SECTION 1
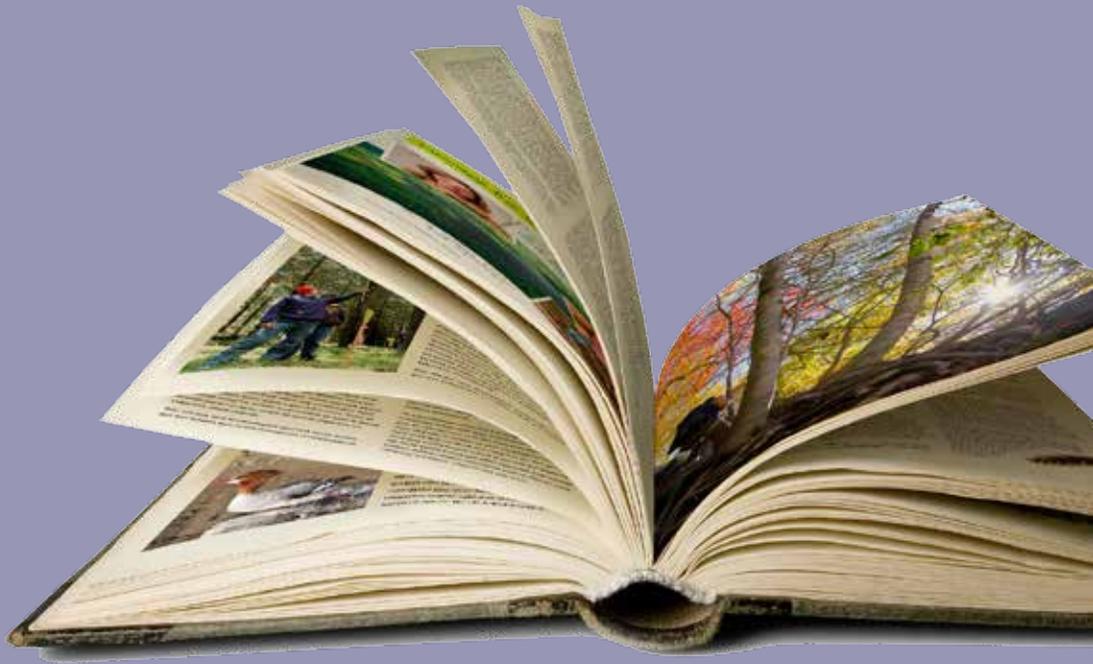
INTRODUCTION

SUSTAINABLE
FORESTRY
INITIATIVE

SFI-00001

INTRODUCTION

SFI® — ONE PROGRAM, THREE STANDARDS[1]

The *Sustainable Forestry Initiative® Inc. (SFI)*[2] is an independent, non-profit organization dedicated to promoting sustainable forest management. *SFI Inc.* is governed by a three-chamber Board of Directors representing environmental, social and economic sectors equally. The *SFI* Board sets *SFI*'s strategic direction and is ultimately responsible for maintaining, overseeing and improving the internationally recognized *SFI program*. Forests certified to the *SFI* Standard cover a quarter-billion acres, stretching from Canada's boreal forest to the U.S. South, and the *SFI Fiber Sourcing* and Chain-of-Custody Standards extend their reach further across North America and globally. Endorsement by the Programme for the Endorsement of Forest Certification (PEFC) increases *SFI*'s international recognition and enhances marketing opportunities for *SFI Program Participants* around the world.

SFI Standards are revised every five years following an inclusive, public review process, which includes recommendations from multi-stakeholder committees. *SFI* also holds standard revision workshops in cities across North America. The process includes an initial 60-day open public comment period, a second 60-day open public comment period and a final draft review period of at least 45 days by the *SFI* Board. As part of the standard revision process, the *SFI* External Review Panel provides external independent oversight to ensure the standard revision process is objective and credible and that all comments are treated equally and fairly.

The *SFI* External Review Panel is an independent body of experts that provides diverse perspectives and expertise to the *SFI program* while contributing to quality assurance and continual improvement. This volunteer panel is made up of 15 to 18 external experts representing conservation, environmental, forestry, academic, public and government organizations.

