

THE  
*decided*  
FUTURE IS NOW.



**SFI  
Implementation  
Committee – SFI  
Update Webinar**

**SFI Inc. Staff  
May 22 & 29, 2013**



SFI-0001

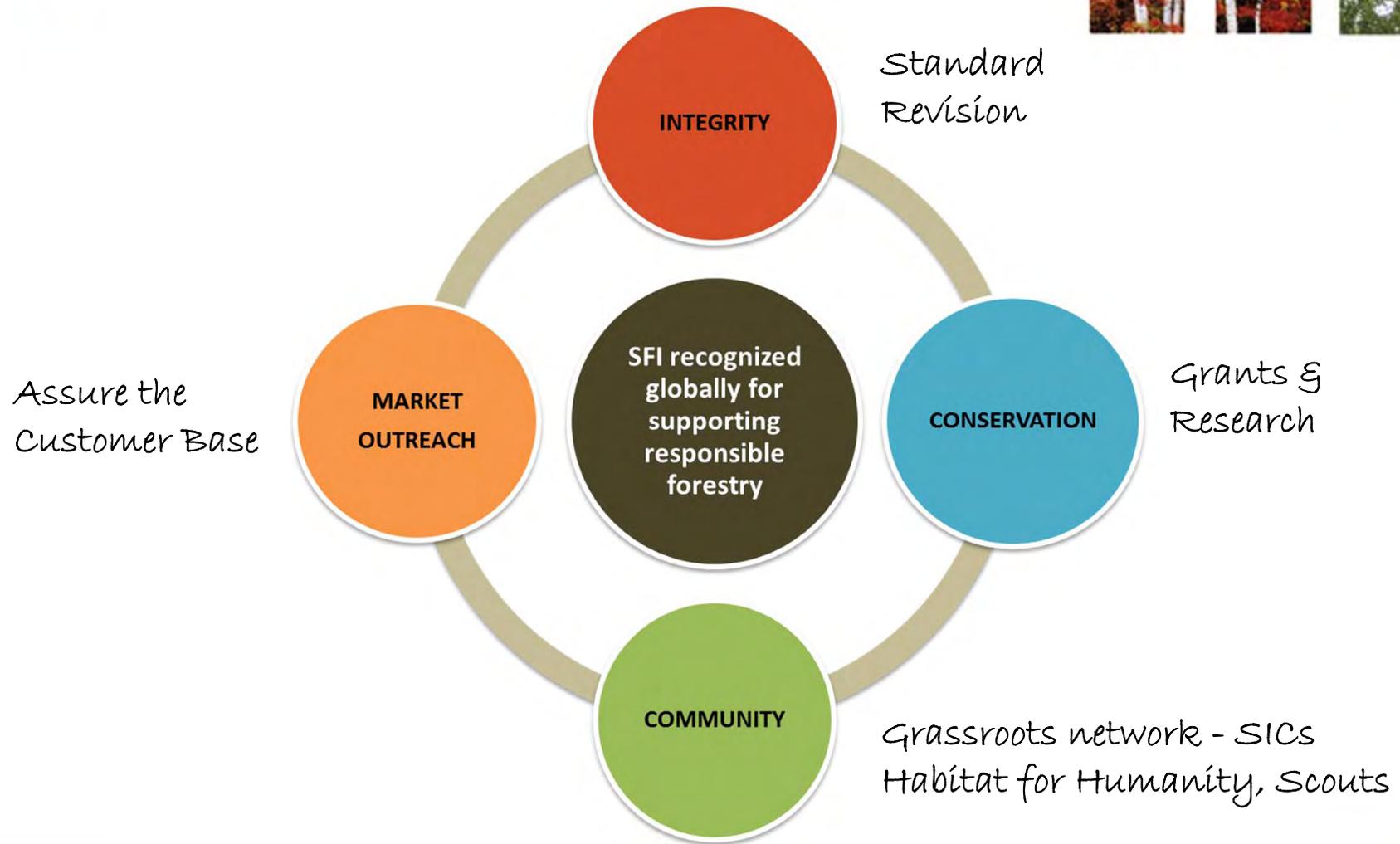
## > Outline w/ Presenters



- General SFI Update – *Amy Doty*
- SIC Reporting update – *Amy Doty*
- SFI Standard Review Process – *Gregor Macintosh*
- Forest Partners<sup>SM</sup> Program – *Barry Graden*
- Green Building – *Jason Metnick and Nadine Block*
- Conservation update – *Andrew de Vries and Eli Weissman*
- Community update – *Danny Karch, Barry Graden and Amy Doty*
- Market Outreach update – *Jason Metnick and Monique Hanis*
- 2013 Annual Conference – *Amy Doty*



# > SFI 2013 Strategic Priorities





# 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>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>6,000+</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 ↑17 points</b> 92% of industry customers agree that SFI results in sustainable forest practices	<b>Perceived credibility of SFI ↑11 points</b> 90% of industry customers say they find SFI to be credible	<b>Perceived importance of multiple standards ↑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>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>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> have urged USGBC/LEED to support wood use and all forest certification standards including SFI	<b>25,000+</b> Number of times SFI's Green Building Continuing Education Unit has been viewed
<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



