



# The **BIGGER** Picture

CONSERVATION • INTEGRITY • COMMUNITY

SFI Annual Conference – September 15, 2011

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Sustainable Forestry Initiative, Inc



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SFI-0001

# Common Questions



- What is the difference between SFI and FSC?
- How does SFI address negative market campaigns?
- What are the different SFI labels, and what do they mean?
- What green building rating tools recognize SFI?
- Which customers/end users support SFI?

# SFI and FSC



- Governance & Scope
- Forest Management Certification
- Chain-of-Custody Certification
- Addressing the Non-Certified Fiber

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**SFI and FSC Certification in North America — A Summary Comparison**

The Sustainable Forestry Initiative Inc.® (SFI®) and Forest Stewardship Council (FSC) programs both certify lands in the United States and Canada. This document looks at both programs — their scope and governance, forest management certification, chain-of-custody-certification, and requirements for sourcing fiber from uncertified lands.

Studies have shown buyers and consumers appreciate the value of forest certification to help them choose forest products from responsible sources. Currently, about 10 percent of the world's forests are certified, and 40 percent of these certified lands are in North America.

*"We must remember that the fundamental purpose of forest certification systems was to decrease deforestation rates, particularly in tropical regions by using the marketplace to create incentives for good forest practices. Quibbling over the relative merits of good systems distracts from that overall goal."*  
 — DR. JEFF HOWE, DOVETAIL PARTNERS INC. 2008

Comparison Point	Sustainable Forestry Initiative	Forest Stewardship Council
Area certified in U.S and Canada	181 million acres (73 million hectares). <sup>2</sup> 383 million acres (155 million hectares) certified to SFI, Canadian Standards Association & American Tree Farm System — all recognized by SFI.	109 million acres (44 million hectares) <sup>3</sup>
Independence	Independent, non-profit charitable organization.	Independent, non-profit charitable organization.
Board of Directors	Equal representation from environmental, social and economic chambers (government representation in social chamber).	Equal representation from environmental, social and economic chambers (government representation excluded).
Third-party audits	Yes. By certification bodies accredited by American National Standards Institute (ANSI), ANSI-ASQ National Accreditation Board (ANAB), and/or Standards Council of Canada (SCC).	Yes. By certification bodies accredited by FSC International's Accreditation Services International (ASI).
Number of standards	One for North America.	More than 30 worldwide (13 North America). <sup>4</sup>
Certify to interim standards	No.	Yes. <sup>5</sup>
Open standard development process	Yes. Includes public consultation. Developed by multi-stakeholder resources committee, approved by SFI Inc. Board of Directors. Peer review by independent SFI External Review Panel.	Yes. Includes public consultation. Developed by multi-stakeholder working group, approved by FSC International Board of Directors.
Criteria and Indicators	Process and performance-based indicators address environmental, forestry, social and economic issues.	Process and performance-based indicators address environmental, forestry, social and economic issues.
Basis for criteria & indicators	Inter-governmental Montréal Process criteria & indicator foundation; members represent about 90% of world's temperate & boreal forests. Public & stakeholder input.	Developed by founding members, based on public input as to what good forest management means. Government excluded from decision making.

© Green Building Basic. Is Wood Getting a Raw Deal? www.dovetailinc.org/standingsgreen/building-basics-wood-getting-raw-deal  
<sup>1</sup> December 2008 www.sfi.com  
<sup>2</sup> December 2008 www.fsc.org and www.fsc.org  
<sup>3</sup> FSC US is currently involved in a process to unify the regional standards into one national U.S. standard with regional variation for key indicators.  
<sup>4</sup> FSC US is currently involved in a process to unify the regional standards into one national U.S. standard with regional variation for key indicators. The other half certified to one of the more than 30 FSC standards.  
<sup>5</sup> In 2008, close to half of FSC certified lands globally were certified to an interim standard that had not yet been fully endorsed by FSC International.

