

The **BIGGER** Picture

CONSERVATION • INTEGRITY • COMMUNITY

SFI Implementation Committee Update

December 15, 2011



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

SFI-0001

AGENDA



- SFI Update
- 2011 SFI Annual Conference SIC Overview
- SFI Pilot Projects Update
- 2012 SIC Work Plans
- 2011 Annual Reporting

SFI Certified Land in North America

136 million acres
55 million ha

60 million acres/
24 million ha

-  SFI Certified Land
-  More than 25% Productive Forest

In Canada, provincial governments allocate the rights to manage and harvest public land. These rights come in a variety of forest licences. In some instances, a specific area has a dedicated allowable annual cut that may be harvested under the licence. These are known as area based tenures. There are also volume based tenure arrangements where more than one organization are given rights to manage and/or harvest on a given landbase. In such instances the certified reported is calculated based on the organization's percent cut allocation. For example, if the total volume based area is 1 million hectares with an annual allowable cut of 2 million cubic meters and the organization reporting a cert has 25% of the AAC (500,000m³) then the organization should claim 25% of the area or 250,000 hectares.

The SFI 2005-2009 Standard covers both forest management and procured wood requirements. Only forests that have been certified against all of the SFI 2005-2009 objectives are counted as certified forests in this map, the area the wood is procured from is not counted as certified land.

SFI Recognition



- SFI is recognized in a variety of green building tools
 - IgCC Building Code (final November 2011)
 - Potential to be huge market for SFI wood
 - Adopted in local governments in Washington state, New Hampshire, Arizona, Colorado, Rhode Island, Oregon, North Carolina, Maryland and Florida
 - Built Green Canada
 - National Green Building Standard (residential construction)
 - Green Globes (commercial construction)
 - BIFMA – Green furniture standard
 - U.S. Department of Agricultural and Department of Education
 - Recent statements/criteria recognize SFI

State of Maine's Executive Order



- Gov. Paul LePage signed Executive Order on December 8, 2011.
- “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 SFI, FSC, ATFS and PEFC.”
- This means inclusive green building programs are recognized, rating tools like LEED not recognized.



USGBC's Pilot Credit 43



- Pilot Credit 43 (released June 2011) is specific for non-structural products (doors, windows, floors, furniture etc).
 - includes a section on “pre-approved certifications and labels” which lists SFI, ATFS, CSA, PEFC and FSC among the pre-approved certifications.
- USGBC announces pilots as a way to “test drive” an idea
- Pilots rely heavily on user feedback (architects, builders and LEED APs) -
www.leeduser.com/credit/Pilot-Credits/PC43

Get the Facts About SFI



In Case You Were Wondering

- Resource for anyone with questions about forest certification or SFI explaining:
 - Values SFI Program is grounded in
 - Importance of promoting responsible forest management
 - Helps consumers make informed purchasing decisions
- Three key focus areas:
 - Independence & Inclusion
 - Rigorous 3rd Party Audits
 - Understanding Eco Labels

IN CASE YOU WERE WONDERING...
Responsible forestry. Let's start with the facts.

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

Let's raise the standard of the discussion.
"Responsible forestry starts with integrity, constructive partnerships, open discussion and solid facts. We all value our forests so it is time to start a responsible dialogue about how they are managed. Our forests – and independent forest certification – are too important for anything less."

Kathy Adams - President and CEO, Sustainable Forestry Initiative

Independence & Inclusion
Members of the SFI Board of Directors are proven leaders – they include forest sector representatives, as well as academics, wildlife ecologists, government officials, landowners, forest professionals and tree farmers. They are fully independent and accountable, and represent environmental, economic and social interests equally. The board [get the facts](#) into the SFI forest standard following a public review, and it is the only body that can modify the standard.

Rigorous 3rd Party Audits
Independent, accredited certification bodies with appropriate knowledge and skills conduct the thorough, consistent audits needed to make sure forest operations meet SFI's comprehensive standard requirements. They start by examining internal records; then visit the sites to see what is happening in the forest. If they are not satisfied the [get the facts](#) its SFI Standard requirements, they will not issue an SFI certificate.

