



**North American
Forest Partnership**

Winning Hearts and Minds: NAFP and What it Means for Biomass Thermal Stakeholders

Brian Brashaw

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Forest Products Laboratory

Forest Products Marketing Unit (FPMU)



My Forest Products Story ...

As a youth growing up in the Nicolet National Forest, I understood the connection between the forest and Connor Forest Products where my Dad worked. Despite moving from Laona in 5th grade, I combined my youth goal of being a forester with a career in forest products. After 25 years as a wood specialist in Minnesota, I joined the Forest Service's FPL in 2015 to fulfill a career goal and work to strengthen the connection between our forests, research, and markets. I am proud to work alongside my Forest Service colleagues and partners to support resilient forests and communities.

~Brian Brashaw



Drax submits top bid for LaSalle wood pellet facility

Ashley Mott, amott@thenewsstar.com

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Customer Choices
may be Driven by
Policy and
Regulations

SUSTAINABLE
ENERGY

| A CNBC SPECIAL REPORT

SUSTAINABLE ENERGY

| TV SHOWS

| BRAINSTORM EVENT

| BETTER ENERGY

How one power plant is turning away from coal to embrace wood pellets and straw

Anmar Frangoul

9 Hours Ago



Albany wood pellet plant to re-open and become Australia's largest

ABC Rural | By Tyne Logan




"WHEN I SEE
WOOD PELLET
SHIPS LEAVE OUR
PORT, I DON'T SEE
THE VESSEL. I SEE
THE MILES OF
CLEARCUTS I
KNOW HAPPENED.
IT'S A FEELING OF
LOSS"

Polarized
and
Unpredictable!




IS IT TIME TO RETHINK WOOD?

Discover for yourself.



Read the white paper on
Sustainability, Wood, and
the Environment at
www.aisc.org/discover.



There's always a solution in steel.™
American Institute of Steel Construction
312.670.2400
www.aisc.org

CIRCLE 240



BRIEF

Target initiates new forest products sourcing policy

Customer Preference from Resources we Believe In!

 **Lisa P. Jackson** 
@lisapjackson

 Follow

Environmental protection = good for the planet & economy. Yet another example through our work with @ConservationFnd bizjournals.com/triangle/news/...

5:33 PM - 15 Mar 2017



An update on what Apple is doing with 3,600 acres in eastern Nor...
Two years ago, Apple bought 3,600 acres in Brunswick County.
bizjournals.com

  37  80

North American Forest Partnership

- NAFP brings together diverse voices from across the United States and Canada to raise awareness and understanding of the broad social, environmental and economic value created by the forest sector.
- The goal of the partnership is to highlight the sector's shared ethic of forest stewardship and unifying commitment to the management of sustainable, healthy forests in North America.



Research: Overview

FOCUS GROUPS

Identify key messages about our sector that resonate with external audiences and relevant topics that provide openings for us to share our story

SOCIAL CONVERSATION AUDIT

Identify conversations related to the sector that are already being told online and identify opportunities for us to engage and share our story

BENCHMARK SURVEY

Better understand the attitudes, feelings and perceptions of external audiences to inform our communications and messaging approach

AUDIT & NEEDS ASSESSMENT

Source existing content and collect input from across the sector; was completed by nearly 100 participants from the sector (internal audience)

Since our Voice is Being Created for us ...



We have a “bunker mentality”



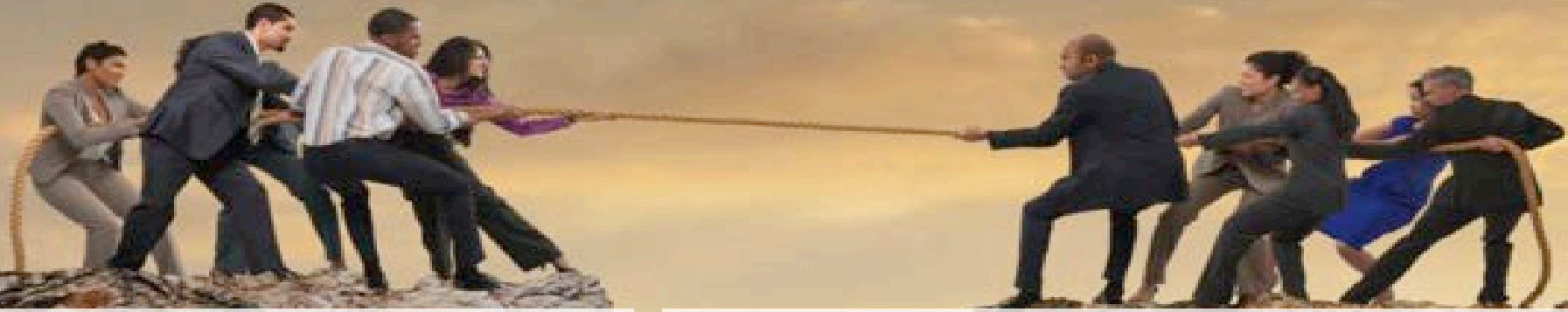
Our credible – and if aggregated – powerful sustainability story is hard to find.



Others have created friction around products and policy

Businesses, policymakers and consumers are too often negative about the sector

WE ARE A DIVERSE SECTOR WITH A LOT OF SEEMINGLY UNIQUE CHALLENGES...



