SFI COMMUNICATIONS COMMITTEE UPDATE

Elizabeth Woodworth
VP, Communications &
Community Engagement

November 29, 2016

SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

LINKING FUTURE FORESTS TO COMMUNITIES

AGENDA

- Welcome and Roll Call
- Anti-Trust reminder
- SFI Communications Highlights YTD
- 2017 SFI Branding and Outreach Campaign
- Update on path for 2017
- Any additional thoughts? Questions?

WELCOME & ANTI-TRUST

All SFI meetings, conference calls and webinars must comply fully with antitrust laws.

*If any participant is **concerned with the direction of the discussion**, please bring this to the attention of SFI staff immediately.*

SFI COMMUNICATIONS HIGHLIGHTS

PRESS RELEASES

SUSTAINABLE FORESTRY INITIATIVE

FOR IMMEDIATE RELEASE
SEPTEMBER 28, 2016

AMERICAN BIRD CONSERVANCY WINS SFI PRESIDENT'S AWARD FOR PUTTING SFI'S SCALE TO WORK FOR BIRDS

CLEARWATER BEACH, FL — American Bird Conservancy (ABC) is taking an ecosystem-based approach to bird conservation that is benefitting birds in ways that help other species — including people. In recognition of this work and for partnering with the Sustainable Forestry Initiative (SFI) and many others who care about birds, ABC received the SFI President's Award at the SFI 2016 Annual Conference.

Examining the needs of a wide variety of birds helps build understanding of broader ecosystem health as it relates to sustainable forest management — the kind of forest management that also provides wider environmental benefits, like clean water and carbon storage, that support all life.

SFI and ABC are cooperating to conserve habitats of bird species of conservation concern that are declining significantly. Many of these species have a high-priority score on the [illegible]

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Good for you. Good for our forests.
www.sfiprogram.org

FOR IMMEDIATE RELEASE

October 17, 2016

Habitat for Humanity Is 24-0 at Clemson Homecoming Games

CLEMSON, SC and WASHINGTON, DC — For 24 years, the Clemson University community has come together to build a Habitat for Humanity home for a local family during the 10 days leading up to the homecoming football game. As an orange wave of pride in Clemson Tigers football surged across campus, a new home for a local family came to life on Bowman Field on Saturday.

The three-bedroom, two-bathroom, one-story home will be moved to a local neighborhood, where it will be home to Lakeesha Jones and her family.

The project was supported in part this year by the Sustainable Forestry Initiative (SFI) Conservation and Community Partnerships Grant program in partnership with the South Carolina SFI Implementation Committee. The grant provided funding and wood products certified to SFI. Wood was donated by Kapstone Paper and Packaging, Norbord provided subflooring, and Huber contributed roof and wall sheathing — all of which are SFI Program Participants and committee members.

"We are so proud to support this Habitat for Humanity build. It's a big win for a local family, and the energy and excitement of homecoming helps us draw attention to the links between quality of life in our communities, people and the environment," said Kathy Abusow, President and CEO of SFI Inc.

Students used materials certified to SFI on the Habitat for Humanity home.

The build's first stage, on Bowman Field, saw the walls and roof go up, the drywall and siding hung, and the windows, doors, basic electricity and plumbing installed. The house was opened for homecoming fans to tour on Saturday, October 15.

Jones' children Keyondra and Kameron are looking forward to having their own yard to play in after they leave their two-bedroom apartment. Jones will pay a reduced monthly mortgage and will eventually put in 200 sweat-equity hours of work on her own and other local Habitat homes.

Each year, more than 500 students volunteer with Clemson's Habitat for Humanity chapter. "Volunteering with Habitat for Humanity made me want to study civil engineering. After I graduate, I want to keep helping people who can't afford their own homes," said Sadler Gensch, the student Homecoming Build Coordinator for Clemson's Habitat for Humanity Chapter.

SFI has built a strong relationship with the Clemson community and the State of South Carolina over the years. In 2000, the Clemson Experimental Forest was the first university forest to be certified to the SFI Forest Management Standard. In 2013, South Carolina's five state forests were among the first to be certified to the SFI Forest Management Standard under the SFI Forest Partners® Program.

