



SUSTAINABLE FORESTRY INITIATIVE

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

## SFI Forest Partners<sup>SM</sup> Program

Time Inc.



NATIONAL  
GEOGRAPHIC

MACMILLAN

PEARSON



The future of the world's forests depends on the actions we take today. Market leaders know their choice of wood, paper and packaging products has a direct impact on forests and communities at home and around the world – today and into the future. That's why so many companies include forest certification in their environmental value statements and procurement policies.

But finding a secure supply of certified products is often a challenge since only 10% of the world's forests are certified. And while North America accounts for over half of this certified land, a significant amount of land and many manufacturing operations in the United States and Canada are not certified.

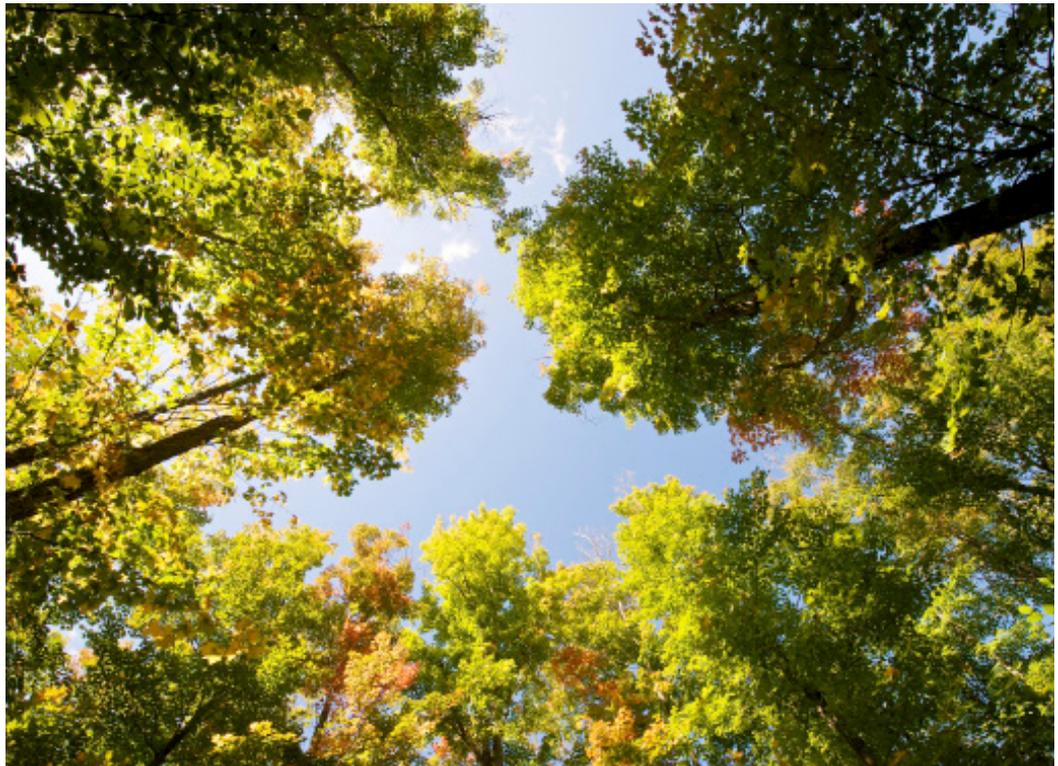
SFI Forest Partners are investing in the future of our forests. Their decision to work directly with the diverse SFI community, through the SFI Forest Partners Program, will help achieve the goal of bringing together forest landowners, manufacturers, customers, conservation groups and government agencies across North America to ensure current and future generations can enjoy the many ecosystem services and forest products provided through responsible forestry. The program will begin with state-based or regional projects in the southeast United States, and will expand across the United States and Canada.

SFI and its Forest Partners will collaborate on shared objectives, showing that the decisions they make today to support responsible forestry and conservation programs will maintain healthy forests and strong communities.

## Who are SFI Forest Partners<sup>SM</sup>?

SFI Forest Partners are market leaders who want to help meet their sustainability objectives by showing their support for SFI certification, and to give support to landowners and manufacturers to facilitate forest certification and the certified sourcing of forest products. They will work collectively with SFI to make certification more efficient and accessible by providing resources for activities such as shared consulting expertise, group certification, audit coordination and other innovations.

Four leading companies – **Time Inc.**, **National Geographic Society**, **Macmillan** and **Pearson** – became Founding Forest Partners in 2012 by making five-year commitments to the program's goals.



### Maine Pilot Project Success

The SFI Forest Partners Program builds on an innovative pilot project in Maine that led to an additional 1.4 million acres/570,000 hectares certified to the SFI 2010-2014 Standard. The Maine project also resulted in 100,000 acres of forest lands certified to the American Tree Farm Standard.

The SFI Forest Partners program has three objectives:

#### Objective 1:

Build on experiences of the Maine Pilot Project by continuing to find innovative approaches to group and coordinated certification for smaller and medium-sized mills and forest ownerships, seeking opportunities for collaboration, cost effectiveness and incentives for certification.

#### Objective 2:

Facilitate 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 to influence responsible forestry beyond those lands through fiber sourcing certification.

#### Objective 3:

Grow the certified forestland base by five million acres/ two million hectares by the end of 2014, beginning in the Southeast United States, and by 10 million acres/four million hectares by the end of 2017.

Want to know more? Contact:

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