

“A Case for Investing in the Future”

Training at the Worker Level

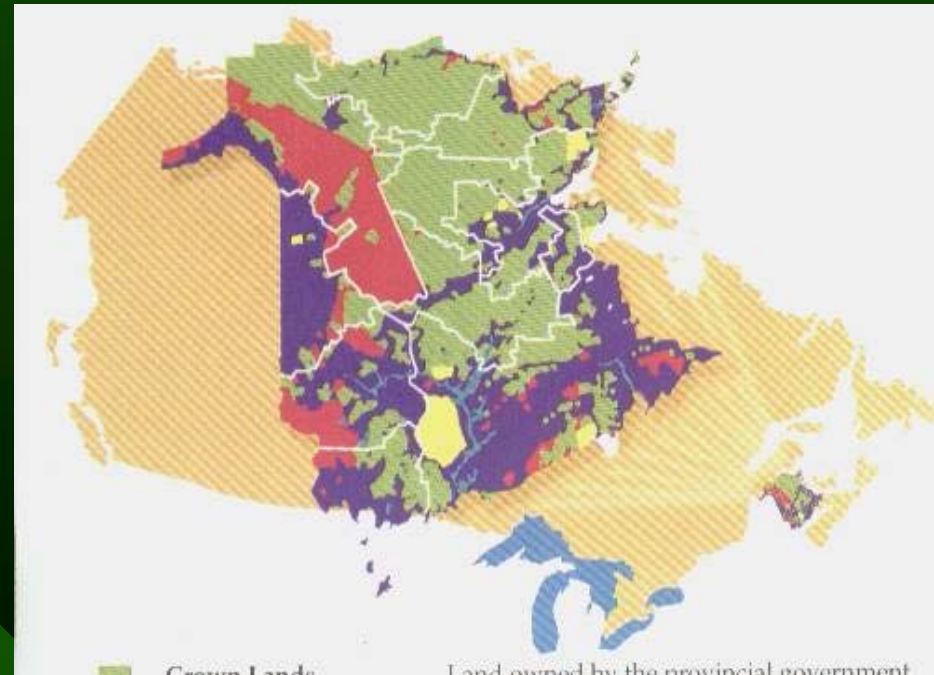


Pays Dividends

Mark Standing – CONAHEC 2004

Greetings from New Brunswick, Canada

- Crown Land-**green**
- Private Woodlots-**purple**
- Industrial Freehold-**red**
- Federal Land-**yellow**
- **82% of NB is productive forest land**
- **sw46%,hw27%,mw27%**



