

# Innovation Along the Value Chain: Key to a Sustainable Forest Sector

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SFI Conference – September 18<sup>th</sup>, 2013  
San Antonio, Texas

# FPInnovations:

## Canada's Forest Innovation Hub

- Unique Industry/Government Partnership
  - 80-year history
  - >250 industrial members
  - Federal & provincial governments
- World-scale Forest Sector Research
  - 550 specialized staff
  - Annual budget: \$90M
- A track record of developing and deploying innovations needed by the industry



Québec



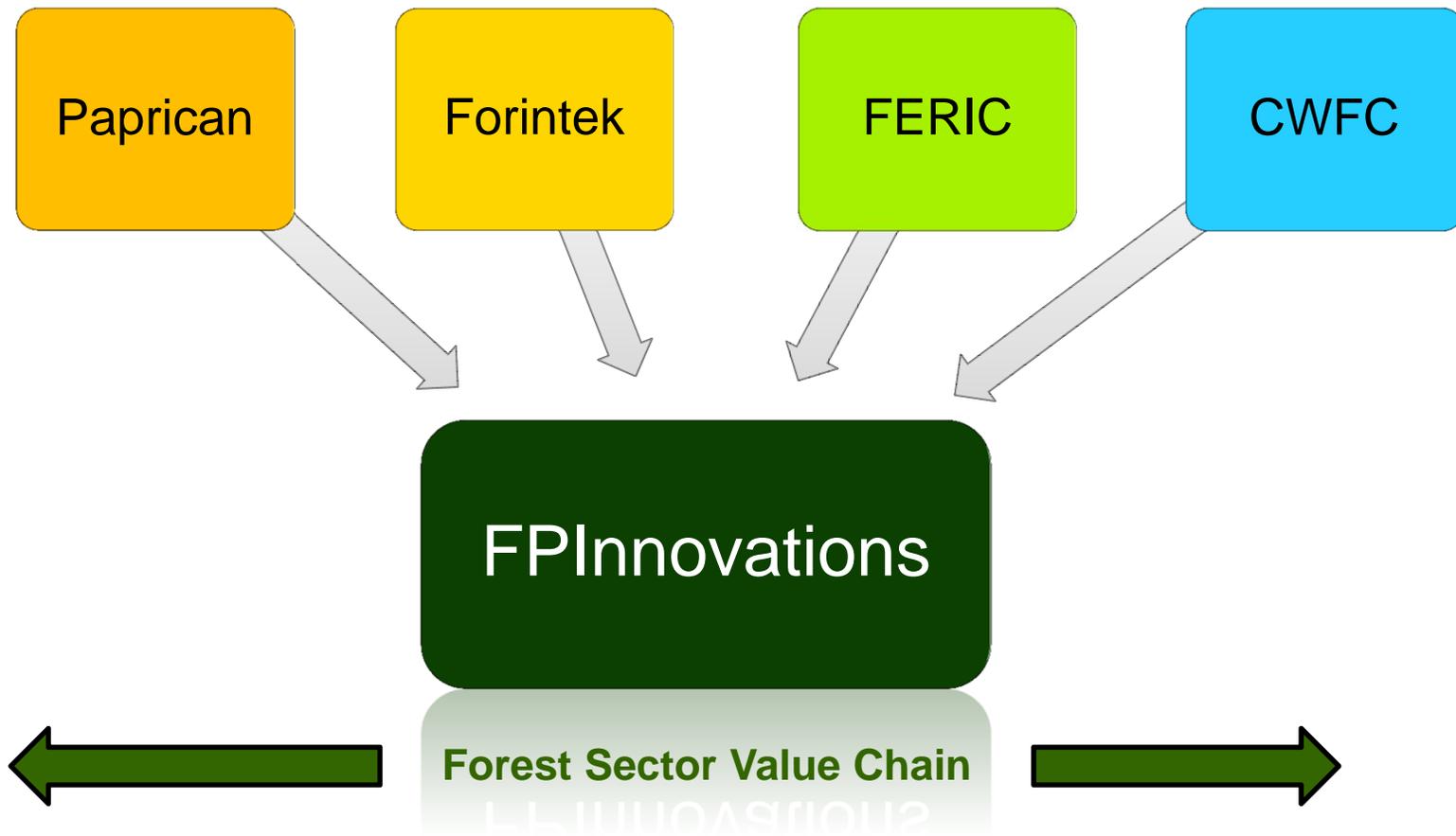
Pointe-Claire



Vancouver

# FPInnovations Created April 07

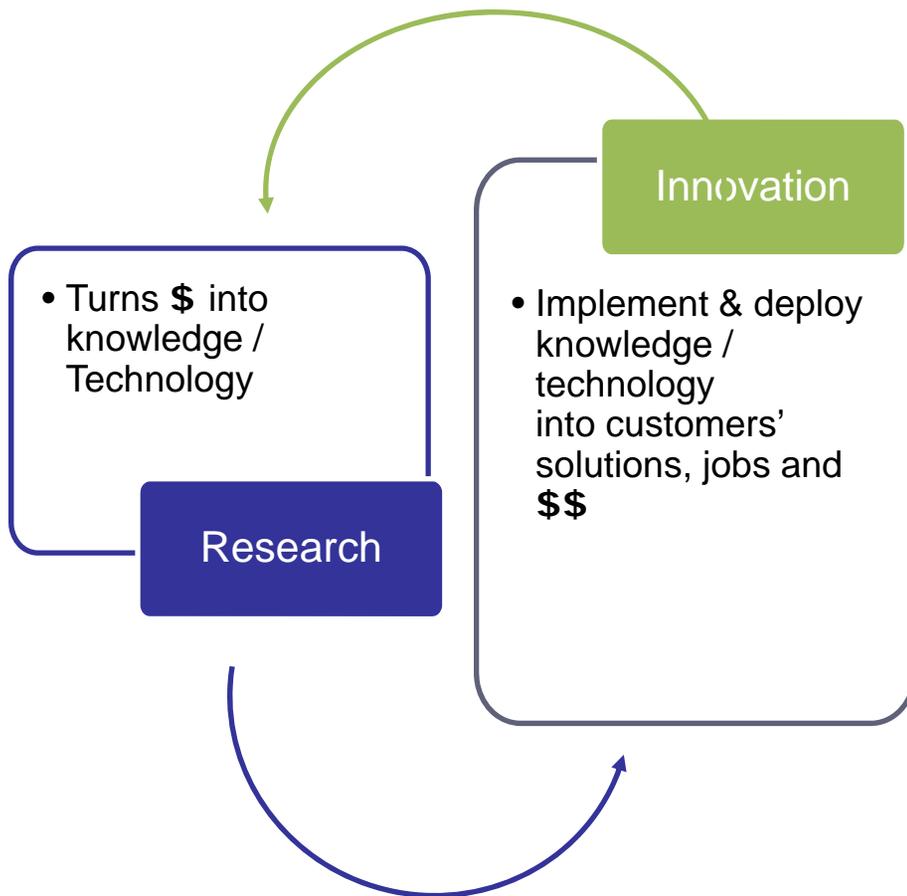
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CWFC: Canadian Wood Fibre Centre

