

Media Backgrounder

The Boreal Project: A Uniquely Canadian Enterprise A Partnership Between the Canadian Boreal Forest Agreement Secretariat and the Royal Canadian Geographic Society

A key initiative of the Canadian Boreal Forest Agreement (CBFA) Secretariat's year long *On the Move* campaign is the launch of a project called: *The Boreal Project: A Uniquely Canadian Enterprise*, in conjunction with the Royal Canadian Geographic Society (RCGS), which publishes the prestigious *Canadian Geographic* magazine.

For the past year, the CBFA and RCGS have worked on this project with a view to promoting and celebrating the work of the CBFA and educating school children and the public on its goals and accomplishments.

The centrepiece of the project is an 8-metre by 11-metre giant traveling map of Canada – a technological work of art – that beautifully illustrates in incredibly precise detail the boreal forest, caribou habitat, forestry industries and the communities across Canada that rely on them for their livelihood.

The map is laminated and durable and because of its size and weight can only be displayed on the floor or ground. It can be walked on and is ideal for educational and promotional purposes wherever there are indoor or outdoor spaces large enough to house it.

The map is complemented by an activity guide that has been developed by Canadian Geographic Education, the RCGS's educational network of classroom teachers in public and secondary schools. The project also includes a photo exhibition comprised of winning photos from a competition held on the boreal forest.

As well, the project will include a feature article about the CBFA in the November/December edition of *Canadian Geographic*, and a special edition publication of *Canadian Geographic* focusing exclusively on the CBFA, scheduled for publication in early 2014.

The map and the photo exhibit will tour Canada over the next year, visiting schools and other facilities to educate children and the general public about the importance of the boreal forest to Canada and the world.

The CBFA is an unprecedented agreement between seven environmental organizations and the Forest Products Association of Canada (FPAC), and its 19

member companies, that seeks to protect significant areas of Canada's vast boreal forest, protect threatened woodland caribou, and sustain a healthy forestry industry for the communities who rely on it.

The Agreement acknowledges that governments are the final authority and that Aboriginal peoples have treaty rights and titles to parts of the boreal forest.