Sustainably managed forests make a vital contribution to society by providing economic, environmental and social benefits indispensable to our quality of life. *SFI Program Participants* make a commitment to sustainable forest management that encompasses a variety of responsibilities including maintaining forest *productivity* and health and protecting water quality, *biological diversity* and *special sites*. This commitment also involves providing employee, contractor and harvesting professionals with training and education, supporting research, and broadening the practice of *sustainable forestry* through landowner outreach and community involvement.

SFI SPANS THE SUPPLY CHAIN: FOREST MANAGEMENT, *FIBER SOURCING*, CHAIN OF CUSTODY AND ON-PRODUCT LABELS

SFI Standards are based on *principles* that promote continual improvement in sustainable forest management practices. *SFI* sets standards for forest management and *fiber sourcing*, as well as chain-of-custody practices — all of which are third-party audited by accredited *certification bodies*. The *SFI program* has on-product labels to help buyers and consumer interact with the *forestry* supply chain by supporting responsible *forestry* by choosing products with the *SFI* label. The three *SFI* standards are:

• *SFI 2015-2019 Forest Management Standard*
• *SFI 2015-2019 Fiber Sourcing Standard*
• *SFI 2015-2019 Chain-of-Custody Standard*

SFI PRINCIPLES

The following *SFI Principles* apply to the *SFI 2015-2019 Forest Management Standard* and *SFI 2015-2019 Fiber Sourcing Standard*. These *SFI Principles* are supported by additional mandatory requirements including more specific *objectives*, *performance measures* and *indicators*.

1. *Sustainable Forestry*
To practice *sustainable forestry* to meet the needs of the present without compromising the ability of future generations to meet their own needs by practicing a land stewardship ethic that integrates *reforestation* and the managing, growing, nurturing and harvesting of trees for useful products and *ecosystem services* such as the *conservation* of soil, air and water quality, carbon, *biological diversity*, *wildlife* and *aquatic habitats*, recreation and aesthetics.

2. *Forest Productivity* and Health
To provide for regeneration after harvest and maintain the productive capacity of the forest land base, and to protect and maintain *long-term* forest and soil *productivity*. In addition, to protect forests from economically or environmentally undesirable levels of wildfire, pests, diseases, *invasive exotic plants and animals,* and other damaging agents and thus maintain and improve *long-term forest health* and *productivity*.

3. *Protection* of Water Resources
To protect water bodies and *riparian areas*, and to conform with forestry *best management practices* to protect water quality.

4. *Protection* of *Biological Diversity*
To manage forests in ways that protect and promote *biological diversity*, including animal and plant species, *wildlife habitats*, and ecological or natural community types.

5. Aesthetics and Recreation
To manage the visual impacts of forest operations, and to provide recreational opportunities for the public.

6. *Protection* of *Special Sites*
To manage lands that are ecologically, geologically or *culturally important* in a manner that takes into account their unique qualities.

---

[1] This introduction is informative, and as such, is not an auditable element.
[2] Words in italics throughout the *SFI 2015-2019 Standards and Rules* are listed in Section 13 – *SFI* Definitions.

7. Responsible *Fiber Sourcing* Practices in North America

To use and promote among other forest landowners *sustainable forestry* practices that are both scientifically credible and economically, environmentally and socially responsible.

8. Legal Compliance

To comply with applicable federal, provincial, state, and local *forestry* and related environmental laws, statutes, and regulations.

9. Research

To support advances in sustainable forest management through *forestry* research, science and technology.

10. Training and Education

To improve the practice of s*ustainable forestry* through training and education *programs.*

11. Community Involvement and Social Responsibility

To broaden the practice of *sustainable forestry* on all lands through community involvement, socially responsible practices, and through recognition and respect of *Indigenous Peoples'* rights and *traditional forest-related knowledge.*

12. Transparency

To broaden the understanding of forest certification to the *SFI Standards* by documenting certification audits and making the findings publicly available.

