

# SFI Board of Directors Meeting

September 17, 2013



*Writing the Next Chapter*



SUSTAINABLE FORESTRY INITIATIVE

SFI-0001

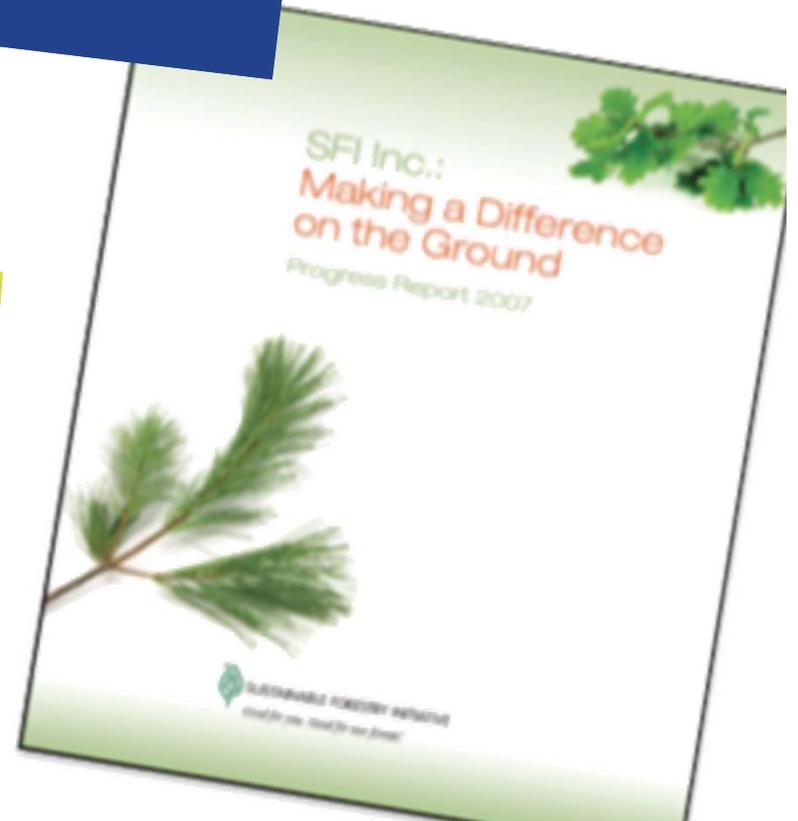
# SFI Highlights

2007

SFI Inc.  
Established

Governance

SFI Label Review  
Task Force  
Appointed



# SFI Highlights

2008

New on-product labels introduced

First Habitat for Humanity build with Minnesota SIC

1,000<sup>th</sup> location certified to the SFI Chain of Custody

# SFI Highlights

2009

Focus on Standard  
Revision

5 additional H4H builds –  
Maine, Ontario (2),  
Manitoba & Tennessee

By year end, largest  
single forest certification  
standard in the world

# SFI Highlights 2010

## Investing in Conservation



2010-2014 SFI  
Standard launched

SFI Conservation Grants include projects related to wildlife habitat, water quality, and conserving biodiversity.

Since 2010, SFI has awarded more than  
**\$1.32 million**  
in conservation grants.

Leveraging partner contributions,

**\$4.8 million**  
has been invested in these  
research grants.

That means supporting over  
**40 projects with**  
**over 150 partners!**

# SFI Highlights 2011

SFI program re-  
endorsed by  
PEFC

Expanded on-line  
SFI certification  
database

More than 5  
million acres of  
Aboriginal land  
certified to the  
SFI Standard



# SFI Highlights

2012

Memorandum of Mutual Support with Boy Scouts of America

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

Time Inc.

PEARSON



MACMILLAN



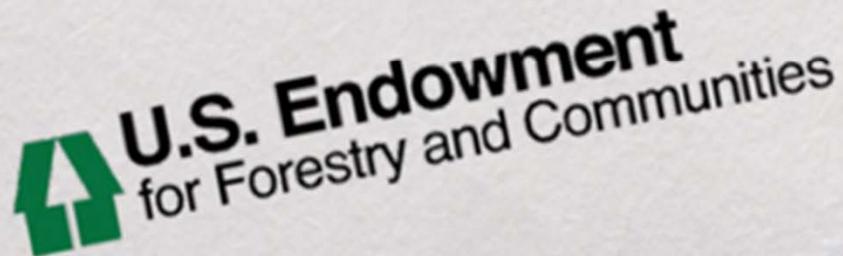
NATIONAL GEOGRAPHIC

In 2012, these market leaders stepped forward as founding SFI Forest Partners.

