



# 2012 SFI SCORECARD

Area of Focus	Results		
<b>Media Coverage</b> <small>[Measured by PRIME Media Analysis Comparisons: Jan-June 2012 and 2011]</small>	<b>↑2x</b> Probability to see SFI in the news <b>increased more than 2x</b>	<b>3:1</b> Probability to see SFI in the news is <b>3x greater than that of FSC</b>	<b>85%</b> <b>+</b> <b>positive coverage</b> SFI's media coverage is <b>85% positive</b>
<b>Customer Label Use</b> <small>[Measured by SFI's new online database]</small>	<b>↑32%</b> Increase in <b>label approval requests</b>	<b>5,000+</b> Number of <b>label approval requests received</b> to date this year	<b>25</b> Average label approval requests SFI receives <b>per business day</b>
<b>Customer Sentiment</b> <small>[Measured by Harris Customer Survey Comparison: 2012 and 2009 waves]</small>	<b>SFI Reputation for Sustainable Forest Practices</b> <b>↑17 points</b> 92% of industry customers agree that SFI results in sustainable forest practices	<b>Perceived credibility of SFI</b> <b>↑11 points</b> 90% of industry customers say they find SFI to be credible	<b>Perceived importance of multiple standards</b> <b>↑13 points</b> 74% of industry customers agree it is beneficial to recognize multiple standards
<b>Growth</b>	<b>↑6%</b> Increase in forest area in North America <b>certified to the SFI Standard</b> since January 2011 <small>[Total area certified: 78 million ha, 192 million ac]</small>	<b>↑50%</b> Increase in <b>SFI certified sourcing certificates</b> since January 2011 <small>[240 total certified companies with SFI Certified Sourcing]</small>	<b>↑11%</b> Increase in <b>SFI chain-of-custody certificates</b> since January 2011 <small>[1,067 CoC Certificates across 2,555 locations]</small>
<b>Green Building Progress</b>	SFI is accepted by the new <b>International Green Construction Code (IgCC)</b>	<b>105</b> <b>Governors and Members of Congress</b> who support SFI's inclusion in Green Building Tools, including LEED	<b>25,000+</b> Number of times SFI's Green Building Continuing Education Unit has been viewed
<b>Conservation Support</b>	<b>33</b> <b>Grants awarded</b> through the Conservation & Community Partnership Program since its inception in 2010	<b>\$4.8 million</b> in funds to support conservation and community partnership grants, including \$3.5 million in leveraged funds from partners	<b>WRI/SFI issued a joint press release announcing</b> the launch of the <b>forest legality risk tool</b> in June, to assist purchasers of forest products in securing fiber from legal sources
<b>Government Recognition</b>	<b>White House Easter Egg</b> features SFI-certified packaging and SFI logo in insert	<b>Georgia Executive Order</b> calls for equal recognition of forest certification standards in state construction	<b>Oregon Executive Order</b> promotes products from sustainably managed forests in state construction