Greetings From NBCC Miramichi

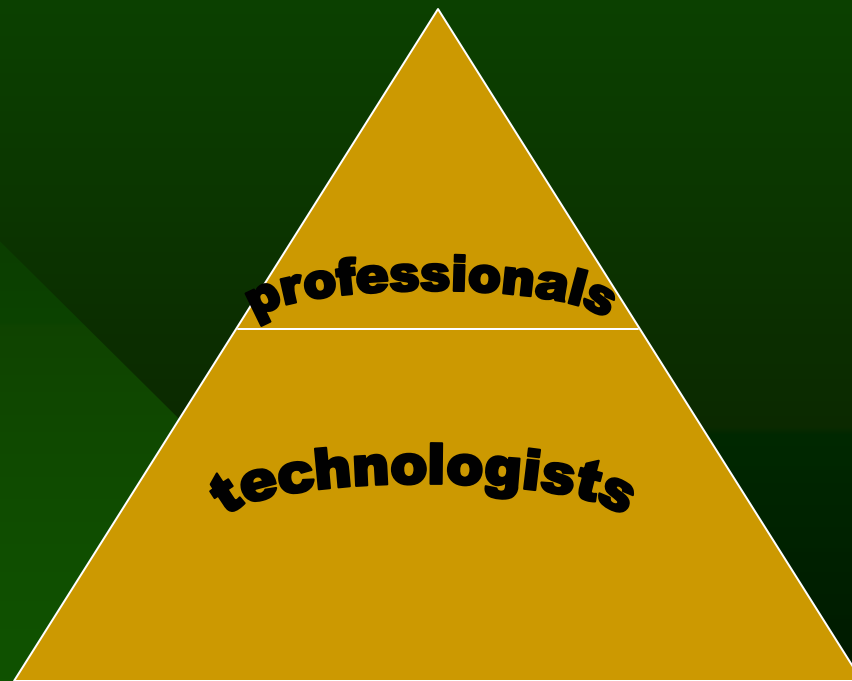


NBCC-Miramichi Forest Training Center

- On 16 000 acres of sub-lease from UPM-Kymmene
- 6 bay heavy equipment garage
- 5 ton overhead crane