Understanding Eco Labels
Consumers who want to make responsible buying decisions welcome advice about the choices available to them. They seek out expert guidance from respected and independent organizations that can deliver well-researched, rational and recent data. They rely on these objective facts to support credible claims. [get the facts](#)

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2011 SFI SCORECARD

Area of Focus	Results Year-Over-Year	Communications Support
<p>Media Coverage Volume & Sentiment</p>	<p>+ positive coverage ↑ 15% Positive stories about SFI are at an all time high of 95%</p> <p>- negative coverage ↓ 11%</p> <p>↑ 6x Probability to see SFI in the news increased more than 6X</p> <p>↑ 34% Stories about SFI only (not in context with FSC) increased by 34%</p>	<ul style="list-style-type: none"> • Daily rapid response to amplify positive stories and correct/comment on negative or misinformed stories • Swiftly released statements to address negative campaigns meant SFI's voice was included in the story • Developed and leveraged media relationships resulting in the breakthrough article "What to do when Forest Ethics Comes Knocking" on GreenBiz.com – The story was picked up on blogs • Pushed positive, proactive stories throughout the year • Focused on social media and increased Twitter followers by 33% to 2,345
<p>Customer Label Use</p>	<p>↑ 25% On-product label applications up more than 25%</p>	<ul style="list-style-type: none"> • Targeted media relations and trade advertising • Launched updated SFIprogram.org website • 40+ customer briefings • Focused on banks (letters and meetings) • Speaking engagements Green Products Expo, Sustainable Brands, and Certification, Consumption and Change Conference to name a few • Launched online promotional toolkit driving nearly 1,200 visits
<p>Growth</p>	<p>↑ 7% Increase in SFI certified forest area in North America</p> <p>↑ 7% Increase in SFI chain-of-custody certificates</p> <p>↑ 8% Increase in SFI chain-of-custody locations</p>	<ul style="list-style-type: none"> • Growth can be attributed to a combination of focused media relations, direct market outreach and customer communications described above and below
<p>Green Building Progress</p>	<p>USGBC's Pilot Credit 43 for Certified Products recognizes wood certified by SFI</p>	<ul style="list-style-type: none"> • Leveraged petition with 6,000+ signatures • Focused media relations and online ads in green building trades • Meetings and briefings with USGBC and other influencers • Sponsored USGBC events and marketed to membership • The SFI standard is recognized by the new International Green Construction Code (IgCC) in their new green building code • US Department of Agriculture issued a report from the US Forest Service recognizing benefits of wood for green building, and accompanying news release recognized the role of SFI in verifying sustainability of forest products
<p>Conservation Support</p>	<p>1,122 Articles raising awareness of the Conservation Grant projects in 2011 (so far)</p> <p>↑ 44% Increase in Conservation Grant applications in 2011</p> <p>Conservation projects support SFI Program Participants in meeting SFI Standard Objectives</p>	<ul style="list-style-type: none"> • Direct outreach and relationship building via partnerships • Strong focus on raising awareness of grant projects and their impact • Promoted conservation efforts via SFI website • Conservation Chamber issued an open letter supporting SFI
<p>Government Recognition</p>	<p>USDA study named SFI as a credible rating system for sustainability of forest products</p> <p>Department of Education recognizes SFI in Green Schools Initiative</p>	<ul style="list-style-type: none"> • Letter writing, briefings and calls with key government agencies • Publicly commenting on draft versions of programs • Strong presence at GovGreen in Washington DC • Brochures, select advertising and marketing to government agencies

SFI Annual Conference



- The Bigger Picture: Conservation. Integrity. Community
- Largest conference on record
- Larry Selzer Keynote address
- 2012 Conference
 - Sept. 11-13, Milwaukee, WI