# 2013 Conservation Grant Awards



Audubon



SFI Highlights  
by the end of 2013...

Building critical mass  
around birds

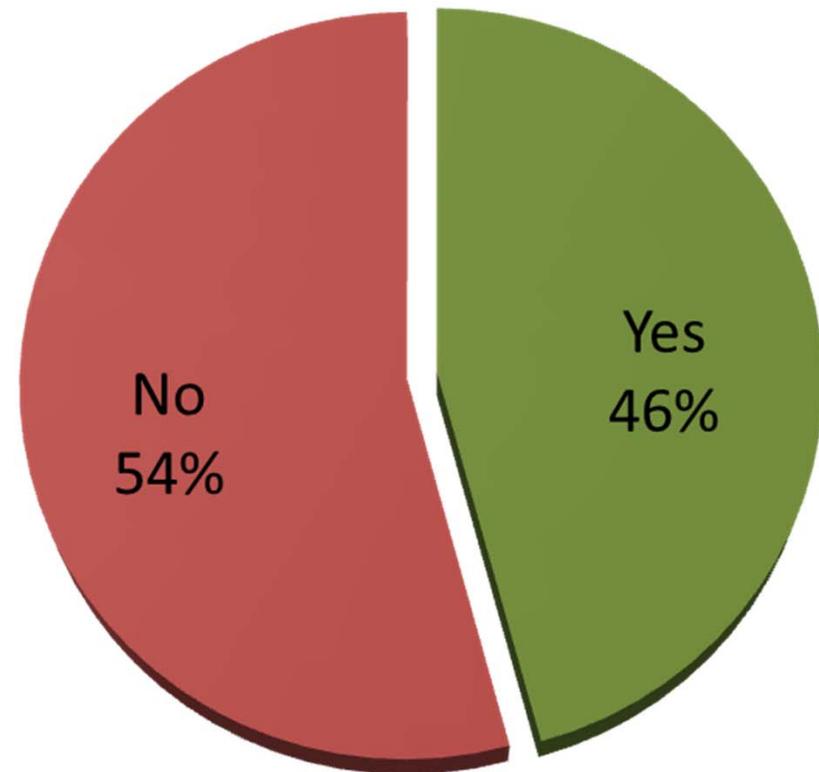


BIRD STUDIES  
ÉTUDES D'OISEAUX CANADA



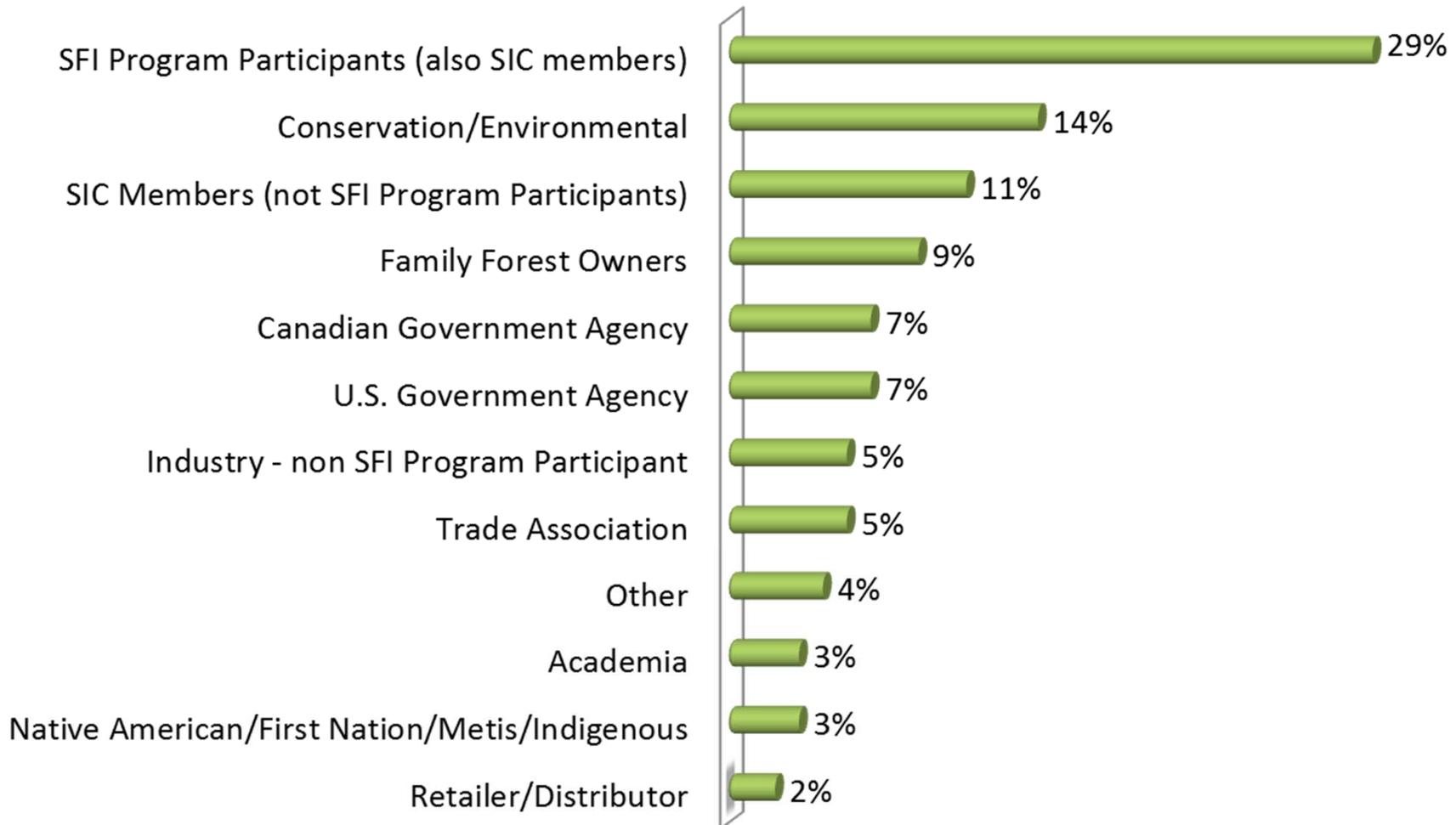
# Standard Revision First Comment Period

**Q:** Did you participate in the last public comment period for the SFI 2010-2014 Standard?



# Standard Revision First Comment Period

## Stakeholder Representation



# MOU's signed with SFI to support community, forests, and education



**Good for Our Forests. Good for Your Business**

The Sustainable Forestry Initiative® Inc. recognizes that First Nations rely on forests to meet their needs as well as to support cultural and spiritual traditions.

More than 100 million hectares of lands held by or managed for Aboriginal communities have been certified to the SFI forest management standard in North America - and SFI continues to look for ways to work with Aboriginals such as the recent **Memorandum of Understanding with the Canadian Council for Aboriginal Business**.

Look and ask for the SFI label on any wood, paper and packaging product you purchase. It's a symbol of responsible forestry.

Learn more at [sfi.org/en/forestry](http://sfi.org/en/forestry)

**Sustainable Forestry Initiative**

*"We thought it was a perfect fit for both of our organizations to work together. SFI Inc. has a forestry certification standard and CCAB has a certification program for progressive Aboriginal relations and we just felt this was a terrific way to further mutual interests."*

**Kathy Abusow, President & CEO, Sustainable Forestry Initiative Inc.**

*"The CCAB is excited to have SFI taking part in the program. SFI is an organization with a wide reach in the forestry sector and they're an ideal complementing best practice and getting better recognition for them. There is a really great alignment between us."*

**J.P. Gault, President & CEO, Canadian Council for Aboriginal Business**

National Post  
Aboriginal Business supplement  
May 23, 2013

# NATIONAL POST

“One of the areas that we have been really focused on growing is our relationship, engagement and outreach with the aboriginal community ... It was a perfect fit for both our organizations to work together — *Kathy Abusow, SFI Inc. chief executive officer*”

## Forestry initiative aids relations



Sustainable Forestry Initiative Inc. has long been known for setting standards in forest management. But in an unexpected turn of events, the company is now helping to improve its relationship with First Nations communities. After an SFI certified forest, the two groups agreed to work together to improve their relationship with Aboriginal communities.

