



# SUPPORTING RESPONSIBLE FORESTRY WITH SFI



SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.®*

[www.sfiprogram.org](http://www.sfiprogram.org)

SFI-00001

**IN ITS 2010 *THE SINS OF GREENWASHING* REPORT, TERRACHOICE INCLUDED SFI ON ITS SHORT LIST OF “LEGITIMATE” ENVIRONMENTAL STANDARDS AND CERTIFICATIONS, WHICH ALSO INCLUDED ECOLOGO, ENERGY STAR AND GREENGUARD.**



## **SFI: recognized for credibility.**

Sustainable Forestry Initiative® (SFI®) Inc., a non-profit organization with offices in Canada and the United States, manages the world’s largest single forest certification standard. Nearly 80 million hectares are certified to the SFI Standard across North America.

The SFI Standard is based on principles that promote sustainable forest management, including measures to protect water quality, biodiversity, wildlife habitat, species at risk, and forests with exceptional conservation value. To be certified, forest operations must be audited to standard requirements by an independent, third-party accredited certification body.

Customers and governments in Canada have long appreciated the value of certification programs such as SFI to demonstrate the rigour of their country’s forest management laws and world-class sustainable forest management.

SFI-labelled wood and paper products are recognized globally, and can help buyers meet their sustainability goals while promoting responsible forest management. Recognizing all credible forest certification standards, including SFI, helps ensure a steady supply of wood and paper products.

More than 2,500 organizations are involved in the SFI program, and it never loses sight of the bigger picture – it works with resource professionals, conservation groups, companies of all sizes, government agencies, Aboriginal

communities, scientists and labour representatives to strengthen and promote responsible forest practices and product procurement.

In a policy statement on forest certification standards in Canada, the Canadian Council of Forest Ministers says SFI, the Canadian Standards Association and the Forest Stewardship Council all meet four key criteria:

- They balance forest interests.
- They are objective and based on scientific principles.
- They are implementable, practical and cost-effective.
- They are consistent with national and international agreements related to sustainable forest management

Other Canadian agencies and institutions that recognize SFI as a credible forest certification program include<sup>1</sup>:

- Environment Canada’s EcoLogo Program
- Public Works and Government Services Canada
- The Competition Bureau of Canada
- Canadian Institute of Forestry

**In a 2008 Statement on Forest Certification Standards in Canada, the Canadian Council of Forest Ministers stated: “Governments in Canada accept that these standards (SFI, CSA, FSC) demonstrate, and promote the sustainability of forest management practices in Canada.”<sup>2</sup>**

<sup>1</sup><http://www.sfiprogram.org/others-saying.php>

<sup>2</sup>[http://www.ccfm.org/pdf/CCFM\\_Statement\\_FRandEN.pdf#page=2](http://www.ccfm.org/pdf/CCFM_Statement_FRandEN.pdf#page=2)



Forest certified to the SFI Standard on the Pacific Coast of British Columbia. Photo courtesy [www.naturallywood.com](http://www.naturallywood.com)

## SFI: respects Aboriginal interests

SFI program participants with forest management responsibilities on public lands must confer with affected Aboriginal peoples so they can understand and respect traditional forest-related knowledge; identify and protect spiritually, historically, or culturally important sites; and address the sustainable use of non-timber forest products on lands of value to Aboriginal peoples.

Approximately two million hectares of lands held by or managed for Aboriginal communities are certified to the SFI forest management standard in Canada – more than any other certification standard. This is a source of pride to the SFI program, which continues to look for ways to expand certification on Aboriginal and other lands across North America.

**“The SFI Standard reinforces many of the objectives we currently have in managing our forests — protecting special sites, conservation and community involvement. Through SFI certification we can now communicate these important values to our customers and communities.”**

**Miitigoog President Chief Lorraine Cobiness**

## SFI: strongly committed to our communities.

A community-based network of 37 SFI Implementation Committees across North America has more than 1,000 members and addresses local forest concerns and priorities. Members reflect the diverse values and interests of the local communities that are so vital to the success of the SFI program. These SFI Implementation Committee members are committed to logger training, landowner outreach, and community projects, such as helping Habitat for Humanity provide decent housing for low-income families.

**“As the partnership between SFI and Habitat for Humanity has grown, it has become evident that we share many of the same values especially when it comes to the social benefits of both of our programs.”**

**Stewart Hardacre, Chief Executive Officer, Habitat for Humanity Canada, and member of the SFI Board of Directors**

## SFI Certified Lands Under Aboriginal Management

	CERTIFICATION	PEOPLE	HECTARES	LOCATION
	Capacity Forest Management	Sixteen First Nation	571,529 hectares	British Columbia
	Yakama Nation	Yakama Nation	252,524 hectares	Washington
	Miitigoog General Partner Inc.	Wabaseemoong Independent Nation, Naoakamegwanning First Nation, and Ochiichagwe’Babigo’ining First Nation	1,137,861 hectares	Ontario
	Stuwix Resources Joint Venture	Eight First Nations	79,000 hectares	British Columbia



## SFI: advancing conservation research.

### Requires that participants support forest research.

SFI is the only forest certification program in North America requiring support for forest research. Since 1995, SFI participants have invested \$1.2 billion for research activities that improve forest health, productivity and sustainable management of forest resources.

