SUSTAINABLE
FORESTRY
INITIATIVE

AGENDA: SFI Conservation Impact Sounding Board Workshop

Tuesday-Wednesday, April 9 and 10, 2019

Workshop: Tuesday, 9:00 a.m. to 5:00 p.m., Wednesday, 9:00 a.m - noon (Eastern Time)
Mayer Brown Offices - 1999 K St NW, Washington, DC 20006

Welcome Reception with Heavy Hors d'oeuvres: Tuesday, 6:00 p.m. to 8:00 p.m. (Eastern Time)
Sustainable Forestry Initiative Offices - 2121 K Street, NW, Suite 750 Washington, DC

Brief Background: To facilitate good decision-making, and to help make the case for the value of sustainability, the Sustainable Forestry Initiative (SFI) began work in 2015 to quantify the conservation benefits of sustainable forest management. By clarifying these conservation attributes, SFI will help make the link between well-managed forests and the public benefits that affect each of us every day.

Forests certified to the SFI Forest Management Standard cover more than 300 million acres/221 million hectares in the United States and Canada. Millions more acres/hectares benefit from the SFI Fiber Sourcing Standard. To ensure focus, SFI determined to focus investigations in three areas: water quality and quantity, climate change related values, and biodiversity.

The "Sounding Board" was formed to bring together partners engaged in or knowledgeable about SFI's Conservation Impact work to help SFI clarify and enumerate our conservation contributions. Effective measurement of conservation impact will be founded in credible science, but will also be characterized by resonance with key audiences. The Sounding Board will play a critical role in ensuring both. Workshops feature an interactive format to generate discussion and explore concepts that will build understanding of the conservation attributes of managed forests.

Objectives of this Workshop:
  • Explore communications messaging and potential storylines relative to Conservation Impact results, to determine ways to leverage outcomes and impact.
  • Explore new results from Conservation Impact projects to determine next steps, potential synergies, and how to best leverage results.
  • Review selected Conservation Impact projects, to provide feedback and insights to project managers.
  • Set the stage for an in-depth discussion on the role of managed forests in promoting carbon values, which will be the focus of discussion during the Climate Learning Lab workshop, beginning at 1pm on April 10.

Advance Materials:
  • A summary of past Sounding Board workshops and a brief history of SFI's Conservation Impact work has been provided to confirmed participants.
  • There have been 23 projects under the banner of SFI's Conservation Impact Project. Though time will not permit review of every project, participants will have the opportunity to review advance summaries of all current projects, in order to fully prepare for the discussion.

To RSVP for either the Sounding Board or Forest Climate Learning Lab, please follow this link.

Day 1 - Tuesday, April 9, 2019

I. Introduction	
9:00 a.m. – 9:30 a.m.	**Welcome & Introductions** – *Kathy Abusow, President and CEO, SFI* **Introduction to SFI's Conservation Impact Project – History and Accomplishments –** *Paul Trianosky, Chief Conservation Officer, SFI*
II. Communicating Conservation Impact Outcomes - This segment builds from past Sounding Board recommendations, exploring case studies and "storylines" relative to communicating results. Attendees will also hear from professional communicators engaged in this work, and participate in an interactive session to identify best practices for Conservation Impact communications.	
9:30 a.m. – 10:30 a.m.	**Maximizing Value of Conservation Impact Communications** • SFI communications and Conservation Impact – *Daniel Pellegrom, VP of Communications, SFI* • How SFI's partners tell their conservation stories - *Clare Nielson, VP of Communications, American Bird Conservancy* • Snapshot of the media landscape and trends – *Adam Aton, Climate Change Reporter, E&E News* • Discussion: What has worked? What can we improve? What do stakeholders really need? What future trends might we see on these issues?
10:30 a.m. – 10:45 a.m.	*BREAK*
10:45 a.m. – 12:15 p.m.	**Conservation Impact Storylines – An Interactive Session** *Segment 1: Storylines, and telling the Conservation Impact Story* • Revisit the original storylines and drivers for Conservation Impact – do they still resonate? What storylines are most relevant today? • Are metrics as critical as stories? Are we on track to produce compelling results? *Segment 2: Interactive Session -- How do we tell our conservation stories?* • Small Group Storytelling Exercise: What themes resonate: What are common attributes of a good story?
12:15 p.m. – 1:00 p.m.	*LUNCH*
III. Review of Ongoing Projects – This session provides an opportunity to review ongoing and emerging projects to assess progress, explore synergies with related projects, and discuss messages to leverage outcomes. Project presentations will allow for discussion time with workshop participants.	
1:00 p.m. – 2:00 p.m.	**Biodiversity Projects** • **NatureServe** – Measuring the Conservation Value of SFI-Certified Forests in Bi-national Pilot Areas of U.S. and Canada - *Rickie White, Project Manager/Ecologist, NatureServe* • **Boreal Avian Modeling Project and American Bird Conservancy** – Meeting in the middle – potential avenues for pan-American bird conservation - *Nicole Barker, Coordinating Scientist, BAM; EJ Williams, Vice President, Migratory Birds & Habitats, ABC*

