

# SFI FOREST PARTNERS® PROGRAM

## THE ACTIONS WE TAKE TODAY DETERMINE THE FUTURE OF OUR FORESTS

The Sustainable Forestry Initiative® (SFI) improves quality of life by ensuring the health and future of forests — because forests affect us all. The SFI Forest Partners® Program strengthens and grows the link between landowners, brand owners and markets. The program is designed to increase certification to SFI® standards for forest management, chain of custody and fiber sourcing. In 2012, four market leaders — Time Inc., The National Geographic Society, Macmillan Publishers and Pearson — founded the SFI Forest Partners Program, with additional support from Hearst Enterprises. These market leaders are committed to increasing certification across the supply chain, helping to safeguard environmental values, supporting sustainable communities and expanding market access.

“ Forest certification offers benefits at every stage of the supply chain. Through SFI Forest Partners, Time Inc. is able make a direct contribution to responsible forestry practices by encouraging more certified lands — something we welcome, and our customers welcome.”

**GUY GLEYSTEN**

Senior Vice President of Production, Time Inc.

### FOUNDERS:

**Time Inc.**

 **NATIONAL  
GEOGRAPHIC**

 **MACMILLAN**

**PEARSON**



## SFI FOREST PARTNERS PROGRAM

Working directly with the diverse SFI community through the SFI Forest Partners Program supports bringing together forest landowners, manufacturers, customers, conservation groups and

government agencies across North America. This will ensure current and future generations can enjoy the many ecosystem services and forest products provided by responsible forestry. By collaborating on shared objectives and linking market leaders directly to stakeholder groups, SFI and our partners are working together to strengthen forest practices and procurement through coordinated projects and group-certification opportunities.

### SFI FOREST PARTNERS PROGRAM HAS THREE OBJECTIVES:

**OBJECTIVE 1:** Finding innovative approaches to group- and coordinated-certification opportunities for smaller and medium-sized mills and forest owners seeking opportunities for collaboration, cost effectiveness and incentives for certification.

**OBJECTIVE 2:** Facilitating the uptake of fiber from certified forestlands through the supply chain to buyers of forest products by increasing chain-of-custody certification of small and medium-sized mills, and influencing responsible forestry beyond those lands through fiber sourcing certification.

**OBJECTIVE 3:** Growing the certified forestland base by 10 million acres/four million hectares by the end of 2017, beginning in the U.S. South.

## → WHY CERTIFY TO SFI?

**SOCIAL LICENSE TO OPERATE:** Society accepts certification as the proof-point of responsible forestry. Certification builds your brand by showing a willingness to go above and beyond existing regulations.

**CREDIBILITY:** Consumers, corporate leaders and governments alike demonstrate they care about the responsible use of natural resources through their responsible purchasing decisions.

**MARKET ACCESS:** Access to current and future markets increasingly depends on certification as the ticket manufacturers need to compete.

**LEED RECOGNIZES SFI:** Leadership in Energy and Environmental Design (LEED) is one of the world's most popular green building certification programs. Using wood and paper certified to SFI can earn LEED points in green building projects.

**COMPETITION:** Increasingly, landowners and mill operators who supply fiber to the marketplace are enjoying a competitive edge by certifying their lands and operations to SFI standards.

**APPEAL TO INVESTORS:** Certification provides the credentials for verification when it comes to reassuring investors about sustainable management practices.

**INTERNATIONAL RECOGNITION:** International regulations, such as the European Union Timber Regulation (EUTR), are driving increased market interest in forest certification as the simplest and most credible tool for demonstrating legality and minimizing risk.

**INCREASED DEMAND:** In SFI's 2015 market survey of hundreds of SFI Program Participants, respondents in all sectors reported an increase in demand for certified forest products. 43% of respondents within the printing & writing sector saw an increase, followed by packaging at 36%, bioenergy at 31%, towel and tissue at 17% and wood products at 7%.



## OPPORTUNITY AWAITS

There are three ways to certify to the SFI Standard — through forest management, fiber sourcing and chain of custody. All require third-party audits to maintain an internationally recognized and trusted standard of practice. The SFI Forest Partners Program promotes certification by providing tools to help understand and navigate SFI standards, creating synergies with pre-assessment meetings, and by timing audits to run back-to-back to help lower costs for groups of landowners.