SFI Annual Conference – SIC General Session



- **Best Practices on SIC Mission Priorities:**
- **Landowner Outreach**
 - *Minnesota – Mark Reed, SIC Chair, St. Louis County Land Department*
 - *Georgia – Donna Gallaher, SIC Coordinator, University of Georgia*
 - *New Brunswick – Marc Pinette, SIC Chair, Louisiana-Pacific*
- **Inconsistent Practices**
 - *Maine – Pat Sirois, SIC Coordinator, Maine Forest Products Council*
- **Logger Training**
 - *Alabama – Chris Erwin, SIC Coordinator, Alabama Forestry Association*
 - *Virginia – Paul Howe, SIC Coordinator, Virginia Forestry Association*
- **Information Resources & Market Outreach**
 - *Washington – Kathy Troup, Longview Fibre Paper and Packaging, Inc.*

SFI Annual Conference – SIC Regional Meetings



- Focused on regional collaboration opportunities
- Online SIC Information Sharing Portal

The screenshot displays the Sustainable Forestry Initiative (SFI) website. At the top left is the SFI logo with the text "SUSTAINABLE FORESTRY INITIATIVE" and "SFI 0001". To the right is the slogan "Good for you. Good for our forests.™" and a search bar labeled "Search SFI". Below this is a navigation menu with links: Home, Resources & Media, SFI Standard, Labels & Claims, Audits & Reports, SFI Blog, Members' Area, and Support SFI. Social media icons for YouTube, Twitter, and RSS are also present. The breadcrumb trail reads "Home >> Members >> Implementation Committees >> Information Sharing Portal".

On the left side, there is a vertical menu with the following items: SFI Contact, SICs Across North America, Labels and Graphics, Promotions, Information Sharing Portal, and SIC Regional Meetings. The "Information Sharing Portal" item is highlighted.

The main content area features three sections:

- Information Sharing Portal**
- Inconsistent Practices Tools**
 - [Georgia SIC – Inconsistent Practices Policy](#)
 - [Maine Inconsistent Practices Procedures](#)
- Training and Education**
 - [Virginia - VA SHARP Logger Program](#)
 - [Alabama - Alabama's Professional Logger Manager Program](#)
 - [Georgia - Georgia Master Timber Harvester](#)

SFI Annual Conference – SIC Regional Meetings



- 2012 Regional SIC Meetings
 - Late February and throughout March
 - Meeting locations:
 - Atlanta, GA
 - Albany, NY
 - Minneapolis, MN
 - Boise, ID or Seattle, WA
 - Canada - TBD

SFI Pilot Projects Update



- SFI is tracking projects in at least nine states currently underway or recently completed
- Common goals to increase certification of forestland and small to medium mills
- SFI Inc. sees opportunity to identify commonalities for these and future projects to garner broad and growing support:
 - ATFS
 - Hardwood and Softwood wood users
 - State Agencies
 - SICs
 - Landowners
 - Forestry Associations
 - Customers
 - Others

SFI Pilot Projects Update



- Examples:
 - **Alabama** – ATFS risk assessment for “Treasure Forest” participants - Completed in 2011.
 - **Kentucky** – U. of KY organized a group certification center in 2011.
 - **Louisiana** – LA Forestry Association organized a group for ATFS.
 - **Maine** – Phase II completion announced Dec. 12, 2011.
 - **Mississippi** – SIC proposes ATFS risk assessment on MS stewardship lands.
 - **Missouri** – SFI working with Missouri Forest Products Association to identify opportunities for small to medium size mills.
 - **South Carolina** – Proposal for ATFS risk assessment on stewardship lands and State Forests to also get certified.
 - **Virginia** – VA SIC discussing with SFI a project to potentially include ATFS risk assessment on stewardship lands.
 - **West Virginia** – Potential ATFS risk assessment on stewardship lands & small to medium size mills SFI certification.

