

THE
FUTURE IS NOW.

decided



**SFI
Implementation
Committee
Webinar**

**Amy Doty
December 13, 2013**



SFI-0001

> Outline



- Antitrust Reminder
- SIC Fall Regional Meetings Update
- SIC Workplan/Roadmap
- SFI Standard Review Process
- 2014 Grant RFP
- ATFS Presentation – State’s Choice, State’s Voice





SIC Fall Regional Meetings



- SIC Outreach Brochure
- Creating 2014 Priorities
- SFI Standard Revision Discussion
 - Governance Document Review





SICs: Looking Ahead in 2014



- Priority Focus Areas for SICs
 - Community-based project support
 - Youth education outreach
 - Scouts Outreach in US and Canada
 - Habitat for Humanity projects
 - Committee membership diversification
 - Major customer and label user support efforts
 - Growing SFI market demand
 - SFI Standard Revision process engagement and involvement



> Integrity

Standard Review
Process Update





Opportunities for Engagement



- Second Public Comment Period
 - January-March, 2014 (60 days)
 - comments submitted on the draft *SFI 2015-2019 Standard* requirements
- 9 Regional Workshops
 - January 22 – March 4, 2014
- Webinar Standard Revision Workshop – Q1 2014



> SFI Standard Review Process – Online Survey



Online Survey Tool

- This will be the vehicle for submitting stakeholder comments
- Allows comments to be submitted on all aspects of the SFI program requirements
- On-line Survey Tool accessed via the SFI website and sent individually to SFI contacts

SUSTAINABLE FORESTRY INITIATIVE
SFI-0001
Good for you. Good for our forests.™

WELCOME | **STAKEHOLDER DETAILS** | SECTION 1. | SECTION 2. | SECTION 3. | SECTION 4. | SECTION 5. | SECTION 6. | SECTION 7.
SECTION 8. | SECTION 9. | SECTION 10. | SECTION 11. | SECTION 12. | SECTION 13. | ADDITIONAL COMMENTS & SUBMIT SURVEY

Public Review Survey for the Development of the 2015-2019 SFI Standard

STAKEHOLDER DETAILS

Check all stakeholder categories you represent. If your category is not listed, please use the 'Other' button to include your category.

- SFI Program Participant - Primary Producer
- SFI COC and/or Certified Sourcing Certificate Holder - Secondary Producer
- SIC Member
- PEFC
- Aboriginal/Indigenous/Metis/First Nation
- U.S. Government Agency
- Canadian Government Agency
- ERP Member
- Labor
- Conservation Organization
- Media
- Retailer/Distributor
- Trade Association



Regional Workshops



- Jan. 22 – Vancouver BC
- Jan. 23 – Edmonton, AB
- Jan. 28 – Portland, OR
- Feb. 4 – Charlotte, NC
- Feb. 5 – Memphis, TN
- Feb. 25 – Montreal QC
 - AM – English Only; PM – French Only
- Feb. 27 – Portland, ME
- Mar. 4 – Minneapolis, MN





SFI Conservation and Community Partnership Grant Program



- Grants support research that advances forestry practices and conservation science
- Projects have supported clean water, landowner outreach, wildlife habitat restoration

Number of grants awarded in 2013	14
Number of grants awarded since 2010	48
Total SFI commitment since 2010	\$1.69 million
<i>Total value with partner contributions</i>	<i>Over \$5 million</i>





SFI Conservation and Community Partnership Grant Program



2014 RFP Update

- Request for proposal will open in early January 2014
- Seeking project proposals for both conservation and community projects
- Conservation project themes:
 - Capacity Building with First Nations
 - Emerging Water Markets
 - Wildlife Habitat Conservation
- Community projects:
 - Green building projects, using SFI certified products
 - Youth Education outreach



State's Voice, State's Choice Overview for SICs

Friday, December 13, 2013



GROWING STEWARDSHIP FROM THE ROOTS

Session Overview

- Welcome
- Learning & Challenges
- Overview of Timelines
- Range of Pathways
- Next Steps