# SFI Forest Certification on the Rise



**FORESTS CERTIFIED TO THE SFI STANDARD**

*IN CANADA AND THE USA.*

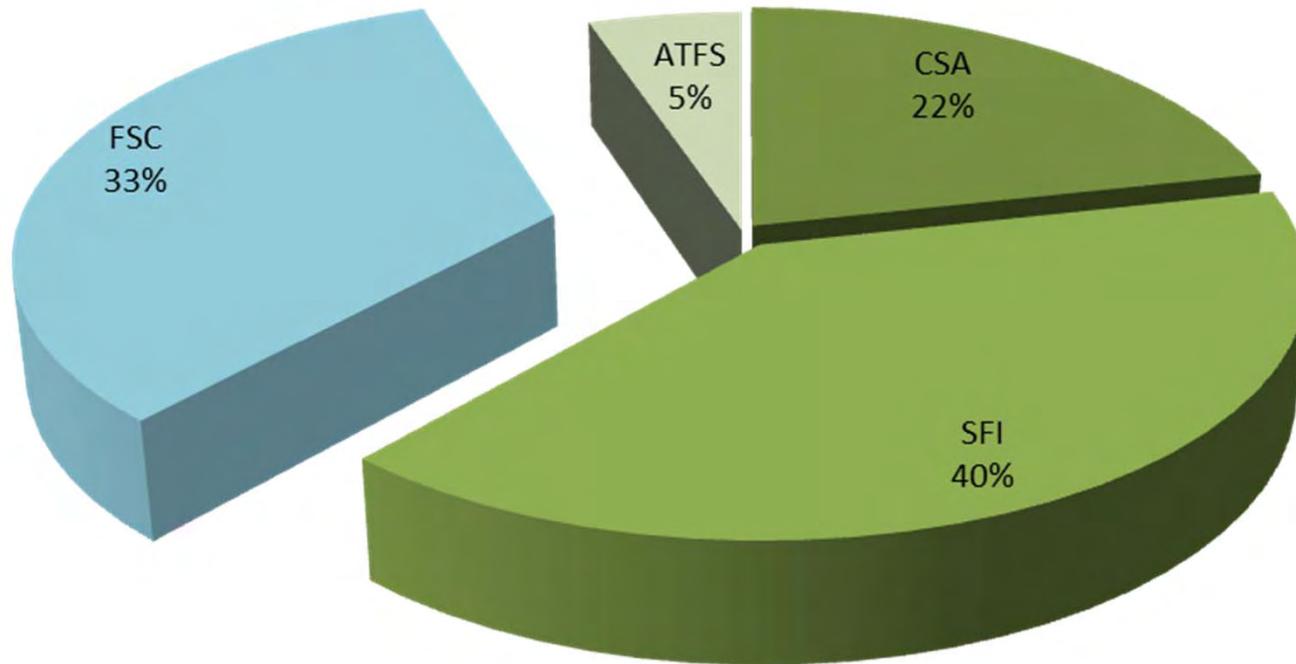


SUSTAINABLE FORESTRY INITIATIVE

SFI 1000®



# Certified Forest in Canada & US 70% Recognized by SFI



December 31, 2012



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# 35 SFI Implementation Committees

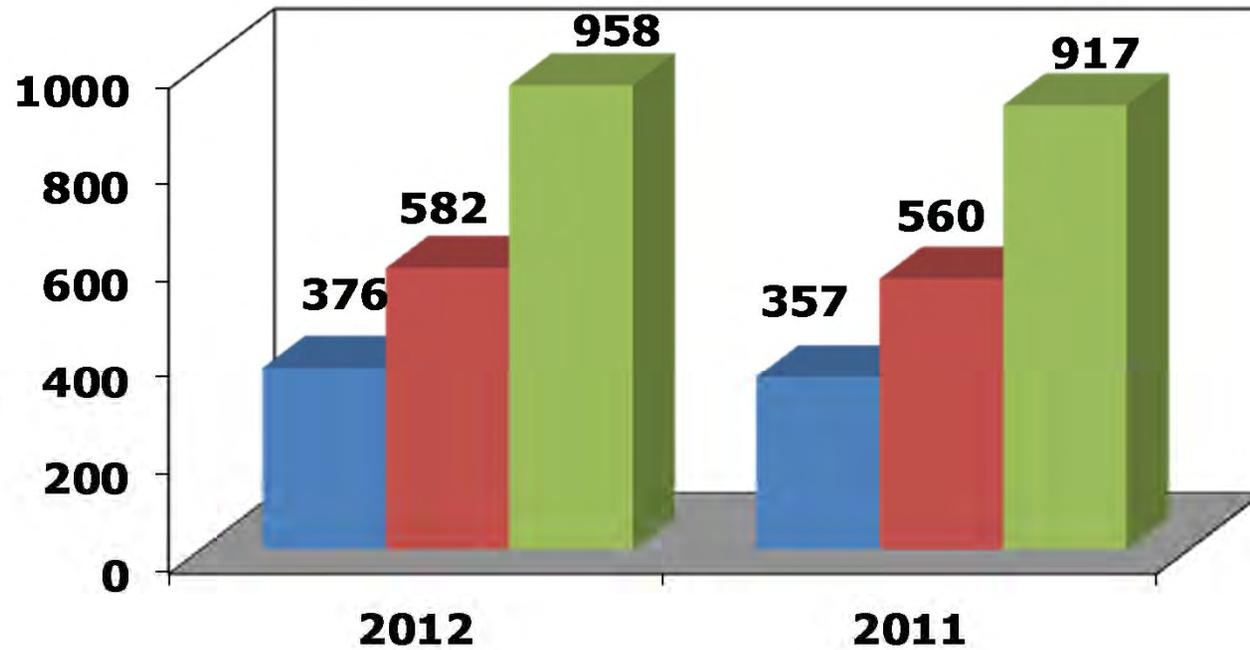
*(representing 43 states/provinces)*



-  The state or province has an SIC
-  The state or province has an SIC and an SIC website
-  The state or province does not have an SIC



