



Our Forestation Story

I am a grade 10 student living in Victoria BC and my brother, sister and I have been homeschooled off and on our whole lives. We like playing board games so as a homeschooling project we developed a game of our own – Forestation. Our family has always been sensitive to the plight of animals, so we wanted to make a game that would reflect our desire to save animals from extinction.



We started making the game when I was just 8 years old and I still remember the cardboard box cut-out that we tried out all our ideas on.



The games we like most are fun strategy games such as Agricola and Puerto Rico that allow players to construct something by the end of the game, such as a farm or a city. We thought it would be great to make a game where players create a forest for animals to live.

We also want to help animals in the real world, so we approached two charities – the Raincoast Conservation Foundation and the Wilderness Committee – and agreed to donate 5% of our proceeds to each charity (10% total). When meeting with these charities I learned that they purchase land to save it from deforestation and they try to restore rivers to increase fish populations. When you play Forestation, you will be doing the same thing in the forest you are creating!



We tried to be as eco-friendly as possible so our game is manufactured with FSC (Forest Stewardship Council) certification by NSF in the Netherlands. We wanted to manufacture in North America, but I learned the type of environmental certification available here for board games is too weak and not well-respected around the world.



I am now learning about the business side of things. Creating and manufacturing the game was easy compared to marketing and selling it! I think to be successful it is important to reach out to as many people as possible and tell them how much you believe in your product and how it's going to help change the world.

Sincerely,

Joseph Weinerman

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