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Some of the Brands and Organizations who Trust Us



FOOD, HEALTH & CONSUMER PRODUCTS OF CANADA



Public Service Alliance of Canada / Alliance de la Fonction publique du Canada



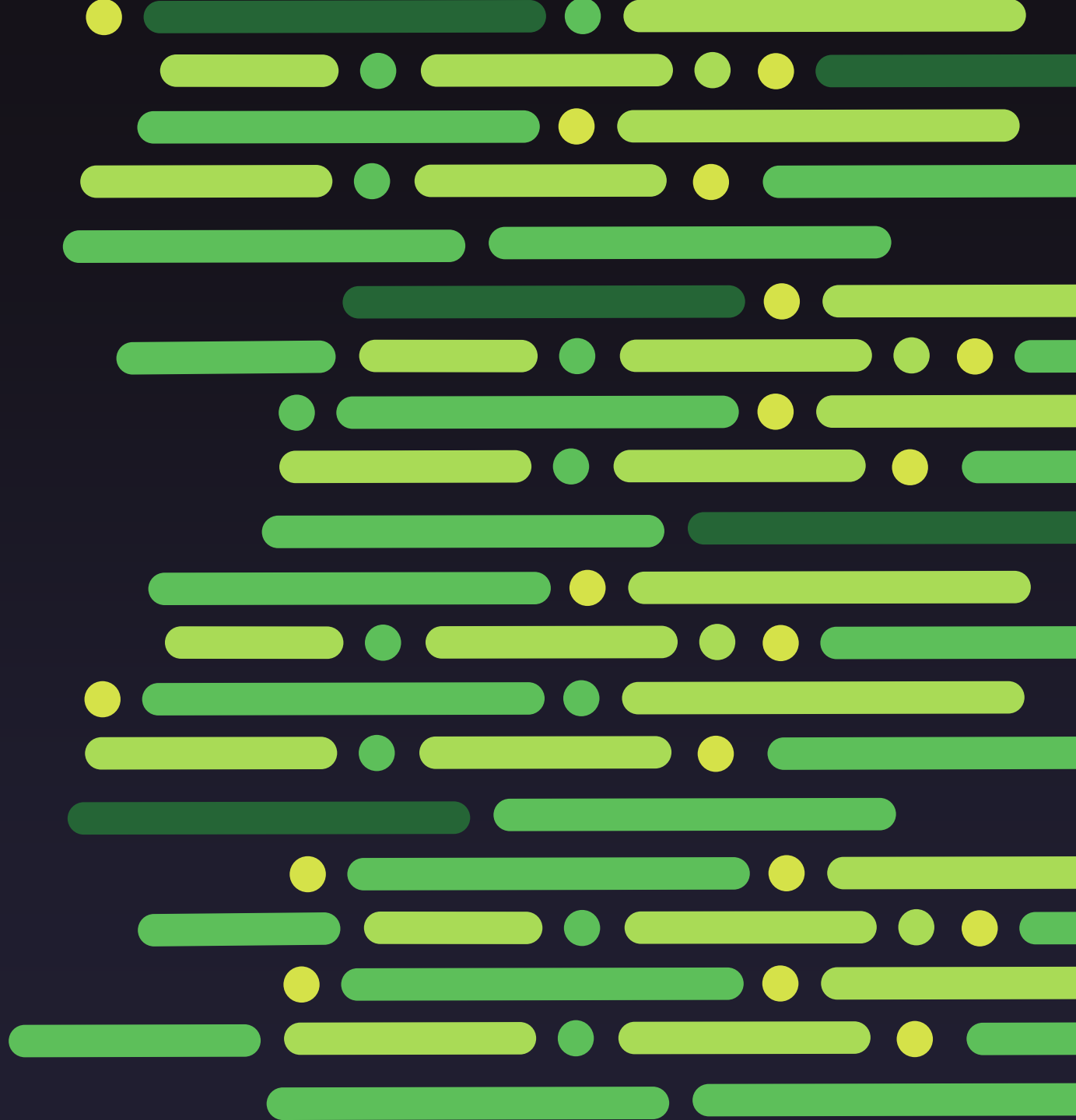


A SCARCITY MINDSET



From Crisis to Consensus: How Wildfires are Changing the Public Conversation on Forestry

David Coletto
Founder, Chair, & CEO
April 2024



THE THREE STREAMS



Methodology

Sample size: 1500 residents from British Columbia aged 18 and older

Survey field dates: March 15 to March 19, 2024

Totals may not add up to 100 due to rounding



THE BIG THREE TAKEAWAYS



BRITISH COLUMBIANS ARE FOCUSED ON WILDFIRES AND THINK THEY ARE GOING TO GET WORSE.