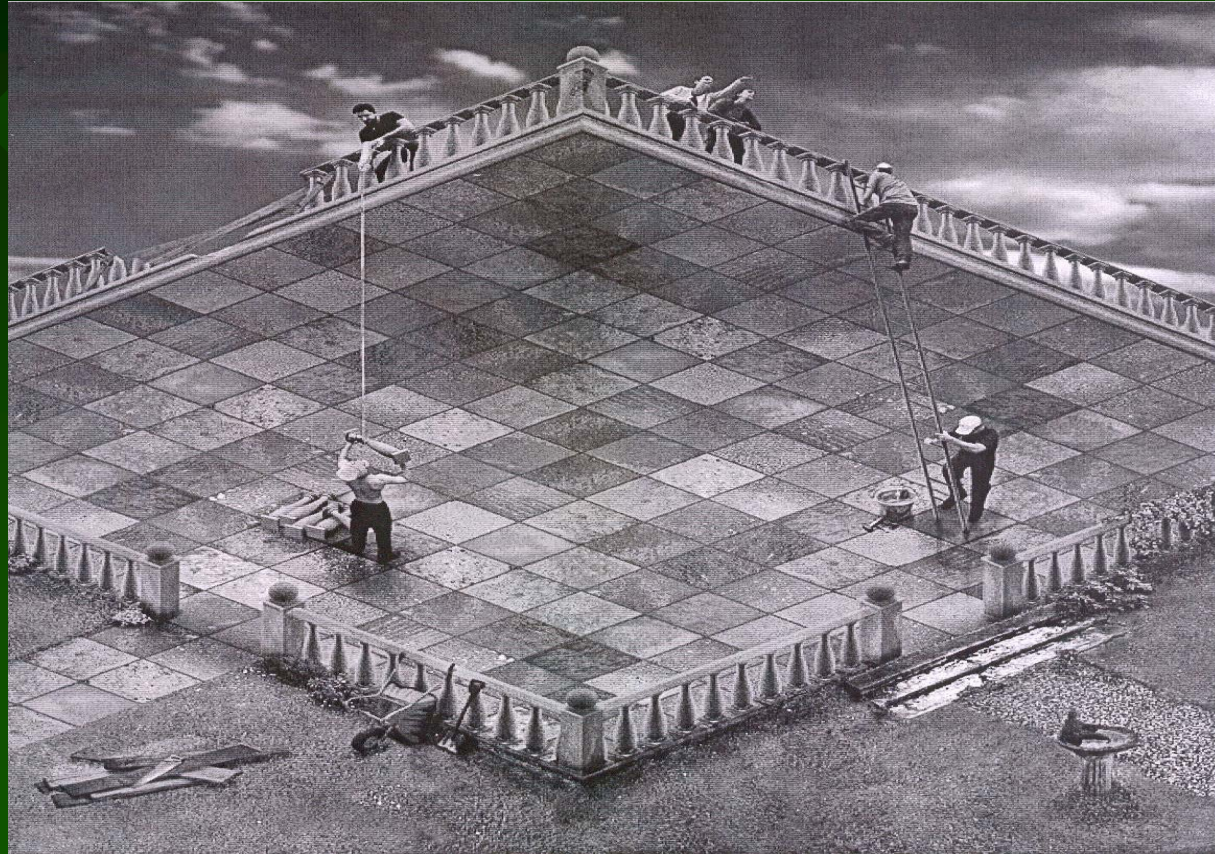


The Standard Organizational / Educational Pyramid

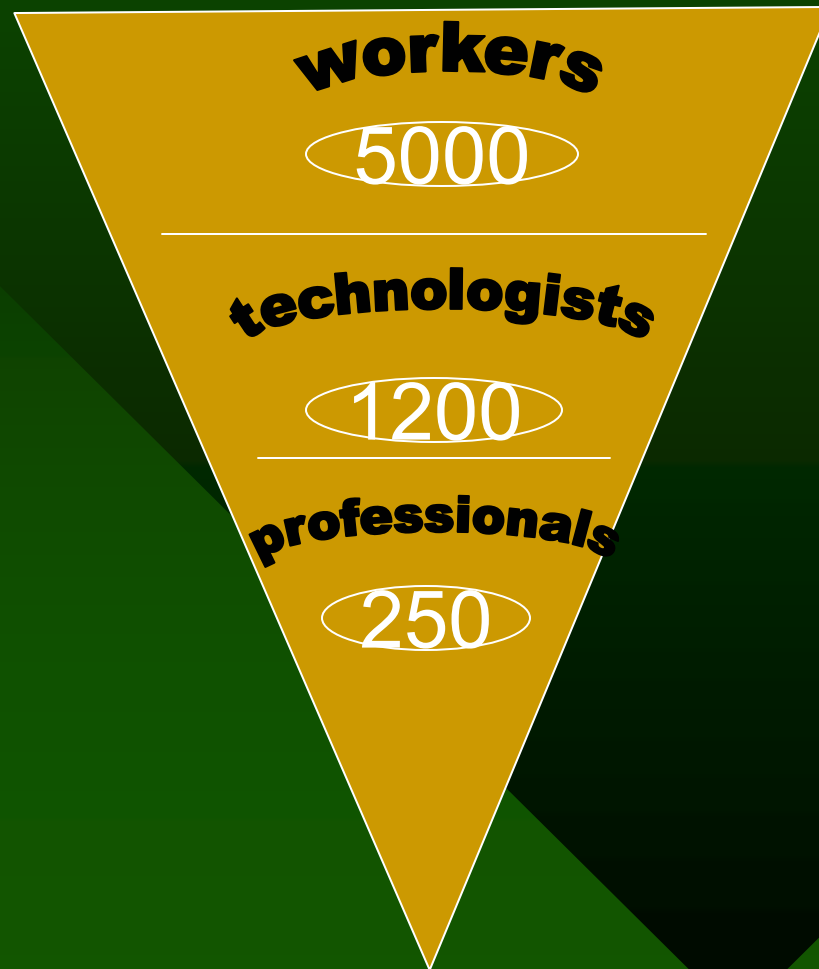


??Perspectives??

Who is on top anyway?



A Focus on Workers: A Proposed Educational Pyramid for NB Forest Workers



CASE Evidence: What Forestry Brings to the World

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What Forestry Brings to the World

- **The forest sector accounts for 14% of Canada's GDP**
- **North America and Mexico produce 37% of the worlds forest products**
- **North America and Mexico consume 35% of the worlds forest products**

CASE Evidence: Performance of the Past (education)

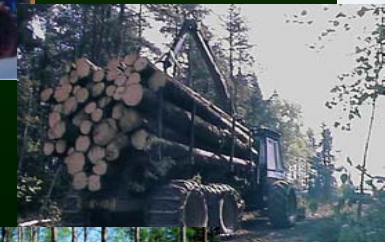
- BSc Forestry started at UNB in 1908.
- Forest Technician Certification started at MFRS in 1946 / Technology 2002.
- Vocational Forestry started at NBCC-Miramichi in 1983.
- Forest Worker Certification started at NBCC in 1997.