# SFI Implementation Committee Membership



■ Non-program participants ■ Program Participants ■ Total

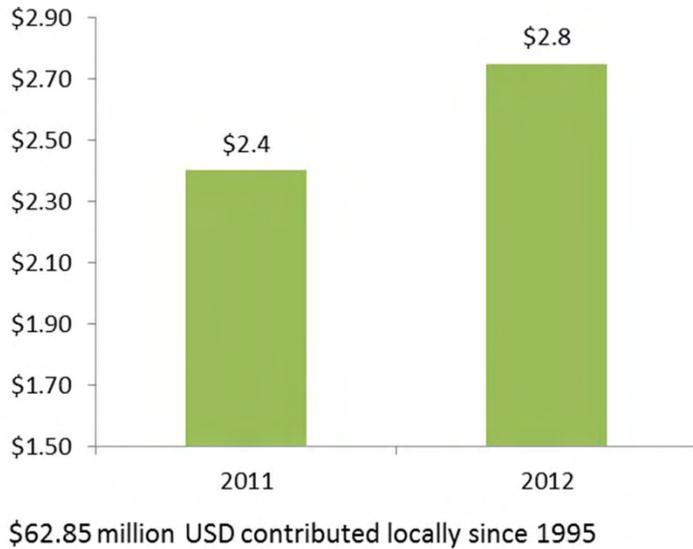




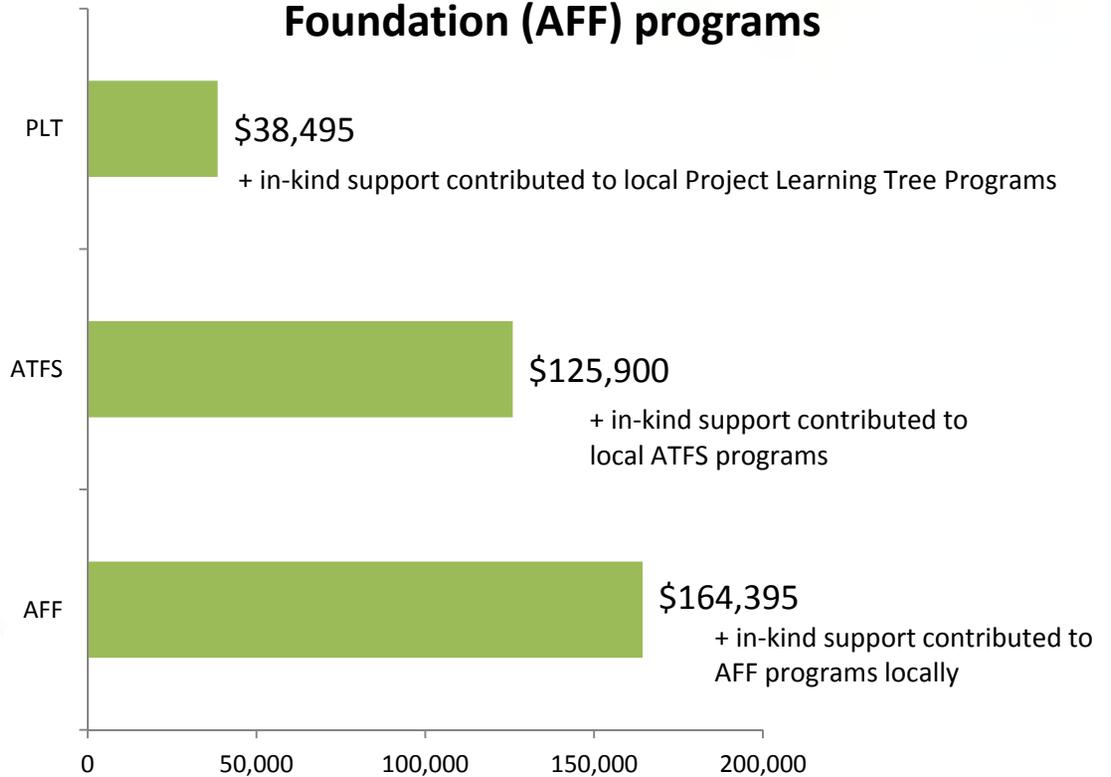
# Data – SIC Funds Invested/ Contributed



Millions of dollars (USD)  
contributed locally



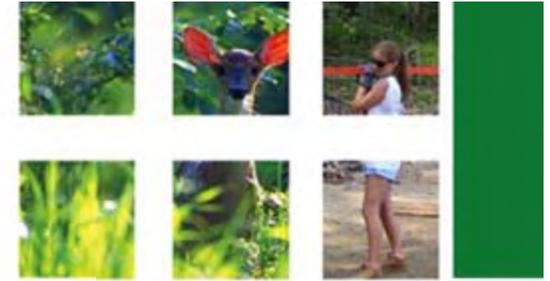
Funds contributed to local American Forest  
Foundation (AFF) programs



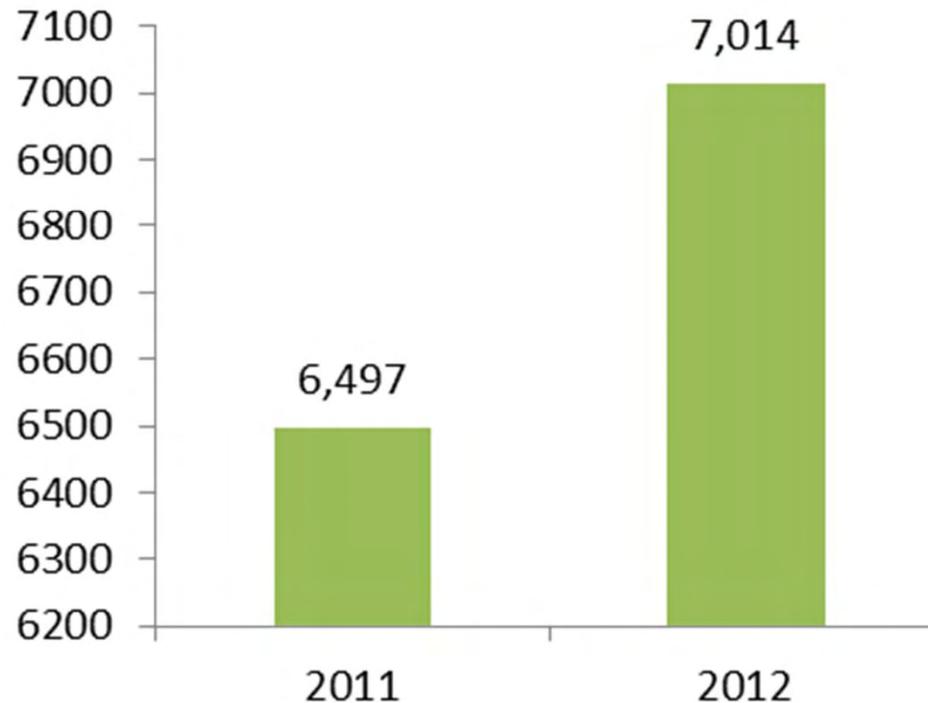
And, an additional **\$23,036** contributed to other local, family forest programs.



