



SFI-00001

SFI COMMUNICATIONS COMMITTEE

June 16, 2015



MEDIA COVERAGE OVERVIEW



MEDIA COVERAGE

SFI Brings the Forest Sector Together with Habitat for Humanity Canada to Improve Quality of Life for Underserved Communities

May 15, 2015

- Canadian distribution release via Constant Contact only – 21.7% open rate



FOR IMMEDIATE RELEASE
May 15, 2015

SFI Brings the Forest Sector Together with Habitat for Humanity Canada to Improve Quality of Life for Underserved Communities

FREDERICTON, NB — The Sustainable Forestry Initiative (SFI) and Habitat for Humanity Canada are helping to put a roof over the heads of Canadian families in need by strengthening their memorandum of mutual support known as Wood 4 Good, through two separate programs: *Waste Not Want Not* and Habitat Canada's Aboriginal Housing Program.

Wood 4 Good encourages local home building through SFI's grassroots network, increases awareness of sourcing wood products certified to the SFI standards, and helps make supply chains more efficient. The partnership also works to encourage collaborative solutions to support Aboriginal housing in Canada. To that end, SFI announced today a commitment to support Habitat for Humanity Canada's Aboriginal Housing Program which to date has enabled 119 Aboriginal families to realize their dream of affordable homeownership.

Waste Not Want Not, the latest enhancement to SFI's Wood 4 Good program, is a supply chain solution designed to provide SFI building materials to Habitat affiliates. It is a simple way for organizations certified to SFI Standards to redirect discontinued inventory, shipment error, lightly damaged products, or other products that are usable but require liquidation. Habitat arranges to pick up the inventory, eliminating a logistics challenge for the supplier.

"We are excited to see SFI continue to expand its formal commitment to help Habitat for Humanity. SFI's efforts to find new sources of building materials send a strong signal to our mutual network of supporters that we want to deepen and strengthen this important relationship," said Mark Rodgers, President and CEO of Habitat for Humanity Canada. "We also appreciate SFI's commitment to our Aboriginal Housing Program. Habitat for Humanity Canada is one of the very few non-profit housing organizations actively engaged in making a difference in Aboriginal communities and now SFI is a partner in that effort."

"These are win-win programs. Through supporting programs like Aboriginal Housing, SFI and Habitat Canada are addressing pressing social issues like aboriginal housing head on through new approaches that make a difference in the quality of lives and basic human dignity," said Kathy Abusow, President and CEO of SFI Inc. "Through *Waste Not Want Not*, Habitat gets a new source of building products and deserving families get one step closer to an affordable home." Abusow was a feature speaker at Habitat for Humanity Canada's annual general meeting today.

SFI has made a three-year financial commitment to support the Aboriginal Housing Program which is also made possible by founding partner Canada Mortgage and Housing Corporation and supporters Tachane Foundation, RBC Foundation and Enbridge.

The SFI community has helped build homes in Halifax, Moncton, Montreal, Ottawa, Alderville, Oakville, Thunder Bay and Winnipeg, three of which have been for Aboriginal families. These efforts have included countless volunteer hours and utilized building materials certified to SFI such as panel products, lumber and engineered wood products, which the SFI community is well positioned to provide. In Canada alone, there are 56 companies certified to the SFI Forest Management Standard and 92 companies certified to the SFI Chain of Custody Standard. This vast network of program participants are a key part of why grassroots community projects like the Habitat for Humanity initiatives are a success.

Page 1 of 2



SFI-0001

MEDIA COVERAGE

SFI and Habitat for Humanity Partner to Provide New Home for Local Greenwood Family

May 18, 2015

- US only distribution release
- 225 Websites
- Total Potential Audience = 21,569,000

TOP OUTLETS



FOR IMMEDIATE RELEASE
May 18, 2015

Sustainable Forestry Initiative and Habitat for Humanity Partner to Provide New Home for Local Greenwood Family

WASHINGTON, D.C. – A local grassroots project launched last year marked an important milestone yesterday with the dedication of a new home for a family of four in Greenwood, South Carolina. The house was built by the Greenwood Area Habitat for Humanity on the site of an abandoned building. The project was supported by a [Sustainable Forestry Initiative Inc.](#) (SFI) Conservation and Community Partnerships grant, which provides funding to revitalize local communities using wood products certified to the SFI Standard to provide safe, affordable housing with sustainable forest resources.

"To be able to take our passion for responsible forestry and support an initiative that brings people together to build homes and improve the living conditions of families is a social responsibility that all of us at SFI are proud to be part of," said Kathy Abusow, president and CEO of SFI Inc. "Our nearly decade-long partnership with Habitat for Humanity affiliates across North America has given us the opportunity to help provide affordable homes where they are needed most, including here in Greenwood, while highlighting the important benefits of healthy forests, responsible sourcing and sustainable communities."

The family is the new owner of a three-bedroom, two-story and 1,080 square-foot house. The family donated 500 hours of time towards building their new home and has committed to acting as a local volunteer to help make Greenwood a more sustainable community.

