

Innovation, Climate Change and Jobs

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THE FOREST PRODUCTS ASSOCIATION OF CANADA
L'ASSOCIATION DES PRODUITS FORESTIERS DU CANADA

The Ottawa Backdrop



Canada's Forest Sector Opportunity

- **Bioenergy & biomaterials powerhouse potential**
- **Forest products are part of solution to climate change**
- **Grow industry through transformative innovations**
- **Sustain & create good paying jobs across Canada**

Cornerstone of Canada's Economy

\$22B GDP

231 Dependent
Communities

\$33B Exports

232K
Employees

180+
Export
Destinations

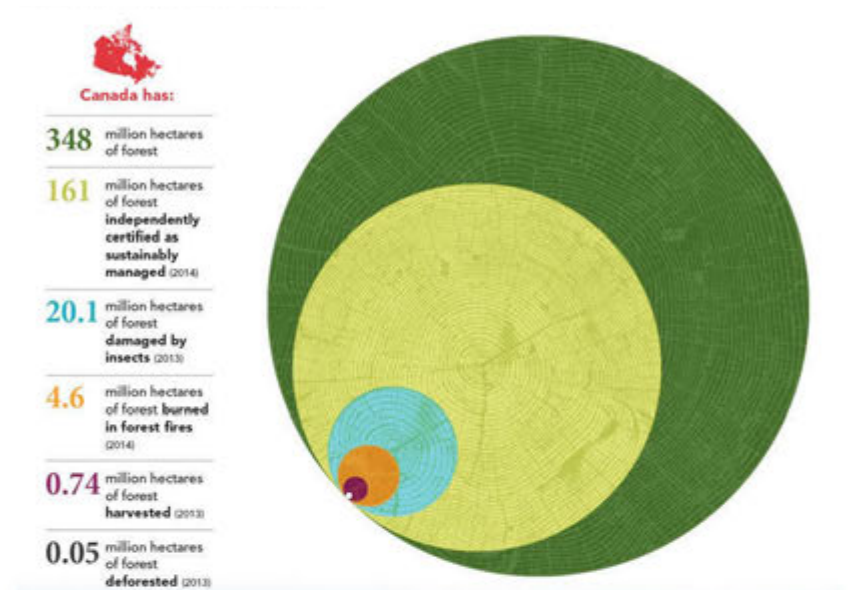
\$65B
Revenue

59M
Tonnes
Produced

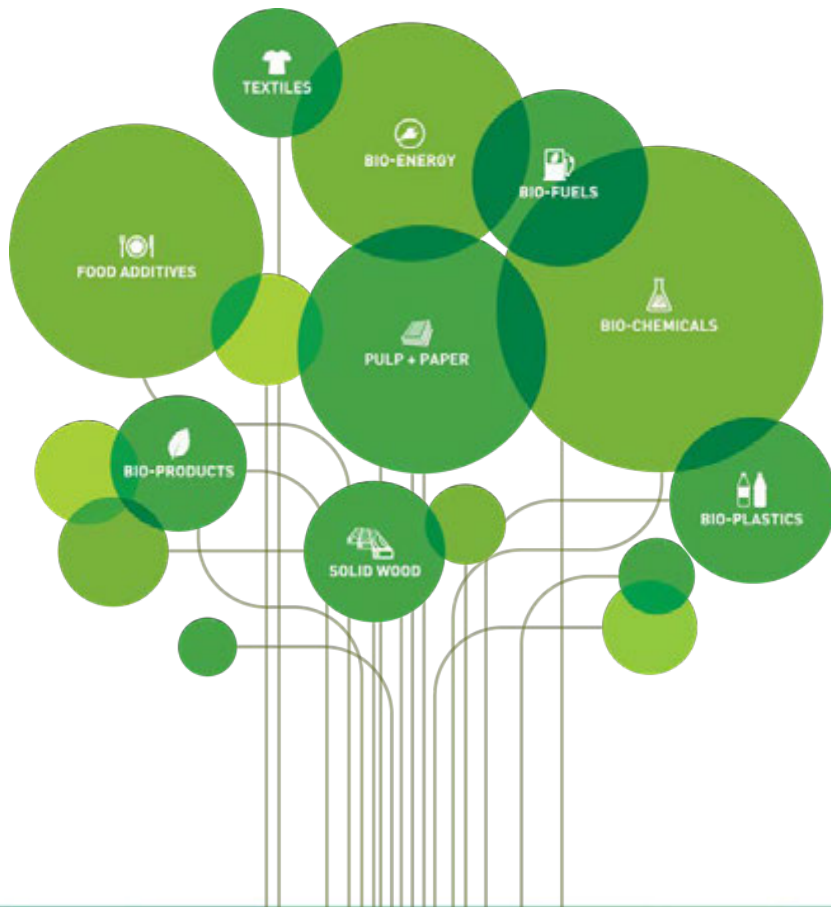
12% of
Manufacturing

World Leading Environmental Credentials

- Canada's leadership is recognized
- Critical to our social license to operate
- Governments and industry need to collaboratively promote and defend the *Canada Brand*



Source: State of Canada's Forests Report, 2015

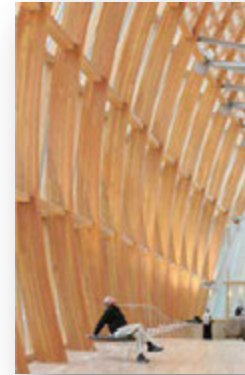


Diversifying to bio-products.

**Anything you refine petroleum into,
you can essentially refine wood into.**

