



SUSTAINABLE FORESTRY INITIATIVE

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SFI-00001

# SFI: WHAT OTHERS ARE SAYING

As demand for certified products grows, respected organizations around the world are taking a closer look at third-party forest certification programs such as the Sustainable Forestry Initiative® (SFI®). Non-profit SFI Inc. manages the largest single forest certification standard in the world. It improves forest management across the United States and Canada, and strengthens procurement globally through chain-of-custody certification and responsible fiber sourcing.

The evidence is growing, but don't just take it from us. Here is what reports and discussions are saying about SFI and other forest certification programs:

## Environment/Conservation

### Mother Nature Network

"...The two most common third-party certification logos that consumers should look for are the Sustainable Forestry Initiative (SFI) logo and Forest Stewardship Council (FSC) logo. Both organizations put their logos on wood and paper products that meet their requirements for sustainably managed forests or tree farms. Products ranging from printer paper to household furniture to lumber carry these certifications."<sup>1</sup>

### Ducks Unlimited Canada

"Forest certification standards are one mechanism of demonstrating and measuring sustainable forest management. There are three internationally recognized forest certification standards in Canada: Canadian Standards Association (CSA), Forest Stewardship Council (FSC) and the Sustainable Forestry Initiative (SFI)."<sup>2</sup>

### World Business Council for Sustainable Development/ World Resources Institute

A toolkit developed to help corporate managers define and implement sound procurement policies for forest products listed positive attributes of SFI procurement objectives, such as delivering credible information about products, showing they come from legal sources, supporting sustainable forest management, and addressing social issues.<sup>3</sup>

### Open Letter – Conservation Chamber of the SFI Board

"It is precisely the power of SFI to sustain fish and wildlife, biodiversity, water quality and ecosystem functions (including mitigating and adapting to climate change) on 180 million acres of forest throughout North America that motivates us to serve on SFI's board. By serving, we help SFI continue to improve an already strong mechanism to conserve forests and their environmental values."<sup>4</sup>

1. Sustainable Forestry <http://www.minn.com/eco-glossary/sustainable-forestry>  
2. Natural Values: Linking the Environment to the Economy [http://www.ducks.ca/conservation/wetland\\_values/pdf/nv12\\_for.pdf](http://www.ducks.ca/conservation/wetland_values/pdf/nv12_for.pdf)  
3. Sustainable Procurement of Wood and Paper-based Products (201107) [http://pdf.wri.org/sustainable\\_procurement\\_guide.pdf](http://pdf.wri.org/sustainable_procurement_guide.pdf)  
4. Conservation Members of SFI Board Release Open Letter on ForestEthics: <http://www.goodforforests.com/archives/1038>



# Canadian Government

## The Competition Bureau of Canada

Environmental Claims: *A Guide for Industry and Advertisers* says a preferred approach to claims of sustainability is: "This wood comes from a forest that was certified to a sustainable forest management standard [i.e., a sustainable forest management standard published by CSA, Sustainable Forestry Initiative (SFI), Forest Stewardship Council (FSC), or the Programme for the Endorsement of Forest Certification schemes (PEFC)]."<sup>5</sup>

## Public Works and Government Services Canada

"PWGSC requires all wood products used in its building projects to be certified under one of the three certification systems that operate in Canada: the Canadian Standards Association Sustainable Forest Management Standard, the Forest Stewardship Council's system or the Sustainable Forestry Initiative's system. The department believes all three of these systems effectively promote more sustainable management of Canada's forest resources."<sup>6</sup>

## Canadian Council of Forest Ministers

"Governments in Canada accept that these standards (Canadian Standards Association, FSC and SFI) demonstrate, and promote the sustainability of forest management practices in Canada. ...Customers can be assured that these forest certification standards (Canadian Standards Associations, FSC and SFI) are complementary to and demonstrate each Government's sustainable forest management regime."<sup>7</sup>

## Environment Canada's EcoLogo Program

The EcoLogo program website says forest certification systems are designed to provide consumers with independent, third-party assurance of sustainable forest management, ethical behaviour and adherence to laws at all points along the product value chain. It lists Canadian Standards Association (CSA), Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) as three internationally recognized certification systems used in Canada, and says governments in Canada do not endorse one certification over another.<sup>8</sup>