NBCC Mechanized Forestry

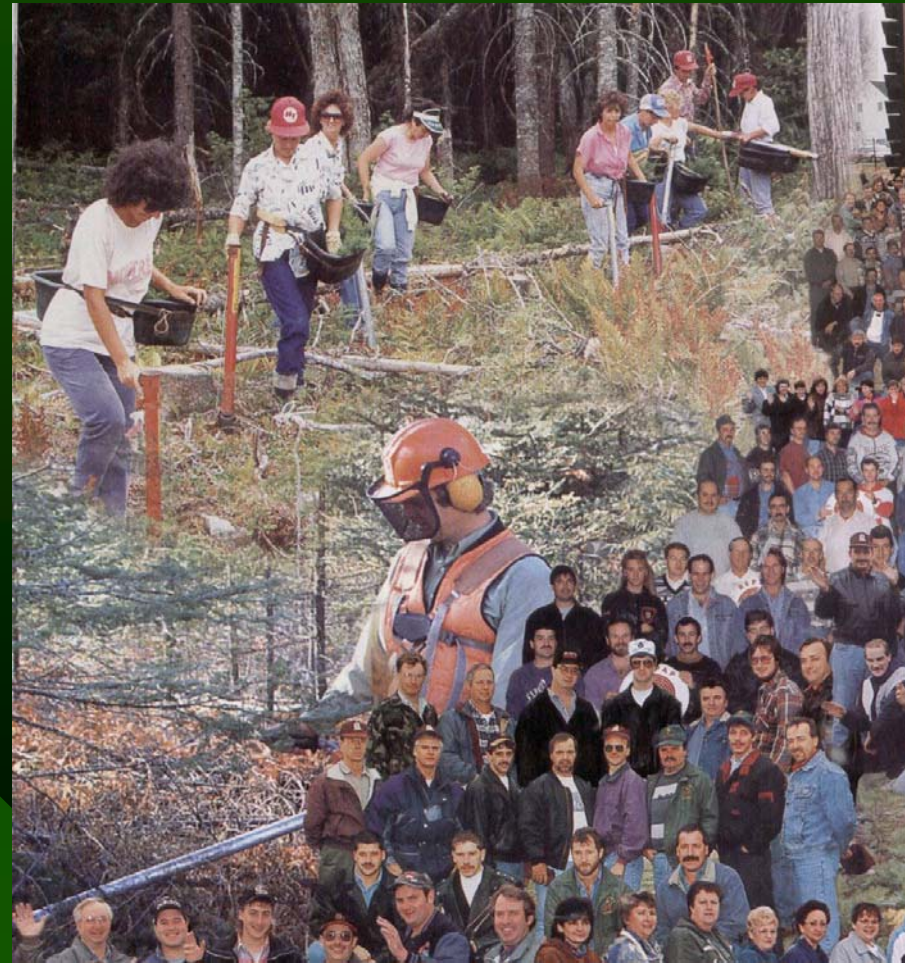
- 12 week program of 6 key topics:

- ❖ Forest Legislation
- ❖ The Forest Sector
- ❖ General Forestry
- ❖ Machine & Forest Work Environment
- ❖ Machine Repair / Maintenance
- ❖ Forwarder Operation
- ❖ Single Grip Harvester Operation



NBCC Professional Forest Worker Certification

- Thousands of NB Forest Workers have completed specialized training in:
 - ❖ **Planting**
 - ❖ **Thinning**
 - ❖ **Partial & Final Harvest**
 - ❖ **Equipment Operation**
 - ❖ **Foremanship Skills**



CASE Evidence: Performance of the Past (standards)