Working with SFI Inc. has the goal of helping to improve the SFI's reputation in the forestry sector. The idea is to help the SFI's reputation in the forestry sector by highlighting the SFI's commitment to working with Aboriginal communities.

Chief Executive Officer Kathy Abusow says the SFI's reputation in the forestry sector is a key part of its success. She says the SFI's reputation in the forestry sector is a key part of its success.

## Finding signs of success

At least 100 million hectares of land have been certified to the SFI forest management standard in North America. The SFI's reputation in the forestry sector is a key part of its success.

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# Supporting Community



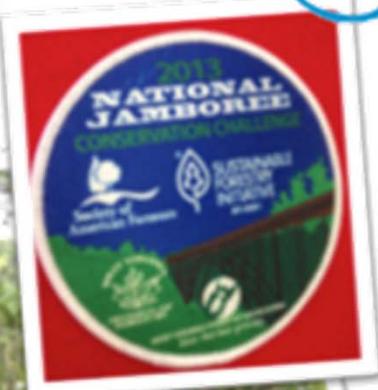
SFI and SLC's are proud to work with Habitat for Humanity on a number of builds across North America.



Habitat for Humanity®  
Habitat pour l'humanité®  
Canada



# Supporting Community



# LEED Challenges





There are many credible green building rating systems that recognize the value of multiple forest certification standards, and offer credits for products certified to these forest certification standards, including SFI.



# McGraw-Hill Continuing Education Unit Architectural Record June 2013

Over 39,100 people have viewed the CEU and over 920 have taken the online test to earn one GBCI continuing education hour for LEED Credential Maintenance and one AIA continuing education credit.

## Sustainable Building with SFI Certified Wood

Using responsible sources for a new wave of green building  
Sponsored by Sustainable Forestry Initiative, Inc. (SFI Inc.)



Thanks to Children's Museum of Discovery, Washington, demonstrates thoughtful commitment to sustainability and ethical Green Choice certification.

**ARCHITECTURAL RECORD**

**CONTINUING EDUCATION**

**LEARN ONE HOUR**  
EARN ONE GBCI CEU  
EARN ONE AIA CEU

**Learning Objectives**  
After reading this article, you should be able to:

1. Describe the benefits of SFI certification and the relevance of governments of the SFI program to major green-building standards and certification programs.
2. List the main elements of the SFI certification, and explain how they differ from other forestry product standards.
3. Explain how the SFI standard impacts construction and economic development efforts by groups including family forest landowners, indigenous peoples, and state and local governments.
4. Discuss the impact of the SFI standard on green-building projects and research into forestry and related topics.

To receive credit, you are opportunity visit the article website for the test. Go to [www.architecturalrecord.com](http://www.architecturalrecord.com) for complete test and to take the test for free.

**ARCHITECTURAL RECORD**  
SFI Certified Partner  
SFI.org

**WOMEN IN ARCHITECTURE NOW**  
SELLDORF  
FOUGERON DECO  
IWAMOTO TSJEN  
ELAM GIGON

**PLUS**  
GOOD DESIGN IS GOOD BUSINESS

**WANT MATERIALS MATTER**  
According to 2012 research from the U.S. Department of Energy, building accounts for 40 percent of total U.S. energy consumption and 16 percent of U.S. carbon dioxide (CO2) emissions—figures that have spurred the architecture and construction industries to find ways to reduce the environmental footprint of new structures. That is why sourcing materials that have a low impact on carbon emissions is critical to any building construction.

Wood has been used as a building material for thousands of years due to its desirable aesthetic, superior environmental characteristics, and ease of construction. "Wood was chosen initially because of economic considerations, and it's turned out to be a good decision," says Steve Phillips, a construction executive with Sustainable Forestry Initiative, describing a recent project. "It's much less energy intensive to manufacture wood products than steel."

Wood's inherent environmental benefits are also, but because wood comes from forests, it's important that those forests are managed in a responsible way. From certification programs to one way to help promote responsible management of forests. Voluntary third-party forest certification began in the 1980s, partly in response to market concerns about forest certification programs promote sustainable forest management, considering environmental, social, and economic factors.