LEADERS

- We need more innovation
- We're leaders
- We replant a tree for every one we cut
- We create good jobs where needed most
- We have a great carbon story



INTERNAL AUDIENCES

- We are innovative
- W. Europe would also say they're the leaders
- Some say you do, some say you don't
- Every industry tries to trumpet job creation
- We have a controversial carbon story

Internal Cacophony

OUR OWN PEOPLE ADMIT THERE IS A DISCONNECT WITH MANY EXTERNAL AUDIENCES

- They demand to know how this message platform and effort will be different and breakthrough

SECTOR SAYS

- Green
- We protect/preserve the forest
- Climate change
- Responsible
- Deforestation



EXTERNAL AUDIENCES HEAR

- That's *their* term, not ours
- Protecting the forest means never cutting down trees (to outside audiences)
- I'm not sure if that even exists
- The public's view of what "responsible" means is not what we do
- The public doesn't know what that means. They think it's what WE do



Stakeholders
Influencers

**THEIR TRUTH WHEN IT COMES
TO PRODUCTS**

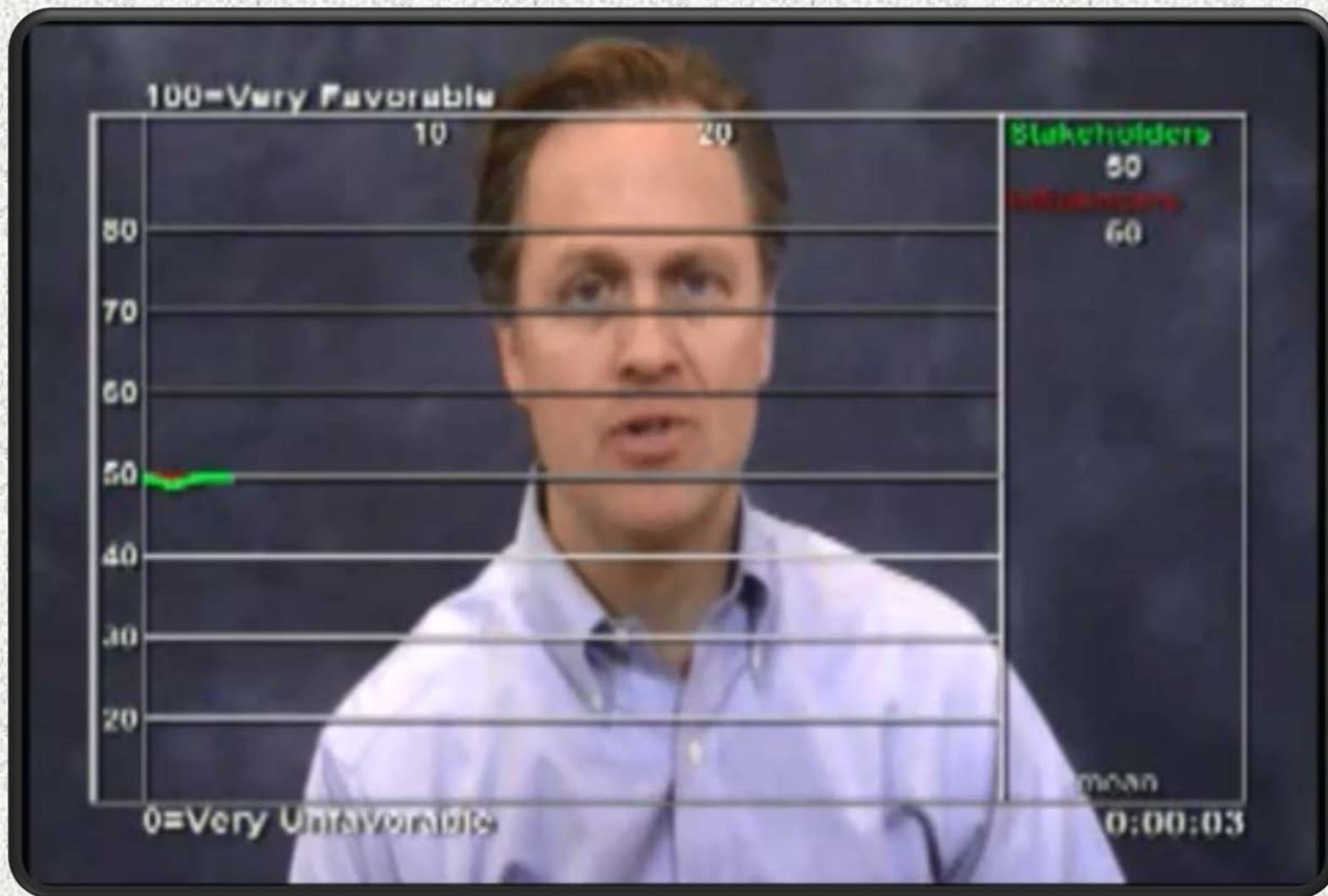


THEIR TRUTH WHEN IT COMES TO PRODUCTS

Stakeholders

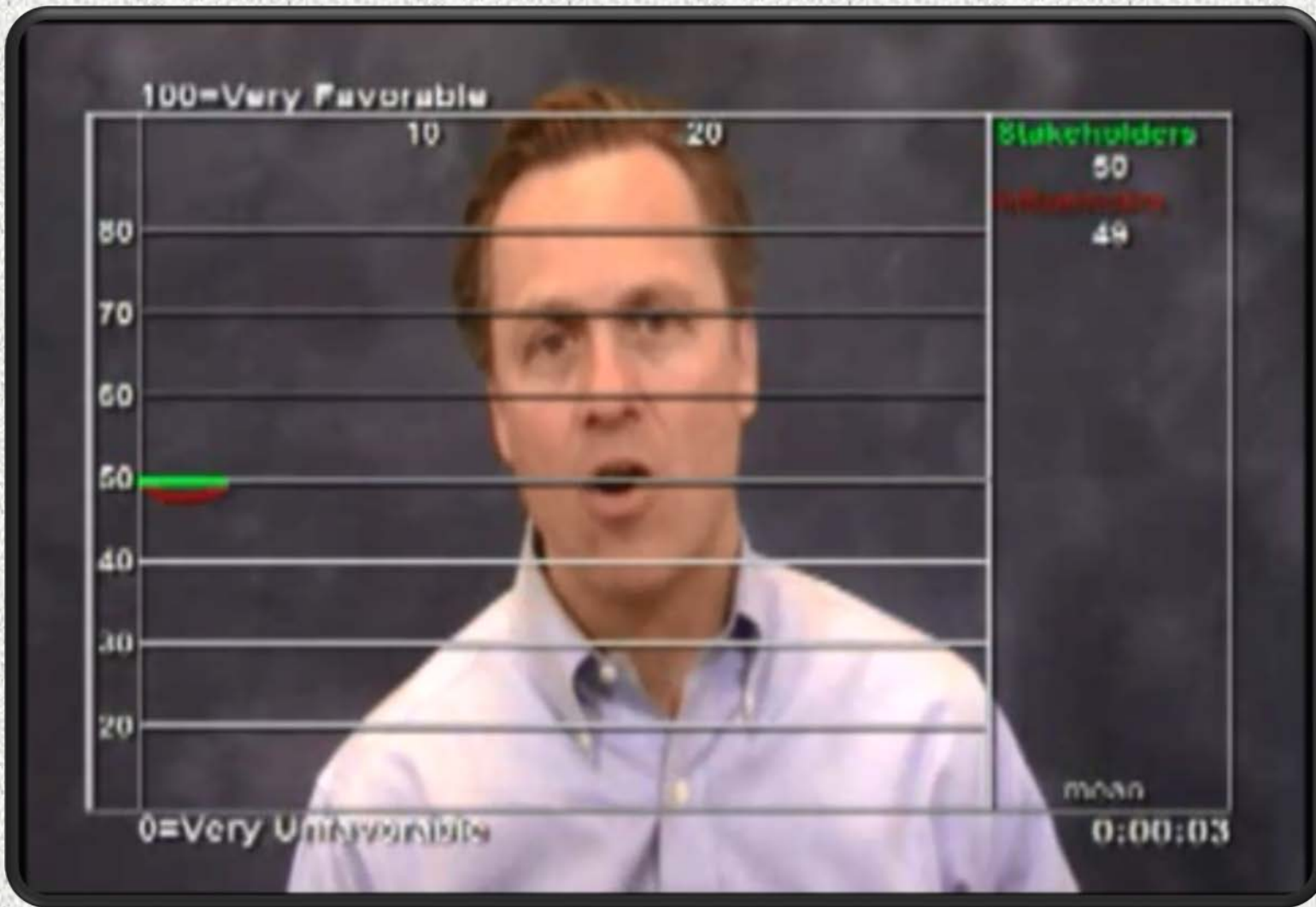
Influencers

THEIR TRUTH ABOUT FORESTS



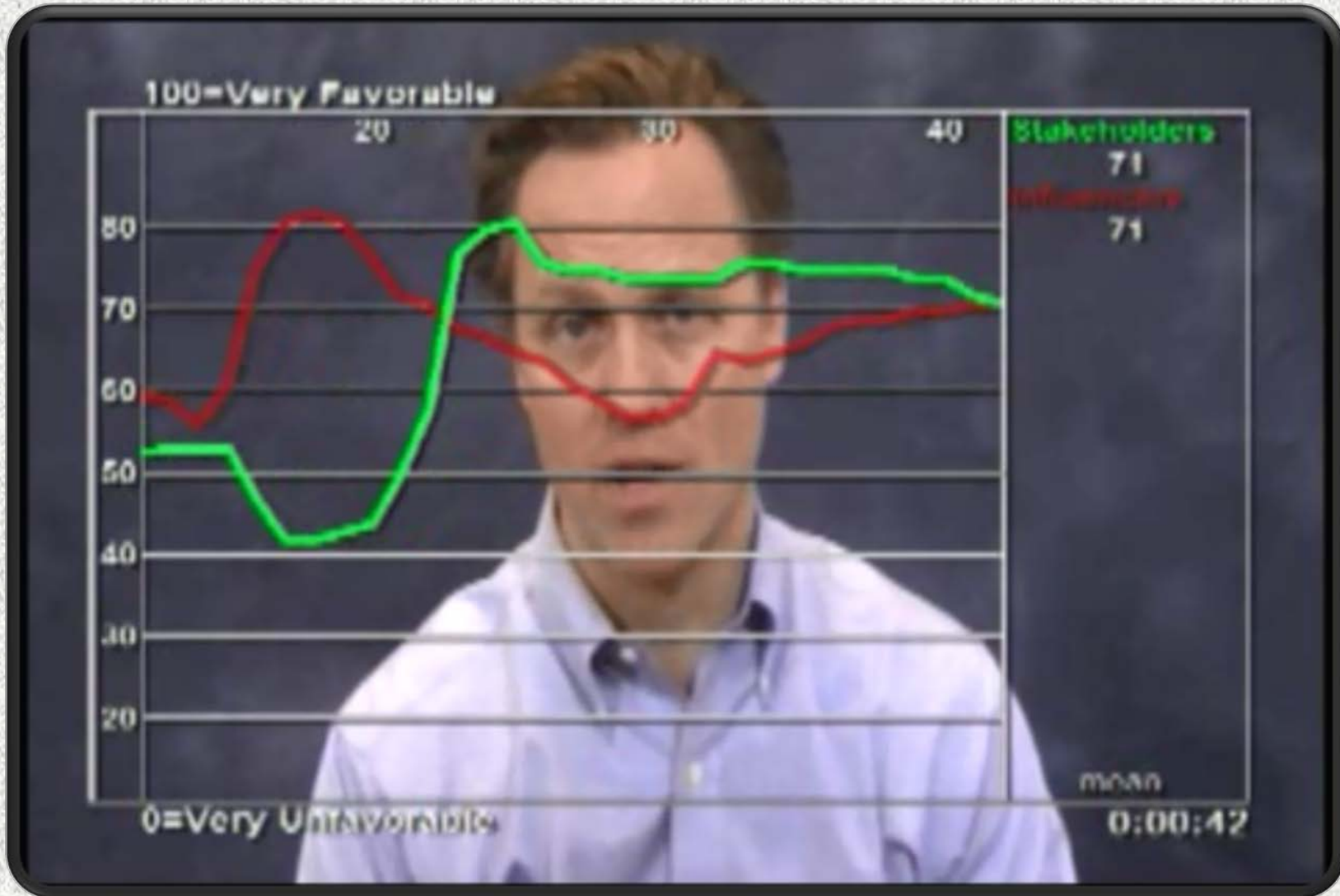
Stakeholders
Influencers

THE DIVIDE