GROWING STEWARDSHIP FROM THE ROOTS



Sarah Crow

Testing, Listening, Learning



- Membership Benefits Pilots
- ATFS State Program Assessments
- Market Trends
- Landowners, Inspectors, State Committees, IMG Managers, Governance & Partners



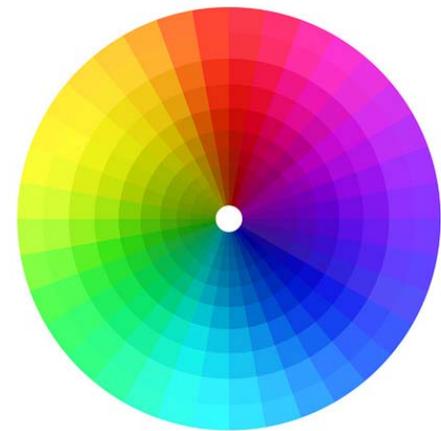
GROWING STEWARDSHIP FROM THE ROOTS

What we have learned

- Value of certification varies by place
- One size does not fit all
- Shared accountability
- Strategic planning and dialogue are critical
- States want flexibility and a range of tools
- Program credibility, regardless



GROWING STEWARDSHIP FROM THE ROOTS



Goals to Achieve

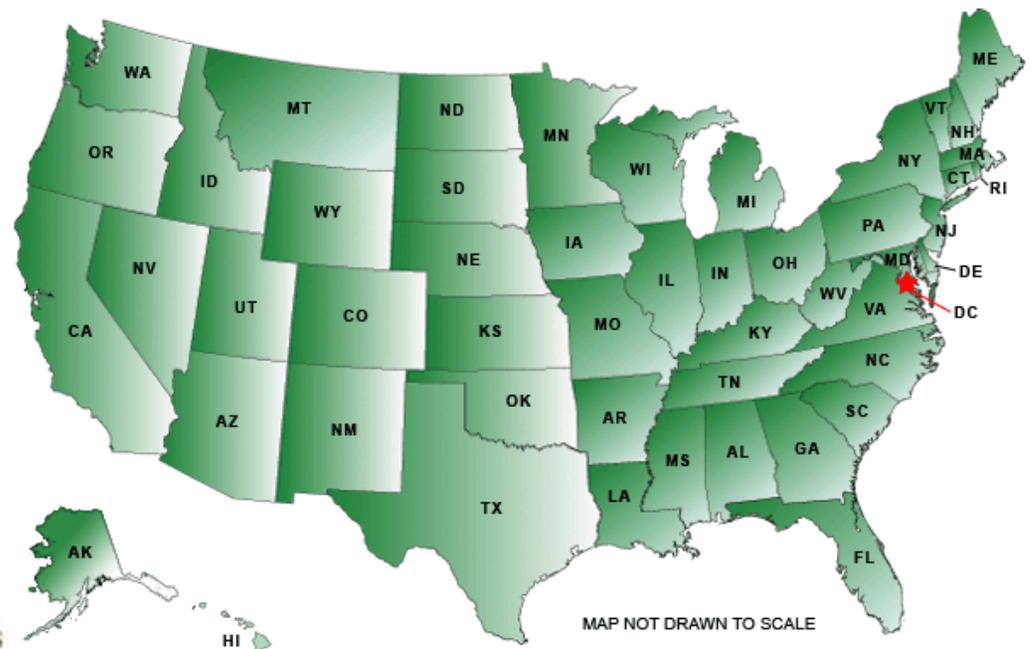
- Credible , Healthy Program
- Certification Where it Matters
- Financial Sustainability
- Clean Assessment Results
- Vibrant Network
- More Landowners Engaged, Beyond the 1%



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State's Voice, State's Choice

- Graceful Transition
- Collaborative Dialogue
- Strategic Planning



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The Big Dates

- State notification by December 31, 2015
- Financial sustainability by December 31, 2018



