

FireSmart™ Canada Collaboration Package

Introduction

This document outlines how FireSmart Canada partners and collaborates with external organizations to advance wildfire resilience across communities. It highlights the various ways we work together and the mutual benefits these partnerships provide.

Who is this for?

This package is intended for external organizations interested in collaborating with CIFFC through FireSmart™ Canada. It outlines the types of collaborations we are open to, the values that guide our work, and the opportunities available for aligned agencies, institutions, and industry partners to contribute to wildfire resilience and incident management across Canada.

About CIFFC



*CANADIAN INTERAGENCY FOREST FIRE CENTRE INC.
CENTRE INTERSERVICES DES FEUX DE FORÊT DU CANADA INC.*

The **Canadian Interagency Forest Fire Centre (CIFFC)** is the central coordinating body for Canada's federal, provincial, and territorial wildland fire management agencies. CIFFC is a not-for-

profit organization that plays a vital role in wildfire response, preparedness, and mitigation by coordinating intergovernmental efforts and enhancing interoperability across Canada.

CIFFC Vision, Mission, and Values

Vision

To be the global leader of safe wildland fire resource sharing, cooperation and mutual aid.

Mission

To provide timely, effective and efficient support to member agencies for the enhancement of national wildfire preparedness, safety and response capabilities while fostering a culture of continuous improvement in wildland fire management programs and policies by facilitating interagency and international cooperation.

Values

- A safety-first attitude and culture in ourselves and our workforce.
- Excellence and efficiency in all activities.
- The maximization of combined benefits to all member agencies.
- Environmentally and socially responsible business practices.
- Integrity and respect in all dealings among member agencies, staff, clients, and partners.
- Resolution of issues through discussion and cooperation to achieve common goals.
- Ownership of work and responsibility for decisions.

FireSmart Canada



CIFFC is the steward of **FireSmart Canada**, a pan-Canadian program that helps homeowners, communities, and governments reduce wildfire risk.

What is FireSmart?

FireSmart™ Canada is a national program based on scientific research, committed to helping Canadians reduce their wildland fire risk and become resilient to wildland fire through community-based solutions. Through publications, programs, outreach training, and workshops, FireSmart Canada provides tools for Canadians to be proactive in preparing their homes, properties and neighborhoods for the threat of wildland fire. FireSmart Canada operates under a mandate from the CIFFC, and is supported by federal, provincial, and territorial wildland fire management agencies.

For more information visit www.firesmartcanada.ca or watch this video:
<https://youtu.be/tj4iTyyEr7k>

FireSmart Vision

Canadians working together to become better prepared and more resilient to wildland fire risks.

Core Programs Areas

Program Area	Description
Wildfire Community Preparedness Day	National campaign that encourages citizens to take actions that increase their home, neighbourhood and community's resilience to wildfire. It provides a \$500 award to offset the costs of hosting a community event.
FireSmart Begins at Home App	Available as a free Apple or Android download, this app is designed to give users the ability to conduct a self-assessment of their property - wherever they may reside.
Neighbourhood Recognition Program	Teaches people how to live with wildfire and increase their home's chance of survival through proactive actions, while encouraging neighbours to work together to prepare for wildfire.
Advanced Home Assessment Program	A program for homeowners that involves a completion of a home assessment by a trained assessor. The resident receives a report that outlines immediate and future recommended actions to reduce their home's risk to wildfire.

Training Opportunities

Training Name	Description
FireSmart 101	Free one-hour course for those who are interested in getting started with FireSmart and want to learn more.
Insurance Professionals Course	Free two-hour online course provides insurance professionals with the knowledge and resources needed to advise clients

Training Opportunities

Training Name	Description
	about how to reduce their wildfire risks and prepare for emergencies.
FireSmart Ambassador Training	FireSmart Ambassador training is a free, self-paced online course designed to equip community members with foundational knowledge about FireSmart principles and wildfire prevention. Ambassadors serve as local advocates who promote awareness and action but do not conduct technical assessments.
Wildfire Resilient Construction (workshop) Contract us to learn more.	This in-person workshop is typically hosted within a municipality or community to educate local builders, developers, planners, architects, and other related professionals on the importance of building wildland fire resilient homes, what key factors to consider, and to address any concerns around costs or materials.

FireSmart's Official Mascot - Ember



Ember, the FireSmart Fox, is FireSmart's official mascot. Ember teaches Canadians how to apply FireSmart principles to their homes and properties so they can more resilient against the threat of wildfire. Ember reminds us of the simple yet effective steps to take to reduce wildfire risk for our homes and our communities.



Click here to watch Ember's story: <https://firesmartcanada.ca/ember/>

Why We Collaborate

Building a wildfire resilient future for Canada is ambitious and we recognize that we can't do it alone. Widespread participation, advocacy and action from individuals, businesses, government entities, and industry can make a significant impact in protecting our communities and safeguarding Canada's future.