**The industry is working with partners
to adopt new technology and to
commercialize emerging technologies.**

Innovative Building Materials and Methods



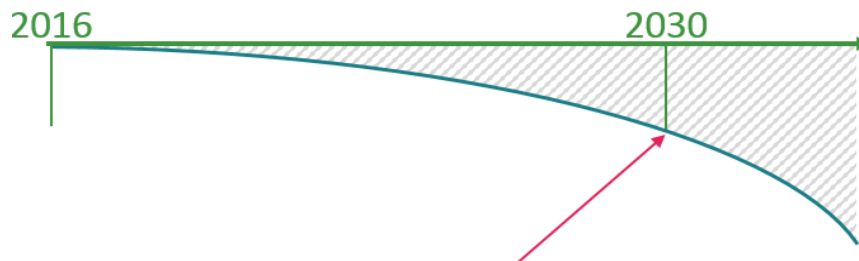
A Busy 8 Months



Climate Change Challenge: 30 by 30

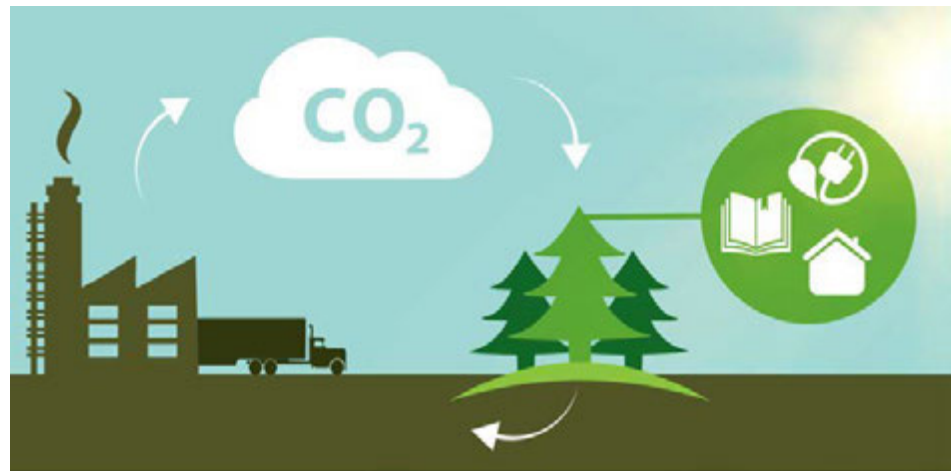
The Canadian forest products sector is pledging to remove 30MT of CO2 a year by 2030 – more than 13% of the Canadian government’s emissions target.

Proposed Target



30 by 30 – How Do We Get There

- **Forest Management**
- **Displacement of Fossil Fuel**
- **Forest Products Use**
- **Manufacturing and transportation**



Call to Action

- **Double down in support of industry transformation**
- **Coordination across levels of government & government departments key**
- **Leverage climate change ‘benefits’ of forest products**

Forest Sector Job Matching Tool

www.thegreenestworkforce.ca

- Matches job seekers & employers
- Post, browse & generate qualified matches
- Free for all forest sector companies
- Tracks labour market data & trends

Thank you!

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