Public recognizes there's a problem.



ALMOST EVERYONE BELIEVES PROPER FOREST MANAGEMENT CAN MITIGATE THE RISK.

There's a solution.



INDUSTRY + GOVERNMENT

There's broad, cross-partisan support for government action to manage forests to prevent and mitigate wildfires.

THE PROBLEM



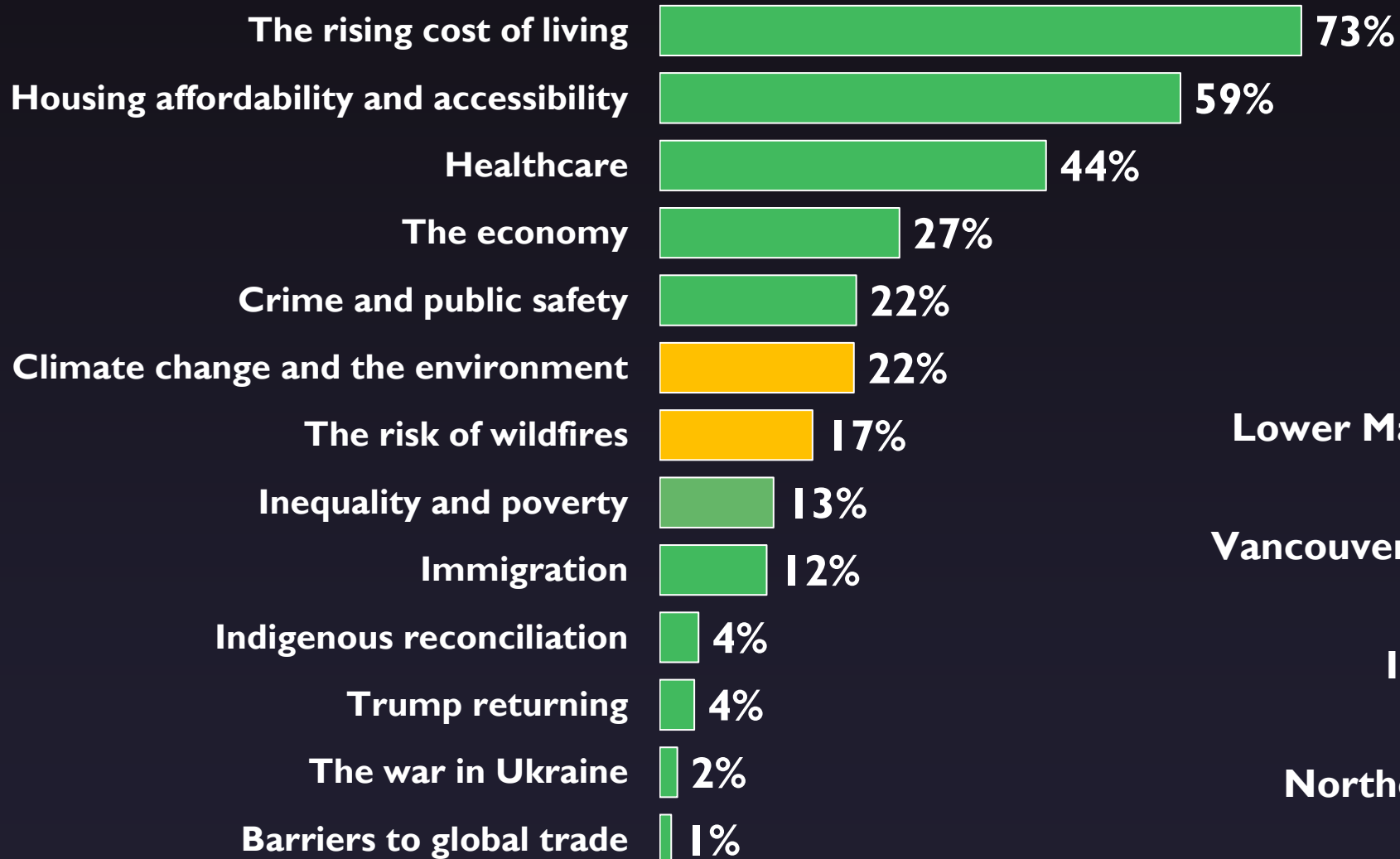
45%

FEEL THE PROVINCE IS MOVING IN THE RIGHT DIRECTION.

