SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

SFI COMMUNICATIONS COMMITTEE

FACE TO FACE MEETING

May 11, 2016

U.S. GREEN BUILDING COUNCIL EXPANDS GREEN BUILDING OPTIONS

THANK YOU USGBC!

April 5, 2016
The U.S. Green Building Council (USGBC) issued an alternative compliance path (ACP) for LEED credits that recognizes wood from SFI.

USGBC

USGBC Announces New LEED Pilot ACP Designed to Help Eliminate Irresponsibly Sourced Materials—Like Illegal Wood—From the Building Material Supply Chain

Published on **5 Apr 2016** Written by **Marisa Long** Posted in Media

Washington, DC—(April 5, 2016)—Today, USGBC announced the quarterly addenda to the LEED green building rating system, which includes a new pilot Alternative Compliance Path (ACP) credit that is designed to further advance environmentally responsible forest management and help rid our buildings of illegal wood by promoting the use of wood that is verified to be legal. The pilot ACP builds on the robust infrastructure that has been built around responsible wood sourcing and chain of custody to test an approach to prerequisite requirements, which could serve as a model for other building materials.

This new pilot ACP is applicable to both LEED 2009 and LEED v4 systems. While LEED has always rewarded leadership in materials specification, this new ACP seeks to leverage LEED's unparalleled market power by focusing attention on the significant need for more comprehensive and effective legality verification of building products. The pilot ACP is designed to address a critical piece of the supply chain and reward project teams who proactively verify that the wood they are using is legal.

SUSTAINABLE FORESTRY INITIATIVE
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FOR IMMEDIATE RELEASE
April 6, 2016

USGBC ANNOUNCES NEW PATHWAY TO ENCOURAGE ENVIRONMENTALLY RESPONSIBLE FOREST MANAGEMENT IN LEED

Washington, D.C. — The range of legal and responsible forest products available for a Leadership in Energy and Environmental Design (LEED) credit has grown in a positive direction. This is welcome news for architects, builders and consumers seeking legal, responsibly sourced and certified forest products from well-managed forests.

The U.S. Green Building Council (USGBC) has issued a LEED alternative compliance path (ACP) that recognizes wood and paper from the Sustainable Forestry Initiative® (SFI®) Program as part of an integrated approach to encouraging environmentally responsible forest management and eliminating illegal wood from the building material's supply chain. The ACP will apply to all LEED v4 rating systems including Homes v4 and to all LEED 2009 rating systems.

"We applaud leaders from the U.S. Green Building Council as this change across all LEED rating tools takes a stance against illegal wood and reinforces the value of certified and responsibly sourced forest products," said Kathy Abusow, President and CEO of SFI Inc. "SFI employs rigorous standards that ensure not only a responsibly managed forest, but also that only legal sources of fiber are brought into SFI-certified supply chains."

LEED has seven impact goals that include reversing climate change, enhancing human health, protecting water resources and biodiversity, promoting sustainable material resources, building a greener economy and enhancing social equity and community quality of life. The SFI Standards and SFI's supporting programs are tightly aligned with LEED's seven core criteria. The SFI 2015-2019 Standards, launched in January 2015, include enhanced measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. In the social sphere, SFI's work with rural and underserved communities, youth, and indigenous peoples promotes grassroots engagement on environmental issues and helps improve the quality of life for many.

LEED is a proven tool, unparalleled in its ability to drive wholesale transformation across every corner of the built environment and raise the bar for all players," said Rick Fedrizzi, CEO of USGBC. "Requiring architects, builders and consumers to verify the legality of forest products used in LEED buildings is part of its standing as a leadership standard, and the new ACP encourages the use of programs that certify that practice. This new path to LEED credits also recognizes the contributions forest certification standards have made in establishing the infrastructure which makes it possible to verify responsible sourcing."

This move will further strengthen the widely-respected LEED program. It requires architects, builders and consumers to verify the legality of forest products used in LEED buildings, and awards credit for the use of forest products certified to programs like SFI. In order to count towards a LEED point, the user must first know that 100% of the forest products are from legal (non-controversial) sources, 70% from responsible sources and the remainder must be certified sources as evidenced by a chain of custody certification (CoC). SFI Fiber Sourcing certification counts as legal and responsible, while fiber delivered through a CoC certification counts as legal, responsible and certified sources. The new alternative compliance path pilot recognizes SFI, the American Tree Farm System (ATFS) and programs that are endorsed by the Programme for the Endorsement of Forest Certification (PEFC). The alternative compliance path categorizes the various forest certification standards based on the ASTM D7612-10 (2015) standard which is titled "Categorizing Wood and Wood-Based Products According to Their Fiber

USGBC ANNOUNCES NEW PATHWAY TO ENCOURAGE ENVIRONMENTALLY RESPONSIBLE FOREST MANAGEMENT IN LEED

U.S. GREEN BUILDING COUNCIL

Initial Distribution Report

- 145 websites
- 14,368,584 total potential audience

Key Pick-Ups Include

YAHOO! FINANCE CANADA

REUTERS

NEW YORK BUSINESS JOURNAL

MONTREAL GAZETTE

MarketWatch From DOWJONES

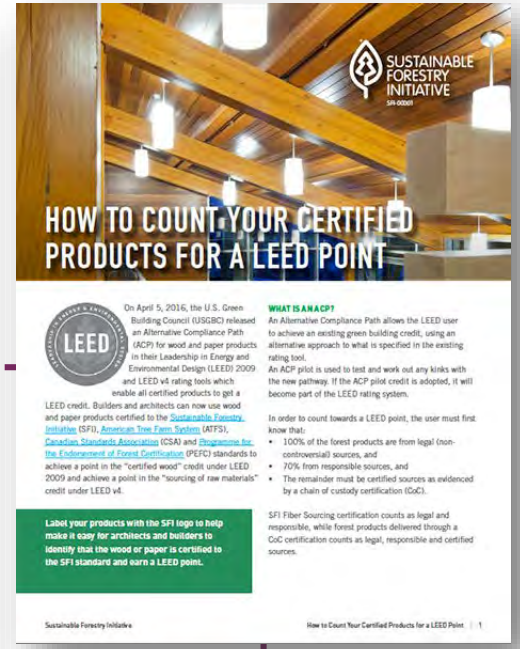
WASHINGTON BUSINESS JOURNAL

FOX 19 WXIX • CINCINNATI

12

LEED PROMOTIONS

- Press Release
- Stakeholder Outreach
- Updated fact sheets
- Green building video
- 3rd Party blogs
- Webinar
- Social media
- Continuing Education Unit (CEU)



AT&T 5:51 PM 54%

LEED
BETTER BUILDINGS. BETTER BUSINESS.

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Developers of #LEED. #GreenBuildings for everyone within this generation. #Sustainability focused. #Community driven. #Global Impact.

Washington, DC usgbc.org

31.7K FOLLOWING **108.4K** FOLLOWERS

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SFI Program @sfiprogram 1h
How to count your certified wood products for a @USGBC LEED point. Fact sheet for new ACP: ow.ly/10n3Xg

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SFI Program
@sfiprogram

How to count your certified wood products for a @USGBC LEED point. Fact sheet for new ACP: ow.ly/10n3Xg

LEED

On April 5, 2016, the U.S. Green Building Council (USGBC) released an Alternative Compliance Path (ACP) for wood and paper products in their Leadership in Energy and Environmental Design (LEED) 2009 and LEED v4 rating tools which enable all certified products to get a LEED credit. Builders and architects can now use wood and paper products certified to the Sustainable Forestry Initiative (SFI), American Tree Farm System (ATFS), Canadian Standards Association (CSA) and Programme for the Endorsement of Forest Certification (PEFC) standards to achieve a point in the "certified wood" credit under LEED 2009 and achieve a point in the "sourcing of raw materials" credit under LEED v4.

WHAT IS AN ACP?
An Alternative Compliance Path allows the LEED user to achieve an existing green building credit, using an alternative approach to what is specified in the existing rating tool.
An ACP pilot is used to test and work out any kinks with the new pathway. If the ACP pilot credit is adopted, it will become part of the LEED rating system.

In order to count towards a LEED point, the user must first know that:

- 100% of the forest products are from legal (non-controversial) sources, and
- 70% from responsible sources, and
- The remainder must be certified sources as evidenced by a chain of custody certification (CoC).

Label your products with the SFI logo to help make it easy for architects and builders to identify that the wood or paper is certified to the SFI standard and earn a LEED point.

SFI Fiber Sourcing certification counts as legal and responsible, while forest CoC certification counts sources.

RETWEETS 13 LIKES 8

SFI Program
@sfiprogram

Family forest owners to earn #LEED points: best news for forests! ow.ly/10CcAh. Blog by @ChuckLeavell

LIKES 5

FRA @forestresources · Apr 7
.@repgoodlatte Great that **LEED** now recognizes **SFI** & TreeFarm! Thx for supporting credible certs in federal policy #sustainableforestry

2 3

AmericanWoodCouncil and 3 others liked

Senator Roger Wicker @SenatorWicker · Apr 6
Pleased that @USGBC has decided to include American-grown forest products in their #**LEED** rating system: 1.usa.gov/1RY3gXs #forestry

7 13

AmericanWoodCouncil and 1 other li

Gregg Harper @GreggHarper · Apr 6
Glad **@USGBC** has raised the bar to include promoting responsible sources of **wood** supply @SFIprogram @AmForestFndn @MS_Forestry #buildwithwood

5 7

SCFC @ForestryCommish · Apr 11
Thank you **@USGBC** for encouraging the use of sustainable **wood** products, especially from family-owned forests #LEED #buildwithwood

1

MixedWood @MxdWood · Apr 10
MixedWood blog on @sfiprogram @USGBC #**LEED** bit.ly/1Q26Qvg

MIXEDWOOD

Welcome *Business Sectors* *Services* *Fees* *Con*

« **FSC's problem in Canada**

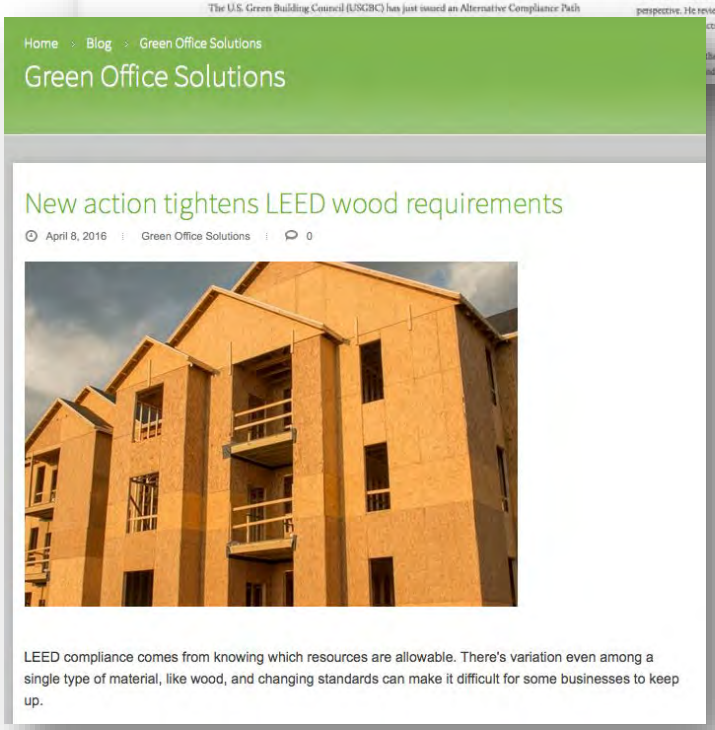
Promising News From SFI & LEED

April 10th, 2016

3 5

LEED COVERAGE BY CATEGORY

- USGBC Announcement & Coverage – 2
- Fun Support – 2
- Environmental Support – 4
- Government Support – 7
- Association Support – 12
- General Green Building Support – 13
- SFI Guest Blogs – 9
- International Support – 8
- Negative/Opposition Coverage - 9



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www.sfiprogram.org

FOR IMMEDIATE RELEASE
April 14, 2016

IUCN Approves SFI for Membership, Advancing Sustainable Forestry and Conservation Science

Washington, D.C. — The Sustainable Forestry Initiative (SFI) has been granted membership in the International Union for Conservation of Nature (IUCN), an organization devoted to helping the world pragmatic solutions to our most pressing environmental and development challenges. IUCN is the w oldest and largest global environmental organization, with almost 1,300 government and NGO mem and more than 15,000 volunteer experts in 185 countries.

"We are so pleased to join this network of conservation-minded organizations. Biodiversity conserv central to both IUCN's and SFI's mission. SFI is committed to quantifying the conservation impact certified forests and responsible sourcing of forest products through programs such as the SFI Fibe Sourcing Standard. Membership in IUCN will give us access to important tools and expertise to help work," said Kathy Abusow, President and CEO of SFI Inc.

Forests managed to the SFI Forest Management Standard now constitute over 280 million acres (100 million hectares) across North America from Canada's boreal forest to the U.S. southeast, providing habitat for wide-ranging species and flyways for migratory birds. This vast scale also offers the potential to amplify the importance of SFI's effort to enumerate the conservation-related values of SFI certified forests.

SFI is the only forest certification program that requires participants to support research to improve forest health, productivity, conservation understanding, and sustainable management of forest resources. SFI's Program Participants engage in a tremendous array of projects every day that help conserve the diversity of habitats, protect water quality, and sustain other important aspects of North America's great natural heritage.

"We are pleased to welcome SFI as an IUCN member. Their work on measuring conservation values in production forests is an important contribution to the delivery of global conservation efforts," said Stewart Maginnis, IUCN Global Director – Nature-based Solutions Group.

SFI will also be participating in the IUCN World Conservation Congress 2016 Sept 1-10. Taking place every four years, this event is considered the "Olympics of conservation." This is the first time it will be in the United States.

The congress theme is "Planet at the crossroads." With IUCN seeking solutions for nature conservation and sustainable development, participation in the IUCN Congress will be significantly influenced by the UN Sustainable Development Goals adopted in September 2015, which include specific objectives relative to forests. Particular attention will be directed to goals that are nature-based and focused on clean water, climate action, life below water and life on land.

"Clean water, climate action and biodiversity are key areas for SFI. We are looking forward to the IUCN Congress as a way to initiate SFI's membership in IUCN. Participating will help build SFI's own conservation knowledge and capacity and enable us to contribute to global goals as they relate to the conservation of working forests," said Paul Trianosky, Chief Conservation Officer at SFI.