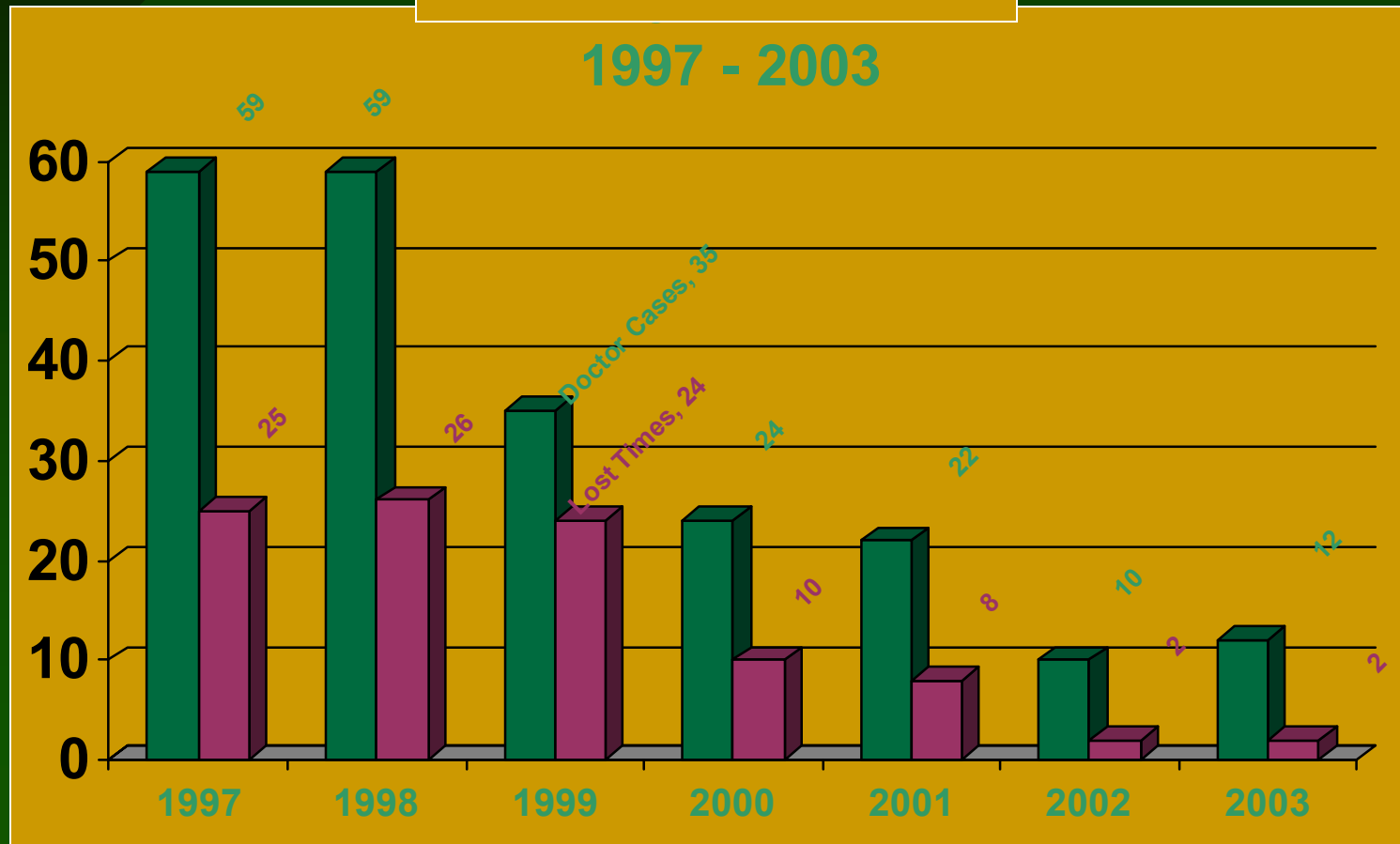
- **World Commission on Environment Report 1987**
- **UN Conference on Environment, “Earth Summit” 1992**
- **ISO 14001, the world “Environmental Management System” ,established 1996**
- **CAN CSA Z808/809, the Canadian “Sustainable Forest Management”, established 1996**
- **SFI, the United States “Best Management Practices”, established 1999**