"This project is intended to revitalize the Greenwood area by providing, safe and affordable housing, and to see it come to life by providing this family with a new house is a great feeling," said Chad Charles, affiliate director, Greenwood Area Habitat for Humanity. "With the Sustainable Forestry Initiative, we are able to execute this initiative in an environmentally responsible way."

The first SFI Implementation Committee and Habitat for Humanity partnership began in 2007, raising awareness for sustainable forestry, and encouraging green building using products certified to the SFI Standard. The SFI Standard promotes 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 or donated certified products to more than a dozen Habitat for Humanity builds throughout North America. Visit [here](#) to learn more about SFI, SFI Implementation Committees and the partnership with the Habitat for Humanity.

-30-



SFI-0001

GUINNESS WORLD RECORD ATTEMPT



**200,000⁺ TREES PLANTED
SIMULTANEOUSLY IN 28 COMMUNITIES
1,100⁺ PARTICIPANTS
IN ONE HOUR ON MAY 20, 2015**

A WORLD RECORD WITH A CAUSE

**IN CELEBRATION OF THE SUSTAINABLE
FORESTRY INITIATIVE'S 20 YEAR ANNIVERSARY**

**Thank You to our SFI Implementation Committees,
Partners and Friends for Making This A Reality!!!**



SFI-0001

MEDIA COVERAGE

SFI Brings Teams from Across North America to Break a World Record for a Cause

May 21, 2015

- North America release – French translation

24M+

TOTAL IMPRESSIONS

9

INTERVIEWS SCHEDULED

28

COMMUNITIES
ACROSS NORTH AMERICA

91

UNIQUE PLACEMENTS INCLUDING
ONLINE, PRINT, TV AND RADIO

21

OUTLETS IN ATTENDANCE

28

TEAMS COMMITTED TO SFI



OFFICIAL
ATTEMPT



FOR IMMEDIATE RELEASE
May 21, 2015

Sustainable Forestry Initiative Brings Teams from Across North America to Break a World Record for a Cause

OTTAWA, ON and WASHINGTON, D.C. — People of all ages and backgrounds from across the U.S. and Canada came together Wednesday to break the Guinness World Record for the most trees planted in one hour by small teams. Organized by the Sustainable Forestry Initiative Inc. (SFI), more than 200,000 trees were planted simultaneously in 28 different communities.

"It was such a pleasure to personally participate in this event, which brought communities together to break a world record for a wonderful cause. It was a great feeling to be planting trees knowing that at the very same moment my shovel broke into the earth to help make the world a greener place, other communities in Minnesota, New Brunswick, Pennsylvania, Ontario, Washington, British Columbia, New York, Quebec, and California were all doing the same thing to make a difference in the communities they serve," said Kathy Abusow, President and CEO of SFI. "It was an experience that connected people and the earth on both a local and global level."

The record attempt involved more than 1,100 participants, across four time zones, including industry representatives, community organizations, youth groups, conservation groups, and SFI Implementation Committees. Each team of 25 to 100 people planted trees simultaneously from 1:00 to 2:00 pm EDT, in locations ranging from New York City to Vancouver Island in British Columbia. One team of 100 people, led by SFI program participant J.D. Irving Limited even exceeded the existing record by planting 52,598 trees. The tree-planting initiative is but one example of SFI's work to promote responsible forest management and sustainable communities.

SFI is an independent, non-profit organization that aims to make the world a better place by promoting sustainable forest management through standards, research, conservation partnerships and community building. SFI partners with organizations like Boy Scouts of America, Scouts Canada and Girl Guides of Canada to encourage kids to get outdoors and educate them about the importance of forests. SFI also has a presence at the local level through its grassroots network of SFI Implementation Committees, supporting Habitat for Humanity builds and projects to green urban areas. SFI works to ensure the health and future of our forests because forests are a part of our everyday lives. The work of SFI enhances the environmental responsibility and sustainable communities.

in 6-8 weeks from yesterday's world record attempt. Participating communities included American Forests, Atco Wood Products, City of Sumner, Washington State Park, and the City of Ottawa, Ontario (with partners Michael's Hair Salon, Interfor, Island Timberlands, J.D. Irving, and the Pennsylvania SFI Implementation Committee, Norbord Banwick Inc., and the cooperative Abitibi, Sylviculture La Prairie), New York Restoration Project, Parks Canada, and Natural Resources, Pennsylvania SFI Implementation Committee, the Brinkman Team – Crossroute Forest, and the TD Bank, UPM Blandin, and Guinness World Record attempt and other

MEDIA COVERAGE

Planting a Seed in the Media Landscape

From confirmed meetings to opportunistic engagements – SFI was successfully introduced or re-introduced to top media throughout North America.