**ARCHITECTURAL RECORD**

**WOMEN IN ARCHITECTURE NOW**  
SELLDORF  
FOUGERON DECO  
IWAMOTO TSJEN  
ELAM GIGON

**PLUS**  
GOOD DESIGN IS GOOD BUSINESS

# Timber & ecoconstruction

August 2013



**Choose wood as a sustainable building material**

Wood certified to the SFI Standard

*This says you care about the future of our forests.*

## Ask for SFI

Wood from responsibly managed forests is an excellent choice for any new construction or renovation. Builders and architects are turning to products certified to the Sustainable Forestry Initiative® (SFI) Standard, endorsed by PEFC, to meet green building requirements.

By asking for SFI, you are promoting sustainable forestry, helping to improve forestry practices and encouraging responsible purchasing of forest products.

Look and ask for wood certified to the SFI Standard for all your projects.

Visit [sfi-program.org/sfidatabase](http://sfi-program.org/sfidatabase) for a list of SFI and PEFC products.

Learn more at [sfi-program.org/green-building](http://sfi-program.org/green-building) and make sure to visit us at Stand E1 at TimberExpo.

 SUSTAINABLE FORESTRY INITIATIVE

 PEFC



Spring 2013 £4

# TIMBER

## & Ecoconstruction

[www.timberinconstruction.co.uk](http://www.timberinconstruction.co.uk)

**Ecobuild 2013 part deux**  
Our 2nd preview of the world's biggest sustainable construction event

**Stewart Milne's year zero**  
Focussing on a fabric-first solution to achieve zero carbon targets

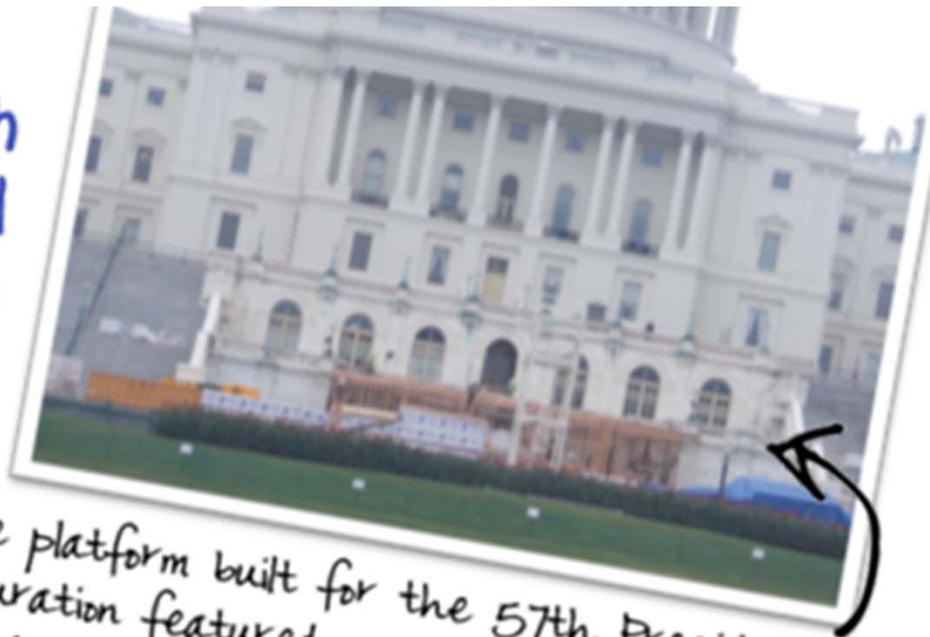
# State Leadership

Elected officials in several states have taken direct action through Governor executive orders or legislation to ensure an inclusive approach to all forest certification systems – SFI, FSC, and ATFS – for green building rating systems.



# State Leadership

57th  
Presidential  
Inauguration  
Platform



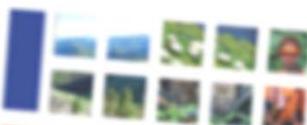
The platform built for the 57th Presidential Inauguration featured wood certified to the SFI Standard and provided by Sierra Pacific Industries.

White House Easter Egg Roll



For the fifth straight year, the paperboard used for the official gift box is certified to the SFI standard and the hardwood eggs certified to FSC — a fittingly inclusive approach to forest certification.

