

#forestproud

Powered by the
North American Forest
Partnership

Build trust and support to manage, harvest, conserve, and play in North America's forests in ways that address key societal challenges.

Who We Are. We are a community committed to making choices that keep forests as forests. We are hikers, hunters, land owners, researchers, foresters, students, and professionals. We work at family businesses, forest product companies, conservation and recreation organizations, universities, and government agencies.

We are the most diverse coalition aligned to share our story, proactively positioning the sector as relevant, responsible, and innovative stewards of our greatest natural resource; our forests.

What We Do. Via the #forestproud platform, the North American Forest Partnership (NAFP) delivers a consistent supply of original content designed to build trust and support for, and pride in, the forest sector. Partners inform and subscribe to this content to:

- 1) build pride in their employees, making them more effective & vocal ambassadors;
- 2) attract new and diverse talent to the workforce; and
- 3) communicate the relevance of the sector to policymakers.

Join Us. Visit Forestproud.org. Follow us on social media @forestproud. Use the hashtag #forestproud and show us how you're proud to be part of a community making choices to keep forests as forests. For information on membership send an email to info@forestproud.org.

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Forests touch every part of your life

Whether it's the roof over your head, the clean water you drink, the park your kids play in, or the innovative materials that will be part of your next car, forests are a bigger part of your life than you might think. And the forest sector – which includes millions of people working in universities, forest product businesses, preservation and conservation organizations, timber mills, government agencies and out in the forests themselves – shares responsibility for providing these many benefits while caring for forests all across North America.

Forests can solve big societal challenges

Forests are a remarkable resource uniquely capable of solving some of the world's biggest challenges, including catastrophic wildfires, mega-storms, declining water quality and invasive species. Forests clean our air and water, and provide resilience against global climate disruption. Renewable properties of wood are driving major innovations in urban development as we reimagine everything from skyscrapers to transportation systems. And forests can help people reconnect with one another – and with nature – in a world where technology can make us feel increasingly disconnected.

Solutions are rooted in forest management

Forest management is vital to addressing threats and seizing opportunities we face as a society today. Some forests need to be managed for permanent protection, like our national parks, while others are better suited to produce forest products (such as building materials and packaging). Often the best solutions are rooted in management for multiple benefits, such as managing a forest to restore wildlife and stabilize our climate while also harvesting timber once in a generation.

Forest management requires a lot of people trusted to do their part

Managing forests to meet diverse needs requires a forest sector entrusted to manage in responsible ways that ensure forest health and longevity. Managing forests in this way requires leading edge science and a forest sector that's always learning, evolving and innovating.

Our job is to make choices that keep forests as forests

The North American Forest Partnership is a uniquely diverse voice for the forest sector committed to three things: helping people connect with how forests make their lives better so they value forests; increasing people's understanding of how and why forests are managed; and creating an environment in which people want to learn more about—and engage with—the forest sector.

Join us as we work to solve key societal challenges by making smart choices about the future of our forests. We all have a part to play.