SFI provided **9** total press interviews:

- FOX 45 Good Day Baltimore
- Watertown Daily Times
- KOZY Radio
- TVA Television Network
- Coast 91.7 FM
- CBC Radio Early Edition
- The Sherbrooke Record
- Voix de l'Est
- Tempo Lac Brome



Watertown Daily Times



MYCOASTNOW

La Voix de l'Est

TVA

THE RECORD
The only of the kind in Eastern Canada since 1857



MEDIA COVERAGE

TreeHugger

June 3, 2015

SFI TWITTER

Impressions = 586

Engagements = 27

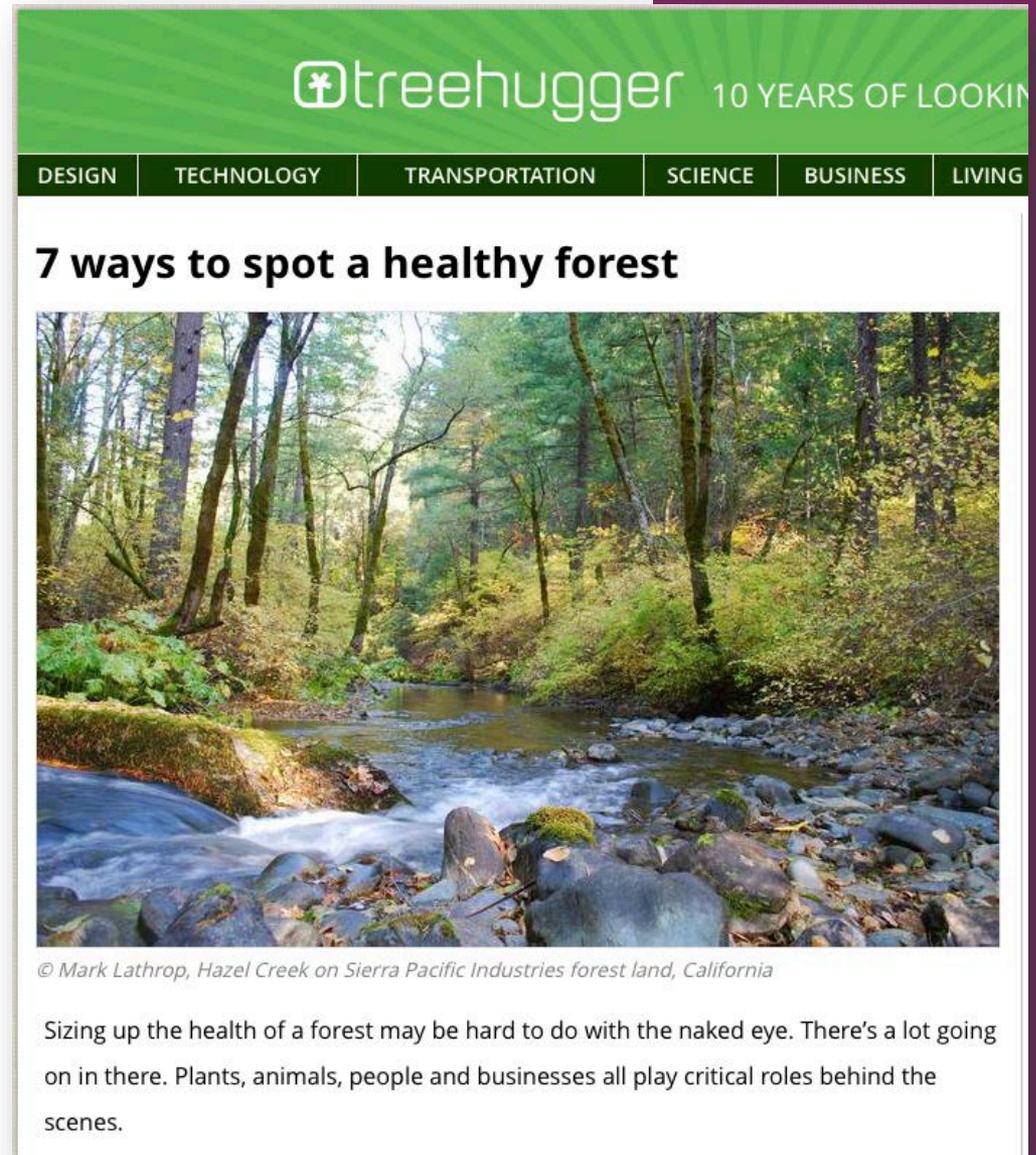
SFI LINKEDIN

Impressions = 227

Engagements = 3

SFI FACEBOOK

Impressions = 18



The image is a screenshot of a TreeHugger article. At the top, the TreeHugger logo is displayed in white on a green background, followed by the text "10 YEARS OF LOOKING". Below the logo is a navigation bar with five categories: DESIGN, TECHNOLOGY, TRANSPORTATION, SCIENCE, BUSINESS, and LIVING. The article title "7 ways to spot a healthy forest" is prominently displayed in bold black text. Below the title is a large, vibrant photograph of a forest stream flowing over rocks, surrounded by lush green trees and foliage. Underneath the photo is a caption: "© Mark Lathrop, Hazel Creek on Sierra Pacific Industries forest land, California". The main text of the article begins with the sentence: "Sizing up the health of a forest may be hard to do with the naked eye. There's a lot going on in there. Plants, animals, people and businesses all play critical roles behind the scenes."

