USDA Forest Service

Urban Forest Connections

webinar series

Second Wednesdays | 1:00 – 2:15 pm ET
www.fs.fed.us/research/urban-webinars

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REMOVE AND REPURPOSE: INCREASING THE VALUE OF URBAN WOOD

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Urban Wood Use: Lessons Learned from Raleigh NC & Richmond VA
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The National Perspective...

16 – 38 million green tons per year

4 Billion urban trees

70 Billion in Metropolitan Areas
Lots of Products...
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Urban Tree Utilization...
Slow but Sure
Urban Tree Utilization... Slow but Sure

- USFS, S&PF/Cooperative
- Entrepreneurs
- Community Efforts
- Art & Building Projects
- Workshops/Seminars
- Books, Videos, Press...
- $$$ Grants/Projects
- Lots “under the radar”
Another Model...
Industry Clusters
Industry clusters are groups of firms and/or organizations located within a defined geographic region who have developed cooperative links with one another through value and supply chains, labor, and use of similar inputs, technology, and complementary products.

Parties involved must receive mutual benefit.
Examples of Clusters

- Silicon Valley (computers)
- Southern Michigan (automobiles)
- North Carolina/Triangle Park (research)
- Hollywood (movies)
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- Southern Michigan (automobiles)
- North Carolina/Triangle Park (research)
- Hollywood (movies)
- Holmes Co. Ohio (Amish furniture industry)
- Ladysmith, Wisc. (Forest industry park)
- Port Townsend, WA (wooden boats)
Ingredients for a Successful Cluster

* Feasibility analysis
* Education, technical and research support
* Supportive government actions including $$ grants
* Supporting and complementary industries
* Entrepreneurship and innovation
* Access to raw materials/markets/trans. needs
* Leadership, commitment and collaboration
* Business climate
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Entrepreneurship and Innovation

- Raleigh NC, example
- Everett Tree Service
- Dunn Tree Service
- LynchCo, Inc.
Entrepreneur #1 - Everett TS
Entrepreneur #2 – Dunn TS
Entrepreneur #3 – Roy Lynch
Leadership, Commitment and Collaboration

- Raleigh and Richmond example
Issues

- Lack of space to store/drop trees
- Lack of time/logistic problems
- Small quantities of trees
- Where to take tree-take-downs?
- Strategy is often to quickly remove waste
Intervention (Strategy)

- Develop more log yards
Cluster Model

- A **Leader** is needed
- Who is **Committed** and willing to
- **Collaborate**
In Conclusion...
Recommendations

- Use the cluster model to evaluate your particular situation (What’s missing? What needs to be enhanced? Where do you need help? etc.)
Recommendations (continued)

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Recommendations (continued)

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- Encourage entrepreneurs and innovators
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- Encourage entrepreneurs and innovators
- Leadership, commitment and collaboration
Recommendations (continued)

- Keep in mind, all cluster “ingredients” won’t happen at once.
Although not a cluster strategy...

A strong, progressive urban forestry program can serve as a foundation for wood utilization activities.
Industry (business) clusters offer a research-based approach for starting or expanding an urban tree utilization program.

Need to recognize what ingredients for success are present, absent or need bolstering.

Raleigh and Richmond demonstrate how key ingredients build upon one another to create an emerging and successful cluster.
For additional information

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