Stakeholders
Influencers

THE DIVIDE



Stakeholders
Influencers

THE CONVERGENCE

WHAT
YOU
BELIEVE
(YOUR TRUTH)



WHAT
THEY
BELIEVE
(THEIR TRUTH)

AUDIENCES



Key Findings: Attitudes & Perceptions of Work & Values

A significant segment of those surveyed are undecided about the forest sector

Respondents overall are more likely to be comfortable than uncomfortable in regards to **the way wood is used as a resource in the U.S.** but a large gap exists for those who are undecided



45%

Two in five say they are comfortable



33%

One third report they are uncomfortable



24%

That leaves one quarter without an opinion

50%

Influential Americans

36%

Environmental Champions

Influential Americans are significantly more comfortable than Environmental Champions when it comes to the way wood from North American forests is used as a resource in this country



This is especially true of male influencers, who are 21% more likely to feel this way

Key Findings: Sentiment Towards Managed/Working Forests



Four in five (81%) respondents are favorable towards managed forests when given a definition of the concept



While Influential Americans are more likely to feel favorable than Environmental Champions, both segments show strong support

The concept of a “managed forest” to support the long-term health of a forest is favored by respondents

Key Findings: Sentiment Towards Managed/Working Forests

The majority of respondents are comfortable with cutting down trees to:

85%
Maintain a healthy forest

88% vs 83%

Influential Americans vs **Environmental Champions**

believe that trees must be cut down sometimes to keep forests healthy

79%
As long as a new one comes up in its place



74%
Done so responsibly

However, when it comes to harvesting trees for these reasons, respondents are least likely to feel comfortable doing so for:



41%
A product



33%

Implication: Select topics are believable and should be emphasized

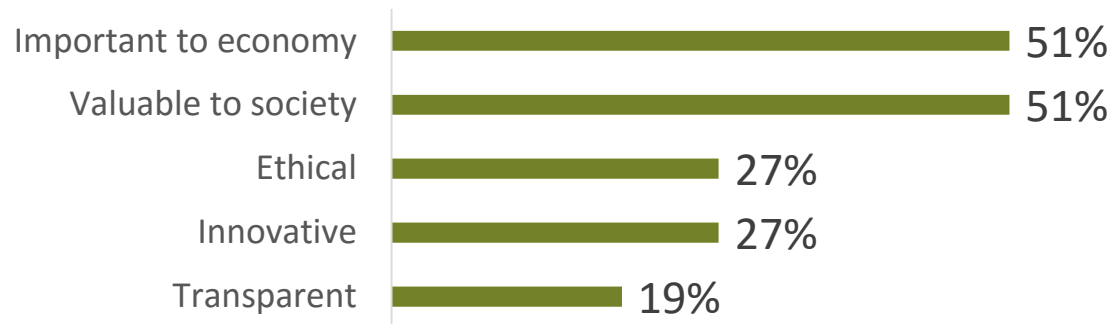
Key Findings: Uncovered Myths & Misinformation

Myths about forestry practices exist and need to be debunked to continue improving favorability of the sector

45%

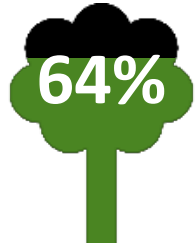


Nearly half of respondents believe trees are cut down on national park land or protected land

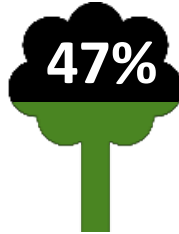


Most frequently cited attributes of our sector are “valuable to society” and “important to the economy”

Key Findings: Uncovered Myths & Misinformation



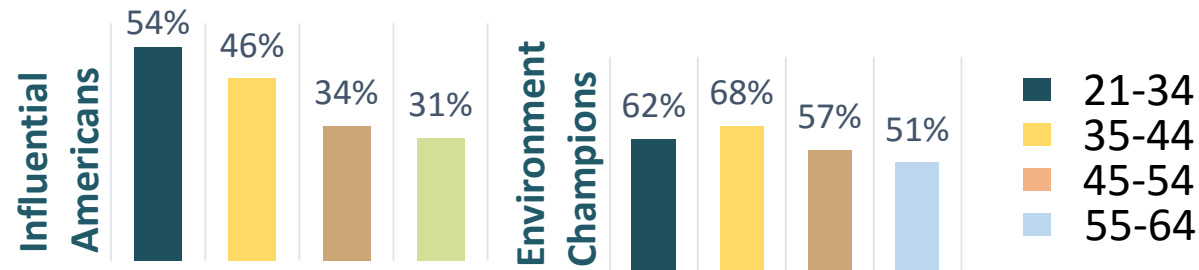
Two-thirds of respondents believe that deforestation is a major issue



