

June 29, 2011 RSF National Meeting | Themes for Next Steps

Engagement:

- Take the information and dialogue about the National Report and sustainable forests out - beyond this room and the Roundtable, beyond forests. Engage other resource sectors/Roundtables (*Sustainable Water Resources Roundtable, Sustainable Rangelands Roundtable).
- Media:
 - Make better use of the media to deliver targeted messages about sustainable forests based on the scientific assessment provided by the National Report
 - The media says the FS sends mixed messages about forest land not being lost when there is loss of biodiversity and habitats—because of fragmented land ownership that's increasing
- Private Sector:
 - Engage energy sector on biomass
- Private Landowners:
 - Engage the disengaged landowners by honing in on what the report means to them and what can they do about it
- Interagency:
 - Pursue joint USFS/DOE meetings regarding biomass
 - Explore the potential for interagency funding to expand the funding base (e.g., tap into potential overlapping EPA, DOE and DOT objectives and resources)
- General Public:
 - Spend more time and focus on local application of MPCFI (e.g., Baltimore/MD example): local and state governments and decision-makers
 - Translate data into more digestible messages to decision makers
 - Utilize existing media attention on forests, fires—to capitalize on opportunities for enhancing sustainable forest management
 - Make messages that are based on the National Report 'about them'

Incentives:

- Open access to healthy markets | Payment for Ecosystem Services
- Demonstrate that there are many paths to sustainability and encourage landowners to utilize the programs that are appropriate for them
- Focus on and figure out ways to incentivize local adoption of the framework

- Address ambiguous, unclear and/or competing market signals (bioenergy vs. carbon)

Next Steps and Ideas for RSF:

- From the National Report, develop a report card on how we are doing/whether our forests are approaching/attaining sustainability: green, yellow, red for 20-year cycle.
- Invite outside participants to test assumptions about being able to effectively translate the report and why it matters to them.
- When envisioning the future of the RSF, consider what is it about the RSF that you can collectively leverage and what would you lose if it weren't here?
- Take on the responsibility and role of focus on sustainable forests - take it out of the conceptual/data world and put it into terms that all Americans can grasp. Focus is the key word. RSF is the one place to focus on something so important—we are in the best position to do this.
- Collaborate with other roundtable interests: minerals and energy, rangelands, water, ecosystems, etc. Make other people in other disciplines realize that forestry is an opportunity to embrace all of these objectives b/c forest ecosystems are very unique and provide so many benefits and values.
- People want to know how RSF can help others do what they do—what does the RSF do that's useful to others? It's not for us to say how valuable the report or RSF is, we need other people to say, "this is useful to me." If we had a series of quotes that demonstrate the value of the report at the local levels—series of users who are not foresters, not USFS, not SAF, not the people in this room.
- Are there indicators for the RSF that can demonstrate its value in advancing sustainable forestry and adoption?