

A small tree with yellow-green foliage grows out of a large, mossy log floating in a forest pond. The log is dark brown and textured, with green moss growing on its surface. The background is a blurred forest with tall trees.

SoulWood

 Roseburg

Sustainability

A scenic view of a waterfall cascading down a rocky cliff into a pool of water, surrounded by dense evergreen trees. The waterfall is the central focus, with water splashing and creating white foam as it falls. The surrounding forest is lush and green, with tall trees framing the scene. The overall atmosphere is serene and natural.

What is a sustainable limit in the lumber industry and how can we be a gardener for the future? At Roseburg, we are responsible for over 600,000 acres of forest and it's through decades of innovation that we are protecting biogenic materials for future generations. Today's practices are built on the foundation of zero waste. For every tree harvested, we plant 6 more because the forest is one of our greatest allies in fighting the climate challenges, we face today. If we sustainably harvest a tree and plant one in its place, we sequester decades of carbon from the forest that's been pulled out of the air and use it in our walls. The city becomes a suppository for the carbon of the forest and as global practices also change, the trees we plant make up the difference 6-fold. Roseburg is choosing to make an impact at scale because we manage our timber not just for the next couple of years but for the next 60-100 years. Our goal is to have the same amount of timber as when Lewis and Clarke made their way west.

Motion Picture

A film/series about the forest, people, and craftsmanship. We focus on building a sustainable home in the heart of the city of Roseburg surrounded by trees, hand crafting a elegant boat designed to inspire and move ideas, and the importance of fire crews, harvesting for the future and the incredible work it takes to manage Roseburg Forestry Products.



Budget Tiers

Tier 1

\$150k

Sustainable Home

- Film
- Poster
- Stills package
- Raw Video/Stills
- Media Release
- Architecture Film Festival
- Sustainable architecture firm "Olsen Kundig" designs simple home
- Use Roseburg preferred builder for project
- Home site has been selected

Tier 2

\$350k

Smoke Jumpers

- The process of protecting the forest
- Actual footage and dialogue with smoke jumpers
- We follow a woman through her journey and why becoming a smoke jumper is important to her.
- We learn from Roseburg experts how they select lumber for harvest with fire in mind

Tier 3

\$500k

Boat Build

- From forest to finish, viewers follow the design and build of a beautiful wood boat made from a Roseburg Forest Product
- The soul of the wood expressed through the lines on the boat
- The boat will be built in Roseburg
- Finished boat to sail the San Juan's with Orcas

*Roseburg Forestry Products covers lumber and production cost

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