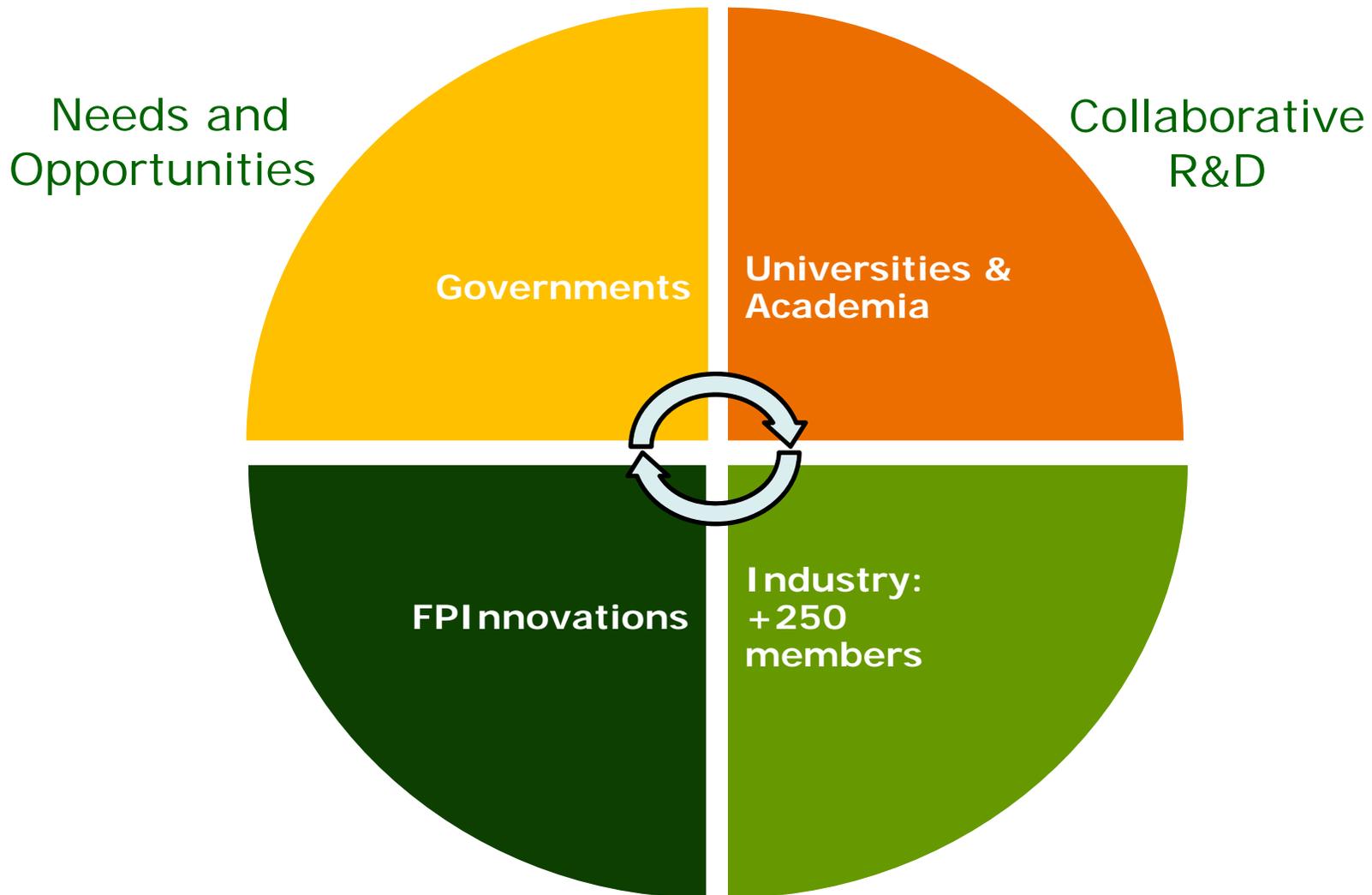
# From Ideas to Market

## Technology Push vs Market Pull



# Catalyst of Canadian Forest Sector Innovation System

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# Natural Sciences & Engineering Research Council (NSERC) Forest Sector R&D Initiative



**Laval**  
 UBC  
 UNB  
 UQAT  
 UNBC  
 UQAM  
 Alberta  
 Toronto  
 Queen's  
 Lakehead



**Laval**  
 UBC  
 UQAM  
 Montreal  
 Toronto  
 Queen's  
 Dalhousie  
 Lakehead  
 McMaster  
 Polytechnique  
 UNB  
 Alberta



Innovative Green Wood  
 Fibre Products Network

**McGill**  
 UBC  
 UNB  
 UQTR  
 Alberta  
 Toronto



**Guelph**  
 Concordia  
 Queen's  
 Toronto  
 UBC  
 Alberta  
 Waterloo



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 UQAT  
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 Carleton  
 Laval  
 McGill  
 Ottawa  
 Ryerson  
 Waterloo  
 W. Ontario



**McMaster**  
 Polytechnique  
 Dalhousie  
 Toronto  
 Guelph  
 Alberta  
 McGill  
 UQAM  
 UQTR  
 UNB  
 UBC



**UBC**  
 McGill  
 Ottawa  
 Guelph  
 Toronto  
 Queen's  
 Saint Mary's  
 W. Ontario  
 Polytechnique

**27 Universities**  
**120 Professors**  
**300 Graduate students**

# A Common Vision for the Sector

## **FPAC Vision 2020**

*By 2020, the Canadian forest products industry will power Canada's new economy by being green, innovative and open to the world. It is a place to grow and prosper. Focus on People, Products & Performance*

## **2020 Stretch Goals:**

Performance -- Deliver a further 35% improvement in the sector's environmental footprint

Products -- Generate an additional \$20 billion in economic activity from new innovations and new markets

People -- Renew the workforce with at least 60,000 new recruits including women, Aboriginals and immigrants