The first SFI Implementation Committee and Habitat for Humanity partnership began in 2007, raising awareness for sustainable forestry and encouraging green building through the use of products certified to the SFI Standard. SFI Standards promote sustainable forest management in North America and responsible procurement of forest products around the world. Through this partnership, SFI and SFI Implementation Committees have donated countless volunteer hours and certified forest products for Habitat for Humanity builds throughout North America. Learn more about SFI's work with Habitat for Humanity.

For the Clemson Habitat build, partners included the Clemson University Campus Chapter of Habitat for Humanity, the Lutheran Campus Ministry at Clemson, and the South Carolina SFI Implementation Committee. The SFI committee is a grassroots network that includes private landowners, conservationists, independent loggers, forestry professionals, government agencies, associations, academics and companies.

SUSTAINABLE FORESTRY INITIATIVE

FOR IMMEDIATE RELEASE
SEPTEMBER 28 2016

WASHINGTON DNR AND PARTNERS RECEIVE CONSERVATION AWARD FOR A FOREST MANAGEMENT PROJECT TO AVOID CATASTROPHIC FIRE

CLEARWATER BEACH, FL — It may seem counterintuitive, but some forests in the Pacific Northwest have too many trees for their own good. These dense forests are more prone to disease, insect infestations and, most troubling of all, huge fires that are exacerbated by climate change. This year is poised to be another record-setting year for fires. Last year was the fourth-worst wildfire year since 1960 and six of the 10 largest U.S. wildfires were in the Pacific Northwest.

Forest health thinning on DNR-managed lands in the Manastash-Taneum project area. *(Photo: Washington DNR)*

At its heart, the Manastash-Taneum Resilient Landscape Restoration Project recognizes that good forest management, which includes responsible harvesting, allows fire-, insect-, and disease-resistant forests to thrive and also benefits a diversity of species. In recognition of this work, the project received the SFI Leadership in Conservation Award at the Sustainable Forestry Initiative (SFI) 2016 Annual Conference.

"We are so pleased to recognize the Washington Department of Natural Resources (DNR) and the Yakama Nation, both SFI Program Participants, and their partners the Washington Department of Fish & Wildlife, The Nature Conservancy, and the U.S. Forest Service," said Kathy Abusow, President and CEO of SFI Inc.

The project shows the benefits of using responsible harvesting to return forest ecosystems in the Pacific Northwest to a condition before fire suppression became a dominant feature of forest management in the region. In a recent report, The Nature Conservancy found that about 30% of all forests in eastern Washington are too densely packed with trees and other vegetation.

"These forests will benefit if they are managed in ways that allow them to better tolerate wildfires. Responsible harvesting, followed by controlled prescribed burning, should help reduce crown fires, which are more dangerous and difficult to control. This is a practical way to help mitigate some of the damage that climate change is expected to cause," said Laura Potash, The Nature Conservancy's project lead.

In many parts of the Pacific Northwest, a lack of harvesting combined with fire suppression increased fuel loads to dangerous levels. "By looking at historical levels of tree spacing we have information to provide forest managers on the openings needed in a forest to make it less susceptible to catastrophic fire," said Larry Leach, the Washington DNR Assistant Region Manager for State Lands in Southeast Washington.

The project's emphasis on removing smaller trees through thinning also offers an ideal mechanism to use small-diameter logs from U.S. Forest Service lands. This approach helps to address forest health issues, while also creating economic opportunities for the Yakama Nation and the local economy. The Yakama Nation owns and operates the only log-milling facility in southeastern Washington.

"This project gives us an opportunity to derive economic benefits from the land. It also helps show how forest management can return the forest to a more open, less dense, state, which will encourage the growth of edible greens and other traditional foods important to Yakama culture," says Kelly Olney a Resource Allocation Manager at Yakama Forest Products, an SFI Program Participant.