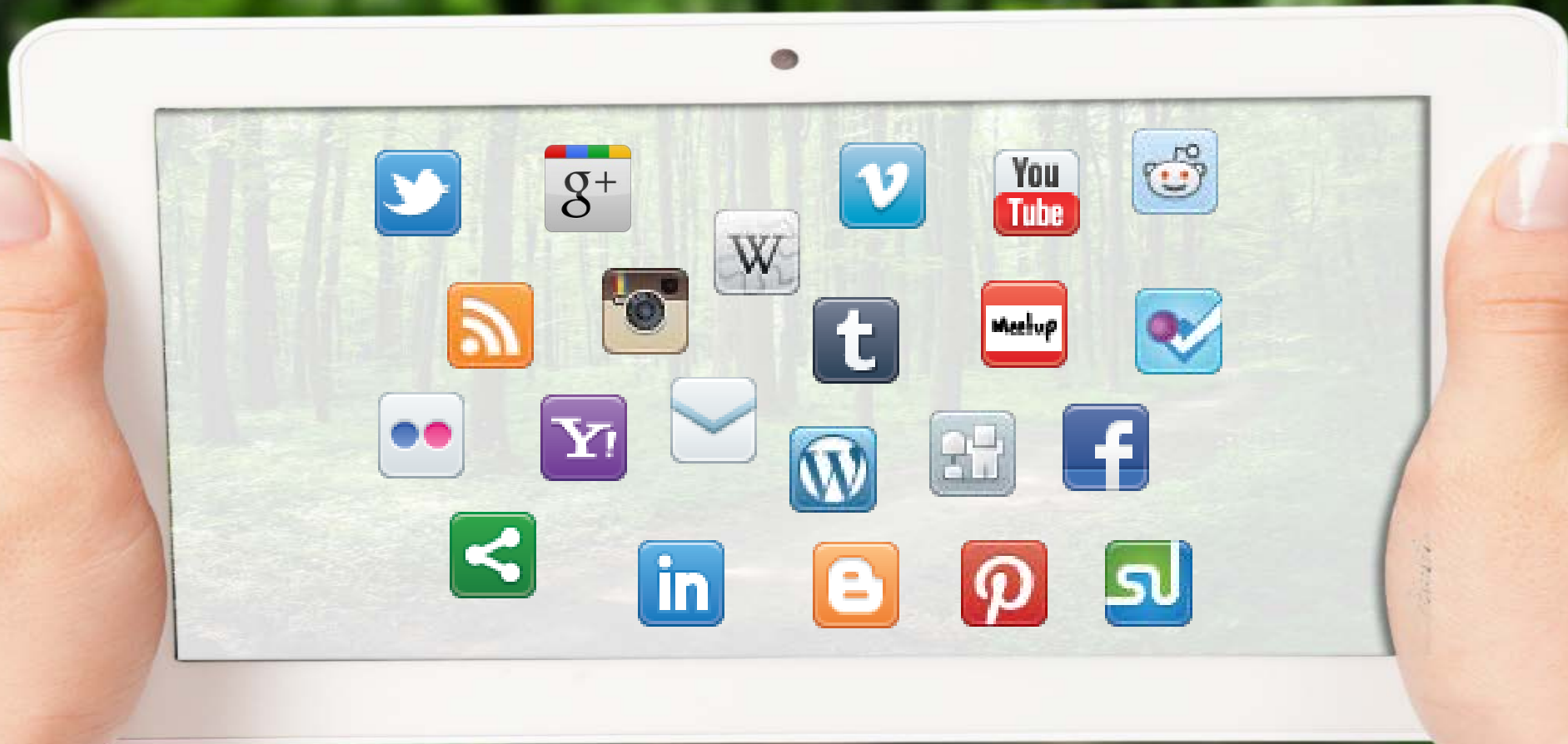
Half believe that clearcutting is commonly practiced in North America

Environmental Champions are particularly sensitive to deforestation as 72% believe it is a major issue in North America compared to 56% of Influential Americans who say the same

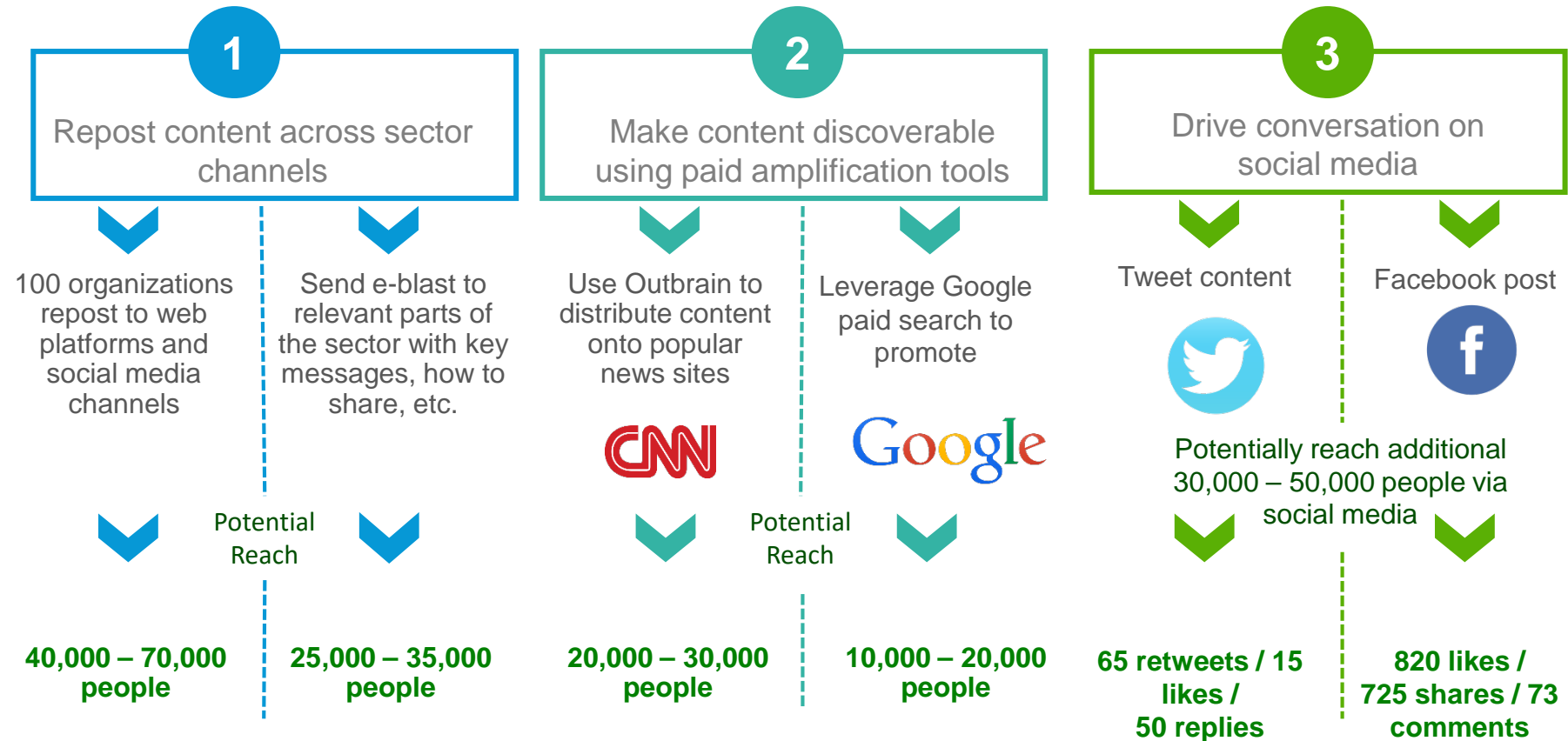
Millennials in both segments are more likely than their older counterparts to believe deforestation is accelerating in North America