5. Environmental Claims: A Guide for Industry and Advertisers (section 4.6 page 11) <http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/eng/02700.html>

6. Public Works and Government Services Canada Questions and Answers <http://www.tpsgc-pwgsc.gc.ca/biens-property/questions-eng.html>

7. Canadian Council of Forest Ministers Statement on Forest Certification Standards in Canada [http://www.ccfm.org/pdf/CCFM\\_Statement\\_FFandEN.pdf#page=2](http://www.ccfm.org/pdf/CCFM_Statement_FFandEN.pdf#page=2)

8. Environment Canada Green Buying: Guide to Ecolabels <http://www.ec.gc.ca/education/default.asp?lang=En&n=F37DC088-1>

# U.S. Government

## U.S. Department of Agriculture

"Sustainability of forest products can be verified using any credible third-party rating system, such as Sustainable Forestry Initiative, Forest Stewardship Council or American Tree Farm System certification."<sup>9</sup>

## U.S. Forest Service

"Forest Certification provides a clear means to demonstrate that private and public forestry organizations conform to the standards and guidelines for sustainable forest management. SFI...works through its SFI Implementation Committees to promote sustainable forestry at the grassroots level; requires procurement organizations to implement relevant indicators; and has extensive periodic standards reviews and public input processes."<sup>10</sup>

9. U.S. Department of Agriculture 2011 <http://www.usda.gov/wps/portal/usda/usdahome?contentid=2011/09/0426.xml&contentidonly=true>

10. <http://www.fs.fed.us/research/sustain>

11. U.S. Department of Education: Framework for Evaluation by Nominating Authorities (under Environmental Impact and Energy Efficiency) <http://www2.ed.gov/programs/green-ribbon-schools/framework.xls>

12. National Association of State Foresters Policy Paper on Forest Certification <http://www.stateforesters.org/node/1032>

13. Executive Order by Georgia Governor Nathan Deal: <http://gov.georgia.gov/press-releases/2012-08-15/deal-order-expands-states-ability-use-georgia-forest-products>

## U.S. Department of Education

In the evaluation criteria for its Green Ribbon Schools recognition program: "All office paper purchased over the past year is post-consumer material, tree-free fiber or fiber from forests certified as responsibly managed by the Forest Stewardship Council, Sustainable Forestry Initiative, American Tree Farm System or comparable certification standard."<sup>11</sup>

## National Association of State Foresters

"While in different manners, the ATFS (American Tree Farm System), FSC (Forest Stewardship Council), and SFI systems include the fundamental elements of credibility and make positive contributions to forest sustainability. ...No certification program can credibly claim to be 'best', and no certification program that promotes itself as the only certification option can maintain credibility."<sup>12</sup>

## State of Georgia

In August 2012, Georgia Governor Nathan Deal signed an executive order directing that "any new or expanded state buildings shall incorporate 'Green Building' standards that give certification credits equally to forest products grown, manufactured, and certified under the Sustainable Forestry Initiative, the American Tree Farm System, and the Forest Stewardship Council."

"Recognizing all forest certifications equally will promote sustainable forestry in our state and will help create thousands of jobs while maintaining our strong outdoor heritage."<sup>13</sup>

# Forest Experts

## Society of American Foresters

Michael Goergen, Executive Vice-President: "The Sustainable Forestry Initiative, Forest Stewardship Council and American Tree Farm System all do an excellent job of making sure products from our forests continue to benefit the environment and our communities. The value of having more than one certification program is that they push each other to improve – and this improves forest management on the ground."

## Canadian Institute of Forestry

"(SFI, CSA and FSC) provide assurances that forest products come from sustainably managed forests. All three standards are applied side by side across Canada's landscape, and increasingly, multiple standards are applied on the same forest areas."<sup>15</sup>

14. Forest Certification: A Status Report March 2010 <http://www.dovetailinc.org/files/DovetailCertReport0310b.pdf>  
15. Canadian Institute of Forestry April 2010 letter [www.cif-ffc.org/uploads/Website\\_Assets/USGB\\_letter\\_final.pdf](http://www.cif-ffc.org/uploads/Website_Assets/USGB_letter_final.pdf)

## Dovetail Partners Inc.

"Significant changes have occurred within the major certification programs in recent years, and, in several ways, it is increasingly difficult to differentiate between certification systems in North America."<sup>14</sup>