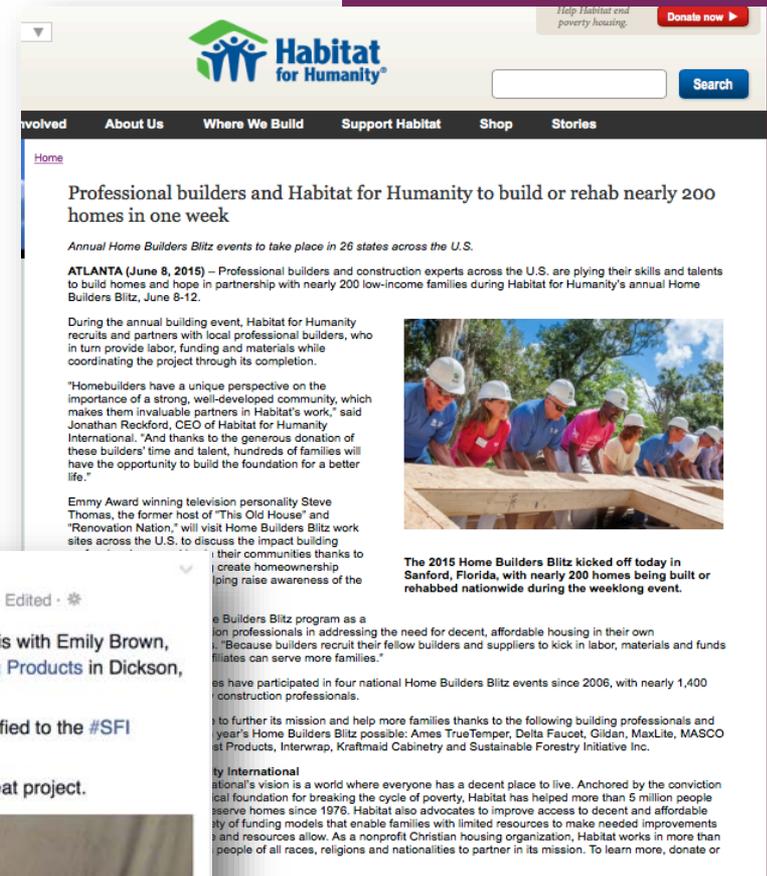
MEDIA COVERAGE

Habitat for Humanity Home Builders Blitz

June 8 – 12, 2015

Habitat's [press release](#)

SFI Social Media coverage through Twitter, Facebook and LinkedIn



Help Habitat end poverty housing. [Donate now](#)

Habitat for Humanity

Involved About Us Where We Build Support Habitat Shop Stories

Home

Professional builders and Habitat for Humanity to build or rehab nearly 200 homes in one week

Annual Home Builders Blitz events to take place in 26 states across the U.S.

ATLANTA (June 8, 2015) – Professional builders and construction experts across the U.S. are plying their skills and talents to build homes and hope in partnership with nearly 200 low-income families during Habitat for Humanity's annual Home Builders Blitz, June 8-12.

During the annual building event, Habitat for Humanity recruits and partners with local professional builders, who in turn provide labor, funding and materials while coordinating the project through its completion.

"Homebuilders have a unique perspective on the importance of a strong, well-developed community, which makes them invaluable partners in Habitat's work," said Jonathan Reckford, CEO of Habitat for Humanity International. "And thanks to the generous donation of these builders' time and talent, hundreds of families will have the opportunity to build the foundation for a better life."

Emmy Award winning television personality Steve Thomas, the former host of "This Old House" and "Renovation Nation," will visit Home Builders Blitz work sites across the U.S. to discuss the impact building their communities thanks to create homeownership being raise awareness of the



The 2015 Home Builders Blitz kicked off today in Sanford, Florida, with nearly 200 homes being built or rehabbed nationwide during the weeklong event.

Home Builders Blitz program as a coalition of professionals in addressing the need for decent, affordable housing in their own communities. "Because builders recruit their fellow builders and suppliers to kick in labor, materials and funds, the program can serve more families."

Since 2006, over 1,400 construction professionals have participated in four national Home Builders Blitz events since 2006, with nearly 1,400 construction professionals.

To further its mission and help more families thanks to the following building professionals and years of Home Builders Blitz possible: Ames TrueTemper, Delta Faucet, Gildan, MaxLite, MASCO at Products, Interwrap, Kraftmaid Cabinetry and Sustainable Forestry Initiative Inc.

Sustainable Forestry Initiative International
Sustainable Forestry Initiative's vision is a world where everyone has a decent place to live. Anchored by the conviction that a foundation for breaking the cycle of poverty, Habitat has helped more than 5 million people achieve their dreams since 1976. Habitat also advocates to improve access to decent and affordable housing through a variety of funding models that enable families with limited resources to make needed improvements and resources allow. As a nonprofit Christian housing organization, Habitat works in more than 100 countries and people of all races, religions and nationalities to partner in its mission. To learn more, donate or



Sustainable Forestry Initiative
Published by Paula Wardle [?] · June 11 at 10:32am · Edited ·

Barry Graden, Director SFI Forest Partners Program is with Emily Brown, Habitat for Humanity, and Doug Rodman, LP Building Products in Dickson, TN today as part of the 2015 #HomeBuildersBlitz.

This house has LP's building products which are certified to the #SFI Standard!

Proud to be working with great organizations on a great project.



