

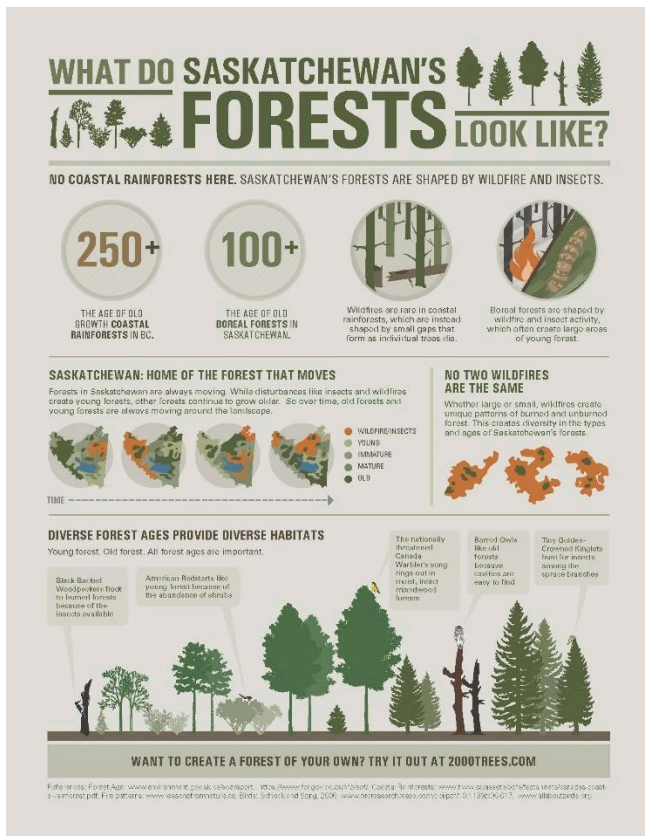
# Saskatchewan Ministry of Environment, Forest Service Branch: The State of the Forests Report

**Location:** Saskatchewan

**Project:** Communications strategy and example communications tools

**Industries:** Forestry, Government

**Completion date:** 2016



Fuse was tasked with developing a communications strategy and example communications tools to help the Forest Service branch envision a new way of reporting on the State of Forests in Saskatchewan. Fuse was tasked with working with forest age as an indicator and proposed a wide range of new and innovative ways the Government could communicate about their forests and forest health. One innovative aspect was empowering the public to see their ownership of the forests of Saskatchewan as a public resource, and to help them think through different management techniques and their potential outcomes in terms of forest health. The project was intended as a prototype with the goal of pitching new, creative ways to communicate with the public about Saskatchewan's forests.

Our team developed a final report summarizing our strategic recommendations and the results of a jurisdictional scan. We also developed a series of prototype products including an example website interface, illustrations for communicating the status

of various indicators. Our work focused on connecting science to various audiences by tapping into their emotional connections to forests. We also developed a prototype of a website that could be built to help the public explore their forests, and test ways in which different management decisions lead to different management outcomes.