SFI Pilot Projects Update



Benefits

- Increase in certified supplies to wood using facilities
- Opportunities for customers to get involved
 - Marketplace increasingly interested in seeing broader increase in certified wood supplies
 - Funding opportunities for various projects
 - High profile companies increases visibility and public awareness
 - Customers benefit from sustainable sourcing
 - SFI will be working on defining opportunities for end-use markets to identify mutual benefits and support

2012 SIC Work Plans



- Focus on SFI 2010-2014 Standard requirements and the 2012 SFI Strategic Plan
 - Building on and supplementing current SIC work plans
 - Recommendations from SFI Inc.
 - Conservation and Community Outreach
 - Green Building Outreach
 - University Outreach
 - Aboriginal Outreach

2012 SIC Work Plan cont'd.



- Recommendations (continued)
 - Landowner Outreach
 - Government Outreach
 - SFI Label User Support
 - Broadening Committee membership
 - SFI program Growth
 - SFI program Promotion

2011 SIC Annual Reporting



- Online reporting system begins in 2012
- SIC Training webinar on January 11, 2012
- Reporting due date is March 15, 2012

Request Subscription Code

URL: www.sfiprogram.org/sfidatabase/login

[Go to SFI Home Page](#) [Search SFI Database](#)



Username:

Password:

LOGIN

Enter Subscription Code

[Request Subscription Code...](#)

This section of the SFI Certification Database should be used for the following actions:

- Submitting SFI and PEFC US logo use approvals by SFI and PEFC US certificate holders
- Updating SFI certified product information
- Entering annual progress report data by SFI Program Participants and SIC representatives
- Submitting certificate details by Certification Bodies

If you do not have a Username and Password for the SFI Certification Database, please request a subscription code and SFI will contact you within 24 hours of your email.

Please contact [Rachel Dierolf](#) at SFI if you have any questions.

- One time setup
- One code per SIC
- Request Subscription code
- Ensure 'SIC User' is selected
- Enter information

Request Subscription Code

* indicates required fields

User Type:* Company User Certification Body User SIC User

SIC Organization:*

To:*

CC:

Email address:*

Subject:*

First Name *

Last Name *

Email with Subscription Code



FW: SFI Subscription notification - Message (HTML)

File Message Insert Options Format Text Review Adobe PDF

Ignore X Reply Reply All Forward IM Meeting New Label Appr... To Manager Team E-mail Done Reply & Delete Create New Rules OneNote Mark Unread Categorize Follow Up Translate Find Related Select Zoom

From: Doty, Amy Sent: Mon 12/12/2011 12:36 PM
To: Dierolf, Rachel
Cc:
Subject: SFI Subscription notification

From: rachel.dierolf@sfiprogram.org [mailto:rachel.dierolf@sfiprogram.org]
Sent: Friday, December 09, 2011 10:13 AM
To: Doty, Amy
Subject: SFI Subscription notification

To: Alabama

Welcome to the SFI community! Your subscription code is KWON4335KW and will expire in 10 days.

Please enter your subscription code here:
<http://www.sfiprogram.org/sfidatabase/login> and follow the instructions.

Best Regards,

Rachel Dierolf
Manager of Statistics and Labeling, SFI
PEFC US Governing Body Secretary
tel: 613-274-0124
fax: 613-792-1470
email: rachel.dierolf@sfiprogram.org

- Email from SFI with your unique code
- Click the link in the email from SFI

Use Subscription Code

[Go to SFI Home Page](#) [Search SFI Database](#)



Username:

Password:

LOGIN

Enter Subscription Code

[Request Subscription Code...](#)

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[Go to SFI Home Page](#) [Search SFI Database](#)

Login

- Enter Subscription Code
- Copy and Paste Code from Email
- Login

Enter Subscription Code

subscription Code: VKVL8320VK

LOGIN

Set up Username & Password



Hello, you are temporarily logged in with a Subscription Code.

[Logout](#)

[Go to SFI Home Page](#)

[Search SFI Database](#)

[Admin](#)

[Return to Submit Data](#)

User Management

Create Company User -- Organization Name: testcompany

* indicates required fields

User Name *

Email *

First Name *

Last Name *

Password *

Confirm Password *

- Enter information to be associated with the account
- Specify your username & password
- One-time account setup now complete



Questions?



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

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