# Common Questions Regarding Standards



Comparison Point	SFI	FSC
Conserves Biodiversity & Old-Growth & Protects Threatened & Endangered Species	✓	✓
Genetically Modified Organisms	Research	Prohibition
Minimize Chemical Use – Least Toxic Chemicals	✓	✓
Recognizes Rights of Indigenous Peoples	✓	✓
Addresses Forest Conversion	✓	✓

# Peddling Pulp Fiction



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Home >> The Truth About ForestEthics

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## Setting The Record Straight: SFI Counters ForestEthics' Misleading, Outdated Information

November 2010 - The Sustainable Forestry Initiative is an independent, non-profit charitable organization responsible for maintaining, overseeing and improving a sustainable forestry certification program that is internationally recognized and is the largest single forest standard in the world. It's backed by rigorous independent third-party audits and supported by conservation groups, forestry experts and government officials across the globe. We welcome questions about our program and the certification process.

With just 10 percent of the world's forests certified to any certification standard, groups should work together to increase responsible forestry. Instead, ForestEthics spends energy and resources on well-funded attacks to discredit SFI, often citing outdated, incomplete, inaccurate or misleading information.

It's time to set the record straight. We will stand up for SFI's name, the integrity of our program, our audit requirements, and our board. We are proud of the SFI community's commitment and progress in responsible forestry, our growth and recognition in the marketplace, our on-the-ground work in conservation, and our tangible work in communities across North America.

### Promoting Responsible Forest Management

ForestEthics Position	SFI Position
<p>ForestEthics attempts to characterize the Sustainable Forestry Initiative as a marketing scheme "seeking to profit" from the green market.</p>	<p>First and foremost, SFI is about responsible forestry and always has been since the inception of the original program in 1992. Since 1992, SFI program participants have, among other things, invested over \$ 1.1 billion in forest research, and over \$55 million to support community programs such as education and training for 100,000+ loggers and foresters and outreach to family forest owners.</p> <p>It wasn't until 2002 that SFI produced an on-product label in response to marketplace and customer demand. The label allowed customers procuring fiber through the SFI program to showcase their commitment to consumers. SFI marketing and outreach is hinged on supporting responsible forestry - and this means recognizing all credible forest certifications. Our long-running campaign falls under the headline "Support Responsible Forestry: Buy Certified" and supports responsible forest practices on all forest lands. Who can argue with that?</p>

## Blogs

### What to Do When Forest Ethics Comes Knocking?

By Kathy Abusow  
Published April 08, 2011

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Companies large and small have made great strides in relying on forest certification standards for sourcing wood and paper products. Unfortunately, a group called [ForestEthics](#) is engaged in a campaign to pressure companies to choose only one standard, the [Forest Stewardship Council](#), to the exclusion of the [Sustainable Forestry Initiative](#), which I run, and all the others. FSC is certainly a strong option, and both of our programs have grown stronger because the other exists. However, this campaign is undermining not just SFI, but all of the valued forest certification programs. And it could have unintended consequences for forests and communities across North America.

Recently, [ForestEthics](#) announced that several Fortune 500 companies had stopped using SFI. We checked with most those companies and found that many were caught in the unfortunate position of managing [ForestEthics](#) pressure tactics and had no desire to take such a public stance.

These companies, as we currently understand it, have not stopped using products from SFI certified companies, but most have been pressured to drop the use of the SFI label on products as a mechanism to appease [ForestEthics](#).

39 tweets  
retweet  
in Share

# Two Types of SFI Labels



- Certified Sourcing
  - Requirements in Section 4 for label use
  - Does not make claims about certified forest content
- Chain of Custody
  - Requirements in Section 3
  - Makes claims about certified forest content

# SFI On-Product Labels



**SUSTAINABLE  
FORESTRY  
INITIATIVE**

**Certified Chain of Custody**  
Promoting Sustainable Forestry

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[www.sfiprogram.org](http://www.sfiprogram.org)  
SFI-00001



