

Approved Terms for Businesses

FireSmart™ is a trademark owned by the Canadian Interagency Forest Fire Centre (CIFFC) and is intended for use in public education and risk reduction programs. CIFFC does not allow the FireSmart name or logo to be used in commercial contexts, to promote products or services, or to benefit any individual or organization beyond CIFFC and its partner agencies.

If you own or represent a business providing wildfire mitigation, wildfire preparedness products, or fire-resistant contract work (construction, landscaping, etc.) and include FireSmart-informed practices as part of your work, there are ways to promote this while making it clear you are not endorsed by or affiliated with FireSmart Canada or FireSmart BC.

When using these terms, it is important to include the disclaimer that:

"[Company Name] is not affiliated with or endorsed by FireSmart™ BC or FireSmart™ Canada. FireSmart, Intelli-feu and other associated Marks are trademarks of the Canadian Interagency Forest Fire Centre."

Terms to Describe Products or Services

- Educated in wildfire resilience strategies
- Experience applying principles similar to those promoted by FireSmart™
- Experienced in wildfire preparedness techniques
- Experienced with wildfire resilience education
- Familiar with FireSmart™ principles
- Home hardening
- Home Ignition Zone
- Informed by Canadian wildfire resilience guidance such as FireSmart™
- Knowledgeable in wildfire mitigation principles
- Services aligned with commonly recognized wildfire mitigation practices, including FireSmart™ concepts
- Trained in home ignition zone assessment practices
- Trained in residential wildfire risk reduction
- Trained in vegetation and fuel management practices
- Trained in wildfire mitigation best practices

- Trained using nationally recognized wildfire mitigation concepts
- Versed in wildfire protection planning
- Wildfire mitigation
- Wildfire resilience/resilient
- Wildfire risk reduction
- Wildfire safety
- Wildland Urban Interface/WUI
- Work informed by FireSmart™ guidance

Terms to Describe FireSmart-Trained Staff Operating Commercially

- Aligned with FireSmart™ Canada recommendations/disciplines (with hyperlink to FireSmart BC or FireSmart Canada website).
- Based off of FireSmart™ Canada recommendations/disciplines (with hyperlink to FireSmart BC or FireSmart Canada website).

Trademark Violations and Enforcement

FireSmart Canada and FireSmart BC regularly monitor media and online mentions of the program. If your business is found to misrepresent or misuse the FireSmart name, Ember the FireSmart Fox, and/or the FireSmart logo(s), FireSmart Canada may pursue legal action.