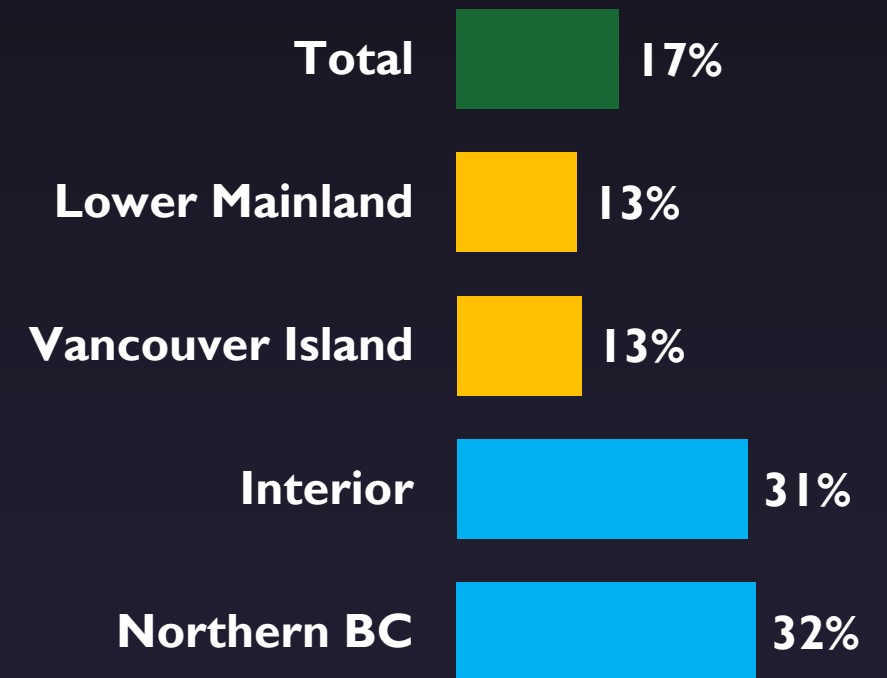
28%

FEEL CANADA IS HEADED IN THE RIGHT DIRECTION.

TOP 3 ISSUES FACING BC TODAY...