24 people reached [Boost Post](#)

[Like](#) · [Comment](#) · [Share](#)



SFI-0001

MEDIA COVERAGE

Pulp & Paper Canada

May/June 2015

PULP & PAPER CANADA
OVER 100 YEARS OF SERVING THE INDUSTRY

MAY/JUNE 2015 www.pulpandpapercanada.com

SPECIAL REPORT ON ENERGY EFFICIENCY
PAPER PRODUCERS FIGHT BACK

NEMETH TALKS ABOUT CATALYST'S BIG DEAL

An Official Partner of the Pulp and Paper Technical Association of Canada

What's new in the 2015 SFI standards?

By KATHY ABUSOW, PRESIDENT AND CEO, SUSTAINABLE FORESTRY INITIATIVE INC.

FOREST MANAGEMENT



The Sustainable Forestry Initiative Inc. (SFI), founded in 1995, is an independent, non-profit organization dedicated to promoting sustainable forest management. SFI works to ensure the health and future of our forests, because forests are a part of our everyday lives. That future depends on credible, transparent and auditable standards to enable a sustainable resource for today and generations to come.

The new Sustainable Forestry Initiative 2015-2019 Standards and Rules, released in January, deliver on this promise by further enhancing the vital link that exists between healthy forests, responsible purchasing and sustainable communities. The new SFI Standards build on SFI's work over the past 20 years through a strengthened commitment to sustainability. In addition to the protection of water resources and attention to sustainable growth, the standards include new requirements supporting the diversity of forest types and the conservation of sites with significant species of concern. It also prohibits the conversion of forest types, except in justified circumstances, and limits the use of chemicals.

Fibre sourcing gets its own standard

A major enhancement to the SFI 2015-2019 Standards and Rules is the separation of the Fiber Sourcing requirements into its own auditable standard, which distinguishes SFI from all other forest certification programs in that it governs how SFI program participants procure fiber from non-certified forest land. The SFI Fiber Sourcing Standard is purposefully designed for non-landowning mills and operators, to encourage the spread of responsible forestry practices and responsible procurement and to influence millions of additional landowners through promotion, education, training and outreach.

At SFI, we pride ourselves on using scientifically based results to drive our work. We continue to focus on certification as a way to manage and protect environmental values during and after harvest, while also providing social and economic returns to regions and countries. We are proud to include in our SFI community all those who use our standards, including land-owners, land managers, manufacturing facilities, government agencies, First Nations, conservation groups and universities. In fact, the SFI Standard is the most commonly used forest certification standard amongst First Nations in Canada. To date, more than 25 First Nations have more than 3 million hectares of forest certified to the SFI Forest Management Standard.

Undeniably the SFI Standards are core to the SFI program and serve as the proof point of responsible forestry. That said, SFI is much more than a standard. SFI and the SFI community are actively engaged in advancing scientific research, training of

resource and harvesting professionals, conservation partnerships and community building. SFI's more than 100 million hectares of responsibly managed forests and the even greater area included in the SFI Fiber Sourcing Standard provide a living laboratory that shows how healthy forests can deliver environmental, economic and social benefits.

Since 1995, SFI program participants have invested more than \$1.4 billion in forest research that includes conservation priorities. Also, SFI has awarded more than 60 SFI Conservation and Community Partnerships grants totaling more than \$1.9 million, since the program began in 2010. When leveraged with project partner contributions, that total investment exceeds \$7.1 million.

Specifically, recent grants have gone to The Nature Conservancy Canada, Bird Studies Canada, Ducks Unlimited Canada and many others to better manage habitat such as wetlands, and to improve conservation of forests, birds, bats and other wildlife. Another grant supports University of Saskatchewan researchers, who are studying how grizzly bears and caribou respond to a changing landscape. The results will help land managers conserve and restore habitats for these at-risk species.

SFI also works at a grassroots community level to encourage the spread of sustainable forestry. We have partnerships with a diverse group of organizations that share a common interest in sustainability. Our partners include Habitat for Humanity Canada, Girl Guides of Canada, Scouts Canada, and the Canadian Council for Aboriginal Business.

Our robust certification standards, insight and pragmatic collaboration are a valuable combination. SFI's recognition and market acceptance continues to grow. According to a recent global survey by European polling company GfK, SFI is the most recognized forest certification in North America with more than 26% of US consumers surveyed recognizing the SFI label. In addition, almost 20% of Fortune 100 companies used the SFI label in 2014 alone. When purchasing forest products you can make a positive contribution to the future of our forests by sourcing SFI. **PPC**

Follow Kathy Abusow, president and CEO of The Sustainable Forestry Initiative Inc., on LinkedIn.



Abusow

MEDIA COVERAGE

GIFFORD PINCHOT MEDAL

SC State Forester, Gene Kodama, to receive Society of American Foresters' Gifford Pinchot Medal.

Honored for lifetime commitment and contributions to North American forestry.

Presented this fall: Nov. 4, 2015

Release

from the South Carolina Forestry Commission



FOR IMMEDIATE RELEASE

CONTACT:
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DWood@scfc.gov

SC State Forester to receive prestigious Gifford Pinchot Medal *Kodama honored for lifelong commitment and contributions to North American forestry*

South Carolina State Forester Gene Kodama has been selected to receive the Society of American Foresters' Gifford Pinchot Medal. One of the most esteemed forestry awards in the nation, the medal is presented every two years to a forestry professional in recognition of exceptional contributions to the administration, practice and development of forestry in North America.



