

Forestry Digital Adoption Program 2025/26



Forestry
Sector Council


NOVA SCOTIA

digital
nova scotia





INTRODUCTION

The Forestry Digital Adoption Program is designed to help eligible forestry businesses build capacity by improving their online visibility and providing essential services that meet customer expectations, such as, but not limited to online booking and seamless digital transactions. This program is funded by the Government of Nova Scotia to support forestry businesses and organizations in the development or enhancement of business models, processes, or services, and to create new inclusive economic growth opportunities in forestry through digital adoption.

As forestry businesses in Nova Scotia adapt to rapid changes in technology and consumer expectations, a strong digital presence is essential. A modern online footprint helps businesses connect with customers, showcase services, and operate more efficiently. Features like online booking, searchable websites, and engaging content are now expected and are key to building credibility, expanding reach, and staying competitive. Strengthening digital capacity helps businesses attract new clients, diversify revenue, build public awareness and trust, and support a resilient, future-ready sector.

In partnership with Digital Nova Scotia (DNS), the Forestry Sector Council (FORSEC) connects you with a qualified digital consultant to help you enhance or create effective digital marketing strategies and e-commerce tools that build business capacity, increase efficiency, and strengthen your online presence. The Forestry Digital Adoption Program will match 15 program participants with qualified digital consultants to address defined digital needs. Eligible applicants will complete an online application, outlining their digital challenges and opportunities. Approved applicants will be matched with a qualified consultant for up to \$10,000 (tax inclusive) in services.

ELIGIBLE SERVICES

Participants may receive any combination of the following services:

- **Branding & Design**
- **Digital Marketing**
- **Social Media**
- **E-commerce**
- **Website Design & Development**
(includes AI Powered Chatbot and Automations)
- **Online Booking**
- **Search Engine Optimization (SEO)**
- **Data Collection and/or Analytics**
- **Copywriting**
- **Photography and/or Videography (capped at \$2,500 inclusive)**
- **Digital Advertisements (capped at \$1,000 inclusive)**

We welcome creative and innovative digital adoption program applications that may fall outside the scope of the services listed above, provided they can be reasonably delivered within the \$10,000 project cap.

The program will support a total of 15 participants, with 4 projects eligible for \$10,000 in services and 11 projects eligible for \$5,000, tax inclusive.

Photography deliverables will include up to 20 images selected by participants in consultation with the service provider. Final edited photos and/or videos created will be used by FORSEC and DNS in marketing campaigns, sector promotion, and content libraries.

TIMELINE

Projects will start October 1, 2025, and must be completed by March 31, 2026. Approved applicants will enter into a Letter of Agreement with DNS, commit to timely task completion and communications between DNS, FORSEC, and a digital consultant, and will complete an end-of-project report within required timelines. An orientation session will take place with approved participants at the start of the project to outline expectations.



PARTICIPANT ELIGIBILITY

Applicants must meet all of the following criteria:

- Be a current member of the Forestry Sector Council or have recently submitted an application to become a member.
- Be actively operating or have plans to operate in 2026.
- Be based and operationally focused in Nova Scotia.
- Demonstrate a clear need to improve their digital presence and the ability to implement digital upgrades before March 31, 2026.
- Be in good standing with the provincial Registry of Joint Stock Companies.

A panel from FORSEC and DNS will review and score applications. Priority will be given to:

- Businesses that rely on customer sales and lead generation to sustain operations, rather than those primarily funded through public or grant-based sources.
- Applicants with a clearly defined digital need and a demonstrated commitment to enhancing their online presence.
- Applicants committed to advancing sustainable forest management and promoting environmental, social, and economic values within the sector.
- Businesses and organizations owned or operated by equity-deserving groups, or those whose proposed activities help give voice to underrepresented communities. FORSEC and DNS are committed to equity, diversity, inclusion, reconciliation, and accessibility (EDIRA), and will prioritize applications aligned with these values.

HOW TO APPLY

Forestry businesses and organizations are invited to complete the online application:

<https://digitalnovascotia.com/programs/forestry-digital-adoption-program/>

The application deadline is **Friday, August 1, 2025 at 4 p.m. (ADT)**.





Please note:

- If you do not receive a confirmation message on your screen and an email copy of your submission after applying, please contact fdap@digitalnovascotia.com.
- Incomplete applications will not be scored.
- Although an applicant may be eligible, eligibility does not guarantee acceptance into the program. The program panel will score applications based on pre-defined eligibility criteria to determine the 15 highest scoring applications.
- FORSEC and DNS may determine during evaluation that a proposal/proponent is not eligible.
- Advice on the outcome of your application is available after a formal decision has been made and communicated to you in writing.
- Successful applicants will enter into a written contract with DNS, requiring them to deliver on the activities as jointly identified.
- The images used throughout this package have been gathered through unrelated sector activities and partnerships. The businesses and persons depicted are not affiliated with the program management, administration, or prior funding cycles.



Funded by the Government of Nova Scotia.

PROGRAM CONTACT

For more information about the Forestry Digital Adoption Program or application process, please contact:

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ABOUT FORESTRY SECTOR COUNCIL

The Forestry Sector Council is a not-for-profit organization dedicated to developing a skilled and professional workforce for the forestry industry in Nova Scotia. We collaborate with partners to identify and solve labour challenges, advance innovation in human resources, and build capacity in our sector.

ABOUT DIGITAL NOVA SCOTIA

Digital Nova Scotia (DNS) is the industry association for Nova Scotia's \$3.6 billion ICT and digital technologies sector. Our mission is to foster the growth of the digital economy in Nova Scotia. Our programs, events, and opportunities connect our digital community and proudly promote its successes. Through skills development, capacity building, industry events, strong partnerships and the promotion of IT opportunities, we are supporting our sector as it continues to grow, evolve and thrive.