

FORESTS FOR TOMORROW COMMUNICATIONS PLAN

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The Communications Plan outlines the tools and processes that will be used for effective communications and information sharing with external stakeholders and within the Forests for Tomorrow Program. The plan is designed to provide consistent and timely information about the project to all appropriate players.

BACKGROUND

The Forests for Tomorrow Program (FFT) is a multi-agency initiative designed to improve the long-term timber supply in recent fire and mountain pine beetle (MPB) impacted areas through the re-establishment of young forests on areas that would otherwise remain under-productive. The Ministry of Natural Resource Operations (MNRO) and Ministry of Forests, Mines and Lands (MFML) envisage a mid- to long-term-program that achieves free-growing in targeted stands. The funds will apply to provincial Crown lands within the timber harvesting land base, where the forest industry is not obligated to reforest. While most impacted areas will regenerate naturally over time, areas that are highly valuable for timber production, wildlife habitat, water, fisheries, or other forest values require help to accelerate the regeneration process.

The objectives of the Forests for Tomorrow program are to:

1. Accelerate the recovery of the timber supply, biodiversity and other non-timber forest values in forest management units affected by catastrophic mountain pine beetle (MPB) infestations and recent large fires, through strategically planned reforestation and rehabilitation activities.
2. Survey, assess, and plan the high priority silviculture work not legally required of tenure holders and licensees.
3. Ensure that licensees restore burnt plantations under free-growing obligations, by funding reforestation according to Section 108 of the *Forest and Range Practices Act*.

4. Invest in the future forest by ensuring that young forests established under the Program achieve free-growing status.
5. Update information that supports accurate timber supply forecasts, and silviculture planning, reporting and decision-making.
6. Ensure a sound scientific and technical foundation by incorporating effectiveness evaluation, monitoring and timber supply analysis into the decision-making framework and treatments.

COMMUNICATION OBJECTIVES

- Demonstrate government's commitment to reforestation and restoring all forest values in areas affected by recent wildfires and mountain pine beetle where licensees have no obligation to reforest.
- Profile rehabilitation / reforestation activities on-the-ground to demonstrate that after devastating wildfires or mountain pine beetle infestations forests will regenerate.
- Communicate timely information about the activities, successes and challenges of FFT to decision makers.
- Communicate important policies and direction to contractors delivering Forests for Tomorrow activities on the land base.
- Consult with aboriginal peoples (First Nations) where there are aboriginal interests (potential aboriginal rights or title) that may be impacted by a Crown decision and associated activities.

KEY MESSAGES

Forests for Tomorrow (FFT) communications should reinforce the following key messages:

- The major focus of FFT is to ensure areas outside of industry obligation that were burned by wildfires and areas impacted by the mountain pine beetle are reforested and brought to free-growing.
- FFT is not just about planting trees; it is about restoring ecosystem health to areas impacted by fire or the pine beetle.

- FFT is an inter-agency initiative resulting in the expertise to develop the best reforestation and rehabilitation strategies.
- FFT uses a broad range of scientific knowledge to develop strategies to reduce the risk of future MPB epidemics.
- FFT identifies high priority areas for treatment through strategic planning processes, ground surveys, and aerial and satellite photography.
- FFT is guided by the mandate to undertake stewardship measures to maintain and restore productivity in a manner that reduces the risk of future timber losses and maintains biodiversity and other non-timber values.
- FFT is committed to effectiveness evaluation and continuous improvement.

COMMUNICATION STRATEGIES / TOOLS

The lists below summarize some of the strategies and tools to be used in program communications. For a detailed list of stakeholders and specific communication needs please see Appendix A.

Internal:

- Face-to-face meetings
- Briefing notes
- Email updates
- Web site
- Protocol for facilitating communication of information internally
- Technical Reports
- Protocols

External:

- Website
- Electronic Submission Form for projects
- Fact sheets / brochures targeted at those involved undertaking reforestation activities, including a commitment to SAFE silviculture
- Fact sheets / brochures / synopsis for the general public
- Key messages for program staff, ministry executive and the Minister to use in communication with stakeholders and the media

FIRST NATIONS CONSULTATION

The Crown has a legal obligation to consult with aboriginal peoples (First Nations) where there are aboriginal interests (potential aboriginal rights or title) that may be impacted by a Crown decision and associated activities. These activities include the silvicultural reforestation and restoration completed through the Forests for Tomorrow (FFT) program. Third parties may be directed through contractual provisions or legislation to carry out procedural steps for information sharing and consultation with First Nations with regard to FFT projects and activities. The District Manager has decision making authority as to whether the consultation process has been appropriate and if the proposed project may proceed.