How FireSmart Canada collaborates with organizations	
Type	Description
Partner	<p>A formal, mutually beneficial relationship where an organization partners with FireSmart Canada on initiatives through financial contributions, shared promotion, knowledge sharing, and/or engagement activities. These relationships are formalized through agreements and may or may not involve monetary exchange.</p> <p><i>Example: FireSmart Canada works with Wawanesa to support the Community Wildfire Prevention Grants by offering expert advice and helping choose grant recipients. Wawanesa acknowledges FireSmart Canada's role through public recognition, financial support, and opportunities to share knowledge. The partnership also includes joint promotion, employee involvement, and shared visibility in communications and events.</i></p>
Sponsor	<p>An organization that provides financial support to specific FireSmart Canada initiatives or projects. In return, sponsors receive agreed-upon promotional or engagement benefits such as brand recognition.</p> <p><i>Example: Co-Operators and the Institute for Catastrophic Loss Reduction sponsor Wildfire Community Preparedness Day by funding a portion of the awards. In exchange, their logos appear on various promotional materials related to the event.</i></p>

How FireSmart Canada collaborates with organizations

Type	Description
Supporter	<p>Organizations that amplify FireSmart Canada communications and messaging through brand and resource promotion. There is no formal recognition for being a supporter.</p> <p><i>Example: Organizations that include links to FireSmart Canada resources on their websites, promote FireSmart via social media platforms, and/or distribute printed materials at their storefronts or at events.</i></p>

FireSmart Canada Collaboration Profiles

We aim to collaborate with organizations that play a meaningful role in reducing wildfire risk. Below are some groups we typically team up with.

Type	Goal Statement
Educational Institutions	Integrate FireSmart into school and post-secondary education to build wildfire awareness from an early age.
Non-profits	Advance community-led wildfire resilience
Tourism Associations	Integrate FireSmart messaging into tourism experiences and materials, especially related to prevention
Insurance Industry	Motivate and drive homeowner risk reduction

FireSmart Canada Collaboration Profiles

Type	Goal Statement
Local Government & Community Planning	Embed FireSmart principles into municipal planning, land-use policies, and development standards
Builders, developers & Construction Industry	Establish FireSmart design and construction practices as a standard of quality
Garden Centres & Hardware Stores	Make FireSmart products the default choice at point-of-sale
Forestry Sector	Integrate FireSmart principles into forest management practices to reduce wildfire risk and support sustainable resource stewardship
Industry (e.g. Rail, Utilities, Oil & Gas)	Promote integration of FireSmart principles into infrastructure design and maintenance
Philanthropic Organizations	Mobilize philanthropic investment to scale community wildfire resilience and ensure equitable access to FireSmart resources and programming across Canada.

Recent FireSmart Canada Collaborators



Institute for Catastrophic
Loss Reduction

Building resilient communities

Institut de prévention
des sinistres catastrophiques

Bâtir des communautés résilientes



Who we do not collaborate with

FireSmart does not typically collaborate with wildfire consultants, manufacturers, equipment providers or political parties/groups.

FireSmart Canada will not collaborate and/or provide official Marks (logos) to sell or advertise commercial products or services.

Examples:

- Landscaping professionals, arborists, etc. may apply FireSmart principles to their work but should never use the Mark to advertise their for-profit services.
- FireSmart™ Canada will not approve the use of the name or logo in a way that the general public would tend to believe FireSmart Canada sponsored, endorsed or approved of products and/or activities.
 - Do not use the term “*FireSmart certified*” or “*FireSmart compliant*”. This certification does not exist and will mislead the public.

FireSmart Canada Collaboration Opportunities		
Opportunity	Description	How to Submit
Supporter - Promote FireSmart Canada on your website and/or at an event	Add branding to your website or communications. Print and distribute promotional materials or amplify the FireSmart Canada brand through your communication channels.	Complete the request to use FireSmart logos and images form and abide by the brand usage guidelines . Visit our website to access FireSmart Canada resources Purchase resources
Partner – formalize a partnership with FireSmart Canada	Submit a proposal to formally partner with FireSmart Canada through a combination of financial	Submit the Collaboration Form to express interest

FireSmart Canada Collaboration Opportunities

Opportunity	Description	How to Submit
	support, shared promotion, and/or engagement.	
Sponsor – Sponsor FireSmart Canada programs through the Canada Wildfire Ready program	Sponsor the Canada Wildfire Ready program and help advance wildfire risk reduction initiatives in communities across the country.	<i>Coming soon</i> Submit the Collaboration Form to stay informed and be among the first to be engaged when the Canada Wildfire Ready program launches

Brand Usage Guidelines

Collaborators must review and abide by the [brand usage guidelines](#). Any inclusion of logos or brand assets must be preapproved by FireSmart Canada.

For information, visit: [Request to use FireSmart logos and images – FireSmart Canada](#)