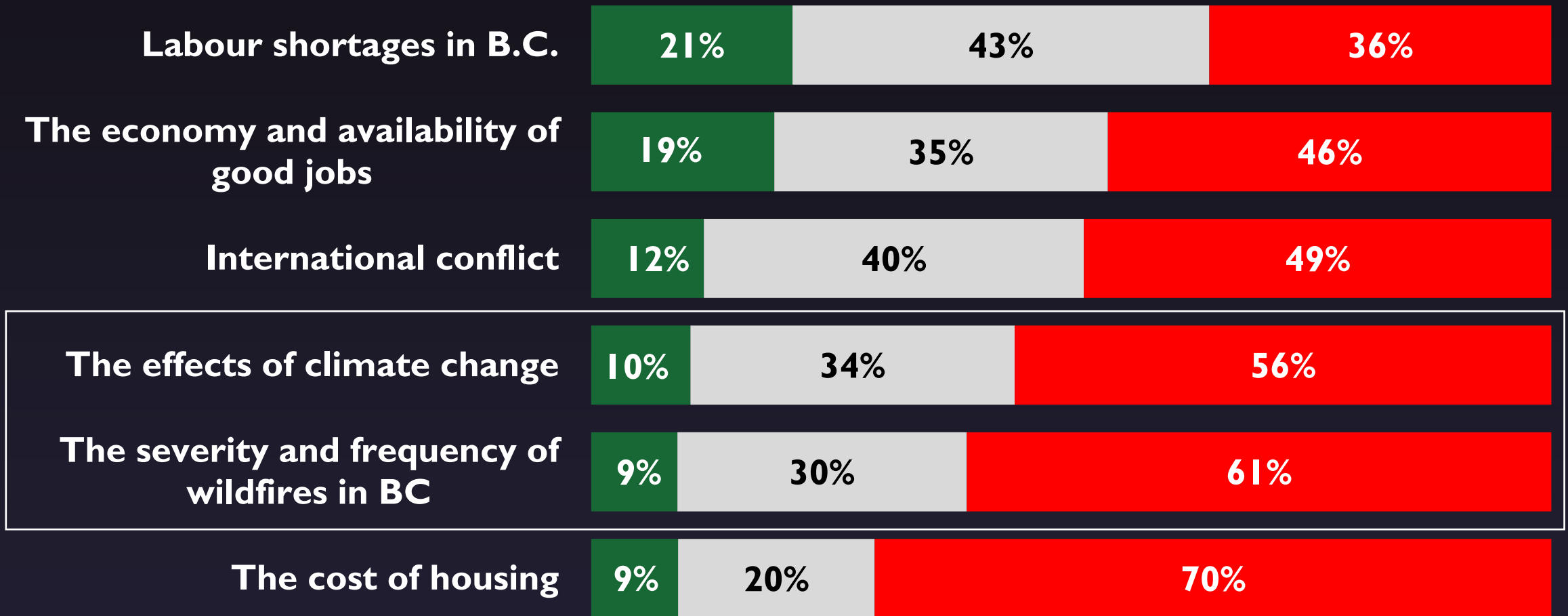


Risk of Wildfires



ARE THESE GOING TO GET BETTER OR WORSE?