## Data – Trained Loggers



### Loggers Trained \* (142,849 since 1995)



\*Logger training data provided by the Forest Resources Association.



# > 2013 SIC Workplans



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

# > Integrity

Standard Review  
Process Update –  
Gregor Macintosh





# SFI Standard Review Process



- Standard Review Workshops
  - San Antonio, TX – Sept 2013
  - Washington DC - 2013
  - Portland, OR - 2014
  - Vancouver, BC - 2014
  - Edmonton, AB - 2014
  - Quebec City, QC - 2014
  - Portland, ME - 2014
  - Minneapolis, MN - 2014
  - Charlotte, NC - 2014
  - Memphis, TN - 2014



# > SFI Standard Review Process



## Public Comment Periods

- Comments can be submitted by SFI stakeholders during two 60-day public comment periods:
  - June – August 2013: comments submitted on existing SFI 2010-2014 standard requirements
  - January – March 2014: comments submitted on the draft SFI 2015-2019 Standard requirements



# > 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 00001  
*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

# > Integrity

SFI Forest  
Partners<sup>SM</sup>  
Program update –  
Barry Graden



# > SFI Forest Partners<sup>SM</sup> Program



- Founding Partners
  - Time Inc.
  - National Geographic
  - Macmillan
  - Pearson
  - Additional partners being sought
- Goals
  - 5 million acres by end of 2014
  - 10 million acres by end of 2017
  - Mills certified to SFI FS or CoC
  - Begin in U.S. South



# > Projects



- SC project underway
  - Expected audit in June, 2013
- VA project underway
  - Project Coordinator: John Carroll
- MO project underway
  - Project Coordinator: Marvin Brown
- FL and GA project(s) gearing up
  - Project Coordinator: In process
- More information
  - [Barry.graden@sfiprogram.org](mailto:Barry.graden@sfiprogram.org)
  - [www.sfiprogram.org](http://www.sfiprogram.org)



# > Green Building Challenges

Jason Metnick  
And  
Nadine Block



# > Green Building Programs Recognize SFI



## PROMOTING RESPONSIBLE FORESTRY THROUGH GREEN BUILDING PROGRAMS

RATING SYSTEM	LOCATION	RECOGNIZES ALL CREDIBLE CERTIFICATION PROGRAMS (INCLUDING SFI)
 ANSI/GBI 01-2010: Green Building Assessment Protocol for Commercial Buildings (formerly Green Globes U.S.)		YES
 ANSI/ICC 700-2008: National Green Building Standard		YES
 ASHRAE - Standard 189.1		YES
 ASTM - D7612-10		YES
 BIFMA e3-2010: Furniture Sustainability Standard		YES
 BREEAM		YES

 Built Green Program		YES
 CASBEE		YES
 Composite Panel Association Log		YES
 Green Globes		YES
 Green Star Program		YES
 IGCC International Green Construction Code		YES



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## > USGBC's Flawed Process



“Wood products must be certified by the Forest Stewardship Council or USGBC-approved equivalent.”

1. USGBC has said they do not have a process to determine “USGBC-approved equivalent.”
2. USGBC has no baseline for why FSC is the only standard recognized.
3. SFI certified-products have been excluded from USGBC credits without ever once having been told the basis of that exclusion.



## > USGBC Timeline



- 6<sup>th</sup> public comment closed March 31, 2013
- Consensus Body closed April 30, 2013
- Ballot to vote on LEED v.4 is Summer 2013
- Expected to be finalized by Fall 2013



# > Green Building CEU with McGraw Hill



- In 2012 SFI sponsored a Continuing Education Unit (CEU) in Green Source magazine
- Another CEU will be published in Architectural Record in June 2013
- Targeted to architects and builders
- Stats of 2012 CEU
  - Over 26,000 have viewed it
  - Over 580 people have taken the online course for AIA credit



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# > State Actions



- The Governors of Maine, Georgia, Mississippi, and Alabama each signed Executive Orders or legislation calling for equal recognition of SFI, ATFS and FSC in state construction.



*“New or expanded state buildings shall incorporate ‘Green Building’ standards that give certification credits equally to forest products grown, manufactured, and certified under the **Sustainable Forestry Initiative**, the American Tree Farm System, and the Forest Stewardship Council.” (Maine/Georgia)*



## > State Actions



- Oregon Governor Kitzhaber signed an Executive Order - Oct 2012

*“Promoting markets for products from sustainably managed forests helps conserve forests by encouraging forest ownership, protects jobs, and strengthens local communities.”*

Directs the Oregon Department of Forestry, with others, to examine “whether leading green building rating systems adequately recognize the environmental, social and other related benefits of wood products made from trees grown and harvested in Oregon as compared to other timber growing regions.”