SC State Forester Henry "Gene" Kodama

Nominees for the Gifford Pinchot Medal must have demonstrated exemplary actions that further the field of forestry by making an indelible mark on the profession and being a person of action.

Endorsements for Kodama's nomination came from multiple state, national and international leaders in forestry and the forest products industries who pointed out a variety of contributions. Kathy Abusow, president and CEO of the Sustainable Forestry Initiative, wrote in her testimonial, "Gene led the South Carolina Forestry Commission to third-party certification of its five state forests to both the SFI Standard and the American Tree Farm Standard, highlighting that state forests are responsibly managed. By advancing the cause of forest certification, Gene has added to South Carolina's reputation as a sustainability leader in the global marketplace."



SAF will present the Gifford Pinchot Medal to Kodama at its national convention in Baton Rouge, La., Wednesday, Nov. 4.

###

Gifford Pinchot is widely credited as being America's first forester and the father of the conservation movement in North America. In 1892 Pinchot began the first systematic forest management plan in North America on the Biltmore estate in North Carolina. Seeing a need for a national resource management organization, Pinchot brought about the establishment of the Forest Service in 1898 with the help of President Theodore Roosevelt. The National Forest system and forest policy as we know them today are a result of Pinchot's efforts. In addition to establishing the Forest Service, Pinchot founded the Society of American Foresters in 1900. He served as its president from 1900-08 and again from 1910-11. He was elected an SAF Fellow in 1918. Gifford Pinchot brought a professional approach to all his endeavors, the Forest Service, natural resource conservation, and the SAF. His actions have left an indelible mark on the profession of natural resource management.

South Carolina Forestry Commission • 5500 Broad River Road, Columbia, South Carolina 29212 • www.trees.sc.gov

SFI-0001

MEDIA COVERAGE

GreenBiz Article

6 Tips to Survive a Misinformation Campaign

June 11, 2015

“...But what’s a business to do when self-declared stakeholders crash a corporation’s sustainability initiatives and use unethical tactics to promote their agenda? That’s a good question; unfortunately, it’s one that has been around for decades and is increasingly relevant....”

GreenBiz Insights Events Videos Sustainability Energy Buildings Cities Water Transportation Supply Chain Des

JUNE 16, 2015 • 1PM ET GreenBiz Webcast Moderated By Joel Makov

Zero Waste & Recycling: How Companies Manage Green Messaging

Sponsored By **COVANT**
Powering Today. Protecting Tomorrow.

6 tips to survive a misinformation campaign

Tyler Elm
Thursday, June 11, 2015 - 11:42am

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Tyler Elm
Managing Partner
Elm & Associates



Shutterstock / Oleksandr Schevchuk

When working toward 'Capitalism 2.0,' it's important to see the forest for the trees.

Over the last 20-plus years — from my work as a registered professional biologist in the forests of British Columbia to the last decade developing and scaling business sustainability strategies for large corporations — my career has coalesced around one core concept: business sustainability.

It's the idea that free markets, business and their supply chains can be a powerful tools for creating enhanced social and environmental outcomes in concert with economic value.

I call it "pragmatic environmentalism," the essence of which is this: Given the social and economic frameworks and institutions of our society, more social and environmental good can be accomplished (and faster) by working with business in a manner relevant and true to their reason for being — the creation of shareholder value — than by leading with an argument that it is "the right thing to do."

Don't get me wrong. My environmental education and work as a conservation biologist tell me that it is "the right thing to do," however, my business education and my experience as an



SFI-0001

MEDIA COVERAGE

good for
FORESTS
Good for you. Good for our forests.®

Forest Are the Solution: A Vision of the Future at Earth Day Texas

Rocco Saracina / April 30, 2015

Fear and uncertainty surrounds much of how we think about our planet. It seems that every week there is new information focused on imminent extinctions, critical resource depletion, or insurmountable ecological degradation. We fear that humanity is too late, that we have done too little, and we're uncertain that our environment will continue to serve as the sanctuary it always has been.

But where others are moved to fear, I am moved to hope. And for all the uncertainty, I have great optimism. I had the pleasure of spending last week, April 23-28, at [Earth Day Texas](#). With 70,000 participants, 1,500 exhibitors, and dozens of interactive sessions, it's the largest celebration in the US. While the scale of the event is encouraging, it's the breadth of its participants moving. Attendees included corporate and local businesses, environmental and conservation advocacy community and education non-profits, and ranged across the political spectrum.

All these different groups have their own unique perspective, but they share a common vision: a sustainable future built upon collaboration. That vision is at the very heart of the Sustainable Forestry Initiative. The SFI program helps to build partnerships between industry, conservation, academia and community staff work tirelessly to enhance the connection between healthy forests, sustainable communities and a strong economy.



The Great Cypress Swamp

Paul Trianosky / May 7, 2015

There was a time when I began every morning by strapping my boots on... but that's been a long time ago. Anymore, my morning routine is more likely to focus on a cup of coffee and finding my glasses.

