

# Responding to Global Challenges with New Approaches and Institutions

## Challenges and Proactive Strategies



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# BC Forum Roundtable

## Priority Issues:

- ◆ Forest Tenure System
- ◆ Value Focused Forestry
- ◆ Competitiveness
- ◆ Professional Image



# Scheduled Events

## Lecture Series:

|   |                   |
|---|-------------------|
| Forest Company Valuation                | December 08. 2005 |
| Public Involvement in Land Use Planning | January 12 2006   |
| First Nations on the New Relationship   | March 13 2006     |
| Economics of Biodiversity               | April 13. 2006    |

## Symposiums:

|                           |              |
|---------------------------|--------------|
| Value Focused Forestry    | March 1 2006 |
| Symposium: Future Forests | Fall 2006    |

# Challenge #1. Professional Forestry in Trouble

- ◆ Poor image of the profession
- ◆ Declining enrollment worldwide
- ◆ Declining quality of applicants
- ◆ Disappearing programs
- ◆ Name changes to remove “forestry”



# What is the Problem?

## Traditional Forest Management

- Poor image – bad headlines
- Seen as problem – not solution
- Is defensive
- Too focused on BC “industry” issues

**The problem  
is not  
“enrollment”**

# Recruiting – *Good, But.....*

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## Short term fix that causes:

- ◆ Decreasing quality
- ◆ Lack of real interest in forestry
- ◆ Masking the real problem

**Recruiters should be bringing us  
the message instead of vice-versa**

# The Problem IS The Profession

## Professional Forestry:

- ◆ Too narrowly defined
- ◆ Complicit apologists
- ◆ Old guard holding the line

**We don't need to get the message out.**

**We need to get the message!!!**



# Translating to the Curriculum

- ◆ Too narrow and too prescribed
  - all things to all people
  - set “knowledge” required
- ◆ Program is packed
  - can’t handle the workload
  - can’t study interesting modern aspects
- ◆ Standards too low



# Specific Recommendations

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- ◆ Open up professional forest management to many options, many streams
- ◆ End the prescriptive accreditation process
- ◆ Recognize other streams as Foresters
- ◆ One person can't be everything to everybody

# Curriculum

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## WHAT WE SHOULD FOCUS ON:

1. Communication skills
2. Problem solving skills
3. Networking skills
4. Listening skills
5. Ethics
6. Compassion

# Curriculum

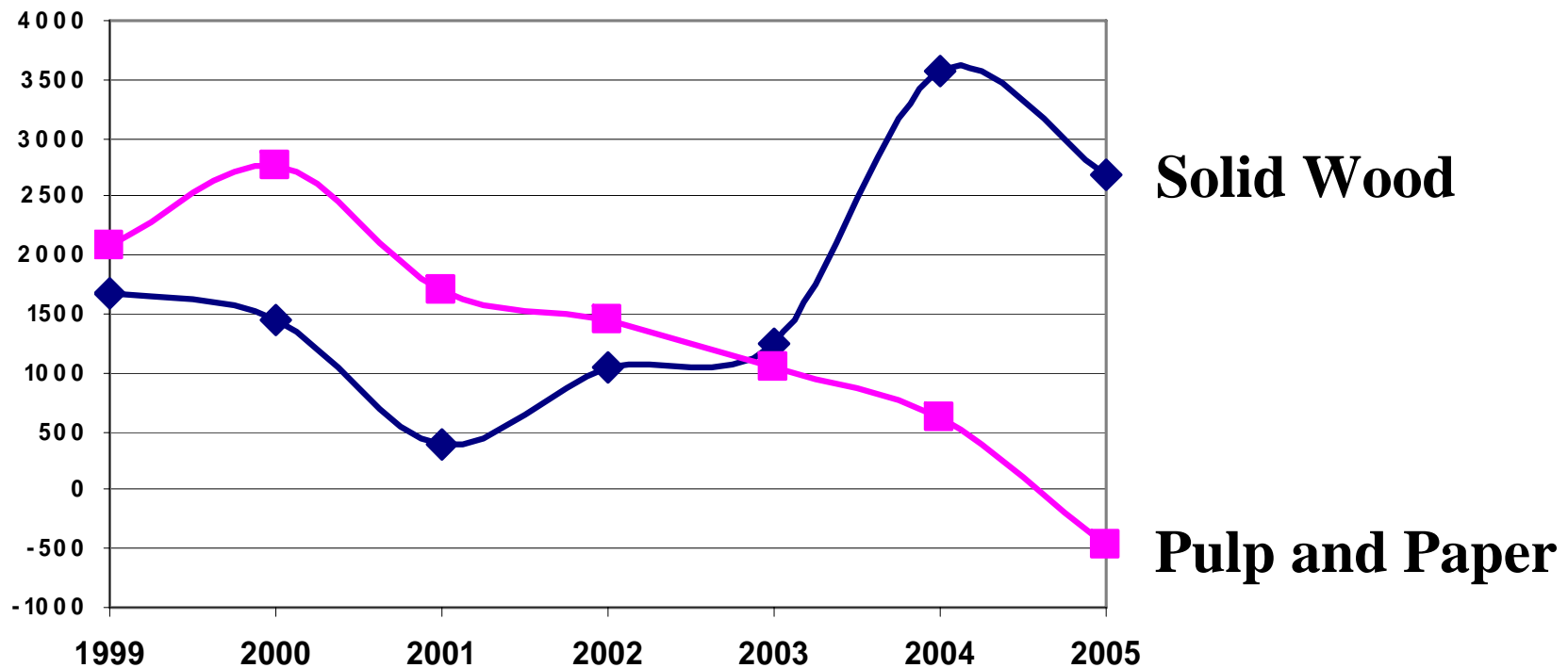
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## WHAT ELSE:

