

AGENDA

Urban Wood Network's National Urban Wood Academy 2021

Friday November 19, 2021

7:30 AM – 3:00 PM EST

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| 7:30 AM – 8:30 AM | Meet and Greet | Bring your own beverage and gather informally with UWN to kick-off the Academy. |
| 8:30 AM – 9:00 AM | Welcome & UWN Introduction | UWN is uniting industry stakeholders from across the country and beyond to inform, collaborate, and connect and build community, business, and consumer confidence in the urban wood industry. Hear from UWN on its latest efforts to advance urban wood utilization and develop state chapters. |
| 9:00 AM – 10:00 AM | Keynote Address | Individuals are at the heart of the urban wood movement. We all had that one special tree that we climbed and swung from, or read a book under. Memorializing that tree as a unique household item allows us to capture its value forever. The urban wood movement started with remembering our yard trees and grew out of necessity due to pests, disease and fire. Today new exciting urban wood markets are developing in manufacturing, construction and beyond, but many of our customers are still those homeowners who just love their tree. Using the tree to table story promotes and distinguishes urban wood. |
| 10:00 AM – 10:30 AM | TBD | TBD - Urban wood systems |
| 10:30 AM – 11:00 AM | Break | |

11:00 AM – 11:30 AM	Urban Forests, Urban Wood & Carbon Benefits	Climate change is driving decisions for municipal and state agencies and U.S. businesses, and urban wood utilization is a tool to help them achieve net zero. Learn how urban wood utilization impacts climate change and how to promote its use in your local networks.
11:30 AM – 12:00 PM	Urban Wood Standards for Sustainability and Quality Control	Standardization of urban wood materials and products will provide consistency and bring legitimacy of urban wood products in new markets. UWN member, USRW is piloting an urban wood standard and certification system for urban wood organizations and urban wood products.
12:00 PM – 1:15 PM	Lunch	
1:15 PM – 1:45 PM	Urban Wood Inventory Systems	Tracking systems can streamline business practices from inventory entry to point of sale and can provide wood producers the data they need at the touch of their fingers. New systems are being developed and scaled to meet the needs of businesses from small to large-sized producers.
1:45 PM – 2:15 PM	Urban Wood in the Built Environment	Urban wood use can support sustainability and wellness goals in construction and design. Learn how developers, designers, and architects can leverage the benefits of urban wood from site clearing to architectural applications to furnishings.
2:15 PM – 2:45 PM	U.S. Forest Service Urban Wood Updates	The U.S. Forest Service will provide updates on urban wood including legislative and funding updates, and new technologies including biochar and mass timber, among others.
2:45 PM – 3:00 PM	Wrap-up & Call to Action	How can you advocate for urban wood utilization? Identify your network, get connected with UWN, and be a local champion!