# Consumer Interest

## TerraChoice

(part of Underwriters Laboratories Global Network)

The 2010 *Seven Sins of Greenwashing* report, like the 2009 report, continues to count SFI among a limited list of "legitimate" environmental standards and certifications. SFI, FSC and PEFC, as well as a range of other consumer labels such as EcoLogo, ENERGY STAR, and GREENGUARD, are listed as legitimate environmental standards and certifications.<sup>16</sup>

## American Consumer Council

Tom Hinton, President and CEO: "We support the good work of SFI and applaud the positive and progressive things SFI is doing, including these new labels. When it comes to environmentally friendly claims, consumers want to see the proof and not just the sizzle."

16. TerraChoice Sins of Greenwashing 2010 (page 30) <http://sinsofgreenwashing.org/>

# International

## United Nations Economic Commission for Europe Food and Agriculture Organization

"Over the years, many of the issues that previously divided the (certification) systems have become much less distinct. The largest certification systems now generally have the same structural programmatic requirements."<sup>17</sup>

## Programme for the Endorsement of Forest Certification schemes (PEFC)

Independent non-profit PEFC endorses national and/or regional forest certification standards that meet its rigorous criteria, which are based on internationally recognized criteria and indicators developed by government agencies around the world. In 2011, it endorsed the SFI forest standard after a thorough application, independent assessments and a public review process.<sup>18</sup>

## Central Point of Expertise on Timber (CPET)

The United Kingdom's Central Point of Expertise on Timber has confirmed the SFI program was among those that met its government's requirements for 'legality' and 'sustainability'.<sup>19</sup>

17. 2009-2010 Forest Products Annual Market Review Page 121 <http://timber.unec.org/fileadmin/DAM/publications/sp-25.pdf>  
18. Programme for the Endorsement of Forest Certification Schemes <http://www.pefc.org/index.php/about-pefc/membership/national-members/8-United%20States>  
19. Documents: Review of the Sustainable Forestry Initiative <http://www.cpet.org.uk/documents>

# Green Building

## International Code Council

In its new International Green Construction Code (IgCC): "...wood and wood products... shall be labeled in accordance with the SFI Standard, FSC Indicators of Sustainable Forestry, PEFC Council Technical Document or equivalent fiber procurement system."<sup>20</sup>

## Underwriters Laboratory (UL) Environment

Section 23.3.3 of the UL 880 standard – a sustainability standard for manufacturing organizations – recognized PEFC-endorsed standards such as SFI, as well as FSC standards when addressing the need for manufacturing organizations to have an Environmentally Preferable Purchasing (EPP) program. Preferable Purchasing (EPP) program.

## ICC-700 National Green Building Standard

606.2

Wood-based products are certified to the requirements of one of the following recognized product programs

606.2(1)

Where a minimum of two certified wood-based products are used for minor elements of the building, such as all trim, cabinetry or millwork.

American Tree Farm System, Canadian Standards Association, Forest Stewardship Council (FSC), Program for Endorsement of Forest Certification Systems, Sustainable Forestry Initiative Program (SFI), Other product programs recognized by PEFC.<sup>21</sup>

<sup>20</sup> International Code Council. International Green Construction Code <http://www.iccsafe.org/cs/IGCC/Pages/default.aspx>

<sup>21</sup> National Green Building Program <http://www.nahbgreen.org/NGBS/default.aspx>

## PROMOTING RESPONSIBLE FORESTRY THROUGH GREEN BUILDING PROGRAMS

RATING SYSTEM	LOCATION	RECOGNIZES ALL CREDIBLE CERTIFICATION PROGRAMS (INCLUDING SFI)
 <b>ANSI/GBI 01-2010: Green Building Assessment Protocol for Commercial Buildings (formerly Green Globes U.S.)</b>		YES
 <b>ANSI/ICC 700-2008: National Green Building Standard</b>		YES
 <b>ASHRAE</b>		YES
 <b>ASTM</b>		YES
 <b>BIFMA</b>		YES
 <b>BREEAM</b>		YES
 <b>Built Green Program</b>		YES
 <b>CASBEE</b>		YES
 <b>Composite Panel Association Log</b>		YES
 <b>Green Globes</b>		YES
 <b>Green Star Program</b>		YES
 <b>International Green Construction Code</b>		YES