■ Better ■ Stay about the same ■ Worse

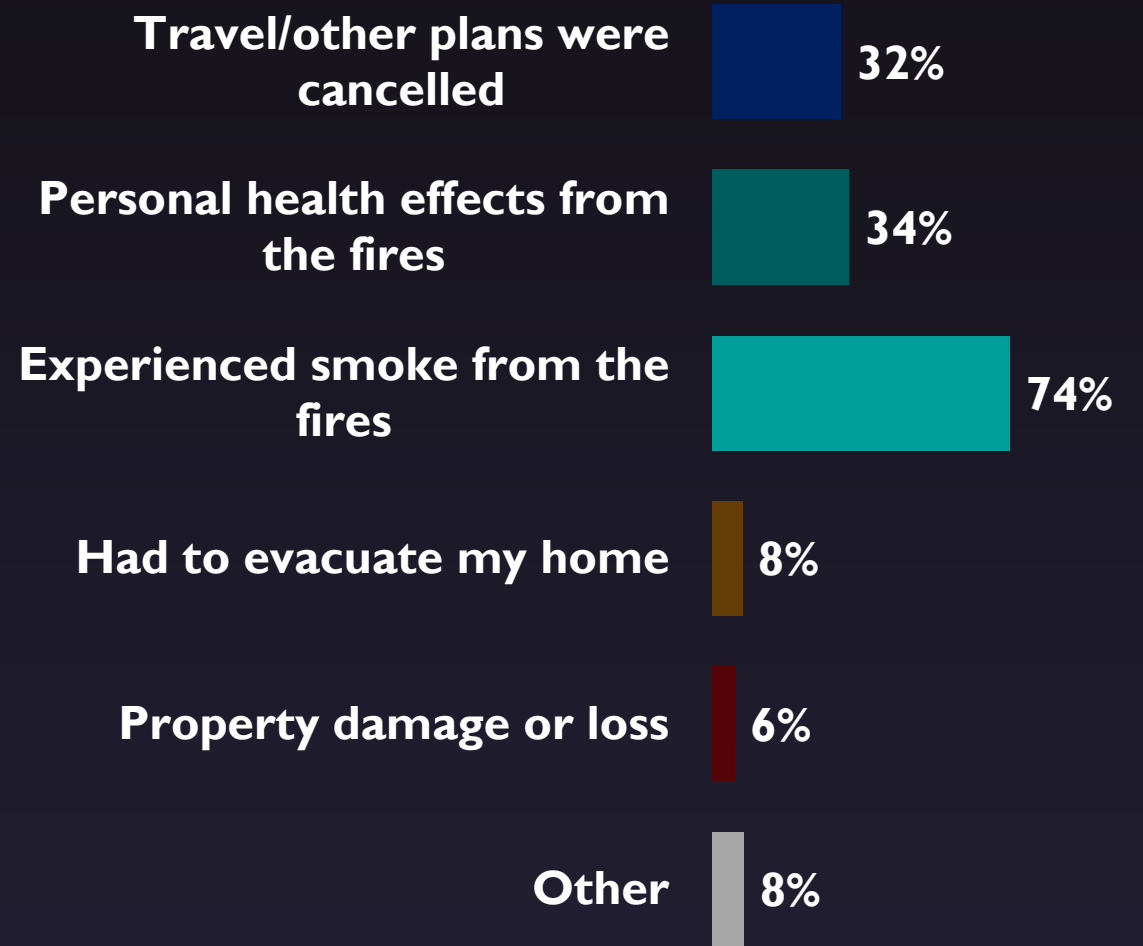


75%

**ARE FOLLOWING NEWS ABOUT
WILDFIRES CLOSELY.**

35%

SAY THE WILDFIRES HAD A LARGE IMPACT ON THEIR LIVES



CLIMATE CHANGE & FOREST FIRES ARE NOT THE MOST SALIENT ISSUE IN BC AT THE MOMENT BUT PEOPLE ARE PAYING ATTENTION.

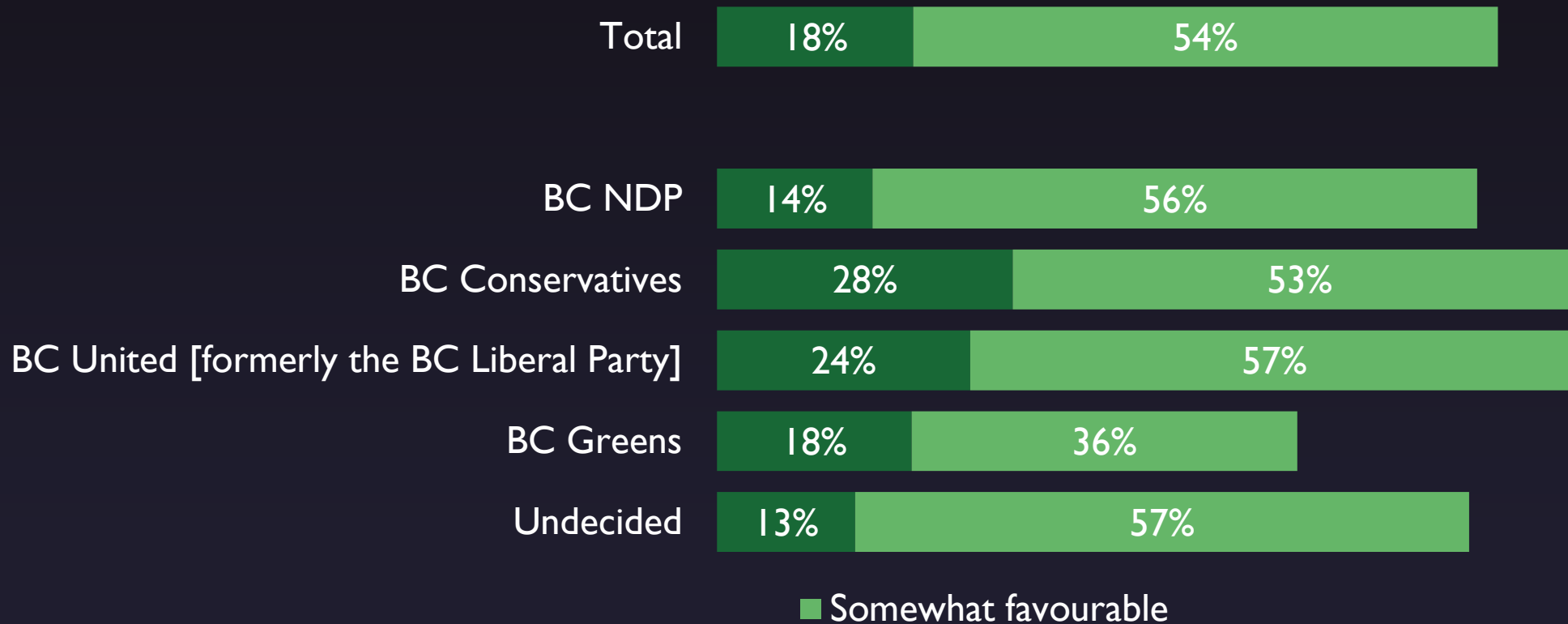
AND EXPECTS BOTH TO GET WORSE OVER TIME.