# ForestEthics' Challenges



## 2013 SFI Facts vs ForestEthics Claims

### Area of Focus

#### Media Coverage

Measured by PRGAC Media Analysis  
Comparisons: Jan-June 2012 and 2013

#### Customer Label Use

Measured by SFI's own online database

#### Resources

### ForestEthics

### Actual Facts

#### Negative Hype

ForestEthics creates negative hype in the marketplace to promote FSC and undermine SFI

**24** Companies in Two Years

Number of companies ForestEthics has claimed disassociated from SFI over last two years

**85%** positive coverage

Percentage of SFI's media coverage that is positive

**4%** negative coverage

Percentage of SFI's coverage that is negative (100% ForestEthics market)

**24**

label approval requests/weekday in 2012

**6,000**

Number of SFI labels approved in 2012

**↑ 32%**

Increase in SFI label use requests this year

1. **Get the Facts about SFI** - [www.sfi.com/program.org/facts](http://www.sfi.com/program.org/facts) - Information on the importance of independence, rigorous third party audits and understanding eco labels
2. **SFI-What Others Are Saying** - **Third party support and endorsement of SFI**
3. **Response to ForestEthics** - shows the scientific conservation organizations standing by SFI
4. **Good for Forests** - testimonials on why people choose to work with SFI
5. **Setting the Record Straight** - SFI's rebuttal to ForestEthics' report issued November 2011
6. **What to Do When ForestEthics Comes Knocking** - An article on [Grower's website](http://www.grower.com)
7. **SFI and FSC Message Sheets** - On key topics covering: **conversion, interim standards, plantations, third party certification, chemicals and clearcutting**
8. **SFI Annual Report** - shows how SFI improves forest practices through conservation research, community partnerships, logger training and landowner outreach



**SUSTAINABLE FORESTRY INITIATIVE**  
Good for you. Good for our forest!

Period of accomplishment in the marketplace: Jan 2012 - Dec 2012

www.sfiprogram.org/get-the-facts

SFI's microsite that states the facts about Independence & Inclusion, Rigorous 3rd Party Audits, and Understanding Eco Labels.

**GET THE FACTS**  
Responsible forestry. Let's start with the facts.

HOME INDEPENDENCE & INCLUSION RIGOROUS 3RD PARTY AUDITS UNDERSTANDING ECO LABELS

**Many voices. Balanced decisions.**  
"When it comes to conservation of forests, third-party certification has become an essential tool to promote sustainable practices and drive positive results on the ground. The SFI Standard supports conservation of biological diversity, protection of special sites, sustainable harvests, respect for local communities, and much more."

**Larry Selzer** - CEO of The Conservation Fund and a member of SFI Board of Directors

Leading forest certification standards like SFI involve all forest stakeholders in [standard development](#) and program activities. The independent [SFI Board of Directors](#) has three chambers representing environmental, economic and social interests equally, providing the balance needed to address a variety of needs fairly and responsibly. SFI has evolved since it began 15 years ago. What has not changed is that SFI listens to and engages with diverse groups and reports [results](#) publicly. It has a community driven and external involvement unsurpassed by any other certification standard. The independent [SFI External Review Panel](#) offers expert advice to the board, and [35 SFI Implementation Committees](#) - made up of community groups, conservation organizations, loggers, scientists, local forest companies and government agencies - extend the local reach of the program. When the goal is ensuring responsible management of our forests, we need to involve as many individuals and organizations as possible. By sharing ideas, resources and enthusiasm, SFI and its many partners accomplish a lot more in the forest, in communities and in the marketplace.

**Video Highlights**

[Larry Selzer speaks to SFI's balanced board](#)

[See The Conservation Fund message to ForestEthics](#)

**Resources**

- [Setting the Record Straight](#)
- [Current SFI Board of Directors](#)
- [Open letter from SFI Board conservation sector](#)
- [SFI Inc. Bylaws](#)
- [SFI Inc. Transparency Policy](#)

**Compare Standards**

The Facts on Responsible Forestry - the following series of message sheets debunks the myths and inaccuracies between SFI and FSC in the marketplace.

- [Chemical Use](#)
- [Clearcutting](#)
- [Conversion](#)
- [Intern Standards](#)
- [Independent Third Party Certification](#)
- [Perations](#)

[A Summary of FSC and SFI's Approach to Responsible Forestry](#)

[Detailed Report: Differences between FSC and SFI Certification Standards for Forest Management](#)

# SFI: A Gateway to

248 million acres

100 million hectares

Forests certified to the SFI standard in Canada and the U.S.

