



Project Criteria

The stated purpose of the Softwood Lumber Research, Promotion, Consumer Education and Industry Information Order (Order) is to “strengthen the position of softwood lumber in the marketplace, maintain and expand markets for softwood lumber, and develop new uses for softwood lumber”.

Recognizing the mandate to use funds wisely for the betterment of the industry by maintaining, strengthening, and growing markets, the Softwood Lumber Board (SLB), to the extent practicable: will only invest in programs that are clearly able to demonstrate a significant return on investment; will provide seed money for exploratory initiatives for which no potential return on investment (ROI) has been established only in extraordinary circumstances; and will limit administrative costs for all programs funded to eight percent.

A. To be eligible for funding by the SLB all initiatives must be focused on softwood lumber markets and

1. Demonstrate the potential to create significant ROI, i.e. margin dollars relative to the investment made;
2. Protect, maintain or grow softwood lumber markets;
3. Have a clearly defined and detailed evaluation methodology with measurable benchmarks from which success and results may be assessed.

B. Preference will be given to initiatives that demonstrate the following criteria:

1. Initiatives that have a limited term and/or have the potential to become self-sustaining programs.
2. Initiatives with the potential to leverage SLB funding with additional third party funding; or, softwood lumber initiatives that demonstrate synergies with other funding programs aimed at growing the market for wood building products.
3. Initiatives that have broader geographic implications or influence.
4. Initiatives with an organizational support structure capable of assuring implementation.
5. Initiatives that maximize the amount of funding devoted to program implementation.