



SFI-00001



SFI 2015 TreeHugger engagement: 20 articles, 5 infographics, 5 videos

SFI has a number of articles left for the 2015 year. Given the many events and conferences typically held in the fall, there is significant opportunity to synch articles with key, strategic tradeshows, conferences and/or events. Articles will release on day of event, and in some cases, could reference the event in question to further leverage reach.

Date and Key Tradeshow/Conference/Event - TreeHugger Article proposals:

- August 19 – GMA: Grocery Manufacturers Association (GMA)
 - Article: Who benefits from SFI label? SFI label benefits the forest and therefore consumers
- September 13 – NASF: National Association of State Foresters
 - Article: NASF Study on Best Management Practices article
- September 14 – Canadian Institute of Forestry & World Forestry Congress
 - Article: One article that can be used for both events; How forests touch all of our lives, improve the quality of all life, etc.
- September 16 – RILA: Retail Industry Leaders Association
 - Article: Why retailer should care about SFI and the SFI label, angle should be more about social responsibility. Also include NMI/GFK Data.
- September 16 – Packaging Innovations (London)
 - Article: Repurpose GMA article (see August 19) about SFI label benefiting the forest and therefore consumers
- September 20 – USIPA: US Industrial Pellet Association
 - Article promoting SFI Fiber sourcing/SFI Forest Partners; potentially repurpose NASF article (see Sept. 13)
- September 21-25 (week): National Forest Week (Canada)
 - Article: Repurpose what we use for September 14, CIF – how forests touch all of our lives
- October 6-8: SFI Annual Conference
 - Article: That was then, this is Now (consumer friendly, history of why SFI began, early beginnings and how we've evolved to meet the needs of today)
- October 8-10: LandTrust Alliance
 - Article: Explore angle on (SFI certified) land-owning companies and their thinking about conservation land protection (e.g. TimberWest highlight). The many different angles and approaches to conservation.
- October 17-22: Wildlife Society
 - Article: Bat conservation (timed with Fall/Halloween theme).

- October 26: TAPPI
 - SFI Forest Partners Article
- October 26-30 (end of Oct timeframe): World Expo Milan - Feeding the Planet, Energy for Life
 - Article – Certification as a means of ensuring global sustainable supply and forest resources
- November 3-5: Net Impact & London Deforestation Event
 - Article: Certifications (SFI) and links to mitigating/preventing deforestation
- November 18-19: Greenbuild Expo (SFI is sponsoring Women in Green Power Breakfast and will have a booth)
 - Article: Greenbuilding, responsibly procured resources and the impact sourcing responsibly has on society
- November 18-19: Arbor Day Foundation
 - Article: Repurpose Guinness World record article, and the broader value and benefit to reforestation and responsible forestry.

Some idea for additional potential articles (working titles)

1. SFI **Conservation Grants** – not just about the birds (focus on key projects, linking back to For the Birds story)
2. SFI – Linking **Boy Scouts** with Sustainable Forestry (merit badge)
3. **Girl Guides** of Canada - Words into Action (promoting the importance of literacy and increase access to books across Canada)
4. **Professional loggers** – critical link in responsible forest management and sustainable supply chain
5. **SFI & Habitat/Wood for Good** – serving the underserved
6. **Minority Landowners:** Sustainable Forestry as Generational Land Retention Strategy
7. **Carbon benefits** of responsibly managed forests
8. SFI and the **indigenous communities** of North America
9. **Public lands** certification (state forests, county forests)

Potential Infographics (working titles)

1. Sustainable Forestry **by the Numbers** (stats and facts)
2. **Forest products touch us every day** – showing the breadth of products from the forest
3. **Conservation impacts** – biological diversity (animals and plants) positively impacted by SFI
4. Map of **North American** forests certified to SFI communicating the scale of SFI

Content already published:

- SFI Content Stories:
 - Top 10 ways well-managed forests and SFI make a world of difference
 - A half dozen projects that are for the birds
 - 7 ways to spot a healthy forest
 - SFI teams plant more than 200,000 trees in 1 hour (and that's a record)
 - Are our kids out of the woods? Help them go 'screen-free.'

- Infographic:
 - [6 reasons to buy SFI and support future forests](#)
- SFI Press releases
 - [The Sustainable Forestry Initiative Welcomes Four New Board Members Representing Environmental, Social and Economic Interests](#)
 - [Sustainable Forestry Initiative introduces new standards](#)
 - [White House Easter Egg Gift Box Certified to the SFI Standard](#)
- SFI Blogs
 - [The Great Cypress Swamp](#)
- SFI Video
 - [Landowner to Brandowner video](#)

Content In Process

- Infographic: Why Sustainable Forestry Matters infographic
- Video: SFI Annual Report
- Article: Talking Turkey (NWTF and SFI)
- Tier 2 Article: WBCSD Update Story
- Other: Coloring Book

Planned Videos for 2015

- SFI Annual Conference video
- SFI Community Engagement
- Greenbuilding