



# Counting Trees: Evaluation of the Conserving Canada's Forest Program

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**Environmental Evaluators  
Network Forum**

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I V E Y f o u n d a t i o n

# Presentation Overview

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## *Conserving Canada's Forests Program*

- **Goals and Strategy**
- **Evaluation**
  - Grant Level – indicator progress and grant execution
  - Cluster Level – indicator progress over multiple years
  - Program Level – mid-course and final
- **Decision-Making**

# CF Program Goals and Strategy

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## *CF Program goals*

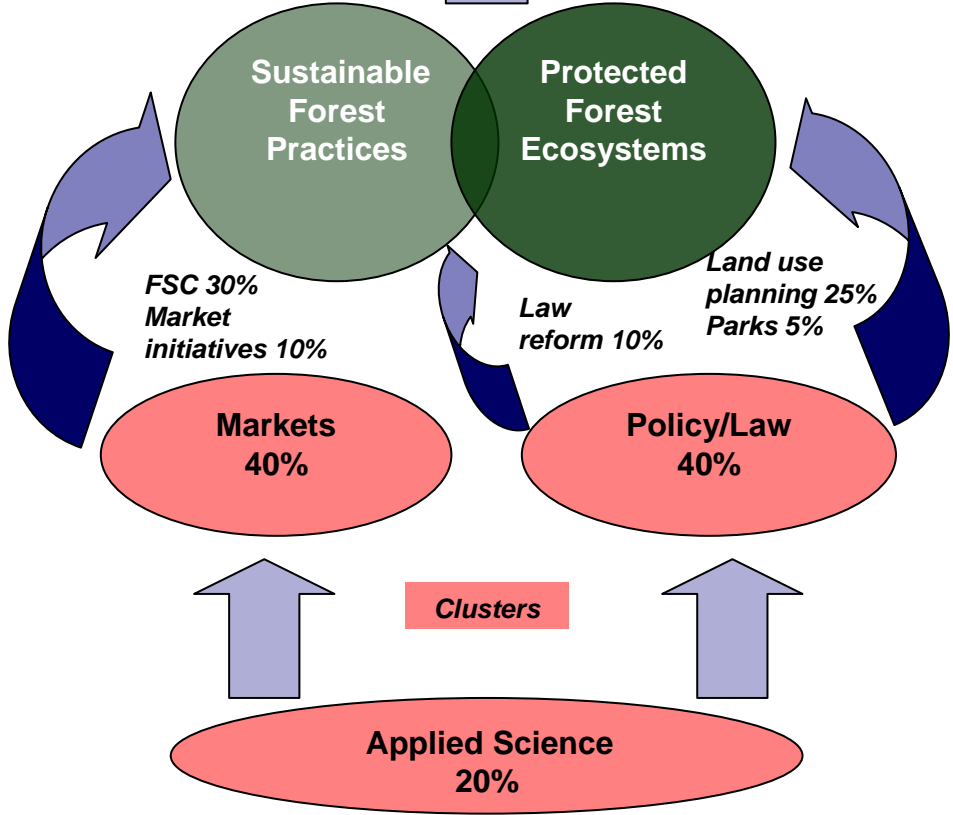
- Increasing the amount of protected forest ecosystem in Canada
- Expanding the adoption of sustainable forest practices in Canada

## *Grant Allocation Strategy*

- Sets grant financial allocation targets between and within each of three program “clusters”

**Conserving Canada's Forests**  
A vision for a sustainable Boreal Forest

Collaboration, communications and capacity



Allocation targets +/- 5%

# CF Program Indicators of Progress

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## Policy and Law

1. Protected Areas Establishment and Management (3)
2. Conservation of Wildlife (5)
3. Land Use and Forest Planning (9)

## Markets

4. Market success of FSC in Canada (6)
5. Area of FSC certified forests (2)
6. FSC-related policy measures (5)

# CF Program Indicators of Progress

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## *1. Protected Areas Establishment and Management Indicators*

*1.1. Area of protected area regulated or legislated as a result of program activities*

