

# SFI STRATEGIC VISION

The future of our forests depends on strengthening the connections between sustainable forests, thriving communities, and responsible purchasing.



**SFI IS A SOLUTIONS-ORIENTED SUSTAINABILITY ORGANIZATION THAT COLLABORATES ON FOREST-BASED CONSERVATION AND COMMUNITY INITIATIVES THAT DEMONSTRATE AND ENHANCE OUR SHARED QUALITY OF LIFE WHILE PROVIDING SUPPLY CHAIN ASSURANCES THROUGH STANDARDS, DATA, AND AUTHENTIC STORIES.**

Our collective achievement, of over a quarter billion acres of land certified to the SFI Standard, is only the beginning. These lands, owned and managed by public, private, conservation, indigenous and academic interests, collectively embody a scale of significance to examine and understand changes in working forests and their relationship to larger landscapes. They constitute a living 'reality lab' to explore Future Forests.

**OUR REACH** goes even beyond those quarter billion acres to the small landowners we engage through our fiber sourcing standard to broaden the practice of responsible forest management.

**OUR STANDARDS** will be the proof-point for responsible forest management, enabling forests to continue to support robust economies that provide an economic incentive for communities and private landowners to keep forests as forests.

**OUR GRASSROOTS INFRASTRUCTURE** of 34 SFI Implementation Committees across North America fosters community engagement for Future Forests, from educating the next generation through to community building.

**OUR VOICE**, unique amongst our competitors, will speak to a perspective in which responsibly managed productive forests are a mainstay of society's sustainable infrastructure, complementing landscapes managed for conservation; providing clean air, fresh water and habitat; and supporting sustainable forest-resource-based communities.

**OUR RESEARCH AND GRANT-MAKING** will help our community explore the innovations that will shape the future of our forests and the communities they support. To date that community has invested over \$1.5 billion in research through SFI's standards requirement.

SFI will provide insight, thought leadership, research, essential services, and a big tent that will enable this community to envision and achieve this future. We will continue to speak the language of business sustainability, providing brand owners with the assurance, information, tools and examples they need to manage risk while demonstrating that their supply chains generate economic, social and environmental benefits.

**SFI IS A COMMUNITY, NOT JUST A STANDARD. TOGETHER, THAT COMMUNITY STANDS FOR FUTURE FORESTS — BECAUSE FORESTS AFFECT US ALL.**