13. Continual Improvement

To continually improve the practice of forest management, and to monitor, measure and report performance in achieving the commitment to *sustainable forestry.*

14. Avoidance of *Controversial Sources* including *Illegal Logging* in Offshore *Fiber Sourcing**

**Applies only to the *SFI 2015-2019 Fiber Sourcing Standard*

To avoid wood fiber from *illegally logged* forests when procuring fiber outside of North America, and to avoid sourcing *fiber from countries without effective social laws.*

FOREST MANAGEMENT STANDARD

What the Standard Does

The *SFI 2015-2019 Forest Management Standard* promotes *sustainable forestry* practices based on 13 *Principles*, 15 *Objectives,* 37 *Performance Measures* and 101 *Indicators.* These requirements include measures to protect water quality, *biodiversity, wildlife habitat,* species at risk and *Forests with Exceptional Conservation Value.*

What the Standard Covers

The *SFI 2015-2019 Forest Management Standard* applies to any organization that owns or has management authority for forestlands.

Geographic Application

The *SFI 2015-2019 Forest Management Standard* applies to organizations in the United States and Canada.

FIBER SOURCING STANDARD

What the Standard Does

The *SFI 2015-2019 Fiber Sourcing Standard* promotes responsible *forestry* practices based on 14 *Principles*, 13 *Objectives*, 21 *Performance Measures* and 55 *Indicators.* These *fiber sourcing* requirements include measures to broaden the practice of *biodiversity,* use forestry *best management practices* to protect water quality, provide outreach to landowners, and utilize the services of forest management and harvesting professionals.

What the Standard Covers

The *SFI 2015-2019 Fiber Sourcing Standard* applies to any organization with a *fiber sourcing program* that acquires roundwood and field-manufactured or primary-mill residual chips, pulp and veneer to support a forest products facility. Appendix 1 applies to any *primary producer* or *secondary producer* who uses the *SFI Certified Sourcing* on-product label or claim.

Geographic Application

The *SFI 2015-2019 Fiber Sourcing Standard* applies to organizations in the United States and Canada that procure wood domestically or globally. *Secondary producers* who utilize Appendix 1 can apply to any organization globally.

CHAIN-OF-CUSTODY STANDARD

What the Standard Does

The *SFI 2015-2019 Chain-of-Custody Standard* is an accounting system that tracks forest fiber content through production and manufacturing to the end product. Companies can use chain-of-custody certification to track and communicate how much of their product comes from certified lands, *fiber sourcing*, *recycled content* or non-*certified forest content*.

What the Standard Covers

The *SFI 2015-2019 Chain-of-Custody Standard* applies to any organization that sources, processes, manufactures, handles, trades, converts or prints forest-based products.

Geographic Application

The *SFI 2015-2019 Chain-of-Custody Standard* applies to any organization globally.

ON-PRODUCT CHAIN-OF-CUSTODY LABELS

What the Labels Do

The *SFI program* has on-product labels to help buyers and consumer interact with the *forestry* supply chain by supporting responsible *forestry* by choosing products with the *SFI* label.

What the *SFI* Certified Chain-of-Custody Labels Cover

The *SFI* Certified Chain-of-Custody labels communicate the use of fiber from certified forests or *certified sourcing* or *recycled content.* These products do not contain *controversial sources* and

the content is calculated using one of three optional approaches for chain of custody: physical separation, average percentage and the volume credit method.

What the *SFI Certified Sourcing* Label Covers

The *SFI Certified Sourcing* label does not make claims about *certified forest content*. It tells buyers and consumers that fiber in a product comes from legal and responsible sources. These sources are from a company that conforms to the *SFI 2015-2019 Fiber Sourcing Standard*, or comes from *pre-* or *post-consumer recycled content*, or from a certified forest and does not contain *controversial sources.*

SFI Office of Label Use and Licensing

The *SFI Office of Label Use and Licensing* is a centralized body that reviews and approves all label use requests from qualified organizations using the *SFI* label with a valid certificate issued by an accredited *certification body*. Prior to gaining access to the *SFI* labels, an organization must conform with Section 5 - Rules for Use of *SFI* On-Product Labels and Off-Product Marks, which includes requirements for green marketing claims and eco-labels.

Geographic Application

SFI Certified Chain-of-Custody labels apply to any organization globally.