CASE Evidence: Performance of the Past (impacts)

- **Forest Worker Accidents** >> Training has resulted in a continual reduction of worker accidents
- **Workers Compensation Rates** >> Worker Compensation Rates have decreased as a result of lower accident rates
- **Methods of Work & Productivity** >> Safer work methods have decreased down time and increased productivity

Industrial CASE Evidence:

UPM-Kymmene



Action for Consideration

- I recommend the Higher Education Organizations of Mexico and North America **act to provide 'the masses', 'the workers', 'the real producers' with the skills and knowledge training and the recognition they need and deserve.**



Action for Consideration

As flight and forestry have advanced, so ought education to expand its mandate.



Benefits by Evidence

- **Benefit #1 > Educational Organizations**
 - **You will complete your educational mandate: professional > technical > worker**
- **Benefit #2 > Environmental Community**
 - **You will be performing an educational task set forth by the various “STANDARDS”**
- **Benefit #3 > Workers and their families**
 - **You will improve the well being of workers through safer, healthier working conditions**

Benefits by Evidence

- **Benefit #4 > Employer Organizations**
 - **You will reduce your 'Workers Compensation Rates'. It's good business**
- **Benefit #5 > Contractors & Employers**
 - **You will receive higher productivity from workers / field staff**
- **Benefit #6 > Workers and Employers**
 - **You will reduce equipment failure and operational down time**

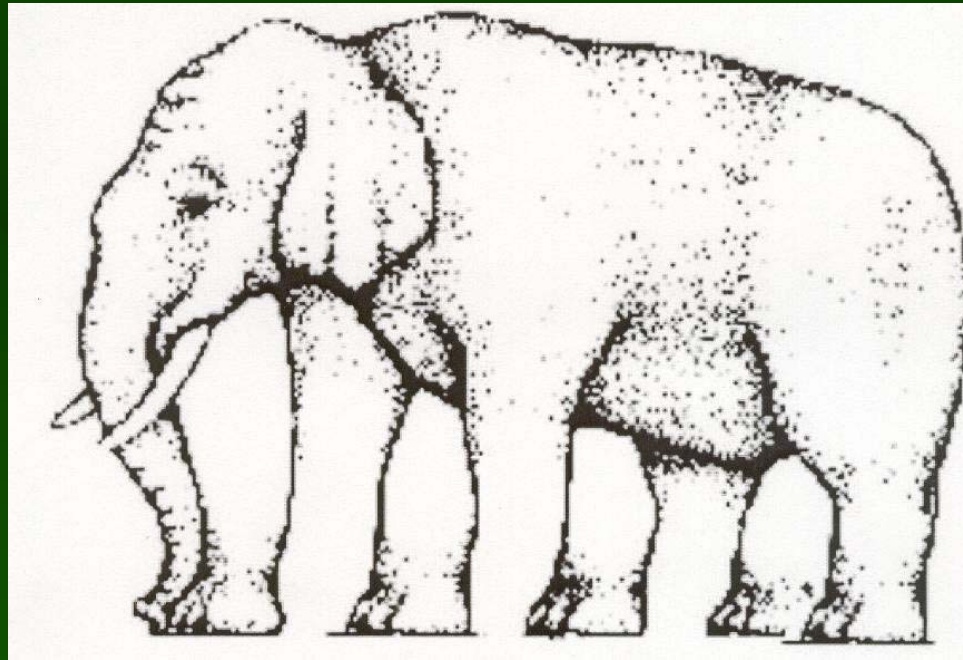
In Closing

Actions and the Key Benefits

- **#1 provide workers with more and better training.**>>> this will result in recognition for workers and bottom line benefits to business and government.
- **#2 expand your mandate to include workers.**>>>inclusion is better than exclusion. All of society and the environment will benefit.

Thankyou

How many legs does the elephant have anyway?



Mark Standring, CONAHEC 2004