

OUR VISION FOR THE FUTURE

Canada's forest products industry has a new confidence and has set ambitious goals for the future in the areas of the economy, the environment and employment. Vision2020 aspires to make the following progress by the end of the decade:

PRODUCTS

Generate an additional **\$20 billion** in economic activity through new products and markets

PERFORMANCE

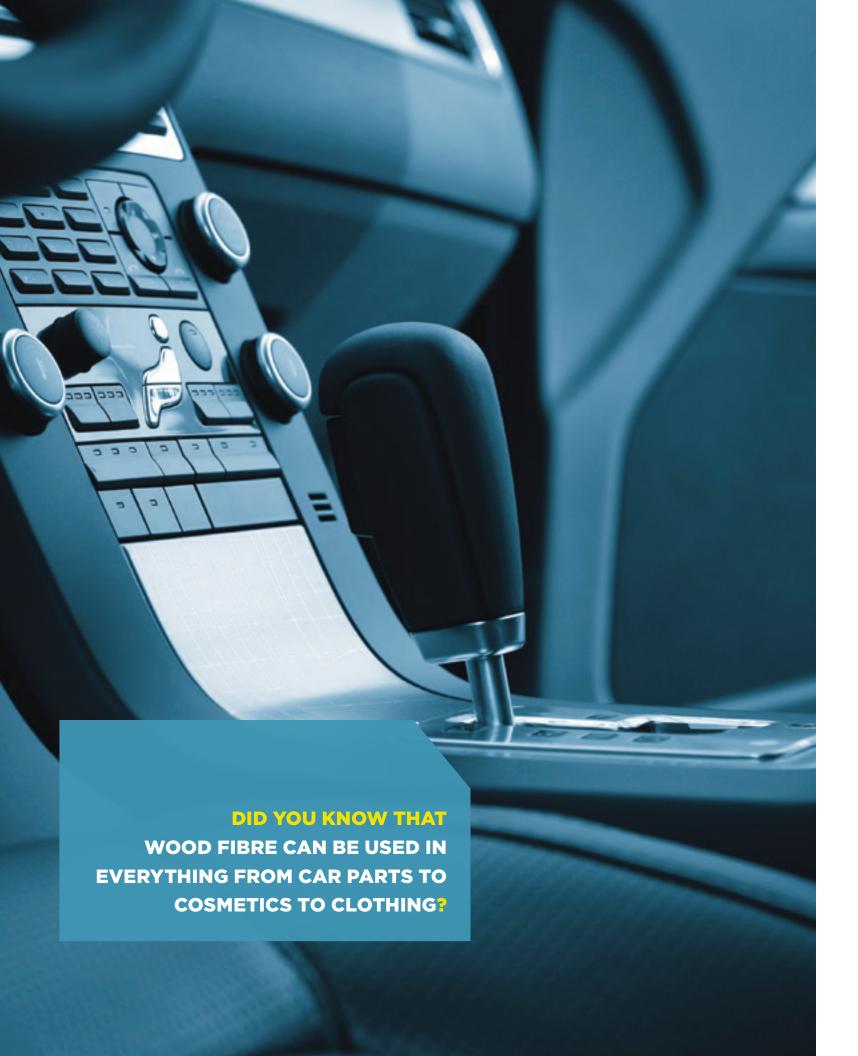
Improve the sector's environmental performance by a further **35**%

PEOPLE:

Refresh the workforce with an additional **60,000 recruits**, including more Aboriginals, women and new Canadians

¹ based on a 2010 baseline.

For more information, visit fpac.ca/Vision2020.



INNOVATION IS IN OUR NATURE

Expect us in the unexpected: we are no longer your father's forest products industry. Yes, we still produce lumber and pulp and paper but innovation is now the engine of growth as companies turn waste streams into revenue streams and extract more value from every harvested tree. The bio-economy, nano-technology, and 3D printing are among the exciting opportunities. Pulp mills are turning into biorefineries. Forest Fibre can now be found in your HD TV set, in rayon shirts and dresses, in a Ford Lincoln console, in pharmaceuticals, in ice cream and so much more. On the lumber side, technological advances are allowing for taller wood frame buildings that are safe, strong, and sophisticated.

To learn more about innovation in the forest products industry, visit **fpac.ca/innovation**.



GROWING AGRENER TOMORROW

Canada's forest products industry is recognized as a **global leader** in the progressive management of Canada's vast **renewable** forest resource. A 2014 Leger marketing survey of international customers found that the Canadian sector has the best environmental reputation in the world.

Here are just some of our environmental pluses:

- The Canadian industry re-grows as many trees as it cuts down.
- The Canadian pulp and paper sector has decreased its greenhouse gas emissions by about 70% since 1990.
- · Many forest companies have become energy self-sufficient, removing the need for fossil fuels. The mills are producing enough green electricity to power all of Calgary.
- · Canada has 43% of the world's certified forests, independently assessed to follow progressive social and environmental practices.
- · Canadian forest companies are working with environmental partners to find ways to both protect the environment and retain jobs.

 This includes the landmark Canadian Boreal Forest Agreement.
- · Using wood products helps "green" the environment by replacing more carbon intensive materials. Wood is also a carbon sink and helps mitigate climate change.
- · Canada recycles about 70% of its paper and cardboard, among the highest in the world.
- Even with this impressive record, there's more to do. The industry is committed to further reducing its environmental footprint by 35% by 2020.

For more information, visit futureofforestry.ca.



IS THE GREENEST WORKFORCE

Already about 235,000 Canadians work in the sector — it's the lifeblood of about 200 communities from coast to coast.

And *Vision2020* has set the ambitious goal of refreshing the workforce with an additional **60,000 recruits** by the end of the decade, including women, Aboriginals and new Canadians. This includes everyone **from researchers**, **chemists**, **engineers** and **skilled trades people**.

The forest sector considers itself Canada's "greenest workforce".

Certainly that references a quality of life in Canada's forest communities — they offer a reasonable cost of living and access to the great outdoors.

However, it also captures how the 21st century forest products industry is forging an **innovative path to a green and growing future** with more and more smart uses being found for renewable wood fibre. The sector invites you to go green with your future career!

Learn more about careers in the sector by visiting **TheGreenestWorkforce.ca**.



PROFITING FROM PARTNERSHIP

We can't do it alone. Canada's forest industry is transforming with the help of academics, researchers, governments and other sectors. Here are some examples:

- The **federal government** has helped with strategic programs such as the Investments in Forest Industry Transformation (IFIT) program, offering risk capital to companies considering world-first innovations.
- FPInnovations is a public-private world leader in the research and development of new innovations.
- \cdot Academics from Universities and Colleges are contributing intellectual capital in a number of ways.
- The forest products industry is working with others including the auto, plastics and chemicals sectors under the Bio-Pathways Partnership Network and other associations with the Bio-Economy Network.
- The sector also partners with Aboriginal groups including the Canadian Council of Aboriginal Business and relies on Aboriginal workers and suppliers.

LET'S WORK TOGETHER

TO MAKE CANADA'S FOREST PRODUCTS INDUSTRY A GLOBAL LEADER IN INNOVATION AND COMPETITIVENESS.

Contact FPAC to learn about the importance of the forest sector in your community · info@fpac.ca · 613.563.1441