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## > States in Play



- Legislation introduced in
  - Alabama
  - North Carolina
  - Florida
  - South Carolina
- Most bills would prohibit state buildings from using green building rating systems that do not give equal credit to SFI, ATFS, FSC





## Government Recognition: Congress



Congress of the United States  
House of Representatives

- 89 Members of the U.S. Congress have written to urge USGBC to support wood use and all forest certification standards including SFI.
- Letter from 8 Members of Congress in May 2012 stated, “*Broadening the number of eligible certification programs and the recognition of wood will provide a great incentive for the utilization of domestically produced forest products.*”



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# U.S Government Recognition



## U.S. Department of Agriculture

"Sustainability of forest products can be verified using any credible third-party rating system, such as Sustainable Forestry Initiative, Forest Stewardship Council or American Tree Farm System certification."<sup>9</sup>

## U.S. Forest Service

"Forest Certification provides a clear means to demonstrate that private and public forestry organizations conform to the standards and guidelines for sustainable forest management. SFI...works through its SFI Implementation Committees to promote sustainable forestry at the grassroots level; requires procurement organizations to implement relevant indicators; and has extensive periodic standards reviews and public input processes."<sup>10</sup>

## U.S. Department of Education

In the evaluation criteria for its Green Ribbon Schools recognition program: "All office paper purchased over the past year is post-consumer material, tree-free fiber or fiber from forests certified as responsibly managed by the Forest Stewardship Council, Sustainable Forestry Initiative, American Tree Farm System or comparable certification standard."<sup>11</sup>

## National Association of State Foresters

"While in different manners, the ATFS (American Tree Farm System), FSC (Forest Stewardship Council), and SFI systems include the fundamental elements of credibility and make positive contributions to forest sustainability. ...No certification program can credibly claim to be 'best', and no certification program that promotes itself as the only certification option can maintain credibility."<sup>12</sup>

## State of Georgia

In August 2012, Georgia Governor Nathan Deal signed an executive order directing that "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 Sustainable Forestry Initiative, the American Tree Farm System, and the Forest Stewardship Council."

*"Recognizing all forest certifications equally will promote sustainable forestry in our state and will help create thousands of jobs while maintaining our strong outdoor heritage."<sup>13</sup>*



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## > Action for SICs



- Engage your local USGBC chapter
  - Build support within GBC's community
- Engage your local AIA chapter
  - Architects want choice
- Engage local government representatives
  - Encourage support for legislation that would remove discrimination against SFI and ATFS



# > Conservation

Andrew de Vries  
and  
Eli Weissman





## SFI Conservation and Community Partnership Grant Program

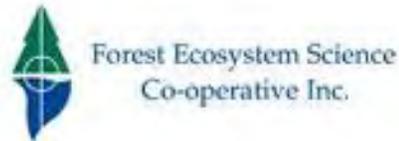


- Grants support research that advances forestry practices and conservation science
- Projects have supported clean water, landowner outreach, wildlife habitat restoration

Number of grants awarded in 2012	5
Number of grants awarded since 2010	33
Total SFI commitment since 2010	\$1.32 million
<b><i>Total value with partner contributions</i></b>	<b><i>\$4.8 million</i></b>



# > Conservation & Community Partnership Grants





# SFI Conservation and Community Partnership Grant Program



## Ongoing Research Activities

- Ducks Unlimited Canada - Developing and testing best management practices for forestry roads.
- The World Resources Institute compiling the latest knowledge about the water quality benefits of SFI certification across Maine, Georgia, Oregon and Washington.
- American Bird Conservancy - Reversing declines in the populations of birds of special conservation concern across the Pacific Northwest



## SFI Conservation and Community Partnership Grant Program



### **2013: Up to \$400,000 will be awarded**

- Six conservation grants to be announced shortly:
  - Capacity Building with First Nations
  - Emerging Water Markets
  - Wildlife Habitat Conservation
- Seven U.S. community grant projects include:
  - Habitat for Humanity Project
  - Youth Education outreach, including PLT workshops
  - Landowner Outreach
  - Boy Scouts projects

# > Opportunities for SICs to Partner with Conservation Organizations



- Host a presentation by a conservation grantee working in your area
- Participate in an ongoing conservation grant
- Develop new relationships with conservation organizations
  - Local watershed organizations
  - National Association of Conservation Districts
  - Izaak Walton League of America
  - Ducks Unlimited
- For more information, please contact
  - [Eli.Weissman@sfiprogram.org](mailto:Eli.Weissman@sfiprogram.org)
  - [Andrew.deVries@sfiprogram.org](mailto:Andrew.deVries@sfiprogram.org)



# > Community

Danny Karch, Barry  
Graden  
and  
Amy Doty





# Scouts Canada & Girls Guides of Canada

- SFI support of the Scouts Canada National Jamboree
  - Cedar paddle donations
  - Sourcing lumber for kitchen shelters
- Scouts Canada MOU scheduled for Summer 2013
- SFI sponsors Girl Guides Canada, Earth Action initiative.
  - Donating 60 duck boxes made with certified SFI wood.
  - Boxes will be used as part of the Wildlife Habitat initiative SFI is sponsoring. Each kit will include a brief on SFI.



Girl Guides  
of Canada  
Guides  
du Canada



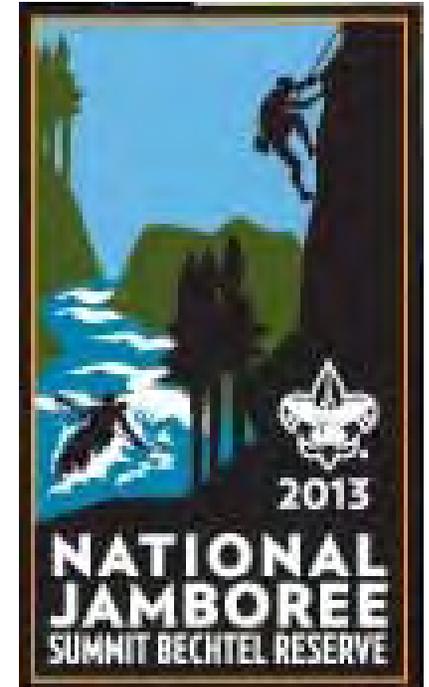
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# > Boy Scouts of America



- Memorandum of Mutual Support
- 2013 BSA National Jamboree
  - July 14-24
  - Summit Bechtel Reserve, Beckley, WV
  - 2 SFI Staff and 16 SIC volunteers
  - SFI Exhibit
  - Conservation Challenge
  - Partners: WV DoF, SAF and WVFA
- Reports of many SIC and Program Participant BSA-related activities





