



Who We Are

The North American Forest Partnership (NAFP) is a diverse group of companies, agencies, non-profits, universities and professional organizations from throughout the United States and Canada committed to the management of sustainable, healthy forests.

We're passionate about how forests make our lives better, and keeping forests as forests. Our goal is to create greater cohesion within the sector and greater awareness and appreciation for all the social, environmental and economic benefits forests provide.

NAFP's membership is continually growing and represents all segments of the forest sector. Our member community is united by a shared ethic of forest stewardship. We work with members to align and amplify the diverse voices of the forest sector, celebrating their stories and hosting conversations that will help shape the future of forests. Through our 'Walk in the Woods' communications program we are engaging the public to address questions they have regarding the management and protection of forest resources with credible answers drawn from our membership.

What We Do

We are building the sector's capacity to deliver its story and engage the public in an ongoing conversation about the future of forests. We offer training and support to organizations looking to take their communications efforts to the next level and engage with new audiences via social media and other platforms. And we facilitate and hold conversations - online, in person and by podcast - that explore the future of the sector.

Through our 'Walk in the Woods' communication program, we will deliver the virtual equivalent of a guided walk in the woods, a rich, curated experience and invitation, meeting audiences where they are, answering key questions, engaging knowledgeable experts from across the sector, and connecting people with credible guides and compelling content.

Why It Matters

We believe that those passionate about the future of forests need a unifying voice. A place where diverse interests can come together and tell our story. And we believe that when more people appreciate the whole story of forests, who is responsible for them, how and why we manage and conserve them, and the many different ways they make our lives better, the forest sector, and our forests, will thrive.

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