CONTACT

For more information about Forests for Tomorrow Please visit the [web site](#) or contact Dave Bodak at 250-387-2811.

APPENDIX A: COMMUNICATIONS MATRIX

Stakeholder	Role	Information Needs	Mechanism	From	Time Frame
Internal					
Sponsors: MFML, Chief Forester MNRO, ADM Provincial Operations	Reports to respective ADMs	High level information about the progress of the program, including: <ul style="list-style-type: none"> • Status (schedule, progress, issues) • Requests for issues/resolutions • Copy of major communiqués 	<ul style="list-style-type: none"> • Status reports • Decision requests • Email • In person briefing 	FFT Program Manager	<ul style="list-style-type: none"> • Monthly status reports • Other communications as required
Directors: MNRO, LBIB MFML, FPIB	Provide high level direction to their respective branches	<ul style="list-style-type: none"> • Regular progress updates • Review program materials and recommendations 	<ul style="list-style-type: none"> • Status reports • Decision requests • Email • In person briefing 	FFT Program Manager	<ul style="list-style-type: none"> • As required
Regional FFT Staff	Coordinate the planning and implementation of FFT activities at the regional level; share ideas and innovations with other regions and districts.	<ul style="list-style-type: none"> • High level program decisions that affect FFT operations and operational projects • Results and recommendations from the experience of the other regions and the districts • Notification of PwC contracts awarded in their region 	<ul style="list-style-type: none"> • Provincial and regional FFT meetings • Email • Phone • Web site 	Other regional and district staff	<ul style="list-style-type: none"> • Regular regional meetings • District meetings • Regular FFT meetings • As required
District Stewardship Program Staff	Lead FFT activities in the districts; supply local knowledge and expertise; support the regions and headquarters	<ul style="list-style-type: none"> • Program decisions that affect FFT operations at the district level • Results and recommendations from the experience of the other districts • Notification of PwC contracts awarded in their region 	<ul style="list-style-type: none"> • District and regional FFT meetings • Email • Phone • Web site 	Other districts; regional FFT staff; FFT Program Staff	<ul style="list-style-type: none"> • As new information or reports are released • As required

Stakeholder	Role	Information Needs	Mechanism	From	Time Frame
External					
Third party administrator (PwC)	Recipient agreement with PwC; accepts proposals and manages capital envelope	<ul style="list-style-type: none"> • FFT priorities • Program direction • Funding allocations • Technical advice and expertise to assess and manage some projects • Project deliverables 	<ul style="list-style-type: none"> • Email • Meetings • Electronic submission form 	FFT Program Manager; contractors and licensees	<ul style="list-style-type: none"> • Quarterly updates • YTD reports • Progress reports • Project deliverables
Implementation Contractors	Recipient agreement with PwC; deliver the Program where no forest service lead is able	<ul style="list-style-type: none"> • Program direction and priorities • Important timelines and objectives • Technical and legal information pertaining to their activities • Reports and publications 	<ul style="list-style-type: none"> • Email • Meetings • Web site 	PwC; FFT Program Manager; regional contacts	<ul style="list-style-type: none"> • Frequently • As required
Western Silviculture Contractors' Association	Involved through recipient agreements; represent silvicultural contracting industry	<ul style="list-style-type: none"> • High level information about the Program and the MPB to communicate to members • Information about safety initiatives • Information about program delivery 	<ul style="list-style-type: none"> • Web site • Meetings • Email 	FFT Program Manager	<ul style="list-style-type: none"> • As required
Forest Industry	Delivers some of the program on the ground; involved through recipient agreements	<ul style="list-style-type: none"> • Guidance • Funding opportunities • Roles and responsibilities 	<ul style="list-style-type: none"> • Email • Meetings • Web site 	Regional contact; PwC; FFT Program Manager	<ul style="list-style-type: none"> • As required
First Nations	Ensure that the interests (rights or title) of the FN community are considered in Crown decision making	<ul style="list-style-type: none"> • High level information about the Program and the MPB to communicate out to community members • Details of specific FFT projects, activities or decisions that may impact aboriginal interests (strategic overview, maps, other info about on the- ground impacts within a management unit) 	<ul style="list-style-type: none"> • In person meetings • Web site • Project summary report 	District FN specialist; District Manager; recipient; AAB	<ul style="list-style-type: none"> • As early as possible, before FFT activity