We are Largely Absent from Social Media

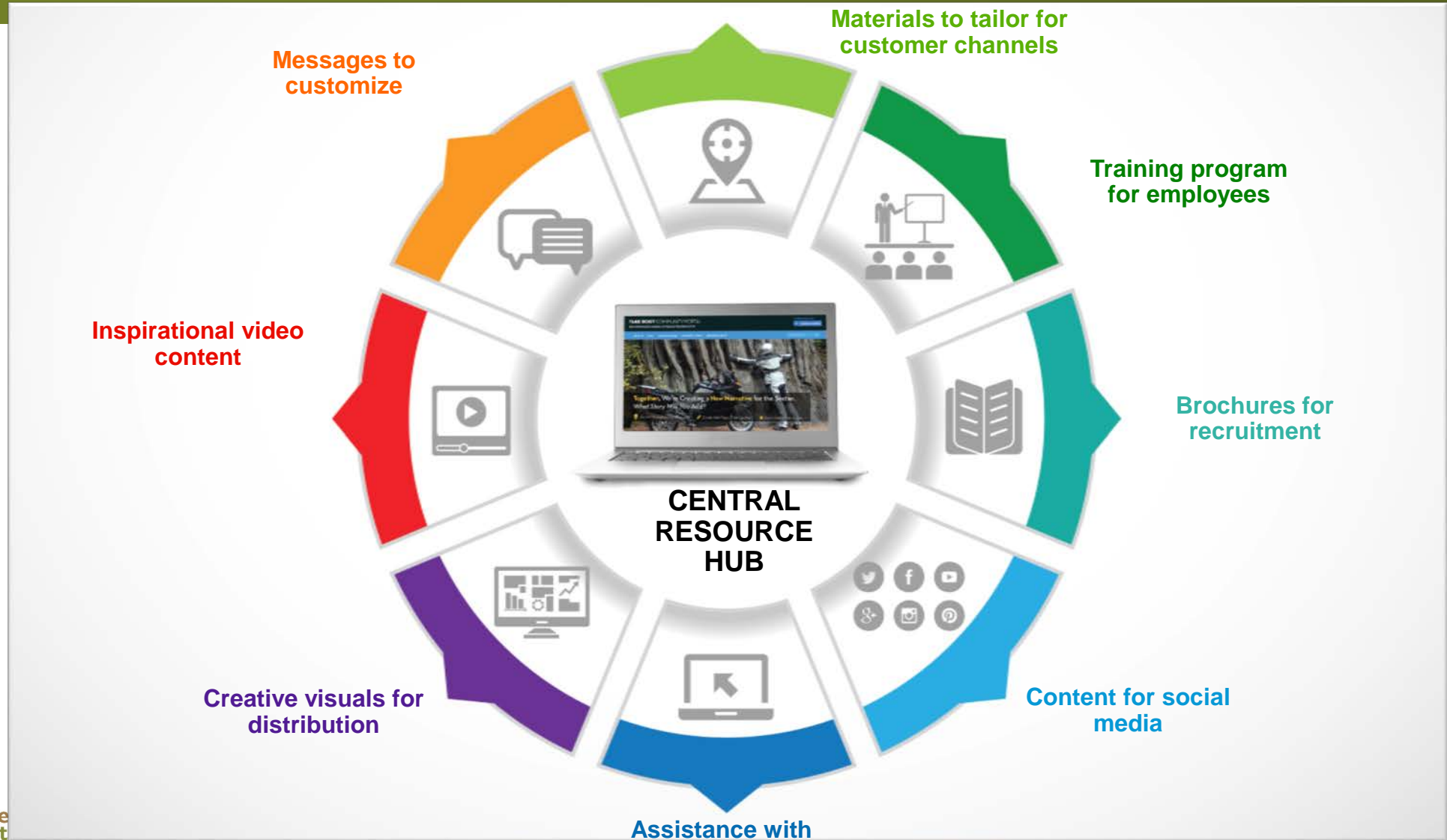


Social Media Amplifies



*Reach estimates scalable - contingent upon number of supporting orgs., budget parameters, etc.