THIRD-PARTY INDEPENDENT CERTIFICATION

The *SFI 2015-2019 Standards and Rules* requires third-party independent certification audits by competent and accredited *certification bodies* for all three certifications — forest management certification, *fiber sourcing* certification and chain-of-custody certification. All *certification bodies* must be accredited by a member of the International Accreditation Forum (i.e., ANSI-ASQ National Accreditation Board (ANAB), American National Standards Institute (ANSI) or the Standards Council of Canada (SCC)). For more details, refer to auditor procedures in Section 9 of the *SFI 2015-2019 Standards and Rules.*

CERTIFICATION BODIES

The following *certification bodies* have completed an accreditation *program* and are approved to perform certification audits to *SFI* Standards.

Accredited *certification body* qualified to conduct audits to *SFI* Standards	*SFI* Forest Management	*SFI Fiber Sourcing*	*SFI* Chain of Custody
FOREST MANAGEMENT, *FIBER SOURCING*, AND CHAIN OF CUSTODY			
Bureau de normalisation du Québec - Enregistrement de système (BNQ)	☑	☑	☑
Bureau Veritas Certification	☑	☑	☑
KPMG Performance Registrar Inc.	☑	☑	☑
NSF International Strategic Registrations	☑	☑	☑
PricewaterhouseCoopers LLP	☑	☑	☑
SAI Global	☑	☑	☑
Timber Products Inspection, Inc.	☑	☑	☑
***SFI* CHAIN OF CUSTODY**			
BM TRADA Certification North America, Inc.			☑
Det Norske Veritas Certification, Inc.			☑
Orion Registrar, Inc.			☑
SGS North America Inc.			☑

GLOBAL RECOGNITION OF THE *SFI* STANDARD

PEFC's endorsement of *SFI* adds international value to *SFI*'s position as a highly respected, *third-party certification program* in North America. PEFC sets minimum benchmarks that national forest certification programs must meet or exceed to be endorsed. PEFC endorsement increases international recognition and enhances marketing opportunities for *SFI Program Participants* around the world. PEFC benchmarks cover a wide variety of requirements, including but not limited to:

• Standard setting requirements that conform with ISO/IEC Guide 59.

• *Principles,* criteria and *indicators f*or sustainable forest management established through intergovernmental processes — including the Ministerial Conference on the Protection of Forests in Europe (MCPFE), the Montréal Process and a variety of intergovernmental processes related to Africa, Asia and South America.

• Requirements for *third-party certification bodies* to be accredited by national members of the International Accreditation Forum — including ANSI, ANAB and SCC.

A GLOBAL VISION OF SUSTAINABLE DEVELOPMENT

SFI officially came into being in 1995 as one of the forest sector's contributions to the vision of sustainable development established by the 1992 United Nations Conference on Environment and Development (UNCED). Following UNCED, many nations began to consider how they would measure and track their progress toward the goal of sustainability. This conference led to the Montréal Process.

By endorsing and working with the Montréal Process criteria and *indicators,* participating countries have made a national commitment to work toward the sustainable management of their forests. Montréal Process criteria and *indicators* are intended to track progress at a national level and provide an international reference for policy-makers. Many can be reinforced and supported at a local level and are, therefore, reflected in the *SFI 2015-2019 Forest Management* and *SFI 2015-2019 Fiber Sourcing Standards.*

The *SFI 2015-2019 Forest Management Standard* also recognizes and adopts the principles outlined in the United Nations Declaration for the *Rights of Indigenous Peoples* (UNDRIP).[3] The Declaration says that consideration should be given to *Indigenous Peoples*' rights to maintain and strengthen their distinct spiritual relationship with their traditionally owned or otherwise used lands and territories.[4] In adopting the UNDRIP articles, *SFI Program Participants* are encouraged to communicate and collaborate with local *Indigenous Peoples* in order to better understand their traditional practices and experiences with respect to forest management.

BROADENING GLOBAL MARKET LEADERSHIP

The *SFI* community is building credible, responsible market leadership. We understand that the buying decisions of consumers, corporate leaders and governments prove how much they care about using natural resources sustainably. That's why encouraging responsible purchasing is an *SFI* priority. *SFI* encourages private and public sector leaders to include *SFI* in their *policies* as part of responsible wood, paper and packaging purchasing.