2:00 p.m. – 2:30 p.m.	**Discussion** • For biodiversity, what is the primary value proposition of initiating these cross-border, pan-American initiatives? How will this work help us tell the story of sustainability? • Do the differences between governance and management paradigms confound the value of these efforts?
2:30 p.m. – 2:50 p.m.	*BREAK*
2:50 p.m. – 3:50 p.m.	**Water Projects** • **Virginia Tech, Department of Forest Resources and Environmental Conservation** - Monitoring and Quantifying the Effects of State Forestry BMP Programs on Soil Erosion and Sediment Delivery for the Southeastern U.S. - *Chad Bolding, Associate Professor, Virginia Tech* • **Coalitions and Collaboratives, Inc.** - Exploring the Financial Value of Ecosystem Services on SFI Certified Lands. – *Mike Smith, Managing Partner and Founder, RenewWest*
3:50 p.m. – 4:20 p.m.	**Discussion** • For water, what are the benefits of examining the ecological values (e.g., water temperature) as well as the economic values (financial values of water and fisheries)? Are these multi-dimensional analyses useful? What are the pitfalls? • Are there specific communications opportunities we see coming from these projects? How can we best use them?
4:20 p.m. – 4:50 p.m.	**Exploring Conservation Impact Beyond Water, Biodiversity and Climate** • This will be an exploratory discussion, following from the very first Sounding Board meeting: Should "Conservation Impact" explore societal impacts? Should we expand our investigations beyond our current topics? What would this look like?
4:50 p.m. - 5:00 p.m.	**Wrap Up Day 1 -** Setting the stage for Day 2
6:00 p.m. – 8:00 p.m.	*Sounding Board Reception: Join colleagues for Heavy Hors d'oeuvres and drinks at SFI's Offices (2121 K Street, NW, Suite 750 Washington, DC)*

Day 2 - Wednesday, April 10, 2019

IV. Welcome and Review	
9:00 a.m. – 9:30 a.m.	**Review of Day 1 Outcomes**
V. Conservation Impact and Climate Change – Results and Opportunities – This session will "dive deep" into one current project, and one potential project, aimed at quantifying the carbon in SFI-certified forests in Canada and the US respectively. Both projects have the potential to translate those values into terms the public can understand. This session will act as a springboard to the Forest-Climate Learning Lab.	
9:30 a.m. – 10:30 a.m.	**Climate Change and Carbon Projects** • **Saskatchewan Research Council -** The Canadian Forest Carbon Assessment *– Benjamin Hudson, Climate Change Mitigation Modeller, Natural Resources Canada* • **Trust for Public Lands -** Making National Forest Carbon Data Accessible with The Trust for Public Land and American Forests' web-based Forest Carbon Map *– Brendan Shane, Climate Director, and Pete Aniello, Senior Manager, Science and Analytics*
10:30 a.m. – 10:45 a.m.	*BREAK*
10:45 a.m. – 11:30 a.m.	**Discussion** • What are some of the challenges and limitations of these projects, and can they be overcome to present a reasonable estimate of the amounts of carbon sequestered in SFI certified lands? What are the limitations? • Is there a minimum scale (a small enough grain) that is needed to make these estimates useful? • Are these values relatable to the general public? What validation is needed to make them credible? • What are the communications opportunities?
11:30 a.m. – 12:00 p.m.	**Discussion and Wrap Up of Sounding Board Meeting**
12:00 p.m. – 1:00 p.m.	*LUNCH*
1:00 p.m. – 5:00 p.m.	*American Forests, Forest-Climate Learning Lab – This workshop will immediately follow the Sounding Board Workshop lunch, and continue Thursday, April 11th, from 9 a.m. – noon.* *This session, co-hosted by SFI, will consist of a lively, interactive investigation of forest practices that can increase forest carbon sequestration and reduce emissions from wildfire. Participants will explore the carbon mitigation benefits of forest practices to further increase the role of North America's forests in slowing climate change.* *For more details, please see the Forest-Climate Learning Lab agenda, provided with this invitation, or contact Austin Rempel, American Forests, Forest Conservation Manager at ARempel@americanforests.org.* *Note that, due to the interactive and facilitated format, space for the Forest-Climate Learning Lab will be limited. Please RSVP early.*

Forest-Climate Learning Lab
Offices of Mayer Brown—1999 K St NW, Washington, DC 20006
April 10-11, 2019

WHAT IS A LEARNING LAB?