**THE PUBLIC RECOGNIZES
THERE'S A PROBLEM.**

73%

HAVE A POSITIVE IMPRESSION OF THE FORESTRY SECTOR.

FORESTRY IS NOT A BAD WORD IN BC.



89%

BELIEVE A STRONG FORESTRY SECTOR IS VITAL FOR BC'S ECONOMY

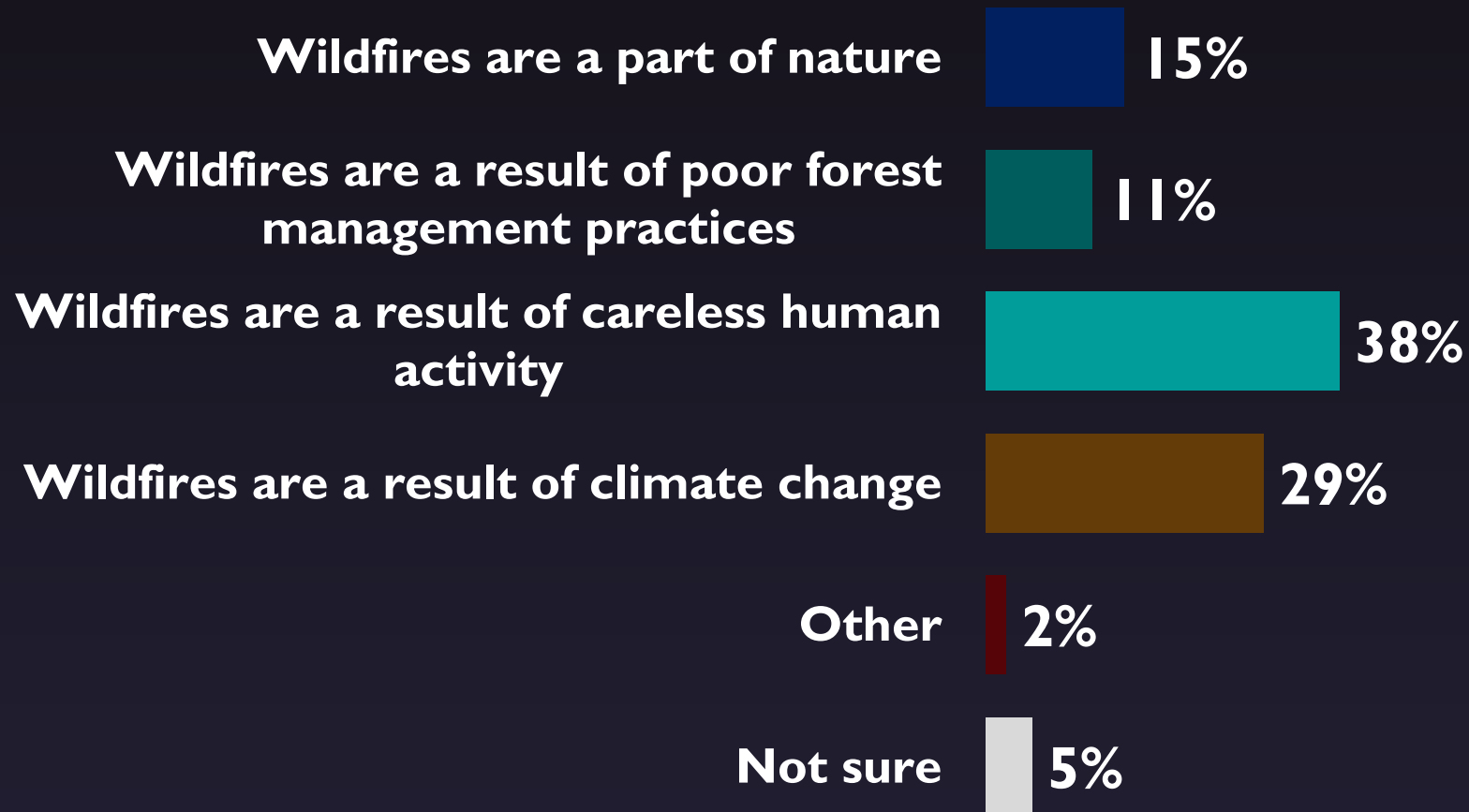
78%

**BELIEVE BC IS AMONG THE WORLD'S LEADERS IN USING
SUSTAINABLE & RESPONSIBLE FOREST PRACTICES.**



**BUT DO PEOPLE UNDERSTAND
WHAT IS CAUSING THE WILDFIRES
AND THE SEVERITY OF THE RISK?**

WHICH OF THE FOLLOWING DO YOU THINK IS THE BIGGEST CAUSE OF THE FOREST FIRES IN B.C. LAST YEAR?



