



HEWERS OF WOOD

ECOTRUST CANADA

Ten years ago, at the height of the Clayoquot Sound controversy over the logging of old growth, a CBC reporter noticed that while current logging forest practices were clearly not sustainable, no one was articulating what economic alternative existed. In response, this former reporter created an organization call Ecotrust Canada. Ecotrust's purpose is to build a conservation economy.

Ecotrust collects, analyzes and maps scientific data and traditional knowledge using geographic information systems for more than 22 coastal communities in BC, many of them First Nations. Ecotrust Canada

also provides land- and marine-use planning services, conducts feasibility studies, writes business plans and provides non-bank, higher-risk loans to triple bottom-line ventures.

Ecotrust Canada has made 45 loans to entrepreneurs totaling \$6 million. These companies have supported more than 550 jobs. In addition, they have helped communities gain access to a variety of economic opportunities such as a coalition of twelve First Nations who are planning the launch of a shellfish industry on the North Coast, worth \$25 million annually.

MARKETS INITIATIVE

After spending years investigating illegal logging, Australian wood chip exports, the ecological links of human rights abuse in Burma, and standing on blockades in Clayoquot Sound, the founder of the Markets Initiative had an epiphany. She realized that her time would be best spent shifting the unsustainable markets that drive the ecological and social problems she cared about. Her target – paper.

Markets Initiative staff now work with more than 200 commercial paper purchasers, printers and paper mills in Canada to shift them to ancient forest-friendly paper. This has resulted in a transformation of the Canadian publishing industry's impact on forests. Markets Initiative's work with Raincoast Books to print the

Canadian edition of the last two *Harry Potter* books on paper that is 100 percent recycled and free of pulp from ancient forests has saved over 60,000 trees. And, with the likes of Alice Munro's books and the Mountain Equipment Co-op catalogue involved, hundreds of thousands of trees have been saved worldwide in the last three years alone.

Markets Initiative works throughout the supply chain. Printers and paper mills that supply ancient forest-friendly papers are gaining market access with North American publishers and companies that now require it as part of their purchasing policy. It's a demand and supply world and Markets Initiative is making forest conservation part of the demand.

HARROP-PROCTER COMMUNITY FOREST

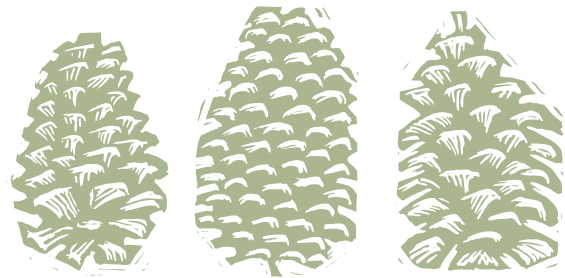
Situated between the Purcell and Selkirk Mountains of southeastern British Columbia, the tiny villages of Harrop and Procter are developing a new approach to forestry in British Columbia. Most Harrop-Procter residents draw their drinking water from the numerous small creeks cascading down the mountain, and for the past 25 years, they have struggled to protect these watersheds and to have a voice in the logging practices in the surrounding forests.

In 1999, the Harrop-Procter Watershed Protection Society was awarded a BC Ministry of Forests Community Forest Pilot Project: a licence to log that combined community involvement, environmental concerns and business opportunities. For the first time, local loggers and environmentalists have set off into the woods together to harvest trees from their own watersheds.

The Harrop-Procter Pilot has gone two steps past the typical community forest by implementing an ecosystem-based plan at the landscape and timber stand levels, as well as value-added strategies to expand local employment. The goal of ecosystem-based planning is to leave a fully functioning forest after logging takes place.

Despite formidable challenges of the past few years including the softwood lumber dispute, forest fires that prevented any logging in 2003, and the looming effects of Mountain Pine Beetles, Harrop-Procter has expanded its Forest Stewardship Council-certified wood sales each year and kept its commitment to government to harvest the required amount of timber.

As a social enterprise operating in an unsettled, competitive industry shaped by weather and the global marketplace, Harrop-Procter continues to be optimistic and willing to go the limit for the benefit of its community and natural resources.



Eco-Lumber Co-op board member Damon Zirnhelt stands at his FSC-certified sawmill in the Cariboo region of BC.



ECO-LUMBER CO-OP

The Canadian Eco-Lumber Co-op is a made-in-BC solution for meeting consumer demands for wood products while ensuring our ancient forests are conserved for future generations. The Eco-Lumber Co-op assists small eco-forestry enterprises around BC, including woodlots, community and First Nation forest operations, and wood-product manufacturers to market their products while providing easy, one-stop shopping for consumers.

The Eco-Lumber Co-op buys, sells and brokers reclaimed lumber and FSC-certified wood, which is harvested in an ecologically sustainable manner.

Historically, less than twenty percent of FSC-certified wood actually reaches the marketplace branded with an FSC logo. The Co-op is playing a critical role in linking FSC-certified suppliers in BC to local and global markets.

Architects, developers, manufacturers, furniture designers and consumers who value forest conservation goals purchase Eco-Lumber Co-op products for their projects. Their purchases of raw and finished wood products provide significant support to rural communities in British Columbia.



IISAAK COMMUNITY FOREST

Located on the west coast of Vancouver Island, Clayoquot Sound has long been a focal point for local and global debate over the future of the world's remaining coastal temperate rainforests.

On August 22, 2000, the falling of the first tree by Iisaak Forest Resources Ltd. signified a new beginning for the communities in Clayoquot Sound. (In the language of the Nuu-chah-nulth First Nation, Iisaak – pronounced “E-sock” – means respect for all things.)

Iisaak's Tree Farm License of 87,000 hectares incorporates a forest management strategy designed to fit the unique conditions of Clayoquot Sound. Iisaak promotes the sale of its eco-certified (Forest Stewardship Council) lumber and wood products in BC as products that come from forests that are managed in a way that protects forest ecosystems, water quality and wildlife habitat, while respecting recreational, cultural and other values.

Initially a joint-venture company of five First Nations communities and Weyerhaeuser Company, in May 2005 the five First Nations bought out Weyerhaeuser's stake. The original collaboration with Weyerhaeuser enabled the First Nations to develop the capacity to fully own and manage the business going forward.

By maximizing the value of timber harvested rather than the volume, Iisaak expects to foster new economic diversification and employment opportunities for the First Nations groups involved, through value-added products and new markets in botanical forest products, undervalued species, ecotourism and recreation.