GROWING STEWARDSHIP FROM THE ROOTS

2014

1. Engage in **dialogue and/or strategic planning** within your State and State Committee to inform your pathway decision.
2. **Notify** ATFS of you intention using the State's Choice Intent Memo
3. Complete the **prerequisites** for you pathway
4. Formalize your selected pathway by **signing an MOU** with AFF

2015

Start your selected path

2016

Complete annual benchmarks for your State's pathway

December 31, 2015

Designate your pathway with an MOU with AFF

2017

Sessions and Webinars

February 2014 and 2015

State's Choice Resource Sessions at NLC

August 2014 and 2015

State's Choice Resource Webinar

2018

2019

Certified State Programs contribute to the financial sustainability of the ATFS program

January 1, 2019

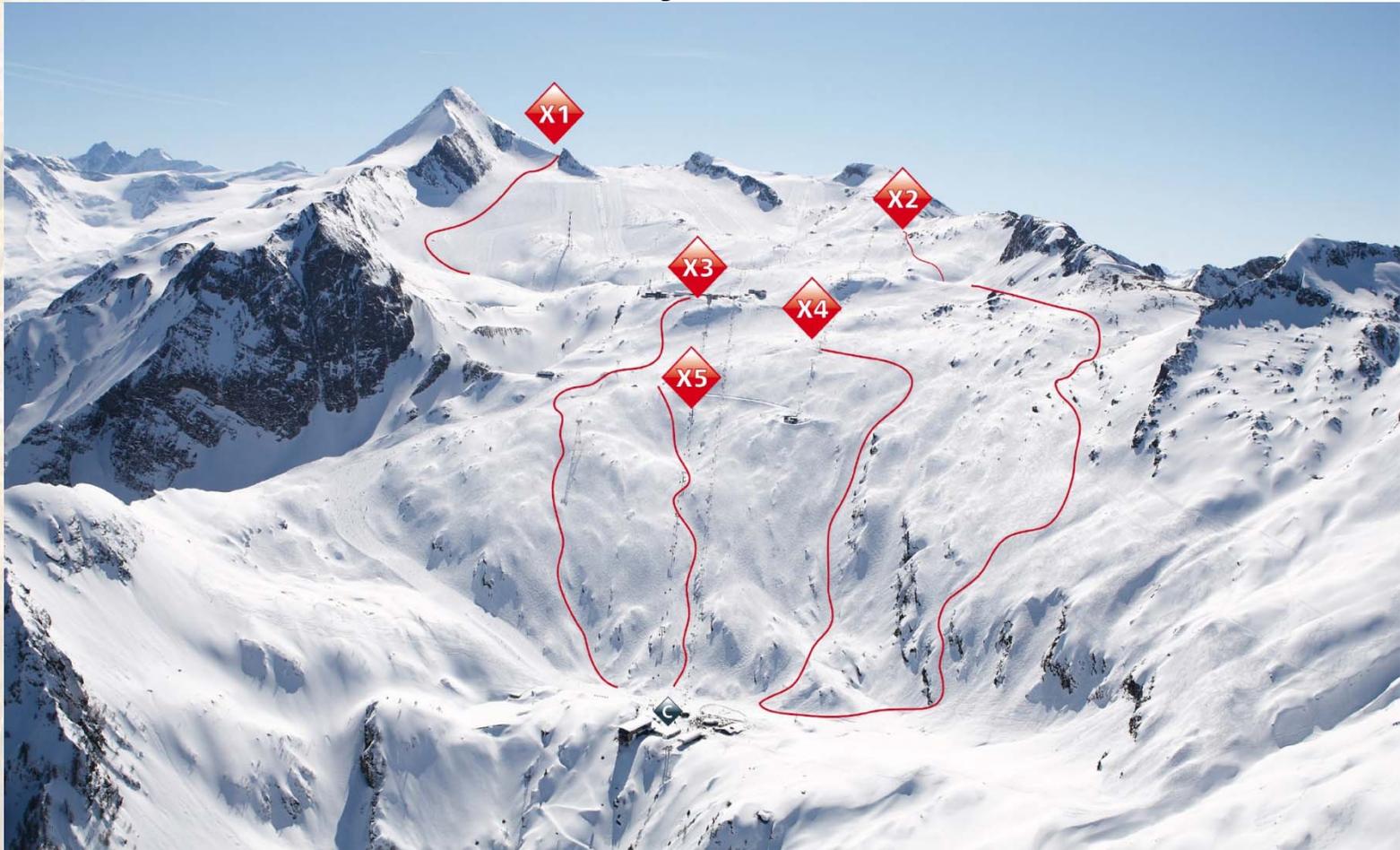
States begin to contribute to financial sustainability see the Financial Framework

