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**Satellite Forum – Model Forest Network
Strategic Initiative Concept Paper**

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ABSTRACT:

This proposed strategic initiative provides several opportunities to feature prominent and thought-provoking speakers addressing issues of significance to sustainable forest managers across Canada. The initiative intends to make use of state-of-the-art technology to unite participants across the country in simultaneous, interactive forums.

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Opportunity Scan

Canada is an extremely large country of 920 million hectares spread over six time zones. The vast size of the country allows for a wide variety of ecosystem types, land uses and forest values. This variety of social, economic and ecological considerations, coupled with the provincial control of forest resources result in a wide range of forest management issues, approaches, and research opportunities.

Workshops, symposiums and conferences provide forums for information-sharing and the exchange of ideas and perspectives. Unfortunately, the cost of workshops is often prohibitive for many – regardless of the level of interest in the topic. These forums also require extensive logistical organization and planning.

This strategic initiative seeks to address the issue of information dissemination and knowledge-sharing across the country. Because of the many differences in forest management issues across Canada, there is much to learn. Tools exist that may be easily adapted to suit a variety of situations. Knowledge learned in one location is often relevant to other areas.

Proposal Summary

This proposed strategic initiative provides a cost-effective and state-of-the-art means of disseminating knowledge and sharing ideas within and among model forests, the forestry community at large, and the general public. The initiative will make use of satellite video-conferencing. There are hundreds of possible nodes across the country from which participants may join a satellite forum. Satellite forums can be interactive, thus providing opportunities for multiple exchanges of information between parties across the country in real-time. A national satellite forum could also be used as one component in one or several simultaneous local, regional or provincial workshops.

There is a multitude of possible forum approaches and topics:

“Hot Topic” i.e., Softwood Lumber Dispute, Water Quality, etc.

Highlighting Milestones” i.e., Adoption of Results-Based Code in B. C., Innu/provincial co-management in Labrador, etc.

“Prominent Speaker” i.e., Educators, Politicians, Environmentalist, Industrial Managers etc.

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Program Objectives

This proposed strategic initiative has strong linkages with objectives 1, 2, and 3 of the model forest program. The proposed satellite forums could provide a catalyst for the adoption of sustainable forest management tools developed through the model forest program. They could help to ensure that results of and knowledge gained from model forest projects are disseminated at all levels simultaneously –from communities to national and even international audiences. The initiative would also inevitably serve to strengthen Network Activities by providing explicit opportunities for model forests to participate in knowledge-sharing forums.

SFM Policy Linkages

Satellite forum topic scoping exercises will rely on the existing Model Forest Network Communication and Outreach Committee and local model forests working in collaboration to ensure relevancy both regionally and nationally. In tandem with the determination of specific topics for satellite forums, opportunities for linkages with other relevant SFM policy and/or management groups will be identified. Depending on the chosen topics, linkages could be formed with academia, various levels of government, industry, NGOs, and/or others. These groups may also choose to become additional host nodes for the forum.

Network Priority

This proposed strategic initiative could become a solid and innovative link for the model forest network. A satellite forum will interactively connect model forests and people with forest-related interests across the country. This initiative will serve to conceptually shrink the network by introducing and blending people with common interests, as well as raising the awareness of the progress being made toward sustainable forest management across the country.

Expression of Interest

Evidence of support across the network will become apparent after the General Manager's meeting at the end of April.

Beyond the Boundaries

The primary players to be involved in the initiative are the model forests. The specifics of the other parties will depend on the topics chosen to be highlighted in each satellite forum. It can be assumed, however, that participants will include academia, all levels of government, industry, NGOs and other interested

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parties. Depending on the topic and the interest, extra satellite nodes may be added in relevant locations to accommodate a variety of user groups.

Outputs and Outcomes

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- Minimum four video-conference forums
- Associated proceedings of forums
- Website dedicated to forum news and issues
- Increased sharing of SFM knowledge and tools across the nation

Immediate Outcomes

- Increased profile of the model forest network and its activities and members.
- Increased understanding of topics highlighted in forums

Intermediate Outcomes

- Building of closer relationships nationally between people with common interests
- Increased sharing of knowledge and information
- Increased partnerships beyond the traditional boundaries of model forests, regions and provinces.

Communication Strategy

This strategic initiative is in itself a communication tool. The initiative will include increased communication between model forests and the network in the first stages of forum topic development. The forums themselves will increase communication levels locally, regionally, and nationally through the sharing of knowledge and tools developed for the advancement of sustainable forest management in Canada.

Expected Cost

ADCOM Videoconferencing is the company charged with the management of video-conferencing for Natural Resources Canada. Attached is a quote from ADCOM as well as a list of available video-conferencing locations that are in proximity to model forests. Below is a summary of costs (Table 1) and a summary of available locations (Table 2). It is important to note that the public room rental fee may be waived in some instances (ex. where CFS owns the video-conferencing equipment and room). Also, the quoted costs could be lowered if a fee is charged for participation in a forum.

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Table 1. Summary of costs associated with satellite video-conferencing.

Item	Cost	Quantity	Total
Cost per Public Studio			
Public room rental.	\$175.00 / hour	4 hours	\$700.00
Scheduling fee.	\$50.00	1	\$50.00
Multipoint bridge port to connect each site to the multipoint bridge.	\$60.00 / hour	4 hours	\$240.00
Scheduling fee.	\$25.00	1	\$25.00
Long distance.	\$1.32 / minute	4 hours + 30 minute pre-test = 270 minutes	\$356.40
Approximate Total per Site			\$1,371.40
Total Cost for Video-Conference with 10 Nodes			
Public Studio (See Above)	\$1,371.40	10	\$13,714.00
Dedicated Bridge Operator	\$90.00 / hour	4 hours	\$360.00
TOTAL FOR 10 SITES			\$14,074.00

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Table 2. Summary of available video-conferencing locations in proximity to model forests.

Model Forest	Video-Conferencing Location(s)
Western Newfoundland	DFO – Corner Brook CFS – Corner Brook Western Memorial – Corner Brook Newtel – Corner Brook
Nova Forest Alliance	Aliant Telecom – Halifax Atlantic Canada World Trade – Halifax Cambridge Suites – Halifax Dalhousie University – Halifax PWGSC – Halifax QEII Hospital – Halifax Tara Project – Halifax
Fundy Model Forest	Gilbert McGloan Gillis – Saint John (Sussex) (seats 8) Gilbert McGloan Gillis – Saint John (seats 12)
Bas-Saint-Laurent	Telus Hotel Rimouski – Rimouski Telus – University de Quebec – Rimouski
Eastern Ontario	Adcom Ottawa – Ottawa Carleton University – Ottawa DFO – Ottawa Duocom – Ottawa PWGSC – Ottawa Royal Ottawa Health Care – Ottawa University of Ottawa – Ottawa
Waswanipi Cree	Telebec Val D’or – Val D’or
Lake Abitibi	Contact North – Cochrane
Manitoba	Children’s Hospital – Winnipeg CORPAV Presentation Group – Winnipeg Inland Audio Visual – Winnipeg MTS-WPG – RM. 1 – Winnipeg PWGSC – Winnipeg
Prince Albert	SaskTel – Prince Albert SaskTel – North Battleford
Foothills	Atlas Communications – Edmonton Bell Nexxia – Edmonton Glenrose Rehabilitation – Edmonton Grant Macewan College – Edmonton Merck Frosst – Edmonton PWGSC – Edmonton Sharp’s A/V – Edmonton Telus – Edmonton
MacGregor	ICBC – Prince George