But even old foresters enjoy a chance to visit the woods, and so I jumped at the chance last week when long-time SFI External Review Panel member (and consulting forester) Neil Sampson offered to take several of us on a tour of a truly unique forested wetland in Delaware. It turns out that this is a very special place, indeed... and a great example of the varied, and sometimes surprising, ways in which the SFI standard is applied to ensure sustainability.



[Delaware Wild Lands](#) is the non-profit owner and manager of the Great Cypress Swamp, a 10,000 acre tract at the heart of what was once an ancient wetland stretching across some 60,000 acres. Over the last couple centuries, most of the historic forest of Atlantic white cedar and bald cypress was cleared, and drainage ditches installed to enable agriculture. Much of the residual forest changed over to sweetgum and red maple over time. This legacy of human intervention provides both challenges and opportunities to the land trust, which is working very hard to reestablish the historic forest.

Pursuing Our Dreams

Paul Trianosky / May 15, 2015

Last week I found myself driving through central North Carolina following a meeting, and decided to pay a quick visit to my alma mater at Duke University. What I didn't know at the time was that it was just a couple days prior to graduation, and the campus was teeming with excited parents and students. Once I considered the timing, I quickly realized that it was almost exactly 22 years ago that I managed to complete my own struggles through graduate school, and began to stumble forward into what has become a very satisfying career.

After picking through the traffic to find a parking space, I made my way to the Bryan Student Center... instinctively hoping to get a vicarious taste of the excitement. Students were attending seminars, and their parents around the campus, and collecting their caps and gowns at the bookstore. But what struck me most was an unexpected sign of the hope represented by these young lives.

Outside the Bryan Center someone had placed a giant blackboard with perhaps a hundred lines drawn on it for students to voluntarily complete. Each line began with the words, "Before I die, I want to...". I couldn't help but be drawn to the responses, which ran the gamut of emotions felt by any 22 year old about to launch into world – anticipation, trepidation, hope, and ambition. Several students had written "...fall in love", or "travel the world". A couple had written "get a job", or simply "be happy and fulfilled". But there was one that probably touched me most.

"Before I die, I want to *save an endangered species.*"

As it happens, we live (whether in the United States or Canada) in a country where we can each pursue our dreams, no matter how grand or simple. These young people, armed with their new education, are as well-positioned as anyone to make their dreams come true.

I wasn't nearly so articulate, or self-directed, when I graduated. But I can look back now, and say that there's a salamander in West Virginia that I had some small part in



Sustainable Forestry Initiative – a trusted partner for nature conservation in Canada

Guest Blogger / 2 weeks ago

Guest blog by: Eleanor Fast, Executive Director, Nature Canada

When I began work at Nature Canada six months ago I asked my team for a list of key partners who I should introduce myself to. Sustainable Forestry Initiative (SFI) was in the list of most trusted partners, and when I met with the SFI team at their smart new Ottawa offices I quickly understood why.

Kathy Abusow, Andrew de Vries and the SFI Canada team embody what trusted partners are for Nature Canada – they believe in the importance of nature conservation to our future health and prosperity, they are always ready to sit down and discuss ideas, and are willing to take action to make things happen.



Not only do Nature Canada and SFI both care about conserving Canadian nature, we both care about inspiring the next generation of nature lovers, and we both see the value in profiling women as leaders in nature conservation. And those shared objectives have led to a number of successful partnerships.

FACEBOOK UPDATE

- Facebook page went public: May 14, 2015
- 148 Page Likes to date – no outreach from SFI as of yet
- Guinness World Record attempt saw the largest post reach with interactions from multiple sources.

Sustainable Forestry Initiative via MN SFI Implementation Committee

Group sets tree planting world record

SILICA — A stretch of logged land near Silica was replenished by a group of tree planters as part of a world record attempt recently.

HIBBINGMN.COM

1,073 people reached [Boost Post](#)

Like · Comment · Share

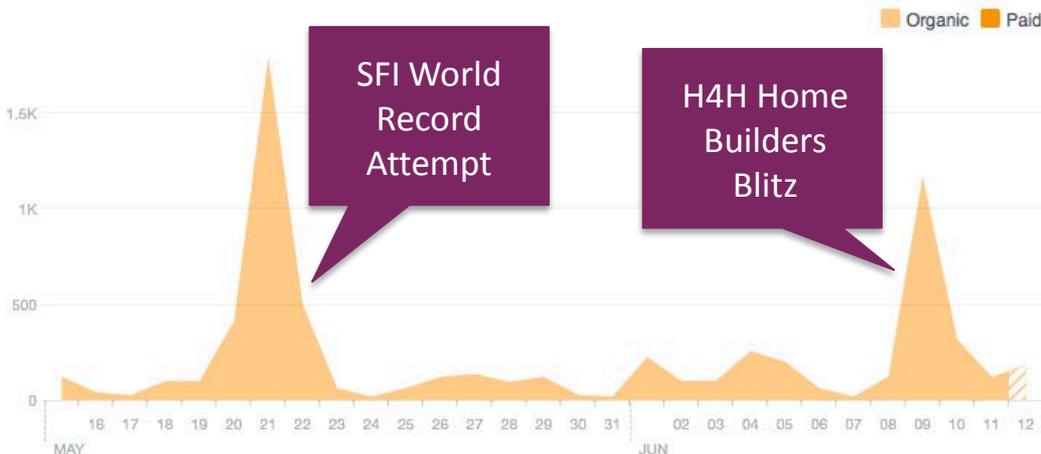
Merrily Metnick and Tree Canada / Arbres Canada like this.