IUCN APPROVES SFI FOR MEMBERSHIP, ADVANCING SUSTAINABLE FORESTRY AND CONSERVATION SCIENCE

Initial Distribution Report

- 158 websites
- 90,639,690 total potential audience

Key Pick-Ups Include

YAHOO! FINANCE

MarketWatch From DOWJONES

NATIONAL POST

REUTERS

NEW YORK BUSINESS JOURNAL

WASHINGTON BUSINESS JOURNAL

MONTREAL GAZETTE

12

IUCN World Conservation Congress Hawai'i 2016

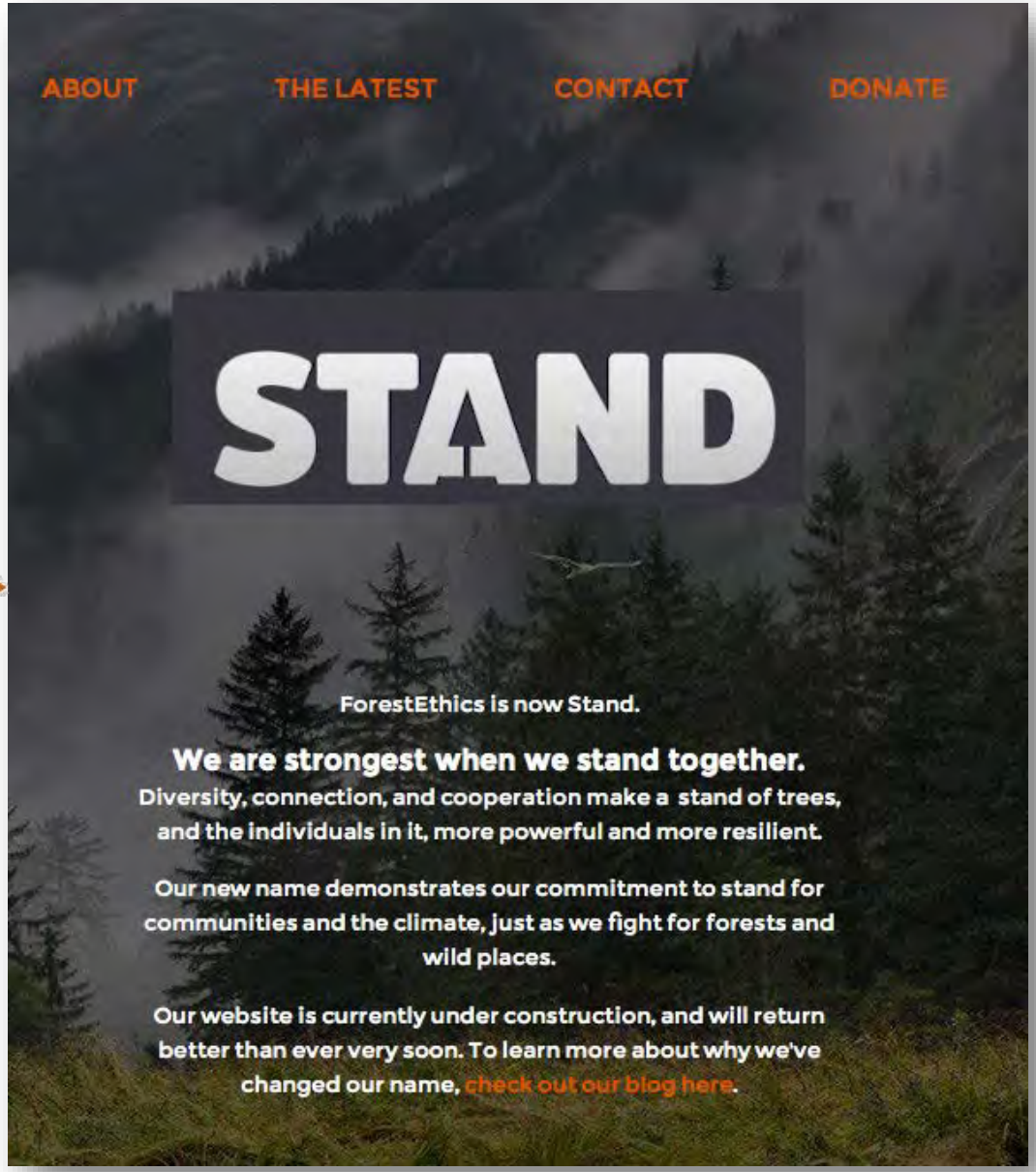
IUCN WORLD CONSERVATION CONGRESS

SEPTEMBER 1 – 10, 2016

- Held every 4 years by IUCN – single largest international gathering of conservation stakeholders
- First time in the U.S.
- SFI is planning a visible profile through sponsorship of Mobile App and (maybe) Conservation Campus
- Co-contributor to workshop submissions by WBCSD, NatureServ, PEFC

NEGATIVE CAMPAIGNS

ForestEthics



Name and branding change occurred March 22, 2016

STAND.EARTH

ForestEthics

ABOUT US | PROTECT FORESTS | OPPOSE DIRTY ENERGY | SUPPORT COMMUNITY

The Root Word: ForestEthics Blog

Greenwash at GreenBiz. Keep Your Brand Clear of SFI

Logging Industry Label Means Clearcuts, Toxic Tresspass, Human Right Violations

FEB 22, 2016 — Greenwash

9 Share

BY JIM ACE, SENIOR CAMPAIGNER, STOP SI

This week, 700 corporate sustainability professi
companies will gather for the annual GreenBiz c
companies rely on eco-labels to communicate th
responsibility

Jim Ace @JimAceman · Feb 25
Do you trust your brand with greenwasher SFI? ow.ly/YLyTi #GrnBz #GreenBiz @GreenBiz16 @forestethics

February 2016: We share ForestEthics underlying objective to save forests, but we disagree with their decision to target Sustainable Forestry Initiative® (SFI). SFI has a proven track record of helping to grow future forests through programs to sustain communities, fund conservation research, educate youth and work to continually improve and quantify conservation impacts. SFI®, along with other certification standards, plays an important role in forest protection. An inclusive approach to forest certification is needed if progress is to be made.

ForestEthics' February 2016 blog demonstrates that their objective is to misrepresent the value of SFI by threatening companies that buy paper, wood and packaging products. What large corporations in the supply chain should understand is that we need more responsible forestry, not less.

Conservation and Forest Research
The truth is that SFI certification continues to grow on all fronts because we play a key role in forest protection. With more than 280 million acres/110 million hectares certified to the SFI Forest Management Standard, our rigorous certification requirements protect water quality, biodiversity, wildlife habitat, species at risk, funding conservation research, and protecting Forests with Exceptional Conservation Value. That gives SFI the necessary scale to directly influence the future of our forests.

Independent Governance
SFI Inc.'s 18-member multi-stakeholder Board of Directors comprises three chambers, representing environmental, economic and social interests. Board members include representatives of environmental, conservation, professional and academic groups, family forest owners, public officials, labour and the forest products industry.

SUSTAINABLE FORESTRY INITIATIVE

SETTING THE RECORD STRAIGHT: A MESSAGE FROM SFI

Diverse Stakeholders
Over the past 20 years, SFI has evolved into an internationally-endorsed forest certification program used by a diverse set of groups including conservation organizations, community groups, the public sector, universities, indigenous peoples, and many more. Twenty one Aboriginal and tribal groups in Canada and the U.S. have over 4.3 million acres (1.7 million hectares) certified to the SFI Standard. More Aboriginal groups use SFI than any other forest certification standard.

The collective impact of both SFI's conservation and community initiatives, including SFI Implementation Committees, SFI Conservation and Community Partnership Grants, and SFI Inc. partnerships and MOUs, demonstrate that SFI is a community, not just a standard, and that together, the community stands for Future Forests.

Consumer and Market Recognition
Of more than 20,000 U.S. consumers surveyed by the Natural Marketing Institute, 24% recognized the SFI logo and understood what it stands for. The SFI logo is recognized and understood more than any other forest certification logo. Products that are certified to SFI are sold in more than 120 countries. Twenty percent of Fortune 100 companies are already using the SFI on-product label, and last year, more than 7,000 SFI label use requests were approved.

In a world where only ten percent of the forests are certified, we must work together to promote responsible forestry, because we all rely on healthy forests in our daily lives. We don't want to silence our critics, but rather work in a meaningful way that makes SFI stronger and, in turn, ensures the long-term health and future of our forests, and the people that depend on them.

THE CHOICES WE MAKE EVERY DAY DETERMINE THE FUTURE OF OUR FORESTS.

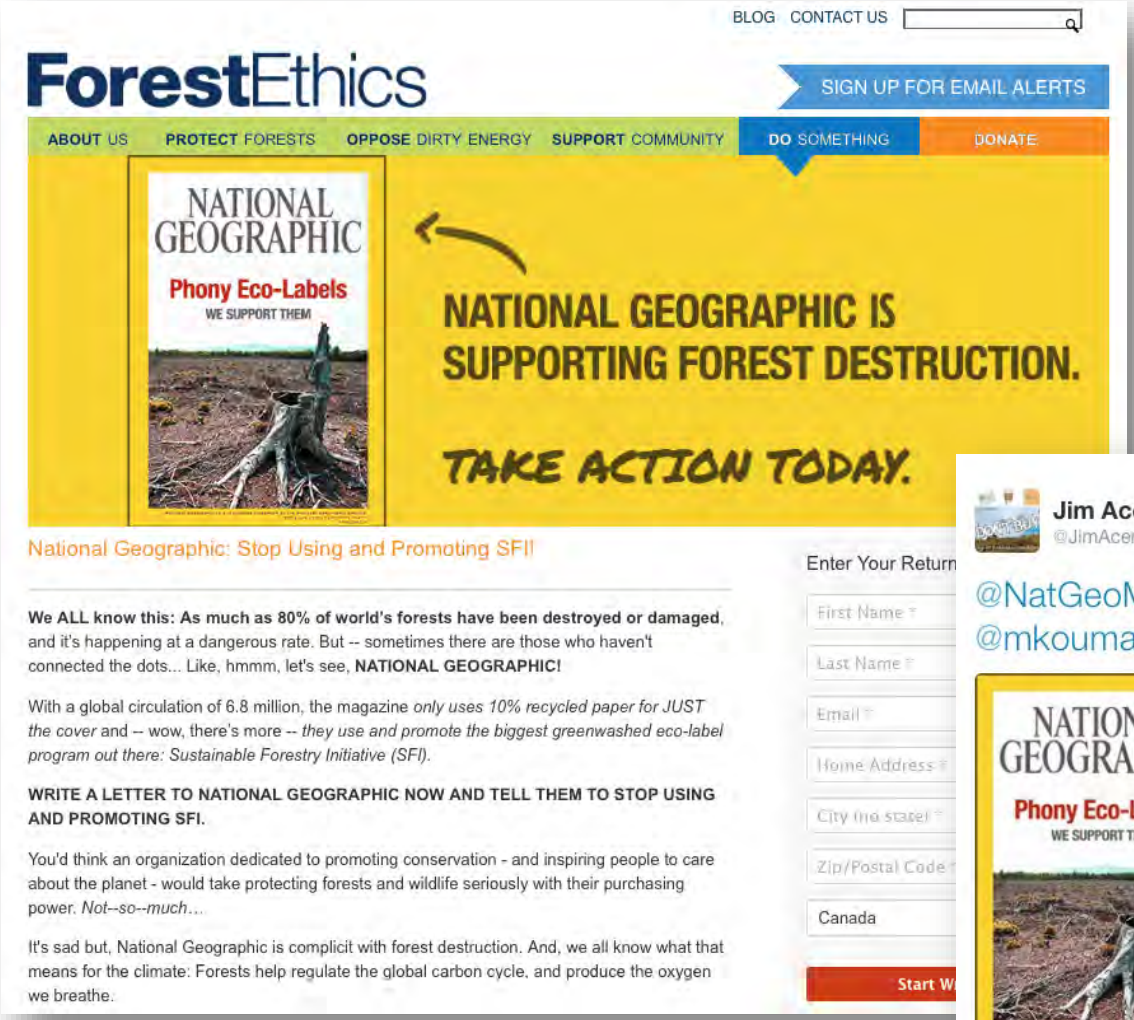
LEARN MORE: sfiprogram.org

SFI Program
@sfiprogram

#SFI plays an important role in #forest protection. @ForestEthics continues w/ misleading claims. Get the facts: ow.ly/YEFqn

7:02 AM - 23 Feb 2016

STAND.EARTH


BLOG CONTACT US
ForestEthics
SIGN UP FOR EMAIL ALERTS
ABOUT US
PROTECT FORESTS
OPPOSE DIRTY ENERGY
SUPPORT COMMUNITY
DO SOMETHING
DONATE
NATIONAL GEOGRAPHIC
Phony Eco-Labels
WE SUPPORT THEM
NATIONAL GEOGRAPHIC IS SUPPORTING FOREST DESTRUCTION.
TAKE ACTION TODAY.
National Geographic: Stop Using and Promoting SFI!
We ALL know this: As much as 80% of world's forests have been destroyed or damaged, and it's happening at a dangerous rate. But -- sometimes there are those who haven't connected the dots... Like, hmmm, let's see, NATIONAL GEOGRAPHIC!
With a global circulation of 6.8 million, the magazine only uses 10% recycled paper for JUST the cover and -- wow, there's more -- they use and promote the biggest greenwashed eco-label program out there: Sustainable Forestry Initiative (SFI).
WRITE A LETTER TO NATIONAL GEOGRAPHIC NOW AND TELL THEM TO STOP USING AND PROMOTING SFI.
You'd think an organization dedicated to promoting conservation - and inspiring people to care about the planet - would take protecting forests and wildlife seriously with their purchasing power. Not--so--much...
It's sad but, National Geographic is complicit with forest destruction. And, we all know what that means for the climate: Forests help regulate the global carbon cycle, and produce the oxygen we breathe.
Enter Your Return
First Name
Last Name
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Home Address
City (no state)
Zip/Postal Code
Canada
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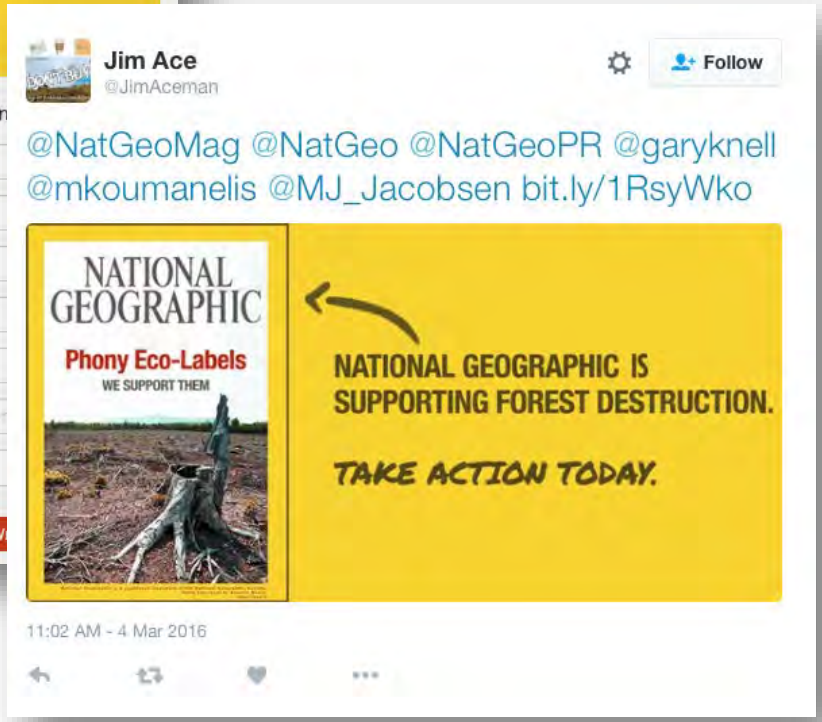
Jim Ace
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Follow
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NATIONAL GEOGRAPHIC
Phony Eco-Labels
WE SUPPORT THEM
NATIONAL GEOGRAPHIC IS SUPPORTING FOREST DESTRUCTION.
TAKE ACTION TODAY.
11:02 AM - 4 Mar 2016