Beyond



GROWING STEWARDSHIP FROM THE ROOTS

A Variety of Paths



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A Variety of Pathways

Considerations

- Market demand
- Capacity concerns
- Landowner interest
- Conservation interest
- Physical geography
- Partners

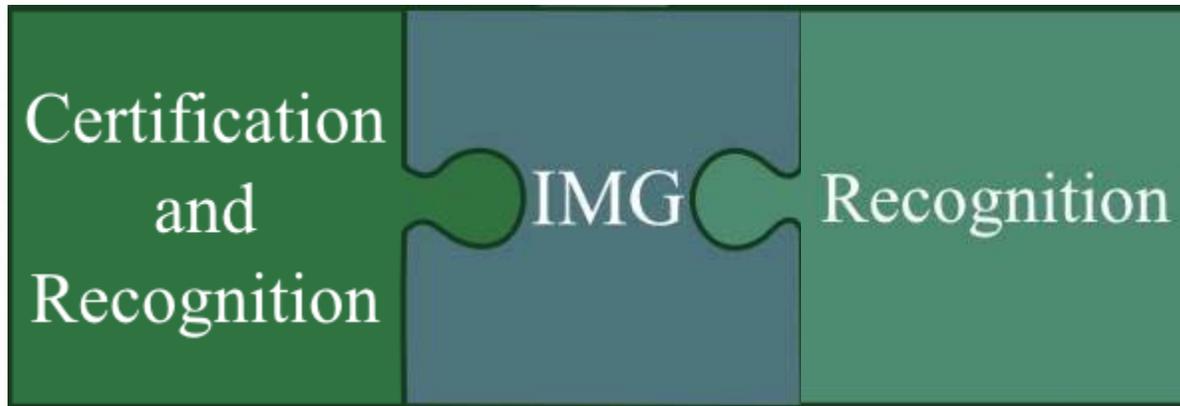
Potential Pathways

- Certified Program
- Uncertified Program
- IMG
- IMG + Certified Program



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Common Pathways



- Prerequisites/Annual Benchmarks
- Financial Frameworks
- Tools



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Financial Frameworks: Beginning 2019

Certified Pathway:

- State Program Contribution:
 - \$10/Tree Farmer
 - \$7,000 State Program Annual Cap
- Ongoing Support
 - Required Sample Funding
 - Assessment Year Support
 - Program Funding
 - Education and Capacity Building Grants



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Important Considerations

- Equity and access
- No barriers to growth
- More than the audit, an enabling system
- Mutual accountability



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Notification Process

- Advanced notification is appreciated
- State's Choice Intent Memo
- Formalized with MOU
- Intent does not obligate early completion



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Questions and Thoughts



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ATFS Standard Review Process

- ISRP Panel Forming
- First Public Review: January
- Objectives: Spirit but Smarter
 - Incorporate our experinace and developments
 - Keep appropriate for our demographic and lands
 - Meeting our requirements
- Guidance v. Standards



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ATFS Assessment Update

- 2013
 - South: NC, SC and VA
 - North Central/West: KY, CO and NM
 - Northeast: ME, VT and WV
- 2014
 - South: GA, FL and AL
 - North Central/West: MO, MI and KS
 - Northeast: MD, NH and DE



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PEFC Re-Endorsement

- Process, in Brief
 - Application, Assessment, PoE, PEFC Council, General Assembly
- Announcement in early 2014



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Thank You

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