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

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Forest Products Marketing Unit (FPMU)
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
Customer Choices may be Driven by Policy and Regulations
Polarized and Unpredictable!
Target initiates new forest products sourcing policy

Customer Preference from Resources we Believe In!
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

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>FOCUS GROUPS</strong></td>
<td>Identify key messages about our sector that resonate with external audiences and relevant topics that provide openings for us to share our story</td>
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<tr>
<td><strong>SOCIAL CONVERSATION AUDIT</strong></td>
<td>Identify conversations related to the sector that are already being told online and identify opportunities for us to engage and share our story</td>
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<tr>
<td><strong>BENCHMARK SURVEY</strong></td>
<td>Better understand the attitudes, feelings and perceptions of external audiences to inform our communications and messaging approach</td>
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<td><strong>AUDIT &amp; NEEDS ASSESSMENT</strong></td>
<td>Source existing content and collect input from across the sector; was completed by nearly 100 participants from the sector (internal audience)</td>
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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
**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

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They demand to know how this message platform and effort will be different and breakthrough.
THEIR TRUTH WHEN IT COMES TO PRODUCTS

Stakeholders
Influencers
THEIR TRUTH WHEN IT COMES TO PRODUCTS
THEIR TRUTH ABOUT FORESTS

Stakeholders
Influencers
Stakeholders
Influencers

THE DIVIDE
THE DIVIDE

Stakeholders
Influencers
THE CONVERGENCE

Stakeholders
Influencers
WHAT YOU BELIEVE (YOUR TRUTH)

MIND THE GAPS

WHAT THEY BELIEVE (THEIR TRUTH)
AUDIENCES

POLICYMAKERS, EMPLOYEES, CUSTOMERS
(primary audience)

ENVIRONMENTAL CHAMPIONS
(channel to influence our primary audience)

INTERNAL STAKEHOLDERS
(C-Suite, Communication Professionals, HR/Employees/Internal Audience Professionals, Program Ambassadors, Rank and File)
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.

Two in five say they are comfortable (45%),
One third report they are uncomfortable (33%),
That leaves one quarter without an opinion (24%).

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.

Influential Americans
50%

Environmental Champions
36%

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.

- 86% Influential Americans
- 75% Environmental Champions

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
- **79%** As long as a new one comes up in its place
- **74%** Done so responsibly

Influential Americans (88%) vs Environmental Champions (83%) believe that trees must be cut down sometimes to keep forests healthy.

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

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

1. Repost content across sector channels
   - 100 organizations repost to web platforms and social media channels
   - Potential Reach: 40,000 – 70,000 people

2. Make content discoverable using paid amplification tools
   - Send e-blast to relevant parts of the sector with key messages, how to share, etc.
   - Use Outbrain to distribute content onto popular news sites
   - Leverage Google paid search to promote
   - Potential Reach: 25,000 – 35,000 people

3. Drive conversation on social media
   - Tweet content
   - Use Facebook posts
   - Use Outbrain to distribute content onto popular news sites
   - Leverage Google paid search to promote
   - Tweet content
   - Potential Reach: 20,000 – 30,000 people
   - 65 retweets / 15 likes / 50 replies

   - Potential Reach: 10,000 – 20,000 people
   - 820 likes / 725 shares / 73 comments

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*Reach estimates scalable - contingent upon number of supporting orgs., budget parameters, etc.*
NAFP DIGITAL HUB: RESOURCES FOR MEMBERS

- Materials to tailor for customer channels
- Training program for employees
- Brochures for recruitment
- Content for social media
- Creative visuals for distribution
- Inspirational video content
- Messages to customize
- Assistance with website development
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

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.

**PRIMARILY PHOTO**
Visual(s) with brief description (100 – 400 words)

**SELF-MADE VIDEO**
Personal video with brief description (can be recorded on personal device)

**ARTICLE**
Brief written story (500 - 800 words) with embedded visual(s)
Stories Walk the Wheel!
Biomass Energy Stories

Stories from the Sector

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.

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/dor/

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 →
A Renewed Commitment to Renewable Energy from our Forests

By Norman Shawanokie

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

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 NAFP Hub (http://bit.ly/NAFPReg) to access tools & resources that will help you share our story. Below are easy instructions to gain access to the NAFP Hub. It is ...

North American Forest Partnership
NAFP TURNS OUTWARD
MAY 2017

POLICYMAKERS
EXISTING & POTENTIAL EMPLOYEES
CUSTOMERS
Walk in the Woods

Brand Promise - Answers the question: 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 and aspire to be.

Seamlessly Sharable
Show don’t Tell
Expanding Forest Value(s)

Credible
Guide
Open

Your Journey
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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