LEED

APRIL 2016

Having trouble viewing this email? CLICK HERE

News & Views

Forest Stewardship Council® UNITED STATES

FSC

Action Alert: Legal Forestry Alone is Not Worthy of LEED Credit

Contact USGBC Today About New LEED Pilot Credit

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"...further advance environmentally responsible forest management and help rid our buildings of illegal wood by promoting the use of wood that is verified to be legal. The pilot ACP builds on the robust infrastructure that has been

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How It Works

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$25 Monthly GIVE

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Home > U.S. Green Building Council Ambushes Environmental Groups

< Back to News & Media

U.S. Green Building Council Ambushes Environmental Groups

This week, without any input from environmental groups, external stakeholders outside of the timber industry, the U announced that it has launched a pilot program that recog certification scheme known as Sustainable Forest Initiativ Energy and Environmental Design (LEED) program.

NRDC

OUR WORK OUR EXPERTS OUR STORIES GET INVOLVED ABOUT US DONATE

EXPERT BLOG › JOSHUA AXELROD

The World Needs Sustainable Forestry: Efforts to Greenwash Harmful Logging Need to be Stopped

April 13, 2016 Joshua Axelrod

The Forest Stewardship Council (FSC), the world's leading independent certifier of sustainably managed forests, is facing increasingly vitriolic attacks from various industry trade groups and players in Canada, who argue that the FSC's policies—specifically their move toward requiring protection of threatened intact forest landscapes—will cause them to lose access to significant wood volumes they need to maintain their current operations. Meanwhile, to keep up volumes of "sustainably harvested" wood products, the largest Canadian operators have begun promoting the Sustainable Forestry Initiative (SFI)—a logging industry created certification scheme that lacks transparent and independently verified audits and markets harmful logging practices as "sustainable." It's an example of expert greenwashing and its existence goes a long way toward justifying the urgent need for FSC's continued leadership in ensuring that consumers have access to sustainably produced products. As explained in detail below, efforts to place FSC and SFI on equal footing are little more than attempts by industry to fool customers into buying wood products that have little guarantee of coming from sustainable sources and are placing our

Q1 HIGHLIGHTS

PRESS RELEASES

- SFI Conservation & Community Partnerships Grant Program (Feb 11)
- NWTF Award (Feb 17)
- Wood Design Award (Mar 1)
- USGBC LEED (Apr 6)
- IUCN (Apr 14)

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SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.

FOR IMMEDIATE RELEASE
February 11, 2016

SFI PARTNERING FOR CONSERVATION AND COMMUNITY IMPACT THROUGHOUT NORTH AMERICA

WASHINGTON, DC and OTTAWA, ON — Grants were announced today for 19 projects to help further understanding of the conservation benefits of managed forests, and to strengthen the connection between communities and forests. The grants were made as part of the Sustainable Forestry Initiative Inc.'s Conservation and Community Partnership Grants Program. These grants represent collaborations between SFI Inc., SFI Program Participants, and partner organizations throughout North America.

"Our **conservation grants** advance SFI's long-standing commitment to forest research. These projects provide the science-based data that resource professionals need to improve forest management, and to assess the value of that work," said Kathy Abusow, President and CEO of SFI Inc. "Our **community grants** represent SFI's unique role at the intersection of sustainable forestry, responsible procurement and thriving communities. SFI engages local communities through a variety of initiatives including youth outreach, forest education programs, and green building projects for low-income families."

This year's suite of SFI Conservation Grants helps focus on the connection between sustainable supply chains and the natural resource values we all care about, like water quality, biodiversity, wildlife habitat, species at risk, and forests with exceptional conservation value. These projects are a joint effort by the grantees, SFI Inc., and SFI Program Participants, who manage more than a quarter billion acres/100 million hectares of forest across North America and source fiber from millions more.

- American Bird Conservancy is showing how sustainable forest management can benefit habitats for bird species at risk in the U.S. Southeast and Pacific Northwest. Building on a 2014 SFI Grant, ABC will spearhead pilot projects to quantify and improve the value of forests certified to SFI for bird species of conservation interest.
- Alberta's FRI Research is using support from SFI to identify ways to link landscapes to help woodland caribou increase their range and repopulate managed forests.
- Quebec's Laval University, SFI and its partners are helping aboriginal communities and forest companies cooperate to expand opportunities for aboriginal forestry workers.

Page 1 of 3

SFI PARTNERING FOR CONSERVATION AND COMMUNITY IMPACT THROUGHOUT NORTH AMERICA

Initial Distribution Report

- 185 websites
- 17,866,783 total potential audience

Key Pick-Ups Include

boston.com

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NATIONAL POST

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abc 8 EYEWITNESS NEWS

WMBF NEWS.COM

2016 SFI CONSERVATION GRANT RECIPIENTS

Focus on the connection between sustainable supply chains and the natural resource values we all care about, like water quality, biodiversity, wildlife habitat, species at risk, and forests with exceptional conservation value.

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The Nature Conservancy
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2016 SFI COMMUNITY GRANT RECIPIENTS

Bringing communities and youth together to shape a sustainable future.

SUSTAINABLE FORESTRY INITIATIVE

FOR IMMEDIATE RELEASE
February 17, 2016

SFI RECEIVES LAND STEWARDSHIP AWARD FROM NATIONAL WILD TURKEY FEDERATION

WASHINGTON, DC — The National Wild Turkey Federation (NWTF) presented the Sustainable Forestry Initiative (SFI) with its Land Stewardship Award during the 40th annual NWTF National Convention and Sport Show in Nashville, Tennessee on Saturday. SFI was chosen for its commitment to conservation, promoting responsible forest management for the benefit of the nation's forests and wildlife, and for partnering to support the NWTF's important work.

Paul Trianosky, SFI's Chief Conservation Officer, accepts the Land Stewardship Award

The NWTF created the Land Stewardship Award in 1994 to recognize organizations for excellence in land management, partnerships, and NWTF project support. The award also recognizes those who have done outstanding work to benefit natural resources through land stewardship.

"It is an absolute pleasure to receive the NWTF Land Stewardship Award. SFI, and the natural resource managers that use the SFI Standards, understand the importance of partnering to achieve our shared goals of habitat management and conservation. In fact, this award really goes to these managers who practice responsible forest management across the more than 280 million acres/110 million hectares of forestland certified to the SFI Forest Management Standard," said Kathy Abusow, President and CEO of SFI Inc.

NWTF is a natural partner for SFI because of their tremendous track record of conservation achievements. In the eyes of many, restoration of the wild turkey population, led by the NWTF, is one of the greatest conservation success stories in the history of North American wildlife. From a low 1.5 million birds in 1973, today there are more than 7 million.

"We were pleased to present SFI this award at our 40th annual convention. Our future looks bright and I'm confident that our partnership with SFI will advance our shared interest in conserving forests and wildlife habitat. We are working hard together to build this partnership. It will make a real difference for our current members and for generations to come," said George Thornton, CEO of NWTF.

One of the ways SFI and NWTF are helping each other achieve mutually beneficial goals is the NWTF's work to promote the SFI Forest Partners® Program, which aims to increase certification, and connect the benefits of responsible forest management to stakeholders throughout the supply chain. This enhances sustainability and in turn enables current and future generations to enjoy America's forests for years to come. SFI and the NWTF also share a focus on promoting youth education in conservation through Boy Scouts of America and other leading outdoor youth education programs.

SFI is also pleased that the NWTF will use SFI-labeled materials for NWTF Turkey Transport Boxes and for NWTF publications such as *Turkey Country* and *JAKES Country* magazines. SFI on-product labels are recognized globally and provide a visual cue to help customers source products from responsibly managed forests.

"Setting a positive example for the use of sustainably produced materials is yet another example of the NWTF's commitment to conservation in the broadest sense. We are truly fortunate to have them as a partner and privileged to receive the Land Stewardship Award," Abusow said.

SFI RECEIVES LAND STEWARDSHIP AWARD FROM

NWTF
Conserve. Hunt. Share.

Initial Distribution Report

- 207 websites
- 13,363,167 total potential audience

Key Pick-Ups Include

boston.com

WASHINGTON BUSINESS JOURNAL

REUTERS

MarketWatch From DOWJONES

SAN FRANCISCO Business Times

FOX 54 WFXG

SUSTAINABLE FORESTRY INITIATIVE

FOR IMMEDIATE RELEASE
March 1, 2016

Community Cornerstone Quilakwa Center Wins SFI Award

VANCOUVER, BC — Using wood in innovative and beautiful ways to bring new life to a BC community hub has earned KH Designs an award from the Sustainable Forestry Initiative (SFI). The award is part of the 2015/16 Wood Design Awards program. It was presented last night at the annual Wood *WORKS!* British Columbia awards event.

The Quilakwa Center, in Enderby in the southern interior of BC, is home to the Splatsin boardroom and development corporation offices, a First Nation's arts shop, gas bar, convenience store, and a Tim Hortons restaurant and drive-thru. The winning partnership includes KH Designs, Splatsin, Omega & Associates Engineering and Sperlich Log Construction.

Quilakwa Center — Featuring huge cedar columns and crooked Douglas Fir collar beam. Photographer, Peter Sperlich. Photo courtesy of Wood Design & Building Awards.

"We are pleased to be recognized with this award from SFI and the Wood Design awards program. The Quilakwa Center is the cornerstone of Splatsin, as well as the community of Enderby. It embodies the original natural style of handcrafted log construction and also embraces and showcases our local culture," said Wayne Christian, Chief of Splatsin. The building was designed to replace a gas station and convenience store.

The 13,520 square foot, two-storey structure used heavy timber logs from Downie Timber lands in Revelstoke and the Revelstoke Community Forest Corporation. Both are certified to the SFI Forest Management Standard, which promotes responsible forestry, encourages conservation, supports sustainable communities and recognizes indigenous peoples' rights and traditional knowledge.

Splatsin members also harvested some of the special character logs from their own lands. These types of logs are typically not used by the forest industry because of their crookedness and character.

"The Quilakwa Center is a showcase for the beauty, versatility and durability of wood from responsibly managed forests that support sustainable communities," said Kathy Abusow, President and CEO of SFI Inc. "This project is also a prime example of how SFI supports efforts to strengthen the vital links between healthy forests, responsible purchasing and sustainable communities."

The entire structural frame of the building was engineered in massive solid-wood components. The log posts and beams, which are up to 40" in diameter, carry all the loads from the walls and roof panels through to the foundation. Using natural logs in a structure has been calculated to have the lowest environmental impact of any type of wall construction.

"When comparing the impacts of wall materials, there really is no other material that comes close to wood as a green building material. When we consider energy efficiency during use and the ability of log walls to store carbon, the environmental advantages are quite significant," said Kevin Halchuk, President of KH Designs in West Kelowna, BC.

Architects and builders are increasingly choosing wood for construction because it looks great, offers numerous environmental benefits — including renewability and a lower carbon footprint than other materials — and is easy to work with. Trees also absorb carbon dioxide from the atmosphere as they grow, sequestering and storing carbon, which reduces greenhouse gases and improves air quality. Trees turned into wood products continue to store carbon over the long term.

Using wood in innovative and beautiful ways to bring new life to a BC community hub in Enderby, British Columbia, has earned **KH Designs** the **third SFI Award** part of the **2015 North American Wood Design Awards Program**.

COVERAGE

bizwomen
THE BUSINESS JOURNALS
Essential news and in
for women business l

PROFILES/STRATEGIES

SUSTAINABILITY: The lightning strike that fueled her passion for forests

Mary Johnson, Editor
Apr 21, 2016, 11:57am EDT Updated: Apr 21, 2016, 3:37pm EDT

FREED PHOTOGRAPHY

Kathy Abusow, 49, is the CEO of the Washington, D.C.-based nonp

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NEWS OPINION SPORTS ENTERTAINMENT ALPHABET PROJECT PHOTOS

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Forestry opportunities useful for First Nations

DAVID WALKER / PRINCE GE
APRIL 28, 2016 6:29 PM

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VANCOUVER SUN

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OPINION EDITORIALS FEATURED: SUN RUN RACE RESULTS VID

Opinion: Protecting the treasure that is Canada's boreal forest

GREGORY C. SIEKANIEC, VANCOUVER SUN 03.17.2016 |

UNDATED — Taku River in northern British Columbia. DAVID NUNUK

SFI Program
@sfiprogram

#SFI's Paul Trianosky will speak tomorrow at @InnovaForum "How business can tackle deforestation" in Washington, DC: ow.ly/10k0TY

Sustainable Forestry Initiative Inc. Deforestation is a serious global issue, and it's good that we should pay attention to it. But it's very important to ensure that, in our zeal to stop forest loss, policies or metrics don't inadvertently confound the differing realities of forest... more

On the value of forests, and the importance of clarifying deforestation
goodforforests.com · When I was a kid tromping through the Pennsylvania woods with my uncles, I knew instinctively when I was in a forest. To me, the leafy shroud of hardwoods on those rugged hillsides made it self-evident. But it was only many years later that my...