NAFP DIGITAL HUB: RESOURCES FOR MEMBERS



Resource Center

Here you will find materials that can be downloaded, printed and shared to help you communicate about the good work you do every day. We've developed customized trainings to help you share your story on social media and discussion guides to help you earn trust and build the reputation of our sector when engaging in conversations with stakeholders.

Training & Education Materials

ALL



The resources in this section are designed to aid you in discussing the work that you do with various stakeholders. The documents are for internal use only and not intended to be shared more broadly.

[NAFP Conversation Training_Your Story](#)[NAFP Social Media Training_Social Storytelling](#)[NAFP Discussion Guide_Forest Sector Basics and Common Concerns](#)[SAMPLE ONLY: NAFP Discussion Guide_Sustainability](#)[SAMPLE ONLY: NAFP Discussion Guide_Biodiversity](#)[SAMPLE ONLY: NAFP Discussion Guide_Forest Management](#)[VIDEO: NAFP Storytelling Training](#)[NAFP Getting Started with YouTube](#)[NAFP Getting Started with Instagram](#)[NAFP SM 201 Monitoring Listening Tools](#)[VIDEO: Social Media 201 Monitoring Listening Tools](#)[VIDEO: Getting Started with LinkedIn](#)[VIDEO: How To - Write for Social Media](#)[VIDEO: How To - #Hashtag 101](#)

What is a Story?

On the one end of the spectrum, a story can be something as simple as a photo with a caption. On the other, it can be a long-form article or blog post with images, embedded videos, etc...and then there's everything in between.



Stories from the Sector

Reset

TOPIC ▾

SEGMENT ▾

REGION ▾

Search



Showing 1 - 12 of 18 results

Share your story

We know you are passionate about the work you do and we want to hear about it! You're invited to share experiences and observations from your personal or professional perspective. Please provide photos, videos and your story in your own words. We look forward to hearing from you.

Share Your Story →

**VIDEO: Complex Forestry Topics Unpacked**

JORDAN BENNER

The Oregon Forest Resources Institute produces educational media to help people better understand the forests around them.

[read more →](#)**How I Ensure Our Family Tree Farm Stays Healthy**

ANDREA WATTS

After a decade of living in Seattle, Andrea Watts returned to the family property to help her parents manage the family tree farm to ensure it would remain healthy and resilient.

[read more →](#)**The Greening of Detroit**

HOWARD LINDBERG

The nonprofit organization, called The Greening of Detroit, has planted more than 85,000 trees around the city. Weyerhaeuser and the Sustainable Forestry Initiative (SFI) recently added their support.

[read more →](#)**Building Bat Condos**

POLLY SCHAEFER

Teaming up with the local high school students, a Weyerhaeuser team built 56 bat houses to benefit local bat

**Trees for Tribes: Restoring New York's Streams One Tree at a Time**

SARAH WALSH

**Forestry and Backcountry Skiing**

FRANK LOWENSTEIN

Forestry and backcountry skiing form a natural partnership. Braintree Mountain Community Forest, owned and

How Forest Stewardship Became a Family for the Westergreens

TOM WESTERGREEN

Forest stewardship has been a family affair for the Westergreens since 1888. Tom Westergreen and his family continue to foster a diverse and productive tree farm in Washington State. Forest stewardship has been a family affair for the Westergreens since 1888. Tom Westergreen and his family continue to foster a diverse and

Stories Walk the Wheel!

Biomass Energy Stories

Stories from the Sector

Reset

Bioenergy ▾

SEGMENT ▾

REGION ▾

Search



Showing 1 - 4 of 4 results

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Share Your Story



Biomass Success in Burns, Oregon

MARCUS KAUFFMAN

When a local school in Burns, Oregon needed to replace an aging boiler, community leaders discovered that a biomass district heating system would dramatically lower their energy costs and help keep local forests healthy. Biomass energy is a perfect fit for their rural community. Close to the forest with a cold climate, they are used to working with wood. The system burns clean, requires limited maintenance and runs on plentiful locally-produced wood chips - a perfect solution! Video created by the Oregon Statewide Wood Energy Team, Sustainable Northwest and the Oregon Department of Forestry with funding support from the USDA Forest Service. For more information about the Oregon Department of Forestry, please visit: <http://www.oregon.gov/odf/>

[read more →](#)



VIDEO: A Passion for Global Impact

HEATHER WISE

I am passionate because of undiscovered breakthroughs in bioenergy that will have an impact on a global scale.

[read more →](#)



Bioenergy? The Fate of Woody Biomass in the Absence of Markets

CARLTON OWEN

Much of our nation's forests, especially public lands, suffer from unnatural, overstocked (too many trees) conditions that make them susceptible to catastrophic wildfires, pests and diseases.

[read more →](#)

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[Share Your Story](#)



Related Topics

[Learning about Forest Management as a 10th Grader](#)

[Amphibians Matter](#)

[Restoring Wildlife Habitat through Active Management in North Carolina](#)

[Home](#) > [Stories from the Sector](#) > [A Renewed Commitment to Renewable Energy from our Forests](#)



A Renewed Commitment to Renewable Energy from our Forests

By Norman Shawanokasic

For more than 150 years, the Menominee people have utilized sustainable forestry practices to preserve a unique ecosystem with a wide variety of species and varied habitats. In 2016, Menominee Tribal Enterprises, the business arm of the Menominee Indian Tribe of Wisconsin, completed a biomass-fueled district combined heat and power (CHP) project in an attempt to create energy independence, reduce our carbon footprint and reduce air emissions.