# Boy Scouts of America continued

- MN SIC created “SFI Race Kit”
- Available for the Cub Scouts in the Voyaguers Area and Northern Lights Council this fall
- Boys Life and Scouting magazines to feature sustainable forestry and the SFI collaboration in late summer

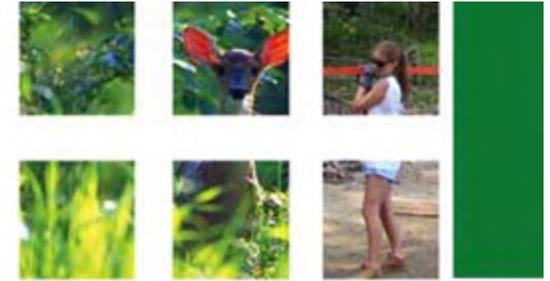


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# Green Building with Habitat for Humanity



- 8 completed HFH projects since 2008
- 4 projects underway in 2013
  - Georgia SIC (Completed May 2013)
  - Montreal, PQ (Spring 2013)
  - Nova Scotia (Summer 2013)
  - Women's Build!...Ottawa (Summer 2013)
- How To Guide resource



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# > Georgia Habitat for Humanity Build



## Jones Family New Home

- Partnership between the Georgia SIC and the Macon Area Habitat for Humanity
- Georgia SIC produced a video highlighting GA forestry and sustainable timber management cycle from harvest to mill to home building to reforestation
- Check out video at:  
<http://www.youtube.com/user/SFIProgram>



# > Hunting Angler & Outdoor Enthusiasts



- Promotion of Canada in the Rough Conservation video: (almost 1K views since Feb)
- Outreach to Hunting, Angling, Outdoor magazines to encourage COC
- Outreach to Hunting, Angling & Outdoor Outfitters, Ex: Bass Pro, Cabela's



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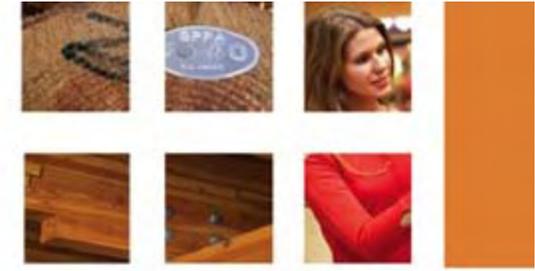
# > Market Transformation

Monique Hanis  
and  
Jason Metnick





# Tools for Sales



## SFI and FSC Certification in North America – A Summary Comparison

The Sustainable Forestry Initiative Inc.'s (SFI) and Forest Stewardship Council (FSC) programs both certify lands in the United States and Canada. This document looks at both programs – their scope and governance, forest management certification, chain-of-custody certification, and requirements for sourcing fiber from certified lands.

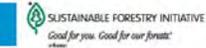
*"We must remember that the fundamental purpose of forest certification systems was to decrease deforestation rates, particularly in tropical regions by using the marketplace to create incentives for good forest practices. Quibbling over the relative merits of good systems distracts from that overall goal."*

— DR. JEFF HOFF, ENVIRONMENTAL PARTNERS INC. CEO

### GOVERNANCE AND SCOPE

Competence Point	Sustainable Forestry Initiative	Forest Stewardship Council
Area certified in US and Canada	185 million acres (75 million hectares) <sup>1</sup> 362 million acres Canadian Standard Farm System	130 million acres (48 million hectares) <sup>2</sup>
Independence	Independent, non-profit organization Equal representation economic, scientific, social, and environmental	Independent, non-profit organization Equal representation economic, scientific, social, and environmental
Third-party audits	Yes. By certifying National Standard Accreditation Body of Canada (NSC)	Yes. By certifying National Standard Accreditation Body of Canada (NSC)
Number of standards	One for North America	One for North America
Ready to access standards	Yes	Yes
Open standard development process	Yes. Includes public consultation via Board of Director External Review Panel	Yes. Includes public consultation via Board of Director External Review Panel
Criteria and indicators	Process and performance based Issue government accreditation, but independent, non-profit	Process and performance based Issue government accreditation, but independent, non-profit

<sup>1</sup>Source: Public Report to Board of Directors, 2014. <sup>2</sup>Source: www.fsc.org/About/About-us/About-us.html



## SFI: WHAT OTHERS ARE SAYING

As demand for certified products grows, respected organizations around the world are taking a closer look at third-party forest certification programs such as the Sustainable Forestry Initiative® (SFI®). Independent SFI Inc. manages the largest single forest certification standard in the world. It improves forest management across the United States and Canada, and strengthens procurement globally through chain-of-custody certification and responsible fiber sourcing.

The evidence is growing, but don't just take it from us. Here is what reports and discussions are saying about SFI and other forest certification programs:

### Environment/Conservation

#### Mother Nature Network

From a glossary item on sustainable forestry, "... The two most common third-party certification logos that consumers should look for are the Sustainable Forestry Initiative (SFI) logo and Forest Stewardship Council (FSC) logo. Both organizations put their logos on wood and paper products that meet their requirements for sustainably managed forests or tree farms. Products ranging from printer paper to household furniture to lumber carry these certifications."

#### Ducks Unlimited Canada

From a fact sheet *Forestry and the Environment*, "Forest certification standards are one mechanism of demonstrating and measuring sustainable forest management. There are three internationally recognized forest certification objectives, such as delivering credible information about products, showing they come from legal sources, supporting sustainable forest management, and addressing social issues."

#### World Business Council for Sustainable Development/World Resources Institute

A booklet developed to help corporate managers define and implement sound procurement policies for forest products listed positive attributes of SFI procurement objectives, such as delivering credible information about products, showing they come from legal sources, supporting sustainable forest management, and addressing social issues."

#### Larry Selzer – CEO Conservation Fund

"When it comes to conservation of forests, third party certification has become an essential tool to promote sustainable practices and drive positive results on the ground. The SFI Standard supports conservation of biological diversity, protection of special sites, sustainable harvests, respect for local communities, and much more."