### SFI Conservation & Community Partnerships Grants Program.

Since 2010, SFI has awarded grants to foster partnerships between SFI Program Participants, non-profit organizations, government agencies, and others to improve forest management in the United States and Canada, and responsible procurement globally. The conservation grant projects support SFI Program Participants in implementing SFI Standard objectives.

Current projects include:



**Bird Studies Canada** is providing science-based data and tools to help SFI Program Participants improve forest habitat management beyond regulatory compliance for the conservation of bird biodiversity and species at risk across Canada.



#### **The Nature Trust of British**

**Columbia** is looking for the most effective way to reduce the spread of invasive plants in vulnerable ecosystems in British Columbia's southern interior through field trials on SFI certified forests.



#### **Ducks Unlimited Canada** and

**Dalhousie University** are leading projects in partnership with SFI Program Participants to determine best practices to protect wetland ecosystems when building forest roads in the western boreal forest and in Atlantic Canada.



#### **The Nature Conservancy of**

**Canada** is protecting bat populations by creating an inventory of bat hibernation sites on both SFI certified and public lands in British Columbia's southern interior, and assessing ways to avoid disturbing them.



#### **The World Resources Institute**

is creating the Forest Legality Alliance Risk Tool to help users reduce the proportion of wood and forest products of illegal origin that is traded around the world.



“Our audit team makes sure forest operations on public and private lands meet SFI Standard requirements. We review the company’s policies and internal records – everything from operator training to habitat protection – then we go out and make sure that’s what is actually happening in the forest. We examine the plans, inspect the sites, talk to contractors and review input from stakeholders to get all the evidence we need. If we encounter a major non-conformance, we cannot issue the certificate.”

**CHRIS RIDLEY-THOMAS PRESIDENT,  
KPMG PERFORMANCE REGISTRAR INC.**



## A comprehensive standard.

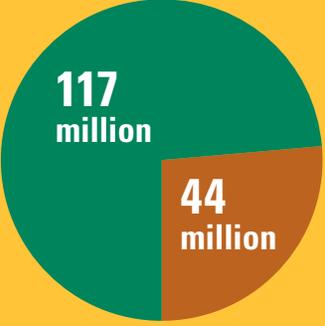
The SFI 2010-2014 forest management standard requires, among other things, that:

- ▶ **Harvest levels are sustainable**
- ▶ **Native biodiversity and wildlife habitats are protected and promoted**
- ▶ **Water and soil quality are protected**
- ▶ **Harvested areas are reforested promptly**
- ▶ **Community interests and Aboriginal rights are considered and respected**
- ▶ **Visual quality is managed**

Through continual improvement, the standard addresses emerging issues such as climate change and bioenergy.

## 161 MILLION HECTARES ARE CERTIFIED IN CANADA

- **117 million** eligible to use Sustainable Forestry Initiative label\*
- **44 million** eligible to use Forest Stewardship Council label



Data as of November 2011

\*THE SFI LABEL CAN BE USED TO IDENTIFY FIBRE FROM LANDS CERTIFIED TO THE SFI AND CANADIAN STANDARDS ASSOCIATION STANDARDS, WHICH ACCOUNT FOR THREE-QUARTERS OF CANADA’S CERTIFIED LANDS.

## Rigorously audited.

SFI certification audits are conducted by rigorous third-party certification bodies who are accredited by the Standards Council of Canada (SCC), American National Standards Institute (ANSI) and/or ANSI-ASQ National Accreditation Board (ANAB). Questions or complaints are addressed through an independent process.

## Keeps its focus on the bigger picture.

No other third-party forest certification program in Canada matches the SFI program’s broad perspective. Its independent, multi-disciplinary board includes community, academic, government, conservation, labour, and industry leaders. SFI works with individuals and organizations across North America that share its passion for sustainable forest management and responsible procurement.

## LOOK FOR THESE LABELS

Chain-of-Custody and Certified Sourcing labels can be found on everything from office paper to green building materials. They are recognized, widely used and endorsed by organizations across Canada and the United States and around the globe. SFI on-product labels are available in English, French and bilingual versions.



For more information about SFI labels and what they represent, visit  
[www.sfiprogram.org/SFILabels](http://www.sfiprogram.org/SFILabels)

The SFI Certification Database ([www.sfiprogram.org/sfidatabase](http://www.sfiprogram.org/sfidatabase)) helps buyers identify SFI-certified wood, paper, print and packaging products from Canada and find SFI-certified companies.