

NEWS RELEASE

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Web Portal Provides One-stop Access to Information Related to Forests and Forest Products

Increasing Awareness of Environmental Footprint of Building Materials Prompts New “Planet Friendly Canada” Site

MARCH 29, 2011 - VANCOUVER, BC ... To help satisfy increasing interest in the environmental footprint associated with sustainable forestry and wood building materials, a new web portal—planetfriendlycanada.com—has been created to serve as a gateway to environmental, green building and other information related to forests and forest products from organizations worldwide.

Divided into categories that include sustainable forestry, wood products, paper and bioenergy, and climate change, the portal features a continually growing cache of links to information on a wide range of websites—from forestry and wood associations, to research organizations and government agencies. While the focus is Canadian, one of the portal's most exciting features is an advanced search capability that allows users to source additional information in three geographic regions: Canada, the U.S. and worldwide.

The Planet Friendly Canada portal is designed to be useful to a wide audience—from policymakers and architects looking for information demonstrating why wood is preferable from both a cost and an environmental perspective, to wood and paper customers interested in forest certification or criteria for green procurement, to people who work in the forest industry who simply want additional facts. The site includes links to presentations and publications on wood's green attributes, research on life cycle assessment (LCA) and sustainable forest practices, up-to-date statistics, and more. The portal will also become bilingual in 2011, hosting a companion site in French.

“The future of the planet depends on our making positive environmental choices, reducing waste, conserving water, increasing energy efficiency and selecting products that minimize our environmental foot print,” said Peter Moonen, Sustainability Coordinator for the Canadian Wood Council/Wood *WORKS!* and a member of the coalition. “As a result, there is a growing need to make information to support decision-making more accessible and to demonstrate that, because our forests are sustainably managed, people can feel good about using Canadian forest products.”

The Canadian Forest Industry Sustainable Buildings Coalition is a group of government, industry and non-government partners committed to sustainability and the delivery of current, accurate and thorough information on forests and forest products. The value of the coalition is its network of qualified people with a common goal of identifying market opportunities and needs, and working together to address them in a coordinated and cost effective manner.

For information, visit planetfriendlycanada.com.

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