# National Forest Sector Transformation Strategy: Key Pillars

## Improving Productivity & Competitiveness

- More efficient and effective business processes

## Diversifying Markets

- Expansion of product sales to new and emerging markets

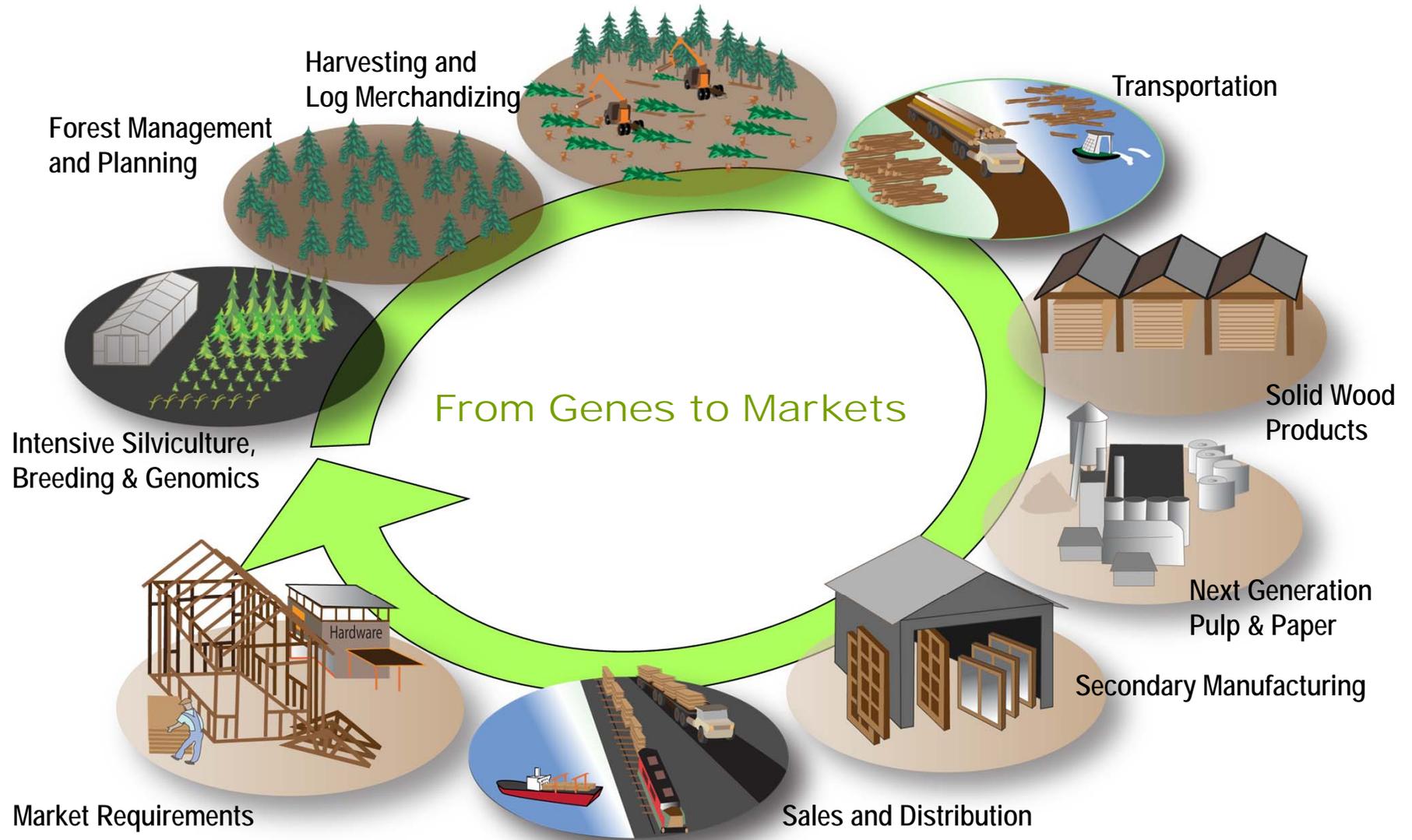
## Leveraging Environmental Performance & Attributes

- Leverage environmental stewardship and unique environmental attributes of forest products

## Maximizing Fibre Value

- Developing new fibre based products

# Maximizing Value Upstream and Downstream

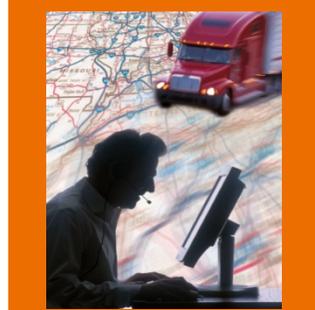
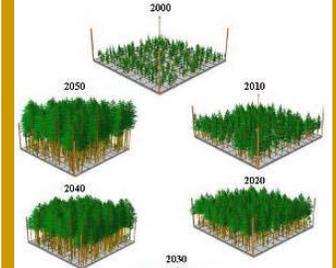


# Driving Transformation Downstream Innovation



# Driving Transformation Upstream Innovation

Use of Technology



Enhanced Forest Inventory

Genomics, Fibre Attributes, Pest Control

Integrated Forest Management

Forest Harvesting

Resource Delivery

From Forest to Manufacturing Site

# Reducing the environmental impact of resource roads

- Wetland identification; recognition of flow patterns
- Plan and test cost-effective techniques for maintaining subsurface flows
- Partnership with Ducks Unlimited Canada; SFI funding applied



- FPI Handbook on erosion and sediment control techniques
- Delivering regional field-based workshops to implement best practices

# Key Challenges

- Innovation Deployment
  - Valley of Death
  - Time to market
- Attracting & Retaining HQP
- Harnessing Capacity of the Innovation System
- Balanced Portfolio
  - Competitiveness vs Transformation
  - Upstream vs Downstream
- Partnering with non-traditional sectors

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# Thank you!

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# Managing Product Innovation

- Implemented 5 disciplines of innovations developed by SRI International



- Key elements for high impact research and development
- All technologies undergo NABC evaluations
  - **N**: Need
  - **A**: Approach
  - **B**: Benefits
  - **C**: Competition