15 shares

Be the first to comment...

Post Reach

The number of people your post was served to.



SFI-0001

PROGRESS REPORT: SNEAK PEAK

GROWING OUR FUTURE

1995-2015 CELEBRATING 20 YEARS OF LEADERSHIP AND GROWTH

2015 PROGRESS REPORT



SFI STATS & FACTS

\$63 MILLION
in forest research in 2014

SFI Forest Management and Fiber Sourcing Standards require participants to support research.

RESEARCH

291

DIFFERENT PROJECTS REPORTED BY SFI PROGRAM PARTICIPANTS IN 2014

These projects, involving hundreds of partner organizations, benefit multiple species and habitats, ranging from forest and salmon to lynx and caribou. Rare species such as the greater tortoise, and rare plants like yellow-eyed grass, all benefit from the sustainable management of forests certified to the SFI Standard.

NO OTHER FORESTRY STANDARD HAS A RESEARCH



SFI CONSERVATION & COMMUNITY PARTNERSHIPS GRANT PROGRAM

Since 2010, SFI has made grants directly to conservation and community organizations. SFI has awarded 66 Conservation and Community Partnership Grants totaling more than \$1.5 million to foster research and pilot efforts to better inform future decisions about our forests. When leveraged with project partner contributions that total upwards \$7.1 million.

41 SFI CONSERVATION GRANTS + 25 SFI COMMUNITY PARTNERSHIP GRANTS = TOTALING \$7.1 MILLION

A GLOBAL REACH

Products that are certified to SFI Standards are sold in



MARKET RELEVANCE

23%+ OF 28,000 U.S. CONSUMERS SURVEYED RECOGNIZE AND UNDERSTAND THE SFI LOGO.

The SFI logo is recognized and understood more than any other forest certification logo, according to a 2015 National Marketing Institute Survey.

2015 Progress Report | 4

20 YEARS OF CHANGE AND CONTINUAL IMPROVEMENT

SFI started as an industry-led initiative to promote sustainable forestry practices. Over the past two decades, it has evolved into an internationally endorsed forest certification program. Similarly, those who use the SFI Standards have grown from just industry users to a diverse group including conservation organizations, community groups, the public sector, universities, indigenous peoples, and many more. Now a fully independent, multi-stakeholder organization, SFI is widely regarded as a leader in promoting responsible forestry, conservation and sustainable communities.

THAT WAS THEN 1995



GOVERNANCE

THEN

Founded by forest industry through the American Forest & Paper Association (AF&PA) in 1995.

NOW Fully independent organization with a three-chamber board: environmental, social, economic. Members include conservation groups, industry, government, academic, labor, aboriginal and tribal, community and small landowner representatives.



STANDARDS

THEN

SFI Guiding Principles developed by industry for industry.

NOW Comprehensive SFI 2015-2019 Standards and Rules developed by robust public consultation, workshops and external review.

Sustainable Forestry Initiative

THIS IS NOW 2015



RESEARCH

THEN

A commitment to invest in research.

NOW

A standard requirement to invest in research — \$1.5 billion invested since 1995.



AUDITS

THEN

Self-declaration by industry CEOs of compliance to SFI Guiding Principles.

NOW

Independent, accredited third-party certification bodies audit to SFI



RELEVANCE & REACH

THEN

SFI Guiding Principles used by industry only.

NOW

Recognition of the SFI Standards by global sustainability organizations and consortiums including:

- The Programme for the Endorsement of Forest Certification (PEFC)
- The Sustainability Consortium
- The World Business Council for Sustainable Development
- GreenBlue
- National Association of State Foresters
- U.S. Forest Service

Drawing Our Future



COMMUNITY LEADERSHIP

LINKING THE FORESTS TO COMMUNITIES LARGE AND SMALL

SFI Implementation Committees are our strongest asset when it comes to community leadership. This grassroots network works with local conservation groups, government agencies, forestry and professional associations, landowner groups and many others to conduct landowner outreach and community engagement activities.

SFI has 34 SFI Implementation Committees representing close to 1,000 volunteers in 43 states and provinces. They are a critical part of our work promoting the SFI Standards, collaborating on the training of harvesting professionals and connecting people and communities to the forest.

Our committees help build sustainable communities by offering SFI volunteers for projects like Habitat for Humanity builds. The committees also support youth engagement and education initiatives to encourage future leaders. And the public's connection to our forests is further enhanced by making 97% of all forestland certified to the SFI Standard available for outdoor recreation.

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JOIN US



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FORESTRY
INITIATIVE

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2015 SFI Annual Conference
October 6-8, 2015

Olympic Valley, CA | Lake Tahoe Region

celebrating **20** year
anniversary

GROWING
THE FUTURE



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THANK YOU

learn more:

sfiprogram.org

