



**GEORGIA  
FORESTRY  
ASSOCIATION**

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**PREPARED FOR**

*Greene – Morgan Landowner Association*

# MARKETS + TREES + WOOD

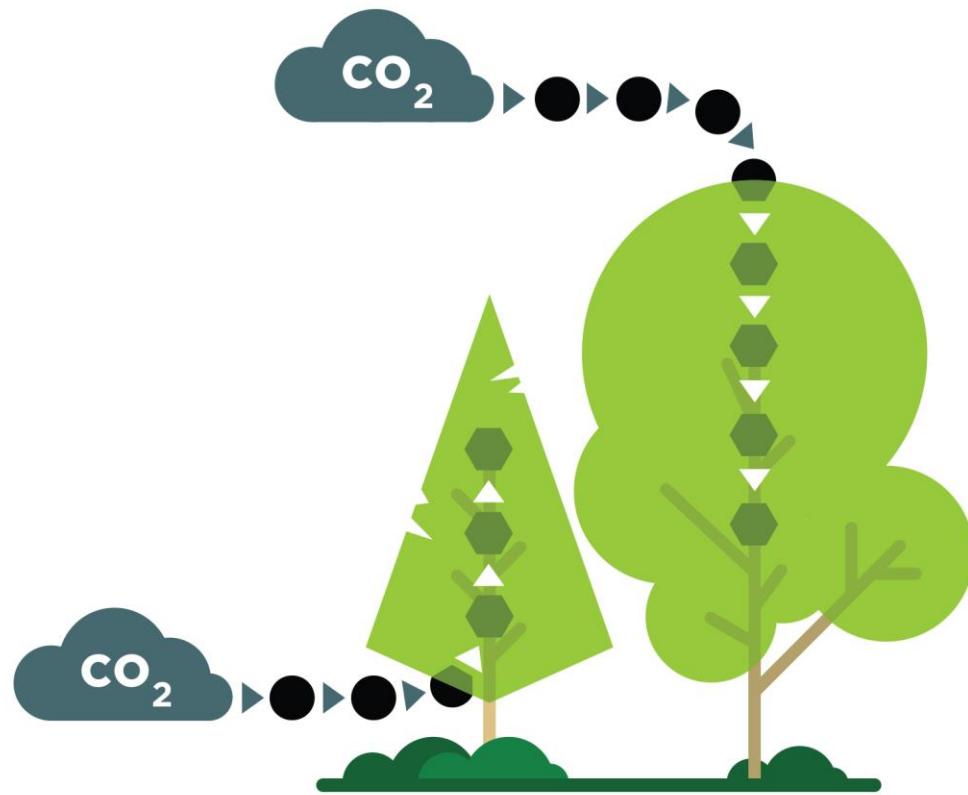
**HEALTHY MARKETS FOR WOOD ARE  
CRITICAL TO GEORGIA'S FUTURE**





# GROW

## CAPTURE & CONVERT



WE GROW  
**48%**

MORE WOOD  
THAN WE HARVEST

# HARVEST

## STORE





Natural climate solutions offer up to 37% of the mitigation needed between now and 2030 to keep global temperature rise below 2°C.

*Nature's Make or Break Potential for Climate Change*  
The Nature Conservancy

Lands of Opportunity

Unleashing the full potential of natural climate solutions



**LEVERAGING WOOD PRODUCTS TO  
TURN THE BUILT ENVIRONMENT  
INTO A CARBON SINK**



# WHAT IS MASS TIMBER?



CROSS LAMINATED  
TIMBER (CLT)



NAIL LAMINATED  
TIMBER (NLT)



DOWEL LAMINATED  
TIMBER (DLT)



MASS PLYWOOD  
PANEL (MPP)



GLUE LAMINATED  
TIMBER (GLULAM)