**SUSTAINABLE  
FORESTRY  
INITIATIVE**

**Certified Chain of Custody**  
At Least X% Certified Forest Content

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FORESTRY  
INITIATIVE**

**Certified Sourcing**

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# Green Building Opportunities



- SFI is recognized in a variety of green building tools in North America
  - IgCC Building Code (final November 2011)
    - Potential to be huge market for SFI wood
    - Already adopted in draft form in Rhode Island and other municipalities
  - National Home Building Standard (residential construction)
  - Green Globes (commercial construction)
  - Built Green Canada (residential construction)
  - BIFMA (furniture standard)
- Globally recognized as well
  - CASBEE (Japan)
  - Green Star Program (Australia)
  - BREEAM (United Kingdom)
  - Italian Green Building Council

# Recognition of All Forest Certification Standards



**10**

–The percentage of world’s forests that are certified

**75**

–The percentage of certified forests in North America not eligible for the wood certification credit under the current LEED® certification policy

**99**

–The number of U.S. Congressmen and Governors who have publicly urged the USGBC to recognize all credible forest certification standards

**6,000+**

–The number of supporters who have signed a petition to open LEED certification to all credible forest certification standards

# What is USGBC's Pilot Credit 43



- USGBC announces pilots as a way to “test drive” an idea
- Pilots rely heavily on user (architects and builders and LEED APs) feedback
- Pilot Credit 43 (released June 2011) is specific for non-structural products (doors, windows, floors, furniture etc).
- Pilot Credit 43 has two pathways to achieve a point.
  1. Certification pathway
  2. Environmental Product Declaration (EPD) pathway
- Certification pathway includes a section on “pre-approved certifications and labels” which lists SFI, ATFS, CSA, PEFC and FSC among the pre-approved certifications.
- Critical over the next year we get the word out on this positive credit

# Conservation Organizations Value SFI



“It is precisely the power of SFI to sustain fish and wildlife, biodiversity, water quality and ecosystem functions... that motivates us to serve on SFI’s board ... We would not be on the SFI Board if we did not believe it is a credible forest certification program, which we are able to advise and guide through our combined and diverse conservation expertise.”

Environmental Chamber of the SFI Board of Directors

George H. Finney, Ph. D  
President  
Bird Studies Canada



Roger Sedjo, Ph. D  
Senior Fellow  
Resources for the Future

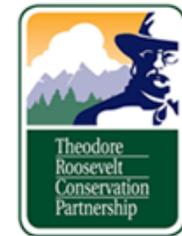


Lawrence A. Selzer  
President and CEO  
The Conservation Fund  
**THE CONSERVATION FUND**  
*America's Partner in Conservation*

John M. Hagan, Ph.D.  
President  
Manomet Center for Conservation Sciences



Thomas M. Franklin  
Senior Director of Science and Policy  
Theodore Roosevelt Conservation Partnership



Mike Zagata, Ph. D  
President and CEO  
Ruffed Grouse Society



# Companies Using SFI Labels



BOY SCOUTS OF AMERICA



SFI 00001

# Supporting Sales & Marketing



- SFI has a web based Certification Promotion Kit
- Easy access web portal
- Simplified Q&As
- PowerPoint and press release templates
- Top key messages
- Collateral and tradeshow material support
- PEFC-North America communications material also being developed



# Unintended Consequences of Preferences



- Three quarters of the certified forests in the U.S and Canada are to the SFI, American Tree Farm System (ATFS), and Canadian Standards Association (CSA) standards.
- Only 11% of the FSC global certifications are in the US.
- This means that giving preference to FSC can mean giving preference to products from Russia, Brazil and China that are certified to FSC as opposed to recognizing SFI, ATFS or CSA forest products in your backyard.
- Supporting SFI, ATFS and CSA supports jobs and forest dependent communities in the U. S. and Canada.

# Saying Yes to SFI Means...



- Supporting domestic jobs, fiber and communities.
- Supporting conservation work, research, and logger/forester training and education
- Avoiding risk of illegal logging, deforestation, global forestry concerns....buy SFI, buy domestic, buy North America.



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