



## *Tourism Industry Agreements Session D2; From Cooperation to Collaboration - A Forest Industry Perspective -*

Presented to:

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*by*  
*Douglas A. Routledge, RPF*  
*Vice President Forestry & Northern Operations*



### Presentation Outline – the Peter Larose formulae

- ❑ The Council of Forest Industries (COFI)
- ❑ Intersection with tourism – common issues
- ❑ Existing Industry-COTA Agreement
- ❑ Future Industry-COTA Agreement?
  - Elements to incorp? -case study illustration
- ❑ Conclude



❑ **Mission:** *To be a leading and highly effective advocate for the Forest Sector.*

- In positively influencing the revitalization of BC's forest industry as the recognized primary contributor to the economic growth and stability of BC and Canada.

❑ **Three primary goals, to ensure:**

- Access to sustainably managed timber.
- A public policy regime that contributes positively to industries relative competitiveness.
- Unfettered access to markets, continental and offshore.

Five COFI Corporate Programs (Head Office Vancouver)

❑ **Forest Policy**

- Forestry, First Nations
- Land Based Environmental

❑ **Regulatory Issues**

- Occupational Health & Safety
- Manufacturing related Environmental

❑ **Economics, Competitiveness**

❑ **Government Relations & Communications**

❑ **Markets Access & Trade**



## Four COFI Regional Programs (Offices: Prince George & Kelowna)

- ❑ **Community Relations** *(Connecting with Communities)*
- ❑ **Regional Forest Education** *(Working with Tomorrow's Leaders Today)*
- ❑ **Regional Forest Policy** *(Connecting with Members)*
- ❑ **Quality Assurance** *(Structural lumber grade stamp licensing agency)*



## Intersection with the Tourism Industry – Common global issues

- ❑ Land use, access to the public resource base
- ❑ International reputation:
  - Sustainability
  - Environmental responsibility
    - Practices
    - Carbon Sequestration
- ❑ We are consumers of each other's products:
  - Tourism (Housing, furniture, fuel all from wood)
  - Forestry (Business travel transport/accom/food all from tourism sector)
  - Personal (Backcountry/downhill ski, canoe, kayak, fish, sail, etc)
- ❑ Business synergies, relative trade offs
  - Find ways for all sectors to achieve viable businesses

*Caution, not necessarily synonymous with viability of all existing or future individual businesses .... there are limits to what the landbase can sustainably support .... but certainly all sector viability.*



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## The 1996 Statement of Mutual Recognition and Respect


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### □ Arose from conflict:

- “Super Natural BC” vs timber harvesting
- An instrument to help the players find middle ground through:
  - Communication
  - Mutual recognition & respect
- However, after initial use became a “sleeping” document

### □ Going forward:

- Become a living document?
- Stay ahead of the curve for both parties?
- Potential dispute resolution mechanism at the operational level?



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## First, some features of successful collaboration

(Not an expert, based only my experiences)

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1. Ongoing communication, relationship maintenance
2. Starting with, staying with the same facts/knowledge base
3. Accepting responsibility for staying self informed
4. Understanding/awareness of, if not agreement with, other parties perspective ... respectful regard
5. Interest based not positional dialogue
6. Realistic joint end goals/outcomes in mind early...stepped?
7. Willingness to compromise, see the collective socio-enviro-economic optimization
8. Provision for transition ... planned and periodic continuous improvement
9. Others ....?



## What might a future approach/agreement look like???

*Going to use the development of your Tourism Industry Strategy for Forests as a case study in moving from cooperation to collaboration*

- ❑ March 2007, not the same facts/knowledge base:
  - Role of approved Land Use Plans in establishing respective land uses relative to role of results and strategies in FSP's
  - Focus on forest industry only, other resource industry sectors impact the landbase too
  - Call for FRPA Tourism Objective when needs provided for elsewhere
  - Call for joint stewardship, potential conflict with existing Gov't decision making
  - Call for consultation/notification when already provided for
  - Call for blue pine market development when already underway
  - Roles & responsibilities of MoFR vs MoAL vs MoE vs MoTSA
- ❑ March 2007 not an understanding/awareness of other parties interests:
  - If insulate tourism from effects of the MPB .... magnify impact for others
    - Despite beetle calls to still achieve VQO's by deferring harvesting, alternate harvest systems, access management, etc.



## The final Tourism Industry Strategy for Forests – an example of moving from cooperation to collaboration

- ❑ COTA approached COFI ... opened up the lines of communication
- ❑ Willingness of both parties to:
  - Be educated in areas of misinformation or misunderstanding ... for eg:
    - The respective roles of LUP's & FSP's in planning for activities on the landbase
    - The respective roles of Objectives under FRPA in addressing environmental values vs the role of the inventory & LUPlanning tools (VQO's) and public review of FSP results and strategies in addressing other users interests)
    - That consultation at both the landscape and site levels are indeed provided for under FRPA .... need to make the parties aware of how to use the existing provisions
  - Be open to other parties perspectives:
    - Sensitivity that "joint stewardship" does not equal veto and that Gov't is the final decision maker
    - Understand the F.Ind perspective that the tourism sector needs to educate itself as to what FRPA already provides for and to share in the responsibility for reciprocal communication; and,
    - Understand the perspective that all sectors must share in the impact of the MPB, not just the F.Ind sector.



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In this case study do you see some elements of successful collaboration coming alive??

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- Ongoing communication, relationship maintenance
- Starting with, staying with the same facts/knowledge base
- Accepting responsibility for staying self informed
- Understanding/awareness of, if not agreement with, other parties perspective, respectful regard
- Interest based not positional dialogue
- Realistic joint end goals/outcomes in mind early, stepped
- Willingness to compromise, see the collective socio-enviro-economic optimization
- Provision for transition, planned and periodic continuous improvement



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## Conclusion

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- The door has been opened with:
  - The original Mutual Respect document
  - COTA opening up the lines of communication on the Tourism Industry Strategy for Forests
    - Still outstanding concerns with the potential impact of some of the recommendations but ... lines of communication are open
  - Lead to incorporating elements of successful collaboration into a future MoU or other like document or non regulatory process????
- Benefits:
  - Productive, solution oriented dialogue at the operational level
  - Appropriate input at an appropriate stage of business &/or resource planning cycles
  - Collective, joint input to Governments ... stronger case for public policy changes

□ Thank you ... questions?