**WHEN ASKED TO ESTIMATE THE % OF BC'S
FORESTS ON PUBLIC LAND ARE AT AN
EXTREME OR HIGH RISK FOR WILDFIRES...**

ONLY 26%

ESTIMATE 60% OR MORE

THE SOLUTION



90%

AGREE

**“IT IS POSSIBLE TO REDUCE THE RISK
OF EXTREME FOREST FIRES IN OUR
FORESTS.”**

DO YOU THINK THE FOLLOWING ARE BELIEVABLE OR NOT BELIEVABLE WHEN IT COMES TO FORESTS IN B.C.?

Forests are more vulnerable to fire because there is a lot of flammable material on the forest floor

80%
THINK THIS IS
BELIEVABLE

Science shows that fire, as long as it is under control, can have a beneficial impact on the health of a forest

73%

Forests are more vulnerable to fire because trees have grown very close together in our forests

61%

“One prescription for managing forests sustainably is to thin out our forests so there is more space between trees and remove fallen branches and other debris from the forest floor that could act as fuel.

The result would be a healthier forest.”

84%

THINK THIS IS A GOOD IDEA

84%

**ARE MORE LIKELY TO SUPPORT THE
IDEA IF THEY KNEW IT HELPED
REDUCE THE RISK OF EXTREME FIRES.**



ALMOST EVERYONE THINKS FOREST FIRES SEVERITY CAN BE REDUCED.



AND ALMOST EVERYONE THINKS PROPER FOREST MANAGEMENT IS A GOOD IDEA.



THERE IS AN ACCEPTABLE SOLUTION AVAILABLE.

POLITICS + POLICY



WHO IS RESPONSIBLE?