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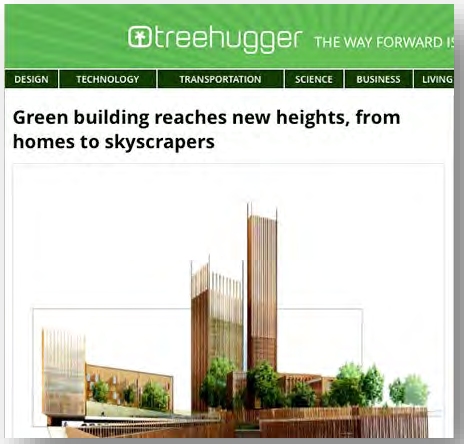
TREEHUGGER ARTICLES

Happy New Years
January 6, 2016

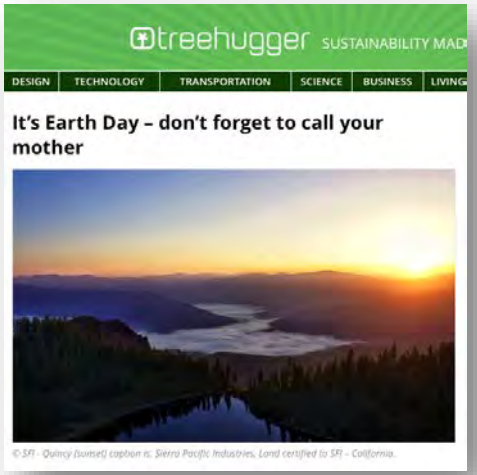
President's Day (US)
February 16, 2016



Lead Up to USGBC Announcement
March 24, 2016

Tissue World 2016
March 14-16, 2016

St. Patrick's Day
March 17, 2016



Earth Day
April 22, 2016

FRENCH COMMUNICATIONS OUTREACH

SUSTAINABLE FORESTRY INITIATIVE
Good for you. Good for our forests.
www.sfiprogram.org

POUR DIFFUSION IMMÉDIATE
Le 11 février 2016

SFI MULTIPLIE SES PARTENARIATS DE CONSERVATION ET D'ENGAGEMENT COMMUNAUTAIRE À TRAVERS L'AMÉRIQUE DU NORD

WASHINGTON (DC) et OTTAWA (ONTARIO) — SFI Inc. annonce aujourd'hui la remise d'importantes bourses à l'appui de 19 projets de sensibilisation aux avantages de conservation liés à l'aménagement forestier et de renforcement des liens entre la forêt et les communautés forestières. Attribuées par le biais du programme de bourses de conservation et de partenariat de la Sustainable Forestry Initiative (SFI Inc.), ces bourses témoignent des efforts de collaboration mis de l'avant par SFI Inc., les participants du programme SFI et de nombreux organismes partenaires à travers l'Amérique du Nord.

« Nos **bourses de conservation** reflètent et font avancer notre engagement de longue date envers la recherche forestière. Les projets de recherche que nous appuyons produisent les données scientifiques qu'utilisent les spécialistes pour améliorer les pratiques d'aménagement forestier et pour mesurer l'efficacité des nouvelles pratiques », souligne Kathy Abusow, présidente-directrice générale de SFI Inc. « De plus, nos **bourses de partenariat communautaire** illustrent l'aspect unique du rôle de SFI Inc. à titre de plaque tournante de la foresterie durable, de l'approvisionnement responsable et du renforcement des communautés forestières. SFI stimule l'engagement communautaire par plusieurs moyens, y compris les initiatives de rayonnement auprès des jeunes, les programmes d'éducation forestière et les projets de construction de logements pour les familles à faible revenu » ajoute Mme Abusow.

Cette année, les bourses de conservation SFI portent une attention particulière aux liens entre l'aspect durable de la chaîne d'approvisionnement et les caractéristiques naturelles essentielles du milieu forestier auxquelles nous attachons une si grande importance, y compris la qualité de l'eau, la biodiversité, les habitats fauniques, les espèces en péril et les forêts à haute valeur de conservation. Ces projets représentent autant d'exemples de concertation des efforts des récipiendaires de bourses, de SFI Inc. et des participants du programme SFI, qui sont responsables de la gestion de plus de 100 millions d'hectares / 250 millions d'acres de terres forestières à travers l'Amérique du Nord, en plus de s'approvisionner en fibres provenant de millions d'hectares de forêts supplémentaires.

ABC · FRI Research · Université Laval · Keeping Maine's Forests · Nature Canada · The Nature Conservancy · SRC · Warnell · UNBC

- L'American Bird Conservancy (ABC) cherche à démontrer que la gestion durable des forêts contribue au maintien des habitats d'espèces aviaires en péril dans le sud-est et le nord-ouest des États-Unis. Donnant suite à une bourse SFI obtenue en 2014, l'ABC mènera une série de projets pilotes visant à quantifier et [illegible] la valeur de forêts certifiées SFI en ce qui a trait aux espèces aviaires dont la [illegible]upation.

Page 1 de 3

GRANT PRESS RELEASE

SUSTAINABLE FORESTRY INITIATIVE

janvier 2016

SFI EN BREF

Un bulletin mensuel pour vous tenir informé.

Écrivez-nous à info@sfiprogram.org si vous ou v[illegible] souhaitez recevoir notre bulletin en français.

Besoin d'aide pour tenir vos résolutions Nouvel An? Les forêts peuvent vous aid[illegible] bonne voie!

Nombre d'entre nous prennent des résolutions du Nouvel An [illegible] que nous aimerions vraiment tenir. Les plus populaires sont [illegible] celles de faire davantage d'exercice, de passer plus [illegible] temps en famille, de réduire le stress, d'aider l[illegible] de vivre de façon plus écologique. Ne cherc[illegible] loin que la forêt la plus proche pour vous [illegible] ces résolutions et d'autres encore.

Lisez la suite de l'article du site Web [illegible]

Tableau de bord 2015 de [illegible]

Quelle année formidable 2015 a été pour la [illegible] l'année soulignées dans le tableau de bord de [illegible]

EN BREF VALENTINES

SUSTAINABLE FORESTRY INITIATIVE

Une affaire de cœur

Joyeuse Saint-Valentin

[illegible] Saint-Valentin est le moment idéal de souligner les actions concrètes [illegible]sant à raffermir les liens entre les forêts durables, les communautés [illegible]isionnement responsable. Voici quelques exemples de ce que notre [illegible]ndissante a accompli demièrement pour l'amour de la forêt.

[illegible] aux nouveaux participants du programme SFI, qui partagent notre amour [illegible]orêt.

Nouveaux certificats d'aménagement forestier et d'approvisionnement en fibre SFI 2015-2019

- Arbec, Usine L'Ascension Inc
- L&M Lumber Ltd.
- Lone Rock Timber Management Company
- EACOM Timber Corporation

114 millions d'hectares / 280 millions d'acres certifiés SFI

Nouveaux certificats d'chaîne de traçabilité SFI 2015-2019

- Blue Water Lumber, LLC
- First Quality Enterprises, Inc.
- Professional Image Inc.

La semaine dernière, la nouvelle base d'aventures des **Scouts d'Amérique**, la **Summit Bechtel Reserve**, située en Virginie Occidentale, a été certifiée selon la norme

PROGRESS REPORT SNEAK PEEK

A LOOK AHEAD

EVENTS

Invasive Species Council of British Columbia

South Carolina Timber Producers Association
Annual Meeting

American Forest Foundation
National Leadership Conference

NWTF
Conserve. Hunt. Share.
Conservation Conference

GreenBiz 16
FEBRUARY 23-25 • PHOENIX
JW MARRIOTT CAMELBACK RESORT

Intertribal Timber Council
National Indian Timber Symposium

OFIA
ONTARIO FOREST INDUSTRIES ASSOCIATION

SB 2016 SUSTAINABLE BRANDS SAN DIEGO
JUNE 6 – 9

PHILAIADELPHIA!
AIA Convention 2016
May 19-21, Philadelphia

IUCN World Conservation Congress
Hawai'i 2016

GREENBUILD
INTERNATIONAL CONFERENCE AND EXPO
ICONIC Green
LOS ANGELES
EXPO: OCTOBER 5-6
CONFERENCE: OCT. 5-7
LOS ANGELES CONVENTION CENTER
GREENBUILDEXPO.COM

IF Innovation Forum

Zero Deforestation Conference

Large Lands Workshop

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2016 SFI Annual Conference

September 27 - 29, 2016 | Hilton Clearwater Beach, Florida

400 Mandalay Ave., Clearwater Beach, FL 33767

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sficonference.org

CONSERVATION AND COMMUNITY

NWTF
Conserve. Hunt. Share.

manomet
Snaring Solutions. Grounded Science.

Ducks Unlimited Canada
Conserving Canada's Wetlands

AMERICAN BIRD CONSERVANCY

THE CONSERVATION FUND

PLATINUM

resolute
Forest Products

GOLD

Weyerhaeuser

Veritiv

INTERNATIONAL PAPER

BUREAU VERITAS

SILVER

GP
Georgia-Pacific
Making Life's Simple Necessities.

WOOD WATER RECREATION WILDLIFE
CERTIFIED FAMILY FOREST

NSF Sustainability
Sustainability Assured

Time Inc.

RMS
Resource Management Service, LLC

Hancock Timber Resource Group
A Manulife Asset Management Company

ANSI
American National Standards Institute

WestRock

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QUESTIONS AND COMMENTS

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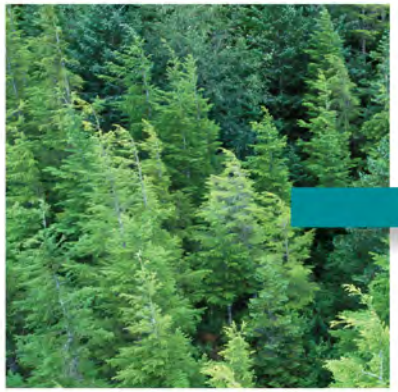
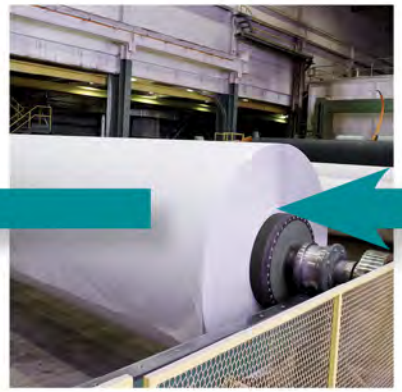
ASK FOR SFI IN YOUR SUPPLY CHAIN



SFI, CSA and/or ATFS
Certified Forest

Certified, Non-Certified and Recycled Material

Paper Certified to
SFI Standard

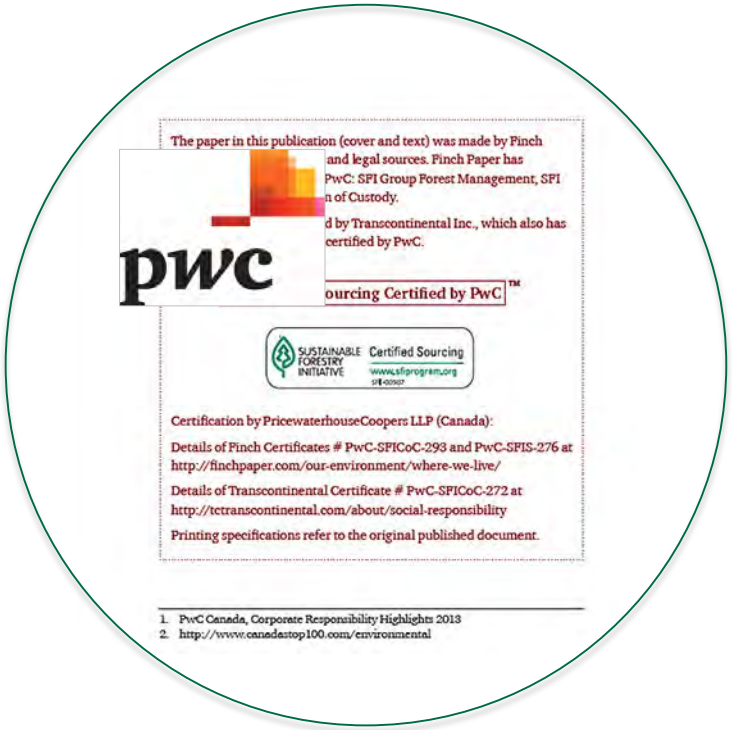


SFI Certified Converter

Packaging Certified to
the SFI Standard

SUSTAINABILITY REPORTS & PROCUREMENT POLICIES

Include SFI in your organization's sustainability and procurement policies



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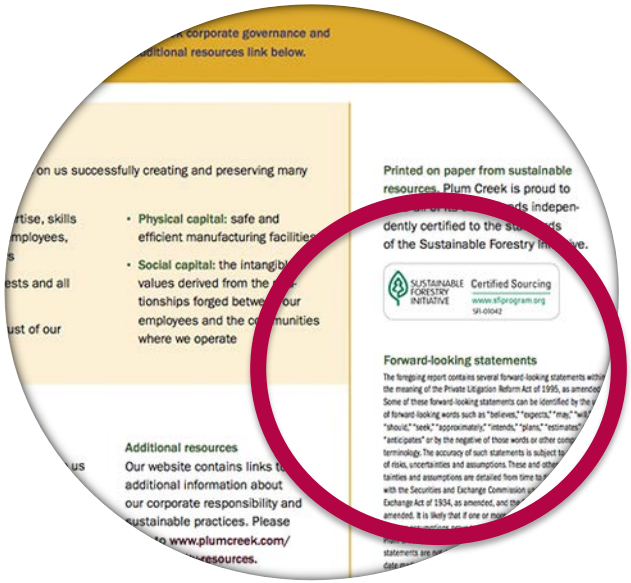
2. http://www.canadastop100.com/environmental



corporate governance and
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on us successfully creating and preserving many

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ust of our

- Physical capital: safe and efficient manufacturing facilities
- Social capital: the intangibl values derived from the tionships forged betw our employees and the c munities where we operate

Additional resources
Our website contains links t additional information about our corporate responsibility and sustainable practices. Please o www.plumcreek.com/ resources.