**IF YOU'RE A FOREST OWNER OR MANAGER, THE SFI FOREST MANAGEMENT STANDARD IS FOR YOU.** Forest owners understand the importance of using the best forestry practices on the ground. Certifying well-managed forestlands to SFI is another way to demonstrate a commitment not only to responsible forest management, but also to promoting the best science and research to improve forestry practices. Certification to SFI demonstrates concern for water quality, wildlife habitat, and protecting lands with important ecological, geological or cultural significance. Certification to SFI standards shows people that the landowner has met or exceeded laws and regulations that provide for protection of biodiversity, wildlife habitat, water quality and other important ecosystem services. It also demonstrates an on-the-ground commitment to healthy, productive forests for everyone.

### **IF YOU PROCURE FOREST PRODUCTS, USE THE SFI FIBER SOURCING STANDARD.**

The SFI Fiber Sourcing Standard promotes responsible forestry practices by requiring:

- Broadened Biodiversity Protections
- BMPs to Protect water quality
- Trained harvesting professionals
- Forestry research
- Landowner outreach
- Avoidance of controversial sources

**CHAIN OF CUSTODY CERTIFICATION HELPS YOU TRACK YOUR SUPPLY CHAIN.** Any company that processes or trades forest products certified to SFI, including manufacturers of forest products, paper merchants, brokers, printers and publishers, is eligible to seek SFI chain-of-custody certification. Chain of custody is an accounting system that tracks fiber content through production and manufacturing to the end product. Companies can make claims about how much of their product comes from certified lands, certified sourcing and/or post-consumer recycled content. SFI-labeled products do not use fiber from controversial sources, such as illegal logging. So, through SFI-labeling, manufacturers send a powerful message about their business practices, sensitivity to global environmental issues, and their commitment to responsible, sustainable forestry.

**FOR COMMUNITIES AND CONSERVATION GROUPS, THERE'S OPPORTUNITY TO INSPIRE.** Organizations or agencies that own or manage forestland are eligible to apply for certification to the SFI 2015-2019 Forest Management Standard.

This includes companies, universities, conservation groups, government agencies, timber investment management organizations and real estate investment trusts. Often, it takes one innovator to inspire others to act. When your organization supports SFI certification, you encourage community involvement in forest management and promoting science to improve forestry practices. Certification to SFI conserves important forest values, from water quality to habitat.

**Certifying to SFI means we all have the chance to make a big impact by demonstrating a commitment to healthy forests around the world. Opportunity awaits.**



# SPEAKING OUT ABOUT WHY THEY PARTNER WITH SFI



“ Certification has fundamentally changed the way forests are managed in North America. SFI alone has more than 280 million acres and, in collaboration with state forestry associations, universities and others, has trained more than 170,000 loggers. If well-managed forests are our goal, we should all be celebrating the remarkable victory of having millions of acres of forests certified across North America.”

**LARRY SELZER**  
President and CEO, The Conservation Fund

“ We believe it is good business to be third-party certified to a credible standard. Third-party certification is an investment in maintaining our social license to grow, manage, and harvest forests in a manner that meets client objectives.”

**CRAIG BLAIR**  
CEO, Resource Management Service, LLC

“ Working with the Forest Partners Program helped us weave SFI into our strong set of stewardship principles, which are focused on sustainable forest management. The end result is a holistic approach to forest management that greatly enhances our capacity to reduce risk and generate both environmental and financial benefits.”

**MARK T. SEAMAN**  
President and Chief Investment Officer, Timberland Investment Resources



“ For our U.S. operations in particular, certification to SFI for us and the suppliers we source from gives us a competitive edge in an increasingly competitive world market, and that in turn helps to ensure strong and consistent markets for the products we make, which are the lifeblood of our businesses.”

**KENT CUMBERTON**  
General Manager, U.S. Wood Products, Resolute Forest Products



“ Our decision to join the SFI Forest Partners Program and the American Tree Farm System to certify the SC State Forests in 2013 to the SFI and ATFS Standards highlights the importance we place on providing leadership in forest and environmental sustainability in our state. This accomplishment will help South Carolina and its forest industry become better known as preferred suppliers of sustainably manufactured forest products while also caring for the environment, providing jobs, protecting forests, and supporting communities. We are excited to be a part of this initiative, and look forward to additional forest and business owners in SC joining us.”

**GENE KODAMA**  
South Carolina State Forester

“ By participating in the SFI Forest Partners Program, Florida State Forests hope to enhance its ability to compete in existing and emerging global markets. The Florida Forest Service believes this is a win-win for the environment and our forest based economy.”

**JIM KARELS**  
Florida State Forester

## WANT TO KNOW MORE?

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