# MASS TIMBER RESOURCES



AMERICAN  
WOOD  
COUNCIL



**WoodWorks**<sup>TM</sup>  
WOOD PRODUCTS COUNCIL

**THINK**  

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**WOOD**<sup>®</sup>



**CLEMSON**<sup>®</sup>  
WOOD UTILIZATION + DESIGN INSTITUTE

**Georgia  
Tech** 





**WEST MIDTOWN  
ATLANTA, GA**

**Hines**







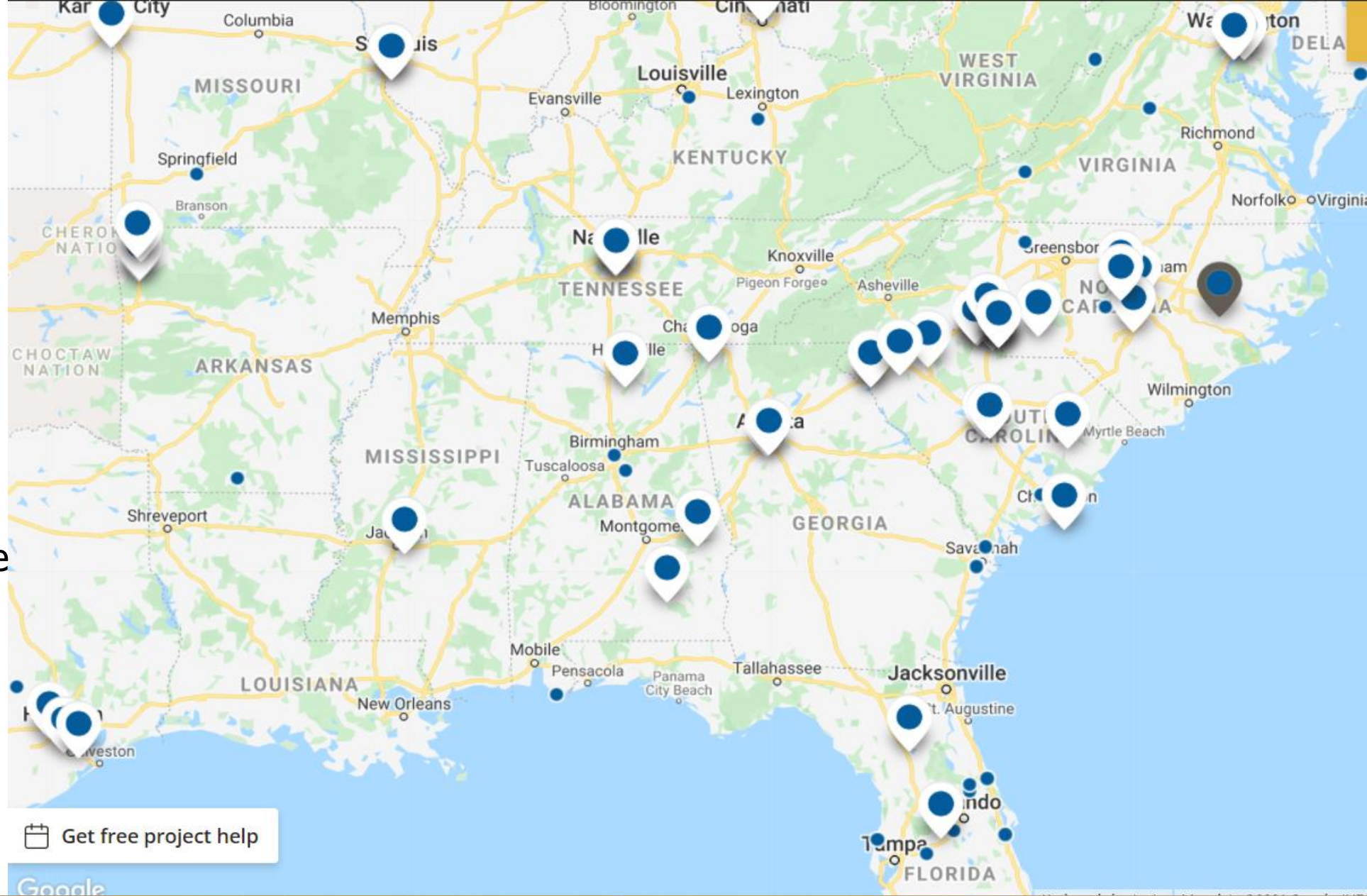
**KENDED A BUILDING  
FOR INNOVATIVE  
SUSTAINABLE DESIGN**

**ATLANTA, GA**





- Current, Completed, and Proposed Mass Timber Projects
- Demand is increasing nationwide
- Environmental pressures encourage the use of sustainable building solutions







**HB 777**

# **Advancing Mass Timber Building Codes**

- Expedites review 2021 International Building Code (allows mass timber buildings up to 18 stories tall)
- State Codes Advisory Committee Volunteer positions of architects, engineers, fire marshals, materials rep, code officials, general contractors, developers and others
- Already approved in other western states
- Department of Community Affairs (DCA) Board voted to adopt recently



## HB 355

# Sustainable Development Carbon Registry

Expansion of the existing forest carbon registry (created 2004) to include sustainable building products

Housed at the Georgia Forestry Commission

State Forestry Commission required to establish a technical committee to create rules.

- Committee will reflect all stakeholders including the end users, architects, developers, materials suppliers, and validators.
- Credibility is critically important for global acceptance
- Creation of a baseline
- Utilization of LCA models
- Third party independent validation (auditor) of carbon credits

# HOW IT WORKS

1

## CONSTRUCTION

Developer builds a structure in Georgia, intentionally incorporating more carbon-friendly building materials than a pre-established baseline for that building type.

2

## VERIFICATION

Independent third-party verification of structure occurs once construction is complete to determine the amount of credits to be awarded.

3

## ACCRUAL / SALES

Developer can accrue credits and/or sell them onto the open market to other businesses such as Delta, Verizon, and others that are looking to offset their carbon footprint.

4

## END RESULT

The end result is a non-regulatory, voluntary incentive-based system that encourages sustainable development in Georgia and allows our state to benefit from the growing desire of businesses to offset their carbon footprint.