Printed on paper from sustainable resources. Plum Creek is proud to ds indepen-
dently certified to the st ds of the Sustainable Forestry In e.

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Forward-looking statements
The foregoing report contains several forward-looking statements with the meaning of the Private Litigation Reform Act of 1995, as amended Some of these forward-looking statements can be identified by the of forward-looking words such as "believes," "expects," "may," "will "should," "seek," "approximately," "intends," "plans," "estimates" "anticipates" or by the negative of those words or other comp terminology. The accuracy of such statements is subject to of risks, uncertainties and assumptions. These and oth tainties and assumptions are detailed from time to with the Securities and Exchange Commission Exchange Act of 1934, as amended, and th amended. It is likely that if one or mo

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6. Choose SFI printers for your publications
7. Choose financial institutions and insurance companies that support SFI
8. Demand that the companies you do business with have an inclusive sustainability and procurement policy
9. Build & renovate with SFI
10. Use Amazon Smile and choose SFI as your favorite charity, and choose companies that support SFI when giving to others

HIGHLIGHT YOUR SFI CERTIFICATION

Highlight your SFI certification in corporate presentations, conference, trade shows, social media, and industry gatherings

COMPANIES USING THE SFI LABEL ON FLYERS AND OTHER COLLATERAL

Label Users	
Walmart	Dean & Deluca
BJ's Wholesale	Weight Watchers
Masonite Windows & Doors	YMCA
Jeld-Wen	Arthur Beren Shoes
PharmaSave	Mudpie
Publix	Harley Davidson
Sam's Club	Winn Dixie
Harry & David	Best Buy
Safeway	Viking River Cruises
Outdoor Research	Bridgestone
Sierra Trading Post	Charles Tywhitt

Disclaimer: Above list is a sample of companies using the label

Support & Buy from those with Inclusive Policies

- Walmart
- JC Penny
- RONA
- Pharmasave
- Publix

MAGAZINES, CATALOGS & MAPS

SUPPORT THOSE WITH INCLUSIVE POLICIES OR LABEL WITH SFI

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These include printing paper, shipping material, tissue, toilet paper, paper cups, bowls and plates, and much more!

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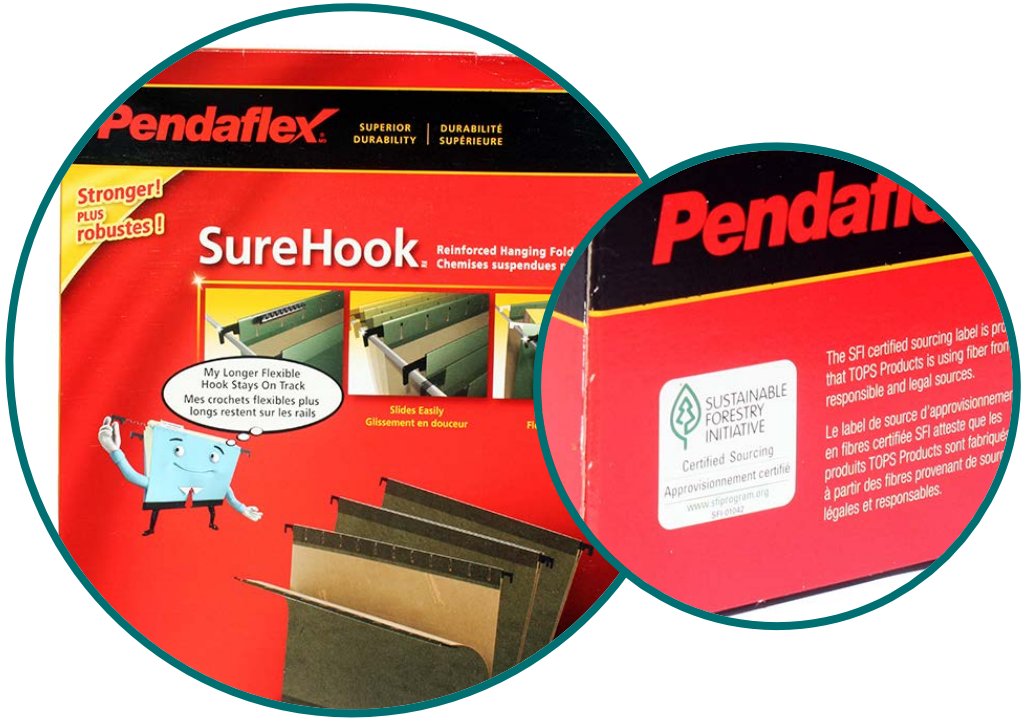

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PACKAGING

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TISSUE AND TOWELS

SFI OFFICE PAPER SUPPLIES

SFI Label Users	
Staples brand envelopes	Pendaflex products
Ampad office products	TOPs Products
Mead paper products	IP Hammermill copy papers
Daytimer products	GP copy papers
Xerox copy papers	Domtar Husky copy papers
Sam's Club copy paper	Grand & Toy branded copy papers
Fivestar paper products	Hilroy paper products
Fellows banker boxes	Pacon Paper & Arts Products
U.S. Postal Service envelopes	Sealed Air Jiffy Mailer
Norcom products	Tree House Pad & Paper Artist line Sketch book

Disclaimer: Above list is a sample of companies using the label

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- Xerox
- Veritiv
- Central National-Gottesman, Inc.

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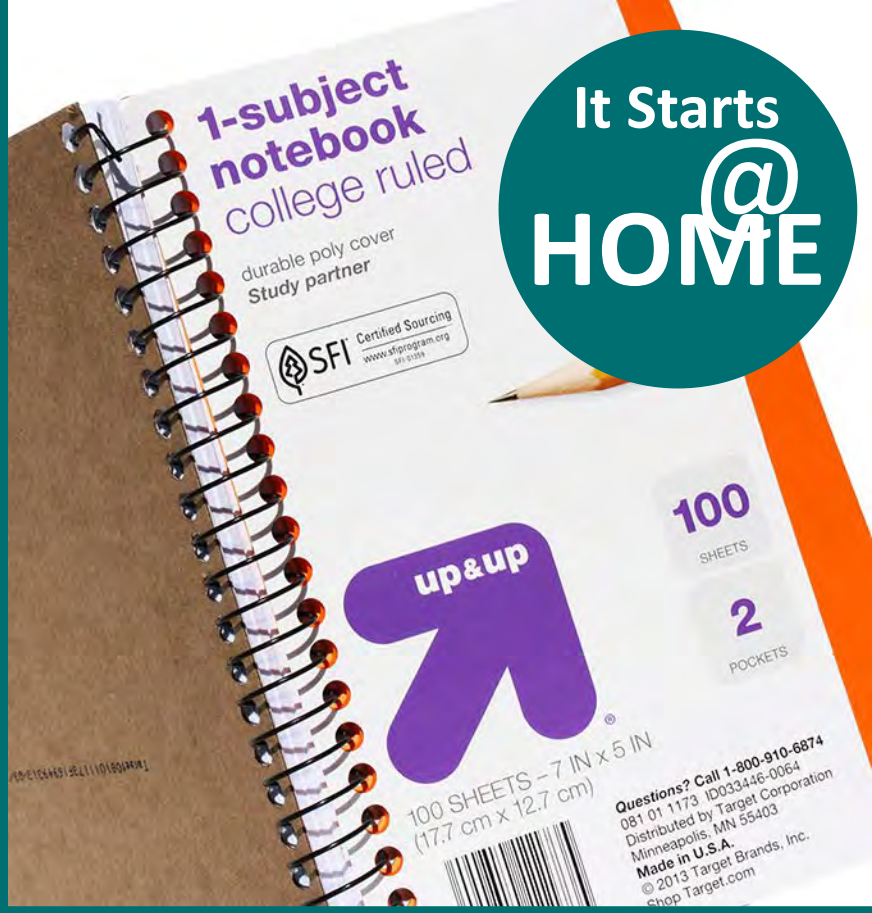

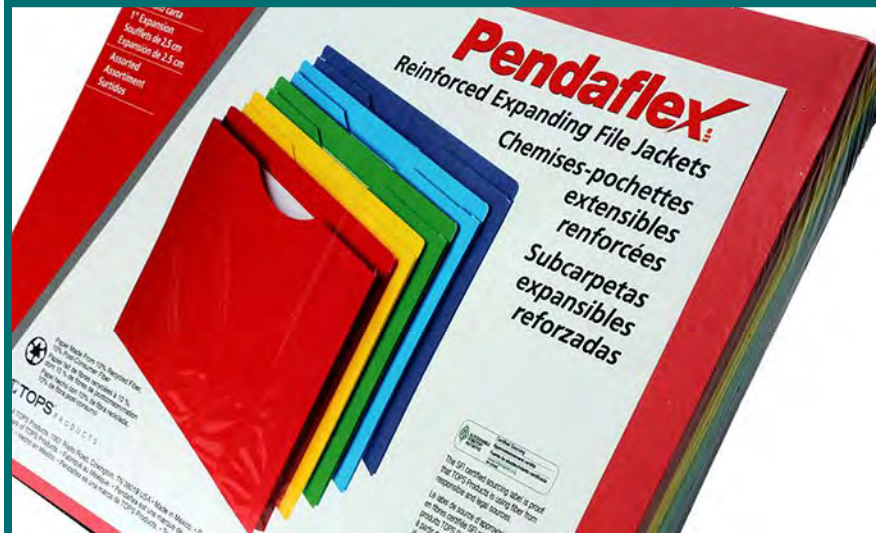

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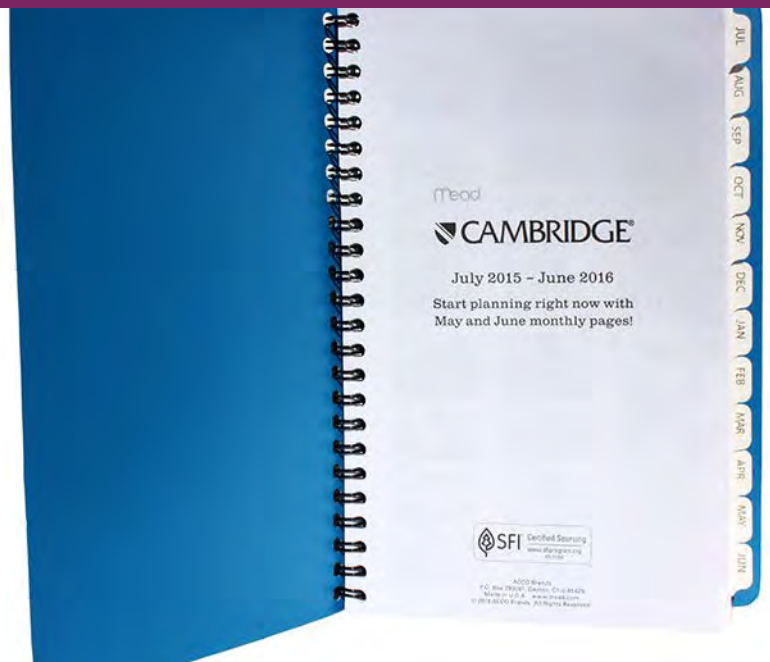

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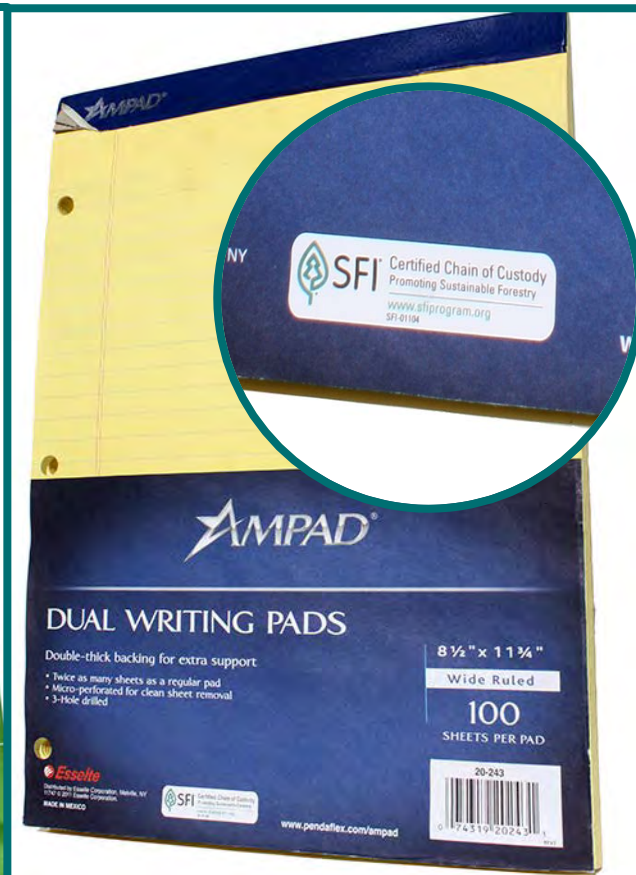
OFFICE SUPPLIES