INDUSTRY

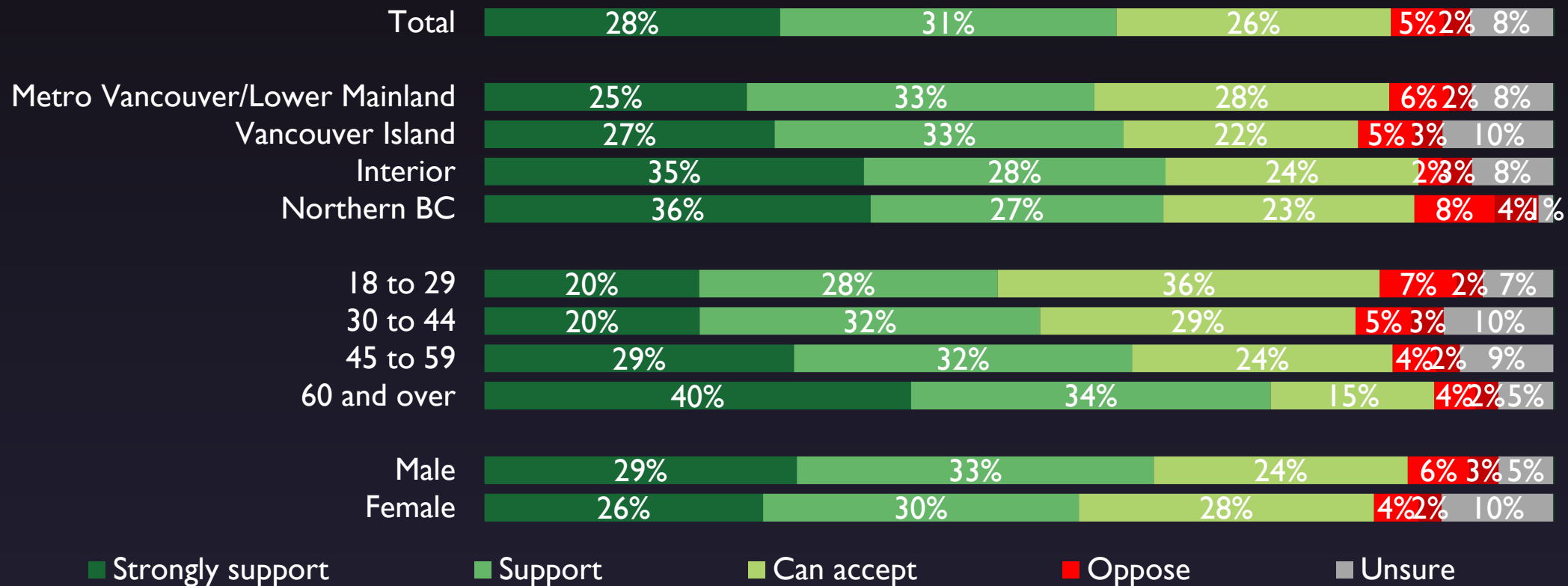


GOVERNMENT

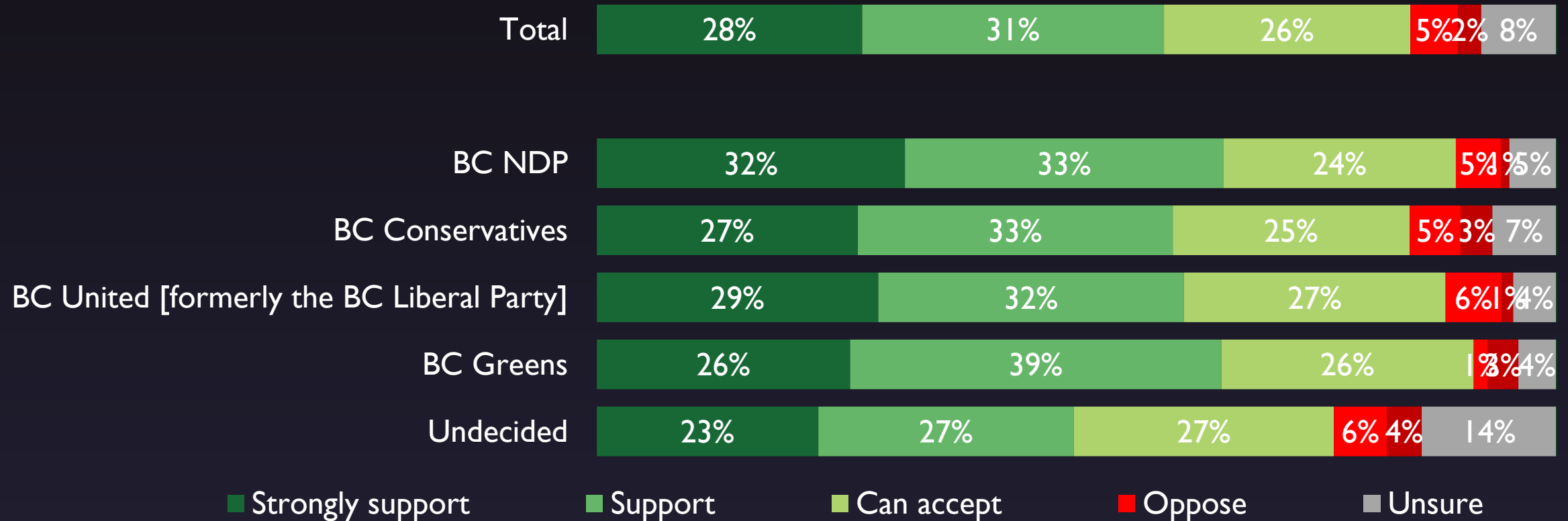


LANDOWNERS

SUPPORT FOR BC GOVERNMENT ADOPTING THIS PRACTICE...



SUPPORT FOR BC GOVERNMENT ADOPTING THIS PRACTICE...



THE THREE STREAMS





**THERE IS BROAD, CROSS-PARTISAN
SUPPORT FOR ACTION.**



**AND PEOPLE THINK INDUSTRY &
GOVERNMENT SHOULD WORK
TOGETHER.**

**FORESTRY IS PART
OF THE SOLUTION.**

**BRING STAKEHOLDERS
WITH YOU.**

Thank You

Stay in Touch

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