SUSTAINABLE FORESTRY INITIATIVE

FOR IMMEDIATE RELEASE
SEPTEMBER 28, 2016

CENTRAL CANADA SFI IMPLEMENTATION COMMITTEE GROWS PARTNERSHIPS ONE MOU AND HARD HAT STICKER AT A TIME

CLEARWATER BEACH, FL — Operating across two time zones and two Canadian provinces, with a
continental Europe, hasn't stopped the Central Canada Sustainable Forestry
tion Committee from setting a new standard for community building,
participation. In recognition of this outsized effort, the committee received the
ittee Award at the SFI 2016 Annual Conference.

shed an extraordinary range of partnerships and signed 15 memorandums of
central Canada committee is the first Canadian committee to win this award.
d to stand out in such a competitive competition, among 34 SFI
s, speaks volumes about the good work they are doing to promote SFI and
," said Kathy Abusow, President and CEO of SFI Inc. The committee's partners
SOs, universities, Indigenous groups and industry.

the level of commitment,
e at their meetings," said Mike Sullivan
uation committee. Sullivan is a member
Parks and a Director at the New
Natural Resources. "The committee's
esponsible forestry is contagious and
aign is engaging frontline harvesting

Jared Johnson proudly wearing an SFI Qualified Logging Professional sticker. *Photo: Resolute FP*

hard hat stickers for forest workers
nents of a Qualified Logging
nefit is two-fold, serving as public
nd promoting on-the-ground worker
the committee has recognized 1,270

SUSTAINABLE FORESTRY INITIATIVE

E TO HELP MEASURE THE CONSERVATION IMPACT OF
USTAINABLE FORESTS

Forestry Initiative
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80 million acres/113
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Sierra Pacific Industries land in California certified to SFI. ***Photo: Mark Lathrop***

of experts come together to improve understanding of the
er, biodiversity, and climate change mitigation," said Dr. Che
cience and Management at the University of Northern British
ng board meeting.

prises a suite of projects that are conducting simultaneous
erchers include grantees and partners of SFI's Conservation and
as well as other researchers with compatible interests. The
climate change mitigation, water quality and biodiversity, to
sound management, and to facilitate continual improvement.

practitioners and scientists to discuss ways to quantify
e. Our team at Oak Ridge National Laboratory is working to
particular contexts. The effects of forest management on water,
climate and biodiversity are not always apparent to diverse stakeholders. The activity of the SFI Sounding Board is a useful step towards quantifying the benefits of proactive forest management," said Dr. Virginia Dale of Oak Ridge National Laboratory's Landscape Ecology and Regional Analysis Group.

The sounding board is an informal group of scientists, drawn from academia, public agencies, and the non-profit conservation community, that SFI convened to identify specific ways to clarify the contribution of SFI-certified forestlands to conservation goals that are of broad interest to conservationists and consumers alike. Their input will help ensure credibility and transparency, and provide direct input into project development.

The participants, many of whom are the foremost experts in their field, serve voluntarily, and additional participants will be sought and added to ensure expertise on relevant issues. Thirty-seven people attended. Some of the participating organizations at the conference included: Virginia Tech, Nature Conservancy of Canada, American Forest Foundation, Ducks Unlimited Canada, American Bird Conservancy, Saskatchewan Research Council, American Institute of Biological Sciences, NatureServe, U.S. Forest Service, and Canadian Forest Service.

TREEHUGGER 2015

treehugger

SFI PERFORMANCE: January – October 2016

247K
Page Views

3:18
Time on page
2.2X th.com

13,579 hrs.
Engaged with SFI Content

58M
Ad impressions

2.5M+
Facebook Accounts Reached

1.2M
Max Twitter Reach Weekly

7,379
Social Shares

24
Social Pushes

4.5M+
Twitter Accounts Reached

SFI PRESENCE AT

Wood Solutions Fair

WoodWorks™ Wood Products Council

Philadelphia
Orlando

SUSTAINABLE PACKAGING COALITION®
A PROJECT OF GREENBLUE

GREENBUILD 2016
WaterBuild The Water Summit at Greenbuild
LOS ANGELES, CA OCTOBER 4