It Starts @ HOME



It Starts @ HOME

OFFICE SUPPLIES

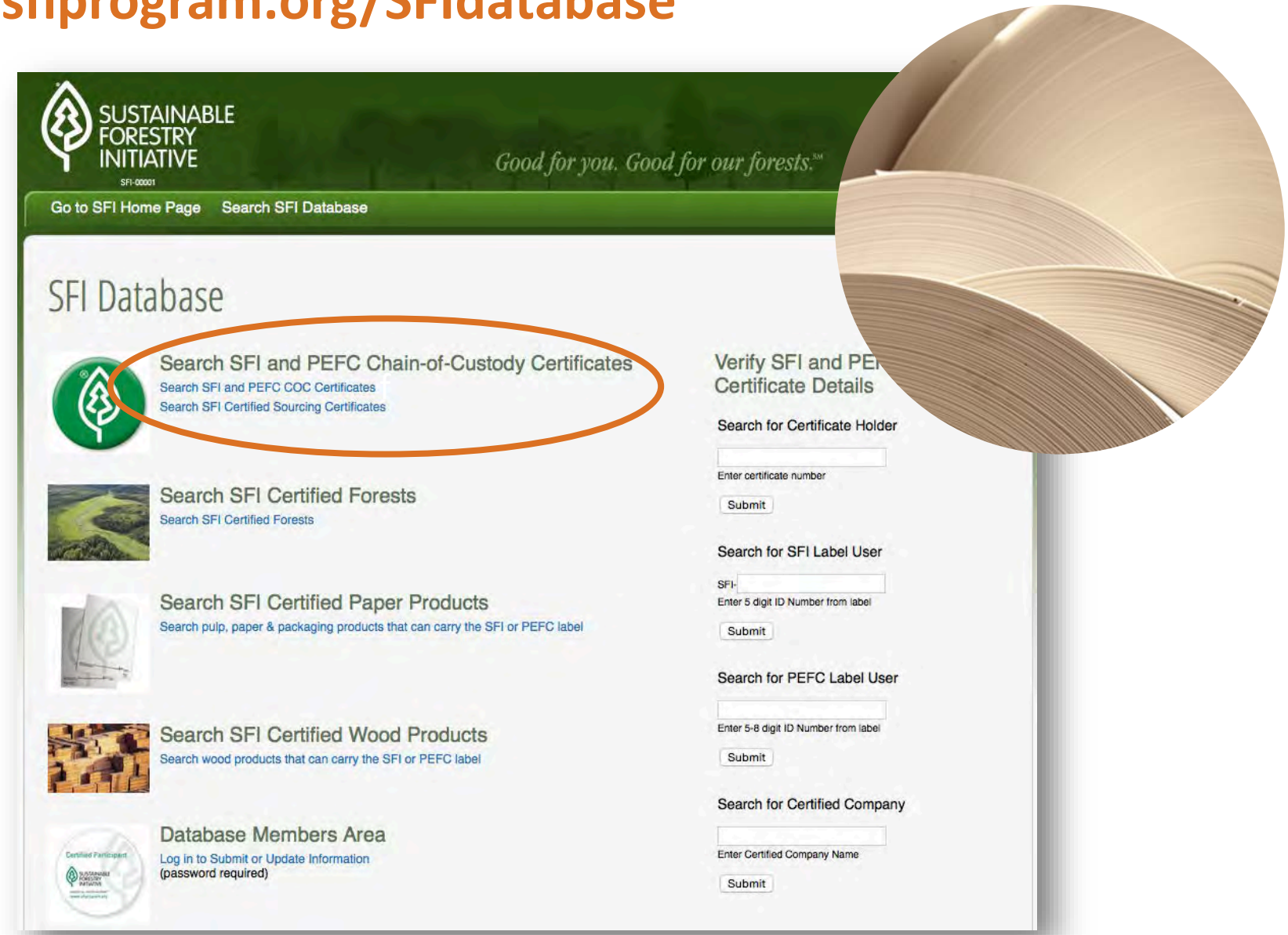
WAYS YOU CAN SUPPORT SFI IN THE MARKETPLACE

It Starts @ HOME

1. Label Your Products with SFI
2. Ask for SFI in your supply chain
3. Include SFI in your organization's sustainability and procurement policies
4. Highlight your SFI certification in corporate presentations, conferences, trade shows, social media, and industry gatherings
5. Buy office supplies certified to SFI – printing paper, shipping material, tissue, toilet paper, paper cups, bowls and plates, and much more!
6. ***Choose SFI printers for your publications***
7. ***Choose financial institutions and insurance companies that support SFI***
8. Demand that the companies you do business with have an inclusive sustainability and procurement policy
9. Build & renovate with SFI
10. Use Amazon Smile and choose SFI as your favorite charity, and choose companies that support SFI when giving to others

CHOOSE SFI PRINTERS FOR YOUR PUBLICATIONS

www.sfiprogram.org/SFIdatabase



CHOOSE FINANCIAL INSTITUTIONS & INSURANCE COMPANIES THAT SUPPORT SFI

Support those with inclusive policies and label with SFI

Label Users	Inclusive Policy
Principal Financial Group (brochure/flyer)	Bank of America
Fifth Third Bank	The Goldman Sachs Group, Inc.
JP Morgan Chase (brochure/flyer)	
Miller/Howard Infrastructure Fund	JP Morgan Chase & Co.
Franklin Mint Federal Credit Union	
Deutsche Asset Management (Envelopes)	
National Bank of Blacksburg	

Principal® Financial Group

WE'LL GIVE YOU AN EDGE®

SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

Disclaimer: Above list is a sample of companies using the label

WAYS YOU CAN SUPPORT SFI IN THE MARKETPLACE

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BUILD AND RENOVATE WITH SFI

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Anthony Forest Products
C&C Resources Ltd.
C&D Lumber Co.
Canfor Southern Pine
Canyon Lumber Co., Inc.
Carrier Forest Products Ltd.
Deltic Timber Corporation
Dunkley Lumber Ltd.
Durgin and Crowell Lumber Co., Inc.
F.H. Stoltze Land & Lumber Company
Georgia-Pacific LLC
Groupe Savoie Inc.
H.W. Culp Lumber Company
Hankins, Inc.
Hood Industries, Inc.
Huber Engineered Woods, LLC
Interfor Corporation
J.D. Irving Limited
Jasper Lumber Company/
Southern Wood Chips
Joe N. Miles and Sons, Inc.
Jordan Lumber & Supply, Inc.
King Forest Industries, Inc.
Louisiana Pacific Corporation
Norbord Inc.
Pyramid Mountain Lumber, Inc.
Sierra Pacific Industries
Stimson Lumber Company
Swanson Group Mfg. LLC
The Gorman Group of Companies
Weyerhaeuser NR Company
Yakama Nation and Yakama Forest Products

It Starts @ HOME

BUILDING PRODUCTS

It Starts @ HOME

BUILDING PRODUCTS

WAYS YOU CAN SUPPORT SFI IN THE MARKETPLACE

It Starts @ HOME

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USE AMAZON SMILE & OTHERS

Choose companies that support SFI when giving to others

amazonsmile

Choose SFI as your favorite charity

sears

LANDS' END

TIME

NATIONAL GEOGRAPHIC

LABELS: 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.

GROCERIES

Label Users	
Nestle	Earth Friendly Products
Danone Yogurt	Del Monte packaging
Utz Quality Foods	Sun Maid Raisins
Chapman's Ice Cream	Wholly Guacamole
Florida's Natural Orange Juice	High Liner Foods box
SOLO energy bars	Delicioso
Kind Fruit and Nut Bars	Kemps-Yoplait
Skinny Cow	Molson-Coors Beer
Stevia in the raw sugar	Kellogg's Rice Crispy Treats pack

Support & Buy from those with Inclusive Policies

- Publix Super Market
- Kellogg Company
- Pepsico
- Tyson Food
- Safeway
- Aldi

Disclaimer: Above list is a sample of companies using the label

It Starts @ HOME

PACKAGING

PACKAGING

It Starts @ HOME

It Starts @ HOME

PACKAGING

It Starts @ HOME

PACKAGING

PACKAGING

It Starts @ HOME

COSMETICS / MAJOR DEPARTMENT STORES

Label Users	
Whish Body Products	Sensationail products
Smashbox Makeup	Vivier Pharma products
Hanes display boxes	Babyganics products
Meijer brand tissues	Arcona
ECOS Laundry Detergent	Irie Star - Blissoma
La Rocca Skincare	Wally's
Ultimate Cosmetics	Aroma Naturals
Walgreen bags	Juice Beauty

Support & Buy from those with Inclusive Policies

- Sears Holdings
- Walmart
- JC Penney

Disclaimer: Above list is a sample of companies using the label


It Starts
@
HOME


PACKAGING
3 easy steps
3 étapes faciles
no dry time
aucun de temps
de séchage
super-gloss shine
brillant ultra lustré
See the latest colors at
Voyez les toutes
dernières teintes à
SensatioNail.com
Scan to see how easy
it is to get
Scannez ici pour voir
comme c'est facile avec
SENSATIONAIL
SENSATIONAIL
SUSTAINABLE
FORESTRY
INITIATIVE
Certified Sourcing
SENSATIONAIL
color
gel
polish

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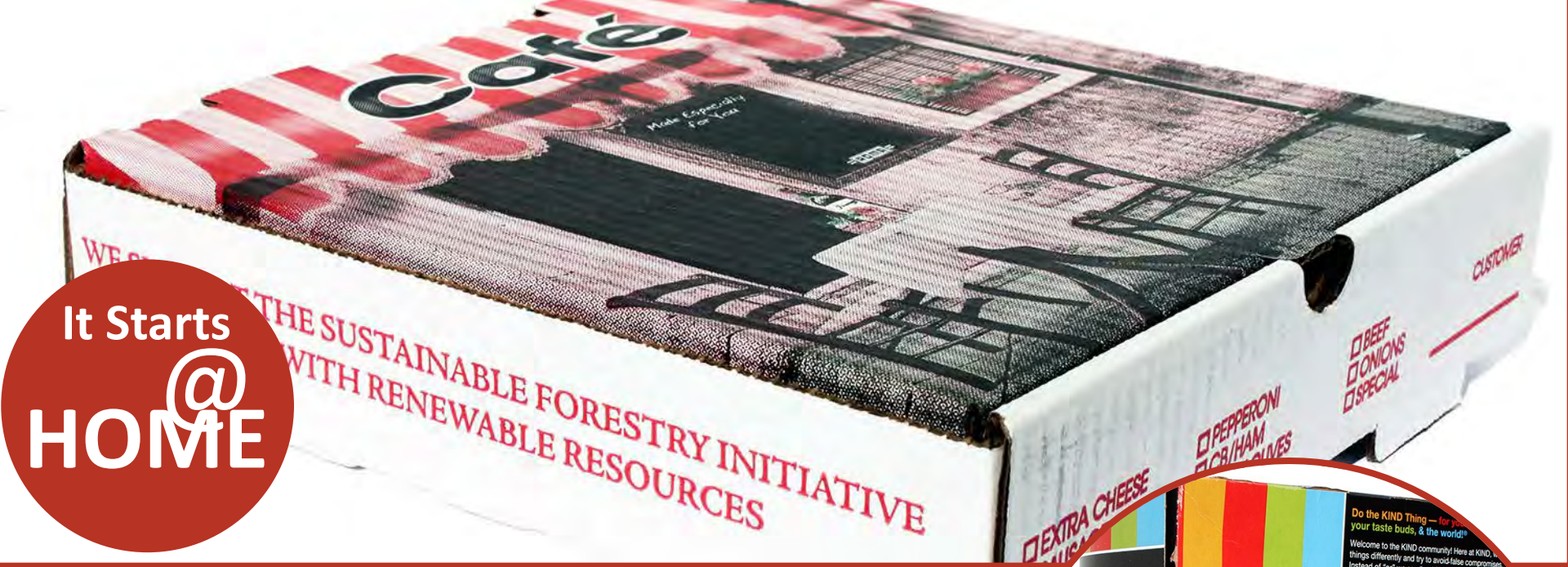
PACKAGING



FAST FOOD

It Starts @ HOME

KFC Buckets and cups

Panera menus & packaging

Arby’s Cups

Subway

Dominos Boxes

Chili’s 2 go containers

Nordstrom cups

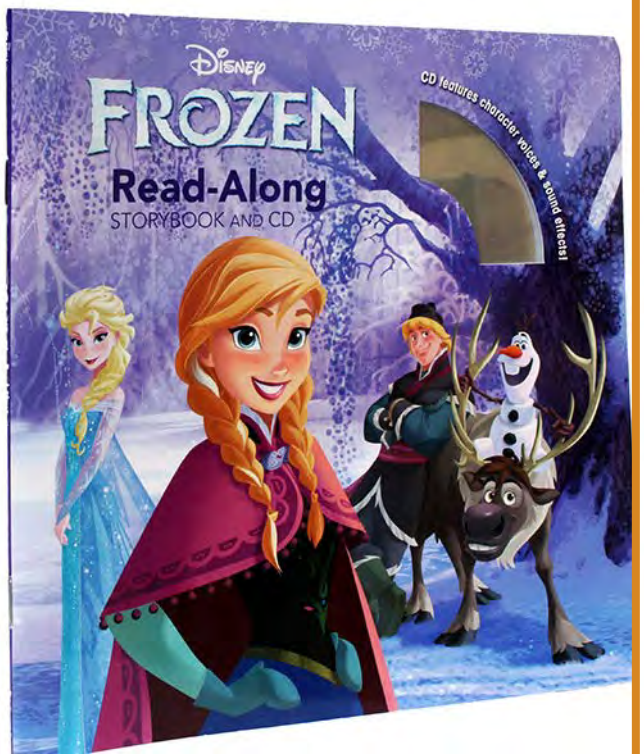
PACKAGING

It Starts @ HOME

It Starts @ HOME

PACKAGING

It Starts @ HOME



PACKAGING and PRINT

PROTOCOL ON USING IMAGES OF SFI LABELLED PRODUCTS

FRIENDLY REMINDER!

WHEN TO USE THEM

- For small customer meetings
- For small meetings with program participants
- For small meetings when you know who is in the room with you

WHEN NOT TO USE THEM

- For larger audiences when you don't know everyone in the room
- For customer meetings with strong FSC proponents and/or reluctant SFI participants
- In materials that will be printed on websites, handouts and in presentations that can be sent around

ORIGINAL PHOTOS:

Link: https://sfiphotogallery.smugmug.com/SFILabeledProduct/2015-SFI-Products/

Password: newstandard2015

treehugger

SUSTAINABLE FORESTRY INITIATIVE

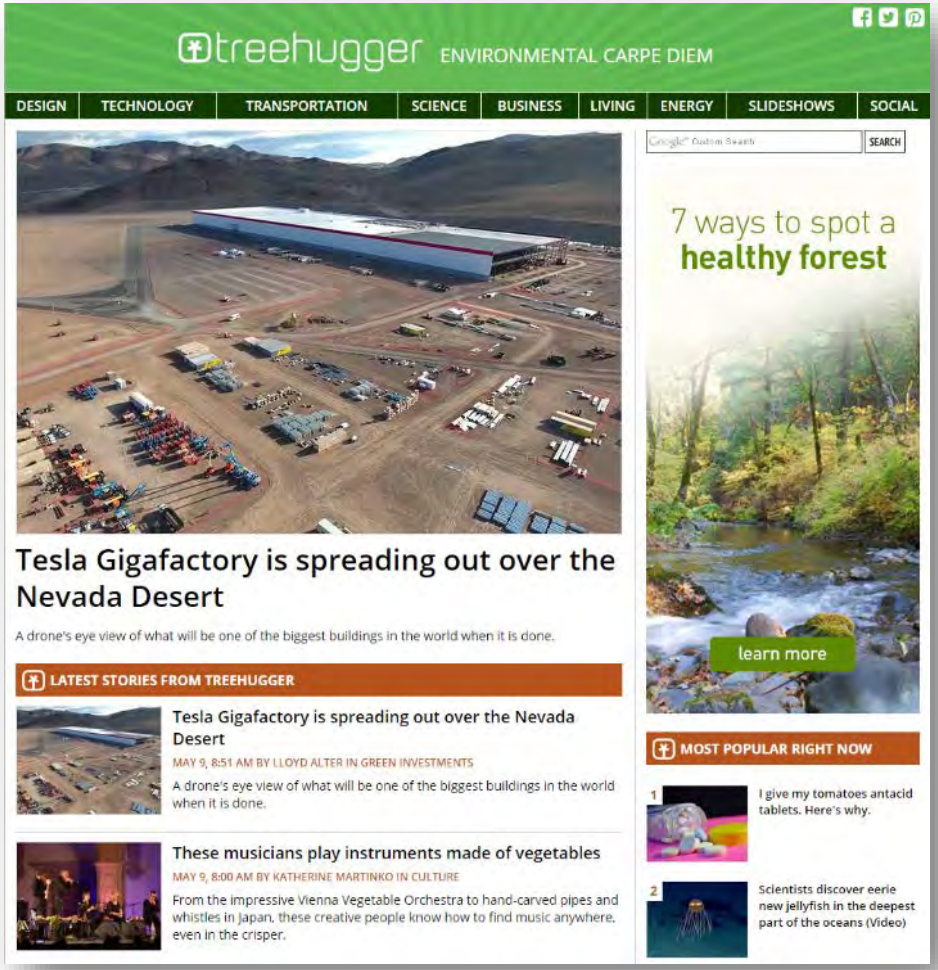
Partnership Review: 2016

Agenda

1. Who is Treehugger
2. SFI and Treehugger partnership
3. How Treehugger can work for you!

Who is Treehugger.com?