Closed Facebook Group

The screenshot shows a web browser window displaying a Facebook group page. The address bar shows the URL <https://www.facebook.com/group>. The browser tabs include "FS Websites", "News Sports", "UMD", "Biomaterials", "Bioenergy", and "Resilient Forests". The Facebook navigation bar shows the user is logged in as "Brian" and is viewing the "NAFP Community" group page. The group is identified as a "Closed Group" with 891 members (5 new). The group logo features a stylized tree and the text "NAFP North American Forest Partnership". A pinned post by Beth Scott, dated November 1, 2016, contains the following text:

Beth Scott shared a link.
November 1, 2016

Welcome to the North American Forest Partnership group! Please introduce yourself and get to know one another. Share information, stories and links to articles about our sector that are of interest to you. Use this group to communicate with one another and join in on the conversations! Also, register & login to the NAFF Hub (<http://bit.ly/NAFFreg>) to access tools & resources that will help you share our story.

Below are easy instructions to gain access to the NAFF Hub. It is ...
[See More](#)

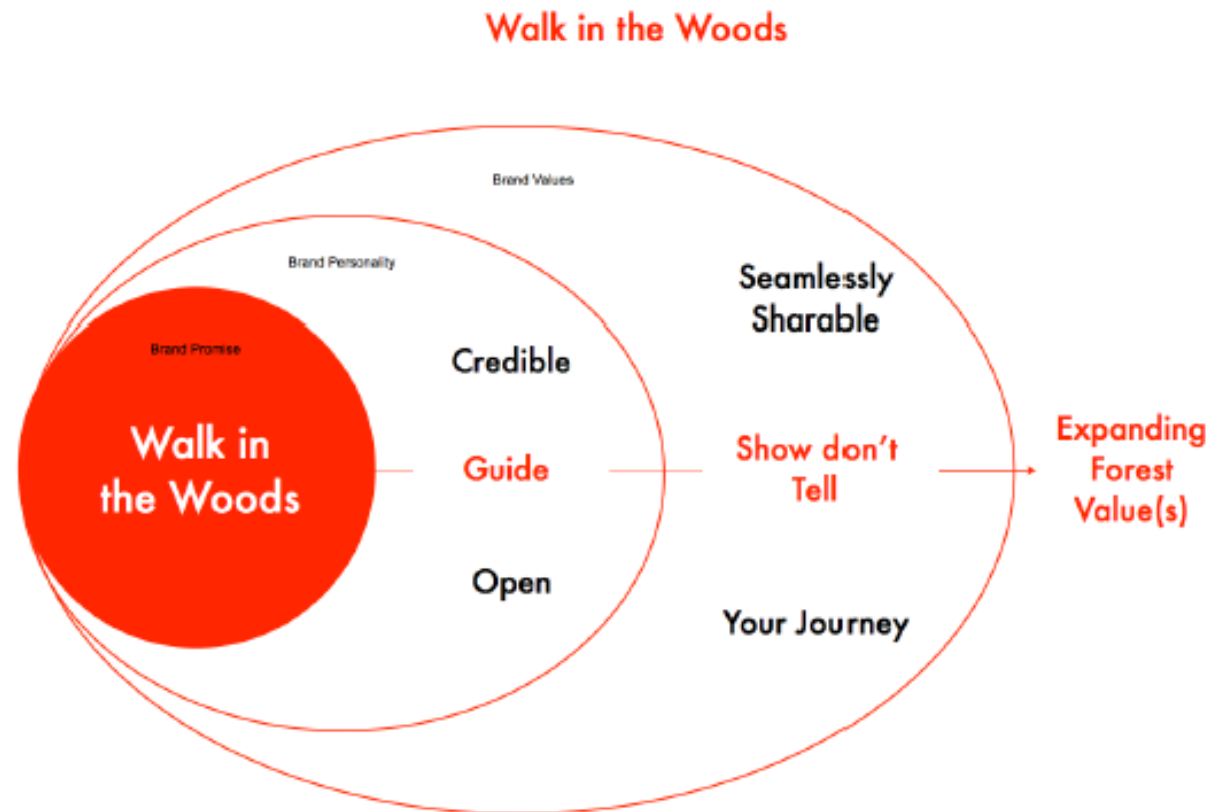
The right sidebar contains sections for "ADD MEMBERS", "MEMBERS" (with a list of profile pictures), "DESCRIPTION" (What is NAFF? We are a diverse group of individuals, companies &... [See More](#)), and "CREATE NEW GROUPS" (Groups make it easier than ever to share with friends, family and teammates. [Create Group](#)).

NAFP TURNS OUTWARD

MAY 2017

POLICYMAKERS
EXISTING & POTENTIAL EMPLOYEES
CUSTOMERS

External Launch – May 2017



Brand Promise - Answers the questions: Who are you? What do you do? & Why does it matter to me?

Brand Personality - Informs the tone and flavor of everything you do and say.

Brand Values - Essential ingredients of your DNA and how you create impact that simply cannot be removed from who you are/aspire to be.

Walk in the Woods

- 1. Our Precious Resource** - *We're passionate about how forests make our lives better. Learn more about the forests around us.*
- 2. Forest Choices** - *As a society, we make essential choices about how to manage our forests. The result is many different forests managed for a range of important goals and needs.*
- 3. Forest Voices** - *A diverse community is responsible for the future of our forests. Passion, pride and stewardship - the voices of this community.*
- 4. The Path Forward** - *A rich past and a rich future. Innovations and inspiration - tales from our forests' future.*
- 5. About Us** -

Why It Will Work

- **Cross-sector leadership and 24 months of research**
 - Landowners, softwood and hardwood lumber, agencies, paper, bioenergy, non-profits, associations, etc.
 - Used focus groups, assessment of past industry efforts, and deep dive into USFRA
- **A different approach to execution**
 - Social media is where dialogue is happening
 - It is a solution that matches our Sector's distributed geographic footprint
 - If we engage even a modest percentage of the Sector, we will have measurable impact

100 Organizations Bound By Values

- Agencies
- Conservation Groups
- Companies
- Trade Associations
- Universities
- Foresters
- Professional Associations
- Landowners

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