7. Leadership / management
8. Creative thinking
9. Sound business and financial skills
10. An ability to learn continuously
11. An appreciation of the ecosystem
12. A sense of wonder and possibility

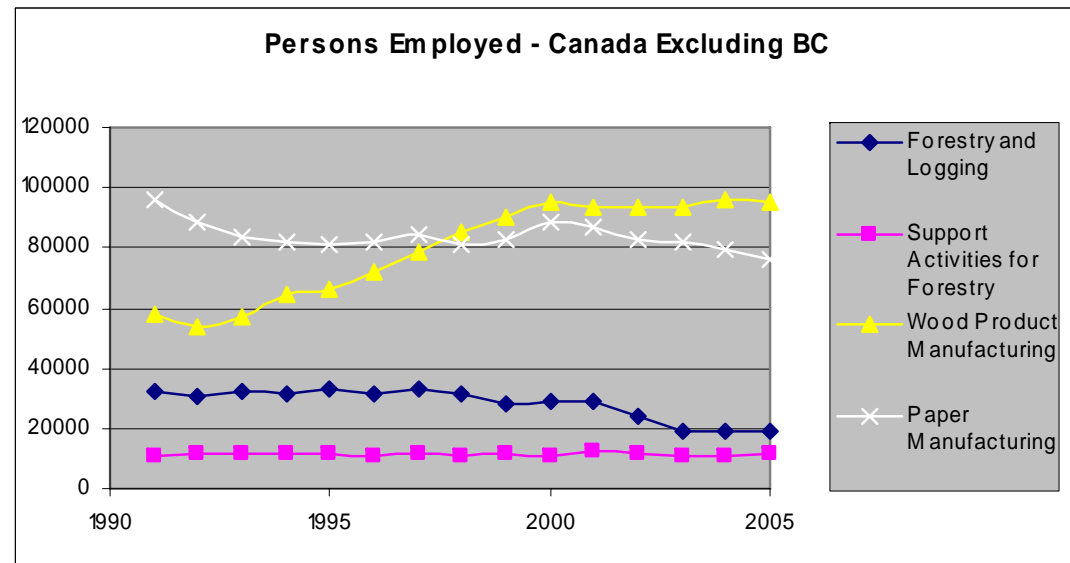
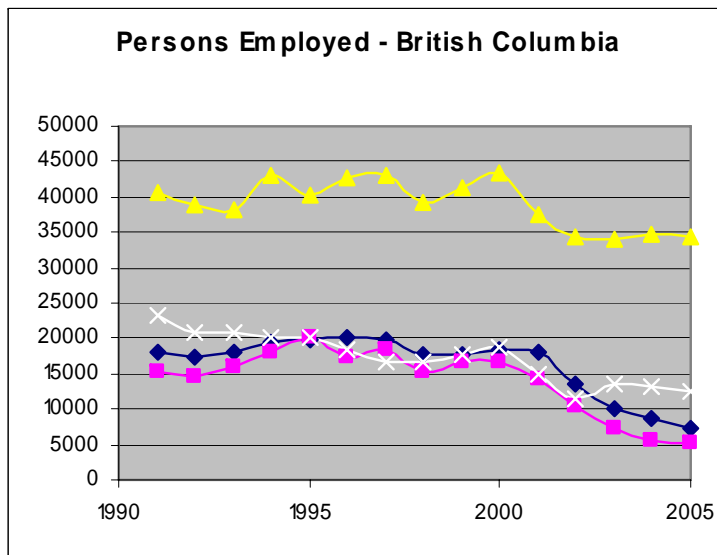
# Challenge #2. Global Competition

Net Profit - Wood and Paper Close-Up



# Challenge #2. Global Competition

## Forest Sector Employment BC vs. Rest of Canada



# Global Competition

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- ◆ Forces us to reduce costs
- ◆ Stumpage prices dropping
- ◆ Labour component decreasing
- ◆ Pressure on contractors
- ◆ Consolidation in a local area gives monopsony power to decrease costs

# What Builds Competitiveness

- ◆ Strong Competitive Conditions
  - *facilitation not the answer*
- ◆ Strong Local Demand
  - *we need to work in this area*
- ◆ Market incentives to achieve goals
  - *forest policy should drive this*
- ◆ Big in BC is not necessarily better



# Challenge #3. Increasing Social Pressure

- ◆ Population increases
- ◆ Increasingly urban
- ◆ Rural areas becoming second homes
- ◆ Tourism expanding
- ◆ Backcountry for operations gone
- ◆ Look at the changes on public lands in the Western US – it is coming here

# Where We Should Go

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- ◆ Diversify the sector -- NOW
- ◆ Target forest policy explicitly to diversify
- ◆ Multi-purpose licenses compensated on performance to 3BL
- ◆ Explore intensive plantations in the small areas where this makes sense



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# Thank You.



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