VirginiaTech Invent the Future

Women in Natural Resources
Leading, Mentoring, and Connecting

PI The future of branded and inspirational packaging
PACKAGING INNOVATIONS2016

NATIONAL ASSOCIATION OF STATE FORESTERS

EXPORTING PELLETS
6TH Annual Conference

LAND TRUST ALLIANCE
RALLY 2016
National Land Conservation Conference
OCTOBER 28-30, 2016 • MINNEAPOLIS, MN

THE WILDLIFE SOCIETY
Leaders in Wildlife Science, Management and Conservation

NET IMPACT

Est. 1995
The Longleaf Alliance

11th Biennial Longleaf Conference

ASSOCIATION FORESTIÈRE SAGUENAY–LAC-ST-JEAN

Forestry Association OF SOUTH CAROLINA

Canadian Institute of Forestry
Institut forestier du Canada

2016 Q2

SOCIAL MEDIA

3,150+ Facebook Followers

Sustainable Forestry Initiative
Published by Paula Wardle [?] · October 3 ·

Watch #SFI's President and CEO, Kathy Abusow speak at TEDxWilmington: Hugging the forest, rather than the trees.

Hugging the forest, rather than the trees | Kathy Abusow | TEDxWilmington

Kathy Abusow is President & CEO of the Sustainable Forestry Initiative® Inc. (SFI), a non-profit that plays…

YOUTUBE.COM

8,697 people reached

Like Comment Share

Bill Sayre, Susana Wall and 139 other

41 shares

Sustainable Forestry Initiative
Published by Paula Wardle [?] · October 28 at 6:42am ·

#SFI convened researchers, conservationists, academics and government officials from across North America this week for the first full-scale meeting of the SFI Sounding Board to provide guidance for the SFI Conservation Impact Project. This project, launched by SFI in September at the International Union for Conservation of Nature (IUCN) World Conservation Congress, is a large-scale effort to quantify conservation benefits of well-managed forests stretching across North America from British Columbia to Florida.

SFI Hosts Science Conference to Help Measure the Conservation Impact of Sustainable Forests

SFIPROGRAM.ORG

1,825 people reached View Results

Like Comment Share

Bea Gran, Chantale Groulx and 48 others Chronological

13 shares 3 Comments

Sustainable Forestry Initiative
Published by Paula Wardle [?] · November 10 at 11:51am ·

With a conservation #SFIgrant from SFI, FRI Research has partnered with SFI program participants West Fraser and Weyerhaeuser to advance the understanding of habitat restoration for #caribou.

Finnegan: Applying innovative research to cons caribou

By Laura Finnegan Canada has some of the best managed forests in th leads the way in forest certification, a process through which sustainabl

CALGARYHERALD.COM

2,460 people reached

Like Comment Share

Jay Mogilefsky, LindaJim Jones and 47 others

14 shares

Sustainable Forestry Initiative
Published by Paula Wardle [?] · November 22 at 6:41am ·

In the United States, turkey and Thanksgiving are synonymous, and year after year, celebrating on the fourth Thursday of November with family and friends is a given for many of us. However, the wild turkey population may not always be able to keep up. It has declined 15 percent in recent years, especially in some areas of New England and the Southeast.

Conservation-focused organizations including #SFI, NWTF, and the The Nature Conservancy North Carolina Chapter are taking the initiative to protect habitats and help the wild turkey survive and thrive. Doing so requires partnership, partnership and more partnership.

#SFIgrant

Let's talk turkey: Collaboration is for the birds

The wild turkey population has declined 15 percent in recent years.

