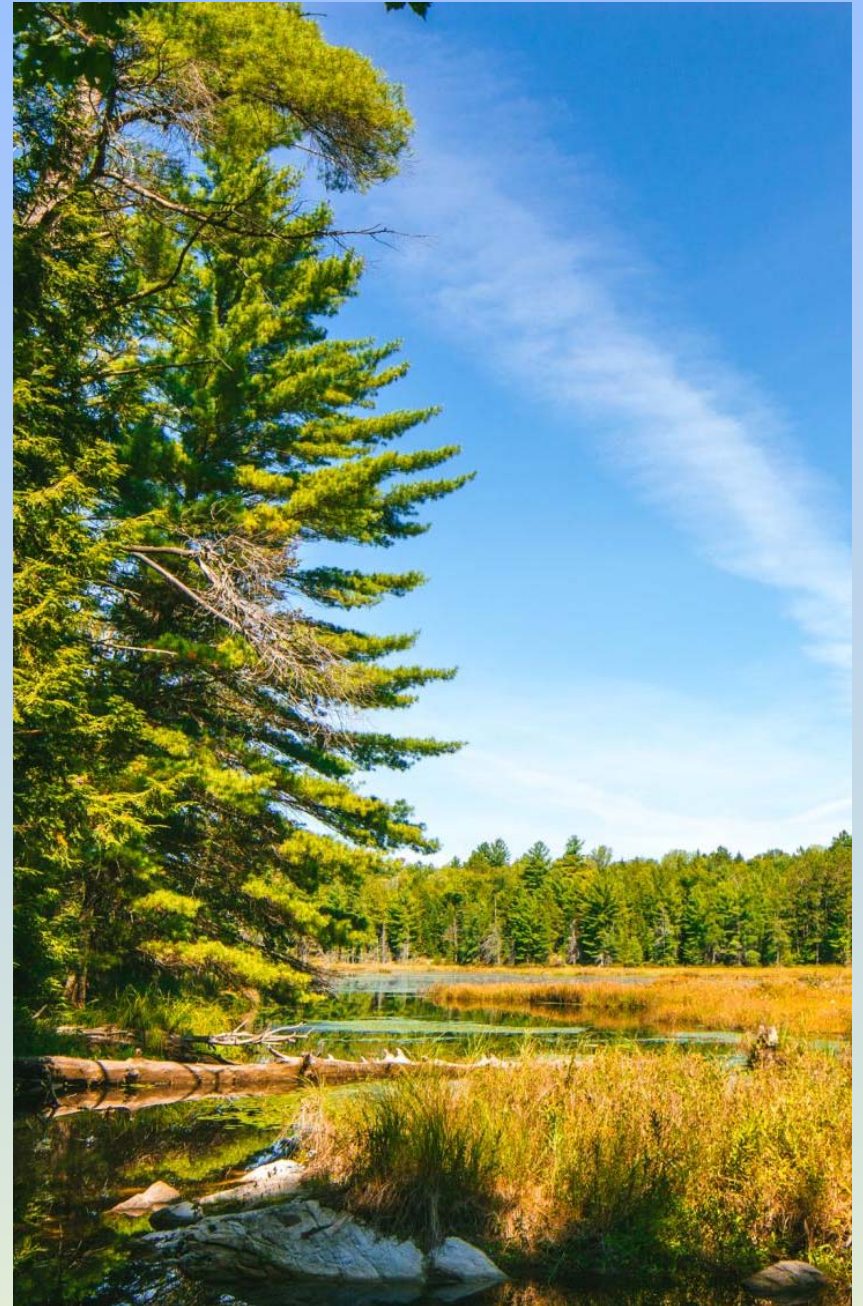
- ITAF hits some of the important elements and uses themes that resonate with the public:
- Sustainability
- Environment
- Climate Change
- Wildlife





# Develop Messages

- Create unified message across supporter groups
- Look for opportunities to develop themes of Health, Arts and Climate Change to connect with new audiences
- Produce videos to capture new audiences





# Engage Supporters

- Provide resources and tools to share message on social media, at presentations, etc.
- Create online portal for supporters to source resources and tools

## EARTH DAY FACT

Ontario is home to  
more than **85 billion** trees.



▲ = 100 million trees

 **FORESTS**  
ONTARIO

**#ItTakesAForest**





# Ambassadors

- Grow ambassadors to share the ITAF message with local communities
- Find online influencers to help move the ITAF message into the public eye







## Direct Action

### Join the campaign

- Follow us [#ItTakesAForest](#)
- Promote the values of our forests to your community
- As a municipality send Forests Ontario a resolution supporting:

## It Takes a Forest



**We have a great story tell.  
We just need to start telling it.**





# #ItTakesAForest

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[@keen\\_for\\_trees](https://www.instagram.com/keen_for_trees)