

# Corporate Partnerships

USDA Forest Service  
Northeastern Area  
State and Private Forestry



## A Forest Stewardship Project Initiative

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**Description:** The past decade saw steady growth in corporate greening programs, yet there is still a sizeable gap between the potential for companies to “go green” and the meaningful green projects that corporations have actually implemented. Corporations are looking for partners with expertise in sustainability to help them move their programs forward. The Forest Stewardship Project’s *Corporate Partnership Initiative* is laying the groundwork for new public-private partnerships to foster greater awareness of and support for sustainable private forest land management. The Forest Service has an opportunity to help keep forests as forests while helping the private sector meet its goals for greater environmental responsibility.

### Key Issues:

This initiative addresses NA S&PF’s strategic goal of promoting sustainable forest stewardship by working with the private sector to:

- Communicate awareness of the benefits of sustainable forest land management
- Increase sustainable management of private forest land
- Provide incentives that will motivate forest owners to enroll in sustainable forest management programs

### Project Status:

Beginning in July 2010, the initial phase of this project focused on stating the business case for corporations to engage in “green” partnerships and describing how such partnerships are commonly structured. Informal interviews were conducted with corporate managers at companies such as Intel, REI, and BJ’s Wholesale club, and stewardship staff attended a corporate sustainable score card conference. A pilot project with the Maine Department of Conservation was initiated to explore how NA S&PF’s Forest Stewardship Program can help State partners engage local businesses in their landscape-scale forest planning efforts.

### Budget History:

A FY 2010 Stewardship Project Competitive Focus Grant entitled “Development of New Partnerships to Support and Expand the Maine Forest Stewardship Program,” worth \$32,996, was awarded to the State of Maine to support this initiative and to test strategies for future corporate partnership approaches.

### Future Direction:

- Complete a benchmark study of existing conservation-oriented corporate partnerships to define best practices.
- Understand what drives corporate sustainability efforts and build relationships between the Forest Service and corporate sustainability executives.
- Understand how nongovernmental organizations and foundations might act as an intermediary when engaging the private sector, and build relationships with appropriate organizations.

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