## IN CASE YOU WERE WONDERING...

Responsible forestry. Let's start with the facts.



### Independence & Inclusion | Rigorous 3rd Party Audits | Understanding Eco Labels

**Independence & Inclusion**  
Members of the SFI Board of Directors are proven leaders – they include forest sector representatives, as well as academics, wildlife ecologists, and forest scientists. They represent a diverse range of perspectives, and they bring their own expertise to the table. The board forest view, and it is the only one that matters.

**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 the highest standards. Standard audits examine every aspect of the forest, from the land to the trees, and the people who work there. If it doesn't meet the requirements, the certification is suspended.

**Understanding Eco Labels**  
Consumers who want to make responsible buying decisions welcome advice on the choices available. They seek out expert guidance.



## SFI: Promoting Responsible Forest Management and Sourcing

The Sustainable Forestry Initiative® (SFI) program improves sustainable forest management in North America and supports fiber sourcing globally. It manages the largest single forest certification standard in the world, with one standard that applies to forest lands in the United States and Canada.

The SFI requirements define two types of producers – primary and secondary.

- Primary producers have a more direct link to the forest and must meet the objectives in the SFI 2010-2014 Standard applicable to fiber sourcing (Objectives 5-20) to be eligible to apply to use the SFI certified sourcing label.
- Secondary producers use raw materials that have gone through a process – such as semi-finished solid wood, paper, wood fiber, or composite products. Before they SFI certified sourcing label, they must meet the Section 4 – Rules for Use of SFI On-Product so verify that at least two-thirds of their supply producers certified to the SFI 2010-2014 or post-consumer recycled content, or from a source that is non-controversial sources.

**The Facts on Responsible Forestry – Clearcutting**

There is a growing concern about the impact of clearcutting on forest health and biodiversity. SFI has a clearcutting standard that requires forest managers to take steps to protect riparian areas, wildlife habitat, and other sensitive resources. This includes maintaining buffer zones, protecting stream banks, and minimizing soil erosion. SFI also requires forest managers to monitor and report on the impacts of clearcutting on forest health and biodiversity.

**The Facts on Riparian Area Conservation**

Riparian areas are critical for forest health and biodiversity. SFI has a riparian area conservation standard that requires forest managers to take steps to protect these areas. This includes maintaining buffer zones, protecting stream banks, and minimizing soil erosion. SFI also requires forest managers to monitor and report on the impacts of riparian area conservation on forest health and biodiversity.

**The Facts on Wildlife Habitat Conservation**

Wildlife habitat is essential for forest biodiversity. SFI has a wildlife habitat conservation standard that requires forest managers to take steps to protect these areas. This includes maintaining buffer zones, protecting stream banks, and minimizing soil erosion. SFI also requires forest managers to monitor and report on the impacts of wildlife habitat conservation on forest health and biodiversity.

requirements, primary producers that own a primary forest and certified to the SFI 2010-2014 Standard, must also meet the Section 4 – Rules for Use of SFI On-Product so verify that at least two-thirds of their supply producers certified to the SFI 2010-2014 or post-consumer recycled content, or from a source that is non-controversial sources.

requirements, primary producers that own a primary forest and certified to the SFI 2010-2014 Standard, must also meet the Section 4 – Rules for Use of SFI On-Product so verify that at least two-thirds of their supply producers certified to the SFI 2010-2014 or post-consumer recycled content, or from a source that is non-controversial sources.

requirements, primary producers that own a primary forest and certified to the SFI 2010-2014 Standard, must also meet the Section 4 – Rules for Use of SFI On-Product so verify that at least two-thirds of their supply producers certified to the SFI 2010-2014 or post-consumer recycled content, or from a source that is non-controversial sources.



# Consumer Microsite

Act today for tomorrow's *healthy* forests.



HOME WHO WE ARE WHAT WE DO THE SFI LABEL



**Sustainable forestry is growing.**  
More forests are becoming certified to the Sustainable Forestry Initiative standard.

[See the growing trends >](#)

**Resources**

What Others Are Saying  
SFI Governance  
INFOGRAPHIC: Responsible Forestry by the numbers

There's a simple way you can ensure that our forests remain healthy. Look for the SFI® label on any wood, paper and packaging product you purchase. It's your assurance that what you buy comes from responsibly managed and legal forests.

**Who we are.**

SFI brings together diverse people and groups who depend on North American forests and want to keep them thriving.

[Find out more >](#)

**What we do.**

SFI promotes sustainable forest management, improved forestry practices and responsible purchasing of forest products.

[Find out more >](#)

**The SFI label:**

**Look. Ask. Buy.**  
You can find the SFI product label on a wide range of items you buy for the home, office and everyday life.

[Find out more >](#)

SFI brings together the many interests who *depend* on our forests.



HOME **WHO WE ARE** WHAT WE DO THE SFI LABEL



Our strength comes from many points of view.

**We're as diverse as the forests.**

As an independent organization, SFI, Inc. brings together all kinds of people and groups who depend on North American forests and want to keep them thriving. These include forest companies, conservation groups, aboriginal communities, small family forest landowners, loggers, universities and governments.

By sharing ideas, resources and our passion for responsible forestry, SFI and its many partners work together to continually improve forest management and promote responsible wood fiber sourcing.

Like our community itself, the people who govern SFI represent a balance of environmental, economic and social interests and perspectives.

**Resources**

SFI Governance  
SFI Board of Directors

## A Symbol of Responsible Forestry.



HOME WHO WE ARE WHAT WE DO **THE SFI LABEL**



**Look for these labels.**  
*Rollover to learn more*

**Whenever you shop – look, ask, buy SFI.**

From furniture to printer paper to labels and packaging, you can find the SFI on-product label on a wide range of items you buy for the home, office and everyday life.