TREEHUGGER.COM

1,728 people reached $10.65 Left

Like Comment Share

52 Chronological

2 shares 1 Comment

2016 Q3

SOCIAL MEDIA

39.1K Twitter followers to date

5,350+
Tweets sent out

September Tweet/Mention

Top Tweet earned 98.6K impressions

Larry Selzer from **@ConservationFnd**: "**#Forest** certification has fundamentally changed the nature of forest management." **#stateforesters16**

9 16

Top mention earned 65 engagements

Drax Biomass
@DraxBiomass · Sep 29

@Draxnews CEO Dorothy Thompson discusses **#biomass** sustainability and **@sfiprogram** certifications at **#SFIconf** pic.twitter.com/ocHP4r7ndZ

11 13

SFI Annual Conference #sficonf

87.5K impressions

Retweets
193

On average, you earned **39 Retweets** per day

October Top Tweet/Mention

Top Tweet earned 2,124 impressions

Watch **#SFI**'s President & CEO, Kathy Abusow speak at **@TEDxWilmington**: Hugging the forest, rather than the trees. youtu.be/Ia1ZZol0CeM

8 18

Top mention earned 65 engagements

TreeHugger.com
@TreeHugger · Oct 5

Kathy Abusow is a forest hugger, not a treehugger. The **@sfiprogram** brings us this excellent TEDx talk buff.ly/2dEqVR0 pic.twitter.com/jY0DSHktet

12 11

November Tweet/Mention

Top Tweet earned 2,037 impressions

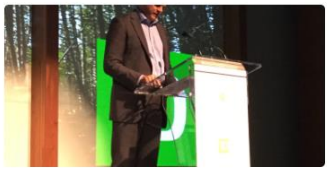
#SFI forests continue contribution to **@PEFC** forest area around the world. PEFC awards SFI certificate of PEFC endorsement at the **#PEFCBali**. pic.twitter.com/ITFgEkwHNX

9 8

Top mention earned 56 engagements

NatureConservancy.ca
@NCC_CNC · Nov 15

If we want our forests to remain healthy, we must support products that come from sustainable forestry practices **#forestsmatter @sfiprogram** pic.twitter.com/xilu5ZsGvW



16 23

2017 SFI BRANDING & OUTREACH CAMPAIGN

RATIONALE

The goal is to shift perception so **SFI is viewed** as a **sustainability organization** dedicated to the **future of our forests**.

THREE KEY AUDIENCES

1. SFI Program Participants and key partners
2. Conservation organizations
3. Broad marketplace

ACTION ITEMS

PHASE 1: WEBSITE REDESIGN

- complete redesign of SFI website

PHASE 2: CONDUCT ANALYSIS, DEVELOP OUTREACH CAMPAIGN STRATEGY AND ACTION PLAN

- examine current opportunities and challenges, including the market landscape, Canadian and US political contexts, and the forest sector in general
- map out a comprehensive **timeline and set of actions**

ACTION ITEMS

PHASE 3: ESTABLISH BASELINE AND TRACKING MECHANISMS

- identify a baseline which measures current perceptions of SFI
- surveys and possibly focus groups

PHASE 4: LAUNCH OUTREACH TO ALL AUDIENCES

- outreach to the “inner circle”, through personal meetings, webinars, letters, and other means
- hosting forums, participating in strategic forest and sustainability sector events, getting paid media in key publications, achieving unpaid media coverage, and other actions
- develop and execute strategic advertising to elevate the campaign

OUTREACH CAMPAIGN

DESCRIPTION	ESTIMATED COST	TIMING
Phase 1: Website redesign	$75,000	Q1-Q2 2017
Phase 2: Conduct analysis, develop outreach campaign strategy and action plan	$25,000	Q1-Q2 2017
Phase 3: Establish baseline and tracking mechanisms	$80,000	Initial Survey: Q2 2017 Resurvey: Q3 2018
Phase 4: Launch outreach to all audiences	$300,000 - $350,000	Q4 2017 to Q3 2018
Total Cost of Outreach Campaign	$480,000 - $530,000	

SUPPORT AND ELEVATE CURRENT INITIATIVES

- SFI conservation impact work
- SFI LEED outreach
- SFI Conservation and Community Grants
- SFI engagement with SICs
- Demonstrating relevancy of SFI to brandowners
- Canada's 150th anniversary/SFI Annual Conference
- And more!

PATH FOR 2017

SAVE THE DATE

SFI Annual Conference

Ottawa, Canada

Be here for Canada's 150th Celebration!

SEPTEMBER 27 – 29, 2017

SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

sficonference.org

QUESTIONS AND COMMENTS