SFI IS RECOGNIZED BY MARKET LEADERS

The trend toward recognizing all forest certification standards is on the rise. GreenBlue, the World Business Council for Sustainable Development (WBSCD), The Sustainability Consortium and the National Association of State Foresters have made statements supporting an inclusive approach to recognizing certification.

• GreenBlue, a non-profit that equips business with the science and resources to make products more sustainable, recognizes *SFI* for supporting environmental quality throughout the paper supply chain.

• The Sustainability Consortium, which works to improve consumer product sustainability, recognizes the value of *SFI certificatio*n standards in its key performance *indicators.*

• The National Association of State Foresters, a non-profit comprising the directors of state *forestry* agencies, renewed a resolution recognizing *SFI* as a credible standard.

• The World Business Council for Sustainable Development is the leading platform for strategic collaboration for the global *forestry i*ndustry and its value-chain partners. WBCSD's Forest Solutions Group recognizes and supports *SFI.*

SFI KEY DIFFERENTIATORS
SFI GRASSROOTS INVOLVEMENT

The work of *SFI* starts with a standard but *SFI* is much more — it's a community that stands for the future of forests. Our grassroots infrastructure of 34 *SFI Implementation Committees* across North America fosters community engagement through landowner outreach, *wood producer* training, Habitat for Humanity builds, and working with youth in community and *conservation* projects to foster an appreciation of *conservation* and forest management. This grassroots network involves private landowners, independent loggers, *forestry* professionals, local government agencies, academics, scientists and conservationists.

---

[3] Both Canada and the United States officially endorsed UNDRIP in 2010.
[4] Article 25 of UNDRIP states that, "*Indigenous peoples* have the right to maintain and strengthen their distinctive spiritual relationship with their traditionally owned or otherwise occupied and used lands, territories, waters and coastal seas and other resources and to uphold their responsibilities to future generations in this regard."

SFI FOREST PARTNERS® PROGRAM

SFI is expanding the *SFI* Forest Partners® Program to encourage more organizations to engage in responsible sourcing. Time Inc., the National Geographic Society, Macmillan Publishers and Pearson are founding partners of the *SFI* Forest Partners® Program. They are investing in our forests by making five-year commitments to increase the source of certified forest products. The program is also supported by Hearst Enterprises and is open to other businesses in the supply chain that want to support the growth of certification

SFI'S COMMITMENT TO *CONSERVATION* RESEARCH

SFI's commitment to research is also evidence that *SFI* is more than just a standard. In fact, the *SFI 2015-2019 Forest Management* and *SFI 2015-2019 Fiber Sourcing Standards* are the only *forestry* standards in the world that requires participants to support *forestry* research. These activities include improving *forest health, productivity* and *sustainability,* enhancing *wildlife* and fish *habitats,* improving *landscape* and ecosystem management, fostering *biodiversity* and improving water quality. Better management of forest resources and enhancing the environmental benefits and performance of forest products are also central to the *SFI* research mission. Since 1995, *SFI Program Participants* have invested $1.4 billion in research to promote *sustainable forestry.*

The quarter of a billion acres of forestland certified to *SFI* is a living laboratory that shows how environmental, economic and social interests can coexist. Supporting research is a central tenet of the *SFI program.* We see it as a way to further the *conservation* value of *SFI*-certified forests and to *SFI*'s *fiber sourcing* requirements.

SFI is also committed to building grassroots support for *sustainable forestry*. The *SFI* Conservation and Community Partnerships Grant Program fosters partnerships between organizations interested in improving forest management in the United States and Canada, and responsible procurement globally.

SFI STANDS FOR FUTURE FORESTS

SFI stands at the intersection of sustainable forests and sustainable communities. *SFI Program Participants* are the foundation of this success, *SFI Implementation Committees* are the grassroots network that broadens the reach, and customers and buyers can support the growth of certified forests, research and *conservation* by recognizing *SFI* in the marketplace.

SFI is committed to promoting sustainable forest management in North America and responsible procurement of forest products globally. The future of forests will be secured when products, services and values derived from well-managed forests are valued in the marketplace. We stand for future forests.