American Forests developed the Learning Lab model in collaboration with the USFS Northern Institute of Applied Climate Science and Michigan State University. The Learning Lab puts teams of participants into self-guided inquiry where they apply scientific information, technical tools, and the expertise of "faculty" to their own unique context for taking action on forests and climate change.

Most importantly, this is not the conference model of only learning by listening! The Learning Lab is hands-on learning by doing, and assumes that each participant has as much to share as to learn. Cross-pollination among the participants is a key feature of the Learning Lab model. Accordingly, we will group participants into teams featuring the diversity of different types of organizations that will be in the Learning Lab.

GOALS FOR THIS LEARNING LAB

1. Advance shared understanding of the most effective resources, tools, and techniques for using data to guide forest-climate actions and quantify their benefits.
2. Explore new approaches to using forest practices to drive integrated climate mitigation and adaptation outcomes.

LEARNING LAB AGENDA

LEARNING LAB DAY 1: WEDNESDAY, APRIL 10
Moving to Data-Driven Action on Forests and Climate Change

1:00 – 1:20 PM	**Orientation to the Learning Lab** • Welcome and introductions • Set goals and expectations for Learning Lab
1:20 – 2:00 PM	**Firestarter: Where Is Forest Carbon Decision Support Already in Motion?** **10 minutes each; 10 minutes for questions** • USFS Forest Inventory and Analysis (David Cleaves, Retired USFS and Consultant to American Forests and Forest-Climate Working Group) • Carbon Map Decision Support Tool (Brendan Shane, Trust for Public Land) • The Canadian Forest Carbon Assessment (Ben Hudson, Saskatchewan Research Council)
2:00 – 3:30 PM	**Working Backwards: Design Your Ideal Decision Support** This section will feature work in teams with a facilitator for each team.

Exercise 1: Understanding the Status Quo

Each team will discuss how they are currently using data to make decisions about forest practices with any eye toward climate change outcomes, and how they might be quantifying the carbon benefits of those actions. The shared information will be integrated into a "status quo" dashboard representing the current state of play.

Exercise 2: Designing the Ideal Decision Support

Each team will complete an exercise that works backward from each participant's own "use cases" (i.e., current or imagined decisions they are making related to forest-climate practices) to how they would ideally like to use data in those use cases. Breaking free from the limits of current data and tools, what would the ideal look like? The team will complete a template that shows how they got from use cases to describing desired outputs and functionalities of a decision support tool.

3:30 – 4:00 PM   BREAK AND NETWORKING TIME

4:00 – 5:00 PM   PRESENTATIONS AND DIALOGUE

Present Findings
With all teams together in plenary, each team will have a chance to present its completed Exercise 2 to a small expert panel, making the case for that decision support model.

Group Dialogue
We will close this session with group dialogue to address two issues: 1) Breakthroughs in defining our collective decision support needs; and 2) actions needed by others (e.g. government investment in data) to empower our desired model.

5:00 PM   ADJOURN

LEARNING LAB DAY 2: THURSDAY, APRIL 11
A New Approach to Forest Practices for Climate Change

9:00 AM – 9:40 AM   Firestarter: An Integrated Vision for Mitigation and Adaptation
10 minutes each; 10 minutes for questions
- Forest Carbon Practices Menu (Todd Ontl, USFS Northern Institute of Applied Climate Science and Michigan Tech University)

- The SFI Standard and Climate Change (Lauren Cooper, Michigan State University)
- New Horizons: Forest Soil Carbon Practices (Kendall DeLyser, American Forests)

9:40 AM – 11:00 AM   **Theory into Practice: Applying Integrated Model for Forest-Climate Practices**
This section will feature work in teams with a facilitator for each team.

Exercise 1: Show Me Your Best

Working from examples identified by each participant in advance, each team will discuss their current best case examples of applying an integrated climate mitigation and adaptation approach to their selection of forest practices. The shared information will be integrated into a "status quo" dashboard representing the current best practices that are widely used among these participants.

Exercise 2: Designing the Ideal Project

Drawing from specific forests that Learning Lab participants will be asked to bring for consideration, each team will complete an exercise that takes a specific forest (could be a single property or a larger landscape) and uses the Forest Carbon Menu, Carbon Map, and other tools to identify the ideal application of practices to that forest for maximized mitigation and adaptation outcomes. The exercise will be designed to help participants identify where this approach could compete with other forest values (non-climate objectives) for management of that land.

11:00 AM – 12:00 PM   **PRESENTATIONS AND DIALOGUE**

Present Findings
With all teams together in plenary, each team will have a chance to present its completed Exercise 2 to a small expert panel, making the case for the approach selected.

Group Dialogue
We will close this session with group dialogue to address two issues: 1) Breakthroughs in identifying practice-based approaches that feel novel or underemployed; and 2) potential actions by others (e.g. creation of needed financial incentives or forest product markets) to empower the kinds of approaches that participants have selected.

12:00 PM   **ADJOURN**