Treehugger is the leading media outlet dedicated to **driving sustainability mainstream**. Partial to a modern aesthetic, we strive to be a one-stop shop for **green news**, **solutions**, and **product information**.



Treehugger by the numbers

250

New pieces of content each month

3M

Unique Visitors Monthly

8M

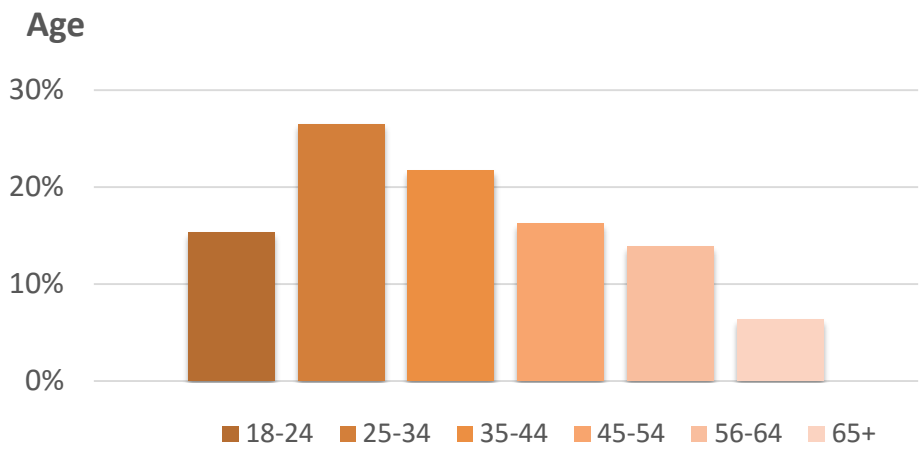
Page Views Monthly

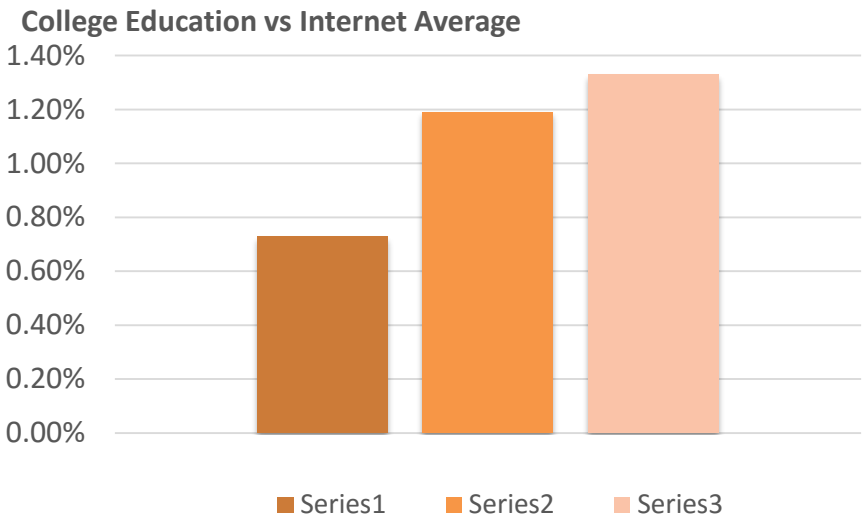
86,164 = **9.84**

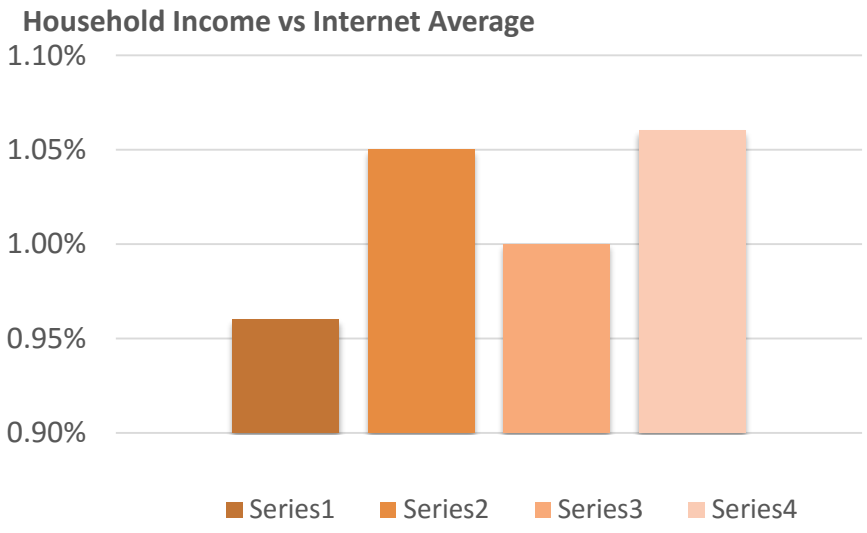
Hours spent on TH.com in April 2016

Years spent on TH.com

Strong following of thought leaders, influencers, and SFI consumers







Treehugger Audience	vs Web In General
63% between 18-44	+10% 18-24 +20% 25-34 +11% 35-44
48% w/ college degree	+19%
19% w/ graduate degree	+33%

We reach millions more via social media

560K

Facebook Followers

=

4 million

People Reached Each Month on Facebook

345K

Twitter Followers

=

3.5 million

People Reached Each Month on Twitter

Followers you might know

Leonardo DiCaprio

Jessica Alba
@jessicaalba

WWF
@WWF

UNICEF
@UNICEF

MTV
@MTV

Forbes
@Forbes

Huffington Post
@HuffingtonPost

Mark Ruffalo
@MarkRuffalo

Gisele Bündchen
@giseleofficial

Soledad O'Brien
@soledadobrien

Nature Conservancy
@nature.org

Greenpeace
@Greenpeace

Guardian news
@guardiannews

NelsonMandela
@NelsonMandela

Water.org
@Water

UN Environment
@UNEP

National Wildlife
@NWF

PBS NewsHour
@NewsHour

General Electric
@generalelectric

Walmart Today
@WalmartToday

Energy Department

Architecture for...
@archformumanity

FRONTLINE
@frontlinepbs

Van Jones
@VanJones68

Audubon Society
@audubonsociety

Nat Geo Explorers
@NatGeoExplorers

Anthony Foxx
@SecretaryFoxx

Disneynature
@Disneynature

Our top 5K followers reach 398M people worldwide

Treehugger is part of the Narrative Content Group, publisher of top performing content sites

treehugger

mnn mother nature network

tales of the COCKTAIL

FROM THE GRAPEVINE

PROJECT: UPTIME

planet green

Narrative also creates and distributes content for many of the world's leading brands

SC Johnson
A FAMILY COMPANY

BOY SCOUTS OF AMERICA

Aflac

DUNKIN' DONUTS

NCR

Mercedes-Benz

SUSTAINABLE FORESTRY INITIATIVE

NAPA

at&t

rTI

DELTA

Coca-Cola

GP Georgia-Pacific

United Rentals

CSX

UL

SOUTHERN COMPANY

Johnson & Johnson

GEORGIA AQUARIUM

treehugger

SUSTAINABLE FORESTRY INITIATIVE

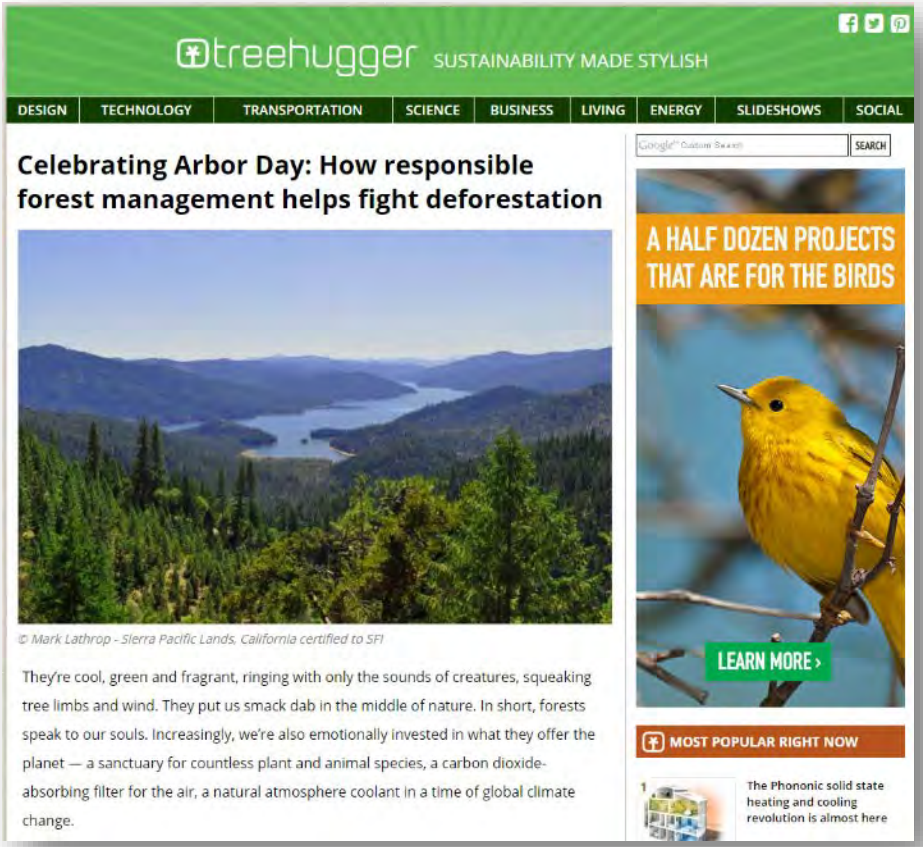
Our partnership

Overview

Consumers are a critically important audience for SFI.

Establishing a high level of **awareness and positive perception for SFI** has a direct influence on purchasing decisions. In turn, it is important to SFI's industry partners in the marketing and selling of their products.

SFI's partnership with Treehugger.com provides a **unique and effective platform for consumer communication**.



Program Objective and Strategies

Objectives

- **Educate consumers** on the need for sustainable forestry.
- **Build awareness** of the Sustainable Forrestry Initiative.
- Further SFI's position as a **leader in sustainability and forest land management**.

Tactics

- Reach consumer opinion leaders through **a mix of editorial and sponsored content on Treehugger.com and its social media**.
- Create educational content intended to be shared via social media. As we're reaching a young, technically savvy audience, the content needs to be fun, engaging, and educational. **We have to find reasons for users to want to share the content with their friends.**
- **Highlight recognizable SFI partners** to provide instant brand credibility.

Program Components

- Content Production
  - 20 articles with images
  - 5 videos
  - 5 infographics
  - Content produced is owned by SFI and can be used beyond Treehugger

- Opportunities to feature SFI content on Treehugger, MNN, and other Narrative properties as editorially appropriate

- 18.5% of all promotional and content marketing units

- Narrative's counsel in marketing and strategic activities beyond Treehugger program as appropriate

SFI Performance 2015

120K
Page Views

2:35
Time on page

5,126hrs.
Engaged with SFI Content

37M
Ad impressions

2M+
Facebook Accounts Reached

950K
Max Twitter Reach Weekly

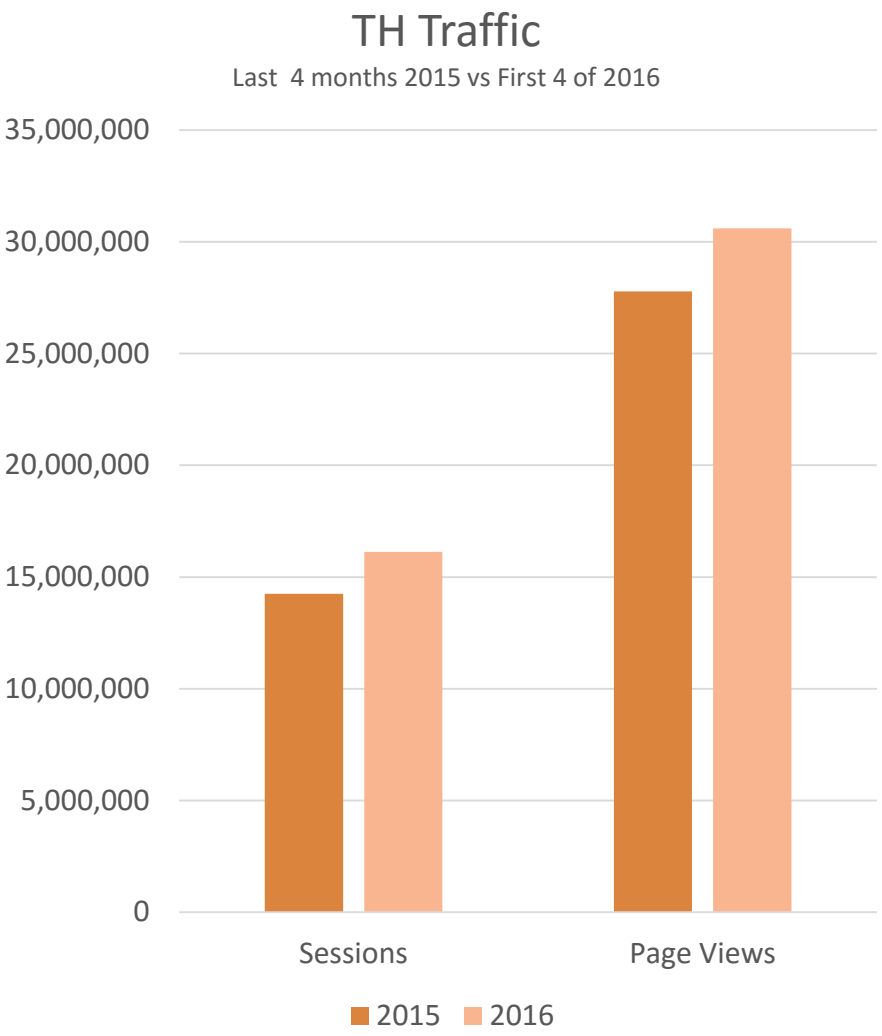
4,019
Social Shares

31
Social Pushes

3.6M
Twitter Accounts Reached

Time on site +82% greater than treehugger.com average

Treehugger and SFI Traffic Continues to Grow in 2016 – Up 10% last 4 months for TH and 50% for SFI

