



# WOODLOT LICENCES:

## Communicating Social Licence

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Communications

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# Woodlot Licences are an excellent tenure for achieving social licence:

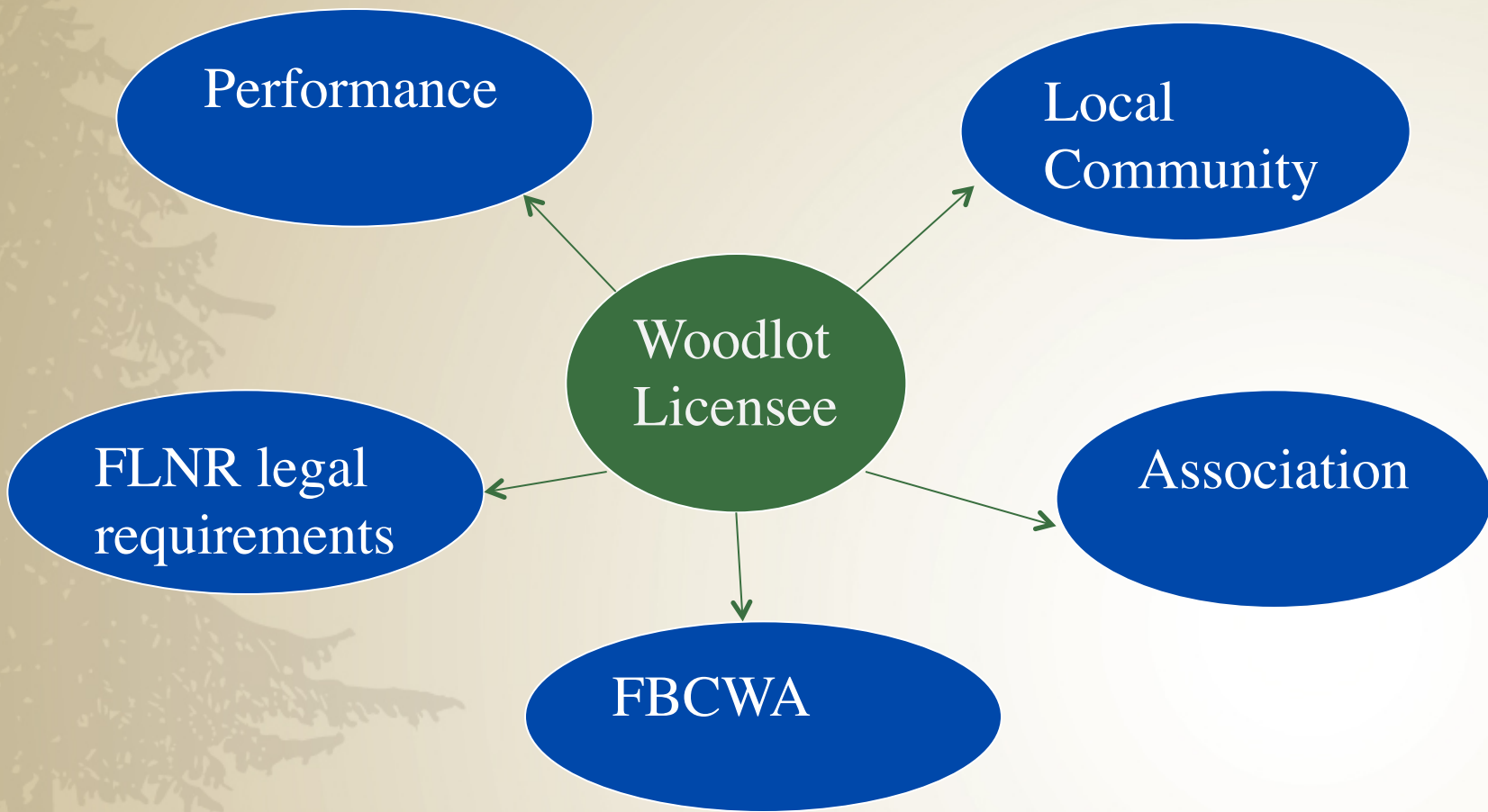
- small, area-based
- long term tenure, often multi-generational
- located close to communities with ties to the community
- contribute to communities



## Woodlot Licences are also in areas where the supply of Social and Environmental Goods and Services are at a Premium.

- Being located in these areas requires careful, innovative and intensive management.
- Communication is even more important in these areas.







# Meeting Legal Requirements ~

- Some 'social licence' is built into the legal requirements associated with administering and managing a WL.
- But meeting minimum requirements is only a starting point.



# Legal Requirements & Communications

- Communication is required around the various Woodlot Plans. There are requirements to advertise, provide an opportunity for review and comment and make reasonable efforts to meet with First Nations.

**WOODLOT LICENCE # 344**

**WOODLOT LICENCE PLAN**

**Period**

**June 1, 2008 to May 31, 2018**

**Southern Interior Forest Region**

**Okanagan Shuswap Forest District**



# Good Performance ~

- Establishing new plantations
- Disposing of slash
- Protecting water quality
- Meeting visual quality objectives
- Maintaining roads
- Operating Safely
- RESULTS



# Community~

We need to work with our neighbours and the community values to help guide our management practises to achieve social licence.







