

SFI Forest PartnersSM Program

Time Inc.



NATIONAL
GEOGRAPHIC



MACMILLAN

PEARSON



SUSTAINABLE
FORESTRY
INITIATIVE

SFI-00001



Certify five million acres (two million hectares) of forest lands to the SFI Standard by the end of 2014, beginning in the U.S. South.

Certify ten million acres (four million hectares) of forest lands to the SFI Standard by the end of 2017 in the U.S. and Canada.

In addition, certify more small and medium-sized mills to SFI certified sourcing or chain-of-custody certification.

Guy Gleysteen

**Sr. Vice President,
Production, Time Inc.**

Hans Wegner

**Chief Sustainability
Officer, National
Geographic Society**

Bill Barry

**Sustainability and Vendor
Management Consultant,
Macmillan**

Rich Glicini

**Sr. Vice President,
Corporate Social
Responsibility, Pearson**

“A decade ago, Time Inc. was one of the first companies to make a public commitment to use 80% certified fiber. Progress beyond that goal has been hampered by the limited availability of adequate supply. SFI Forest Partners lets us have a direct impact on the growth of forest certification and the responsible sourcing of forest products.”

- Guy Gleysteen
Senior Vice President of Production, Time Inc.

Time Inc.



“We believe strongly that we, as publishers, have a role to play in encouraging responsible forestry practices,” said Hans Wegner, chief sustainability officer for the National Geographic Society. “We know that humans are deforesting the globe, particularly in the tropical regions of the world, at a clip of approximately 2 percent a year, a trend that is completely unsustainable. We may well be the last generation with the opportunity to reverse that trend.”

- Hans Wegner
Chief Sustainability Officer
National Geographic Society





“Sustainability is a core mission for Macmillan. By committing to the use of certified fiber sourced from well-managed North American forests we are ensuring responsible, environmentally friendly forestry while also supporting the most efficient global use of recycled fiber. Third-party certification instills confidence that we are making informed choices that keep domestic forests healthy, rural communities strong, and preserves fragile forests in other areas of our world.”

- John Sargent
CEO
Macmillan





“Forest Certification is an increasingly important tool in the ongoing struggle to create a sustainable world. Trees absorb carbon. Well-managed forests help address deforestation, protect and enhance biodiversity, and underpin sustainable livelihoods. Five years ago we made a commitment to climate neutrality for our directly-controlled operations. Helping to promote responsible forest management practices complements that commitment and continues to be a priority for Pearson companies.”

- Rich Glicini, Senior Vice President, Corporate Social Responsibility, Pearson

PEARSON



“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 us achieve our 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.”

- Kathy Abusow, President and CEO
Sustainable Forestry Initiative