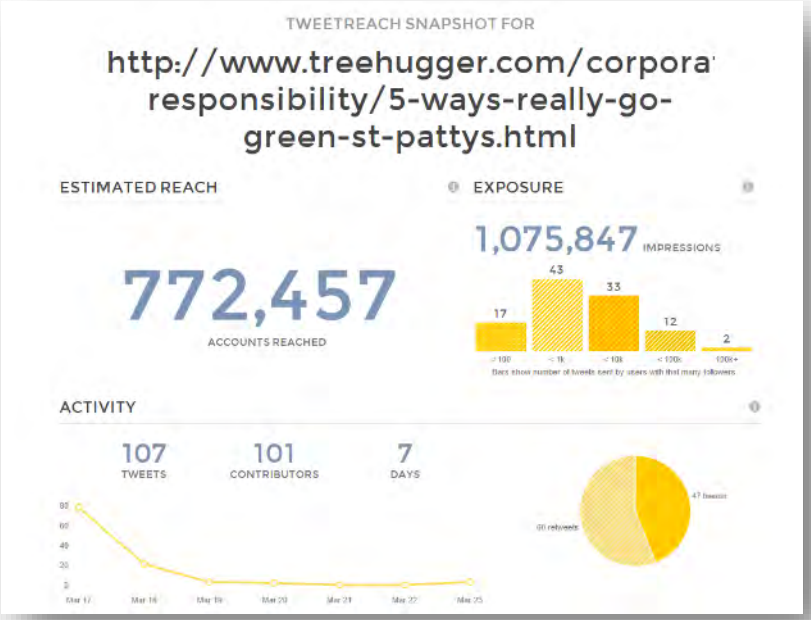


2016 is 87% of the way to exceeding 2015 in less than 50% of the time

Content Highlight – Timely content

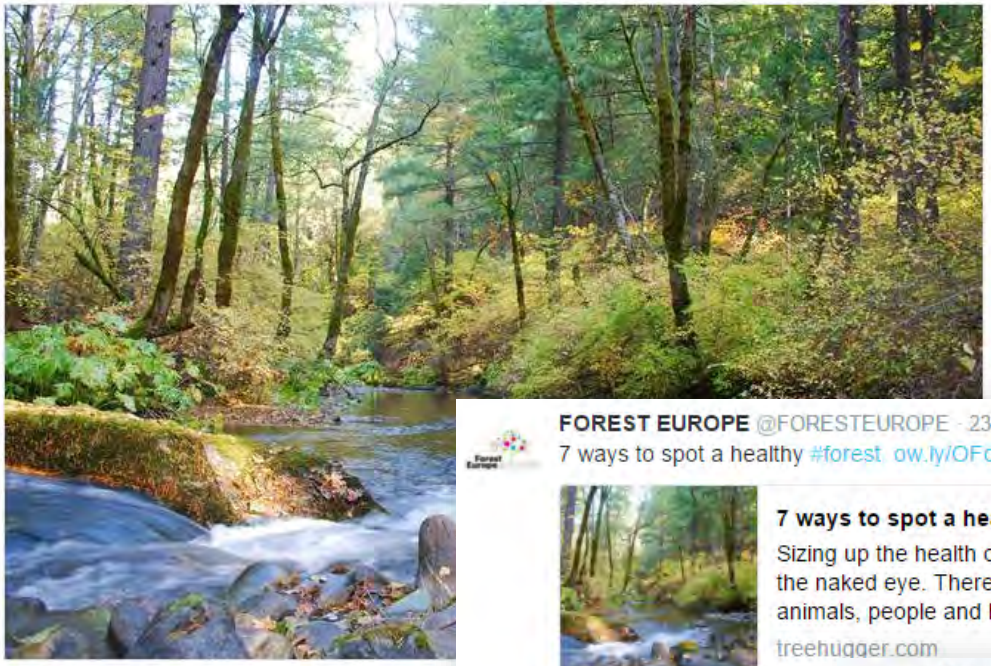
Views	Ave Time Spent	Hours Spent
1,000	2:33	43

Social Actions	Social Amplification
195	39,000



Content Highlights – Engaging message positioning

7 ways to spot a healthy forest



© Mark Lathrop, Hazel Creek on Sierra Pacific I

Sizing up the health of a forest may be hard to do with the naked eye. There
on in there. Plants, animals, people and businesses all play critical roles beh
scenes.

FOREST EUROPE @FORESTEUROPE · 23 Jun 2015
7 ways to spot a healthy #forest ow.ly/OFcUI via @TreeHugger

7 ways to spot a healthy forest
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 ...
treehugger.com

NatureConservancy.ca @NCC_CNC · 3 Sep 2015
7 ways to spot a healthy forest bit.ly/1PMljwW w/ @sfiprogram via @TreeHugger

7 ways to spot a healthy forest
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 ...
treehugger.com

RETWEETS 3 LIKES 4

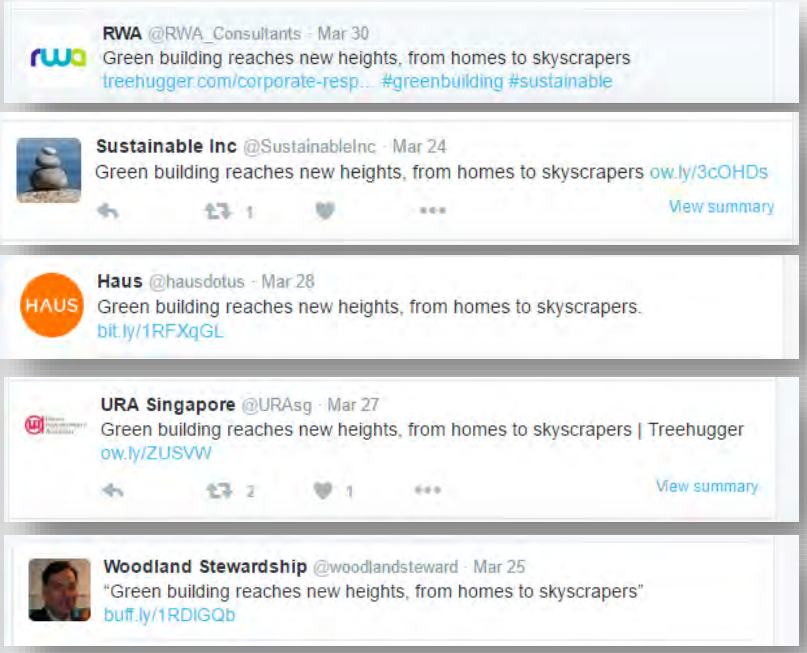
Views	Ave Time Spent	Hours Spent
18,901	2:06	616

Social Actions	Social Amplification
439	87,800

Content Highlights – Aspirational social hits

Views	Ave Time Spent	Hours Spent
3,953	2:58	195

Social Actions	Social Amplification
350	70,000



Content Highlights – Unique takes on off-beat topics

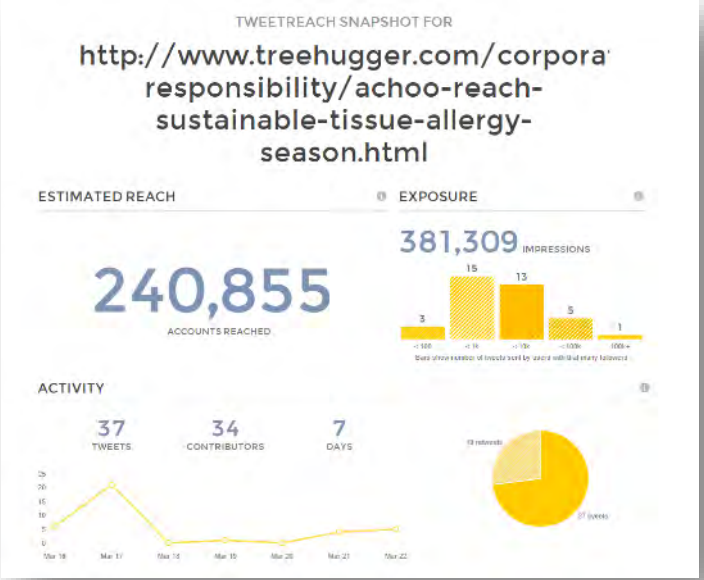
Achoo!!? Reach for sustainable tissue this allergy season

© SFI

Even ordinary spring allergies come with choices that can make a real environmental difference. Look for the label before you reach for your next tissue.

Views	Ave Time Spent	Hours Spent
1,615	2:20	23

Social Actions	Social Amplification
39	7,400



Content Highlights – Editorial exposure

U.S. Green Building Council pilots a new credit designed to eliminate illegal logging

Melissa Breyer (@MelissaBreyer)
Design / Green Architecture
April 6, 2016

Share on Facebook

CC BY 2.0 TreeHugger

TreeHugger has followed the evolution of the LEED green building certification system from the beginning. Run by the U.S. Green Building Council (USGBC), it is a system based on getting credits for choosing green materials, saving energy, and building healthier buildings. It's also a changing system, addressing new environmental problems as knowledge and understanding of them increases.

Views	Ave Time Spent	Hours Spent
731	1:56	23

Social Actions	Social Amplification
61	12,200

Content Highlights – Content amplification

HOME SFIPROGRA

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

Best news for forests that I've heard in a long, long time

Guest Blogger / 2 weeks ago

Guest blogger:
Chuck Leavell, family forest owner and keyboardist for the Rolling Stones

Creating a new pathway for family forest owners to earn Leadership in Energy and Environmental Design (LEED) points is some of the best news for forests that I've heard in a long, long time. The U.S. Green Building Council should be congratulated for recognizing forests certified to the Sustainable Forestry Initiative (SFI) and the American Tree Farm System (ATFS) standards.

It may seem odd for a rock 'n roll piano player to be picking up this cause. Let me explain: Back in the mid-1980s when I was between Rolling Stones tours, my wife, Rose Lane, and I began to actively manage our family forest that we inherited from her grandparents. Through the now 2,900 acre Charlane Plantation, we are carrying on the tradition of good stewardship that her family started many generations ago.

I'm proud of the progress family forest owners like Rose Lane and I have made on the sustainability front. Many of us are committed to managing our forests in ways that support core LEED principles. Managing working family forests in a sustainable way delivers benefits we can all cherish: cleaner air, safer drinking water, greater biodiversity, and opportunities for recreation. Forests are also a critical resource in the fight

http://www.goodforforests.com/leav
leed-best-news/

ESTIMATED REACH

202,374
ACCOUNTS REACHED

EXPOSURE

219,513 IMPRESSIONS

ACTIVITY

9 TWEETS
9 CONTRIBUTORS
2 DAYS

TOP CONTRIBUTORS

174.6k IMPRESSIONS @MotherNatureNet

4 RETWEETS @MotherNatureNet

5 MENTIONS @sfiprogram

MOST RETWEETED TWEETS

4

2

Content Highlights - PR and Amplification

SUSTAINABILITY: The lightning strike that fueled her passion for forests

Mary Johnson, Editor
Apr 21, 2016, 11:57am EDT Updated: Apr 21, 2016, 3:37pm EDT

FREED PHOTOGRAPHY

Kathy Abusow, 49, is the CEO of the Washington, D.C.-based nonprofit Sustainable Forestry Initiative.

Planet Green @PlanetGreen · Following

.@sfiprogram CEO Kathy Abusow on the lightning strike that fueled her passion bit.ly/1NMnIGy

RETWEETS 4 LIKES 4

3:23 PM - 25 Ap

TreeHugger.com @TreeHugger · Following

CEO Kathy Abusow, of @sfiprogram on the lightning strike that fueled her passion - Bizwomen buff.ly/1pz0uh9

RETWEETS 7 LIKES 9

1:52 PM - 25 Apr 2016

Reply to @TreeHugger @sfiprogram

eric carlson @EcarlsonEric · Apr 25
@TreeHugger @sfiprogram great leader thanks

Arbor Day Foundation @arborday · Apr 22
@sfiprogram Just read this great piece on Kathy Abusow. bizjournals.com/chicago/bizwom...

1

treehugger

How we can do the same for you

Three Options to start your engagement - Custom engagements available too

treehugger

	$25K	$50K	$100K
Content production	0	4 Articles 1 Video 1 Infographic	10 Articles 2 Videos 1 Infographic
Distribution of sponsored content *Your content published to treehugger.com and promoted on TH.com and via social media.*	6 pieces	12 pieces	Up to 24 pieces
Dedicated promotional spaces *Based on % of total promotional spaces available site-wide (estimated 350 million impressions).*	2%	4%	10%
Social media support	Included	Included	Included
Duration	3 months	6 months	1 year
Estimated value	$35K	$120K	$350K

FINAL THOUGHTS

REMAINING 2016 COMMUNICATIONS COMMITTEE CALLS

- **Q3 Call**
  Tuesday, September 13 | 1 – 3 p.m. ET
- **Q4 Call**
  Tuesday, November 29 | 1 – 3 p.m. ET

THANK YOU and SAFE TRAVELS HOME!