*1.2. Prohibition of industrial activity in protected areas*

*1.3. Requirement for maintenance of ecological integrity and conservation for management of protected areas.*

# CF Program Evaluation

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## *Grant Level: Grant Evaluation Summary*

- Analysis and rating of indicator progress
- Analysis and rating of grant execution
- Overall impression and lessons learned
- Grant reports, exit interviews, sectoral interviews are sources of information

# CF Program Evaluation

## *Grant Evaluation Summary: Sample Indicator Table*

Indicator	Comment	Rating
4.4 Number and impact of FSC procurement policies established	The following companies have policies: Marks and Spencers, Mattel Canada, Minto, Tridel, Victoria's Secret, Gap, Scholastic (Harry Potter), Alliance Atlantis, Warner Music, Ernst and Young, and Nordstrom. In addition, Supremex is certified and mail for CIBC, Primus, and Toronto Hydro is now sent in FSC-certified envelopes.	3
5.1. Area of FSC certified forests	Reached 24 M ha (Dec 2007) = 25% of world total. First certifications in Manitoba and Saskatchewan.	3
6.1. Provincial support for FSC and/or removal of barriers	<ul style="list-style-type: none"> <li>➤ ON Gov't commits to using 30% FSC paper.</li> <li>➤ The provincial printer in BC (Queen's Printer) is now FSC-certified.</li> <li>➤ AB Ministry of Environment has a FSC-procurement policy.</li> <li>➤ QC Minister of Natural Resources gave \$25,000 to finish GLSL Standard.</li> </ul>	2



# CF Program Evaluation

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## *Cluster Level: Cluster reports*

- Thematic (i.e. markets, policy and law or applied science) review of the effectiveness of multiple grants in achieving outcomes under specific indicators
- GESs and GIFTS database are sources of information

# CF Program Evaluation

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Indicator 5.1: Area of FSC certified forests    Total grantees:    7

## Overall progress and lessons learned:

- FSC certifications increased from approximately 7 million to 21 million hectares from 2003 to the end of 2006; a three-fold increase. The largest portion of these certifications is located in the boreal forest. The biggest provincial gains were achieved in Ontario where 30% of the publicly-owned forest is now FSC certified. A significant breakthrough also occurred in British Columbia where Tembec achieved FSC certifications on its licence areas. In Alberta the combined efforts of WWF, CPAWS and AWA were successful and Al-Pac achieved FSC certification, creating the world's largest FSC certified forest management area.

## Lessons learned:

- Securing licence-wide FSC commitments from leading forest companies results in large and rapid area gains.
- Corporate leadership and individual leadership within companies are key to success.

## Next Steps:

- Are there new or different corporate levers or strategies that we should be employing?
- Are there new collaborative opportunities (e.g. BC) that we can be supporting?

# CF Program Evaluation

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## *Program Level: External Reviewer Driven*

- Highest level of review
- Build on grant and grant cluster reviews
- Undertake sector evaluation and interviews
- Consider evolving political/societal context
- Focus on higher level lessons learned
- Feedback point for Board, CF Committee and grantees

# CF Program Evaluation

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## *Five Year Review (underway)*

### ➤ Canada's Forest Conservation Performance:

- Assessment of actual progress made across Canada toward CF Program Evaluation Targets (e.g. 9.8% of the boreal forest protected by 2008) and;
- Assessment of progress for Ivey CF program indicators

### ➤ Grant and Indicator Performance:

- Grant Cluster Reviews for all grants made in the period 2003-2007
- Comparison of actual expenditure with Cluster targets in the Grant Allocation Strategy
- Lessons learned
- Recommendations

# CF Program Evaluation

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## *Decision-making*

- Informed by ongoing evaluation, current opportunities and political/societal context
- Distinct points: Letters of Inquiry / Grant Proposals
- Ongoing: Foundation staff convene ENGOs / participate in collaborations
- Mid-course program evaluation opportunity to correct / redirect direction
- Final evaluation will result in extended / new program