# Public Education

## Mass Timber Promotion

### KEY PARTNERS

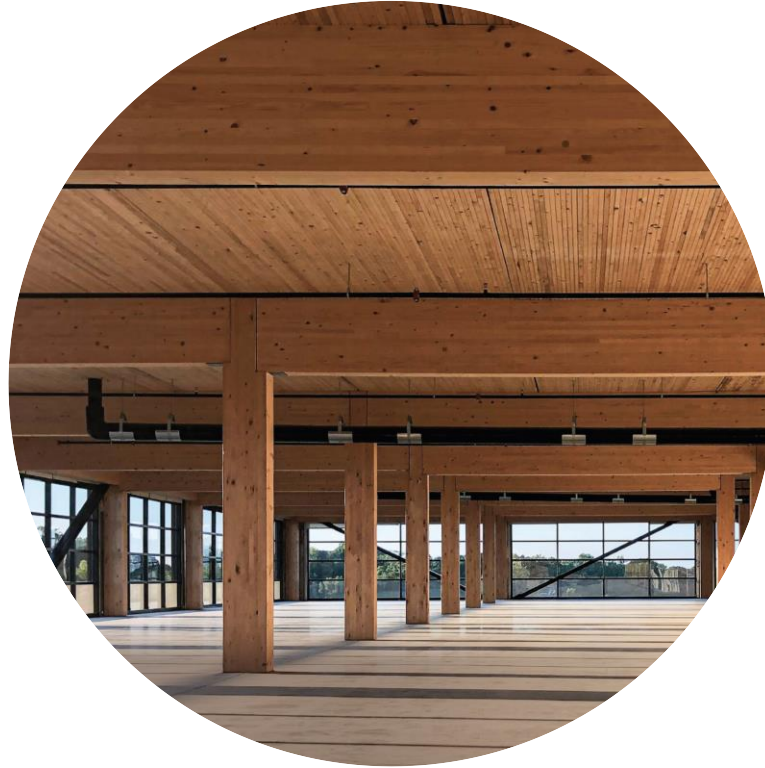


- ✓ **2017:** Hosted Southeast Mass Timber Symposium
- ✓ **2018 - 2019:** Supported attendees for International Mass Timber Conference
- ✓ **2019:** Joint Mass Timber Legislative Study Commission to Oregon
- **Next Steps:** Mass Timber Exhibit

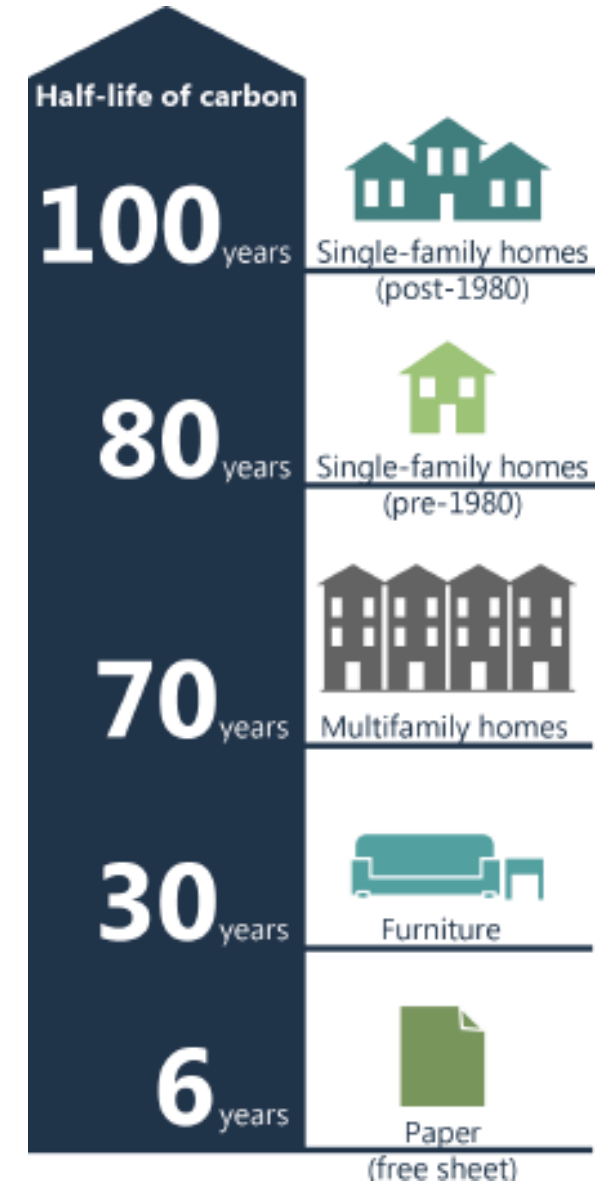
# DECISIONS MATTER



**STEEL & CONCRETE CONSTRUCTION**



**MASS TIMBER CONSTRUCTION**



# WAYS TO ENGAGE WITH US

1

## MEMBERSHIP

- ✓ Become a GFA Landowner Member
- ✓ Attend our Annual Events
  - Forestry Day at the Capitol (February)
  - Annual Conference (July)
  - Georgia Landowner Summit (December)

2

## ADVOCACY

- ✓ Join the FORT
- ✓ Join a GFA Committee
  - Environmental Committee

3

## FOUNDATION

- ✓ Stay engaged on the work of the Foundation
  - Education
  - Environment
  - Economy
- ✓ Become a Forest Champion

4

## COMMUNICATIONS

- ✓ Stay Connected
  - Quarterly Member Forums
  - Annual Events
  - Email alerts and communications