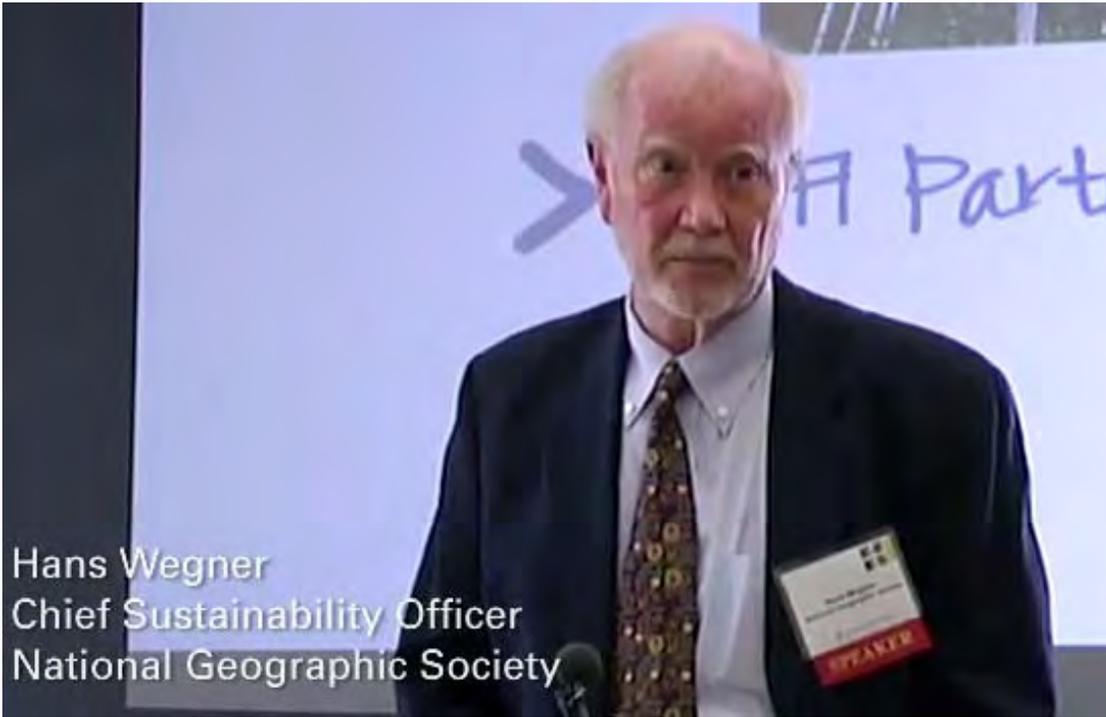
When you look for and buy products with the SFI label, be sure to also ask retailers and suppliers to stock more merchandise that carries it. Whether it is tissue paper, copy paper, packaged products, or paper cups and plates for your upcoming party, look for the SFI label. If you are doing home renovations or building a deck, remember there are many wood-based building products which carry the SFI label. If you don't see the SFI label, ask your supplier to start stocking it. Taking these steps means you are supporting responsible forestry today and in the future.

**Resources**

Learn more about SFI product labels.  
The many organizations who are SFI-certified.  
INFOGRAPHIC: SFI Labels by the numbers



# > SFI Partners in Forest Conservation



Hans Wegner  
Chief Sustainability Officer  
National Geographic Society



# NATIONAL GEOGRAPHIC



SUSTAINABLE FORESTRY INITIATIVE

SFI-0001

# > Customer Outreach



# > Customer Outreach



Bank of America



Publix

Sprint



LOWE'S

JCPenney

3M



Unilever

JPMorganChase



AMERICAN GREETINGS



sears



OfficeMax



Walmart  
Save money. Live better.



HAVI Global Solutions



ConAgra Foods



Loblaws

NATIONAL GEOGRAPHIC



SUSTAINABLE FORESTRY INITIATIVE

SFI-0001

## > It Starts at Home



- If you source fiber, ask for SFI
- If you sell products, label SFI.
- If you buy products, choose SFI.



# > Why Support SFI?



- SFI's unique and proactive fiber sourcing program
- Supporting domestic jobs, fiber and communities
- Supporting conservation work, research, and logger/forester training and education
- Avoiding risk of illegal logging, deforestation, global forestry concerns....buy SFI, buy domestic, buy North America



SUSTAINABLE FORESTRY INITIATIVE

SFI-00001



## SFI 2013 Annual Conference



- September 17-19, 2013
- Westin Riverwalk, San Antonio, TX
- **THEME:** Writing the Next Chapter





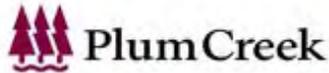
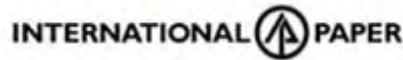
# SFI Annual Conference – Sponsors



## Platinum Sponsors



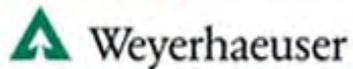
## Gold Sponsors



## Silver Sponsors



## Student Sponsors



## Conservation Sponsors



# > SFI Annual Conference – Confirmed Speakers





# SFI Annual Conference – Schedule of Events



- Sept 16<sup>th</sup> 1:00pm to 4:30pm
  - ATFS Inspecting Forester Training Workshop
- Sept 17<sup>th</sup>
  - SFI Standard Review Workshop – 10:30am – 12:30pm, followed by luncheon
  - General sessions in afternoon, followed by President's Reception
- Sept 18<sup>th</sup>
  - General sessions ALL day, Annual Awards Luncheon, All Conference Reception and Dinner
- Sept 19<sup>th</sup>
  - General sessions until 12PM, followed by Luncheon



## > SIC Regional Breakouts



- Agenda Development – What do SICs want?
- SIC's activities roundtable
- SIC Work Plans
  - 2013 review
  - 2014 development



## > SIC Thoughts



- What do you need from SFI Inc. to effectively carry out your activities?
- What tools do you need to reach your goals?
- How can SFI Inc. help you?



THE *decided*  
FUTURE IS NOW.



Questions?

Contact: Amy Doty

[amy.doty@sfiprogram.org](mailto:amy.doty@sfiprogram.org)

202.596.3458

*Thank You!*



SFI-0001