# Ties to Community



- Woodlot licensees often live near the land they are licensed to manage & develop strong bonds with their neighbours and community.



# Long-term Approach ~

Woodlot licences are mostly family forests and passed on from generation to generation.





# Contributions to Community ~

Woodlot Licences are small, community based forestry businesses, buying and selling goods and services locally.





# Achieving Social Licence through Communications

Kaslo Water Shed -  
WL #494

Peter McCallister  
works with bike clubs  
to stay out of stream  
beds.

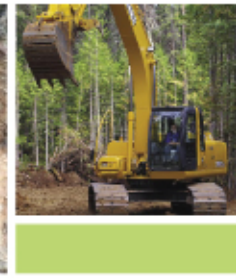




# Cultural Heritage

- Nuxalt-Carrier 'grease' trail, WL #626 Prince George





## Educational Field Trips



- Licensees volunteer to have school kids visit their WL.

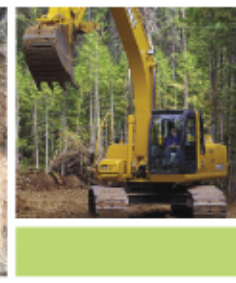




## Field Tours to WL

- Invite people out to your woodlot and learn about how a managed forest





# Recreation - Mountain bike and hiking trails, Quadra Island







# Local Association ~

- Associations are a great tool to help achieve social licence. They can host field tours with local community and government, set up town hall meetings or host events.





# Federation ~

- Communications and promoting a positive image of BC's Woodlot Licence Program is a Federation priority.
- The Federation is a great resource for local associations and woodlot licensees communicating social licence.



# Federation Communication Initiatives



- Attending events i.e. UBCM
- Public Communications
- Forest Education
- Collaborating
- Scholarship



# Minister's Awards

- The Minister's Awards garner social licence.
- Media releases and news coverage showcasing licensees as excellent forest stewards.





# FBCWA Communication Tools

- The WOODLOT COMMUNICATOR features articles of woodlot licensees demonstrating peak performance and upholding social licence.





# FBCWA Communication Tools – Social Media

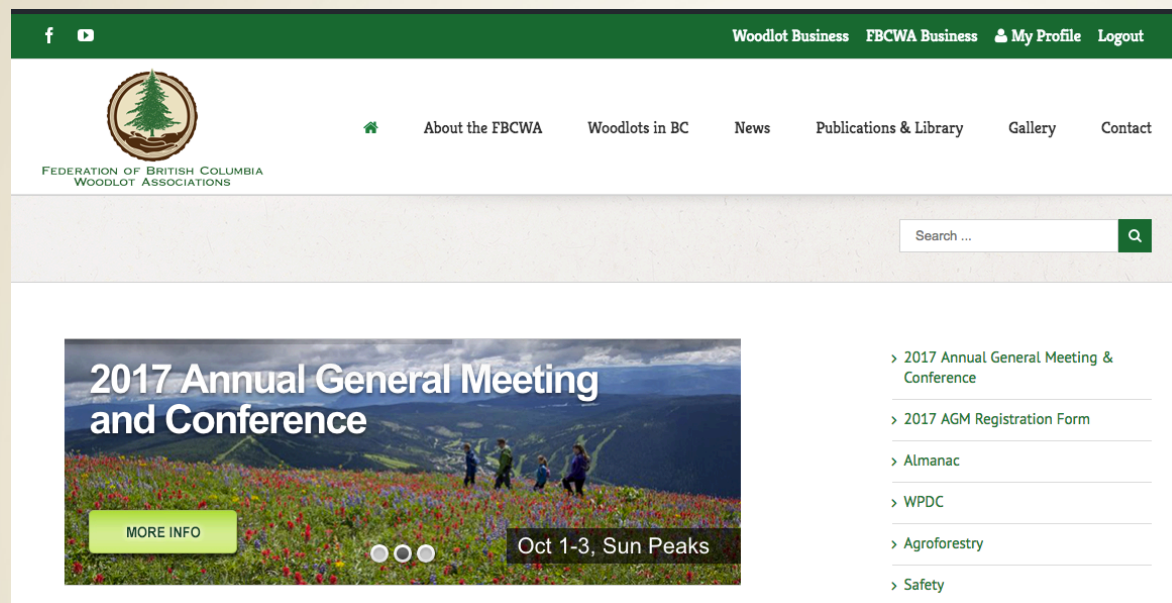
- Facebook  
*@woodlotsbc*
- Youtube  
*BCWoodlot*
- Twitter  
*WoodlotsBC*





# FBCWA Communications Tools - Website

- Our website promotes BC's woodlot program and provides information
- *Woodlot.bc.ca*





# Conclusion

- Achieving social licence contributes significantly to the success of individual licences and the woodlot program as a whole.
- Working to be a good neighbour, engaging the community and being a good performer all achieve social licence.