

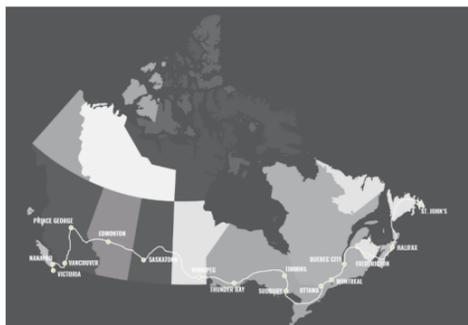
SFI IN BRIEF

Recent highlights from SFI



PLT Canada Green Ride for Green Jobs Launches May 13

Project Learning Tree (PLT) Canada's Zac Wagman, Manager of Green Jobs, is embarking on a cross-country adventure this summer, a journey that has been affectionately dubbed "[The Green Ride](#)." Zac will be cycling across Canada on a wooden bike, meeting with youth and employers along the way who are participating in the PLT Canada Green Jobs program. Zac will be cycling over 8,750 km in four months, visiting 50 Green Jobs employers, in 30 different communities, across nine provinces. Throughout this trip, Zac and PLT Canada will be profiling over 25 youth, sharing their experiences over social media in an effort to raise awareness of the PLT Canada Green Jobs program and opportunities for youth this summer. PLT Canada is an initiative of SFI.



Zac sets off on his adventure from Victoria, on May 13 and will end his ride on September 24 in St. John's. Follow PLT Canada on Twitter ([@PLT_Canada](#)), Facebook ([@PLTCanada](#)) and [#MyGreenJob](#) for updates! Find out how you can [sponsor](#) the Green Ride for Green Jobs.

SFI's Conservation Impact Sounding Board: New Partnerships, Compelling Metrics and Plans for the Future

SFI convened the sixth [Conservation Impact](#) Sounding Board workshop on April 9-10, in Washington D.C. This year's meeting highlighted conservation impact work focused on quantifying contributions in the areas of climate change, water, and biodiversity. The Sounding Board provides guidance for SFI's Conservation Impact Project, which seeks to quantify the conservation value of certified forests and identify connections among sustainably managed forests, sustainable supply chains, and the social and community impacts they influence together. The Sounding Board is an open group comprised of participants drawn from academia, public agencies, the non-profit conservation community, SFI Program Participants, and SFI leadership. There are currently 16 active projects and SFI and our partners have initiated [21 individual projects](#) in total. The meeting was co-hosted with American Forests and timed to coincide with their Forest Climate Learning Lab.

The next meeting will be at [SFI's Annual Conference](#) in Richmond, Virginia on October 21-25. Attendance is open, and we value additional expertise and insight and encourage interested parties to join us.

#TakeYourPlace - Celebrating Achievements and Promoting Opportunities for Gender Diversity in Canada's Forest Sector

During meetings of the Gender Equity in Forestry National Action Plan Steering Committee, on April 17, FPAC hosted a breakfast in support of gender diversity. Kathy Abusow, President and CEO of SFI Inc., was a guest panelist at this breakfast along with the Honourable Dr. Hedy Fry, P.C., M.P., and Lisa Dominato, a Vancouver City Councillor. Michelle Ward of Canfor Corp moderated the panel discussion. The breakfast was in support of FPAC's [#TakeYourPlace](#) campaign. Sponsored by the Forest Products Association of Canada, the campaign celebrates women's contributions to the forest industry and aims to encourage more women to consider rewarding careers in Canada's forest products sector.

Kathy joined the Gender Equity in Forestry National Action Plan Steering Committee at its inception last November when it was launched by the Canadian Institute of Forestry. This initiative, funded by the Status of Women in Canada, and delivered in collaboration with the Centre for Social Intelligence, looks to this diverse steering committee to advise on the development of a National Action Plan to recruit, retain and advance.



L-R: Michelle Ward, Director of Corporate Communications, Canfor (moderator), Kathy Abusow, Dr. Hedy Fry, and Lisa Dominato

SFI Op-ed: Moving Forward with Indigenous Forestry Partnerships

Kathy Abusow, President and CEO of SFI Inc., and Paul Robitaille, SFI's Manager of Indigenous and Youth Relations, wrote about emphasizing respect for the rights and traditional knowledge of Indigenous communities in a [Prince George Citizen op-ed](#). These rights and knowledge are at the core of the SFI standards alongside other important future-focused values such as water quality, biodiversity, and habitat protection. These standards are even more powerful because they were developed in collaboration with Indigenous communities, including nearly 40 that have certified to the SFI Forest Management Standard on over four million hectares/10 million acres of land across Canada and the U.S. Yet, until recently, small Indigenous community-managed forestlands. That's why SFI developed our [small-scale module for Indigenous peoples, families and communities](#).

Save the Date for the SFI Annual Conference

[Mark your calendars](#) now for the 2019 SFI Annual Conference, **October 21-25, 2019**, in Richmond, VA. Conference attendees include CEOs of multinational companies, conservationists, community representatives, Indigenous leaders, forest managers, university faculty and students, government officials, and more. Join attendees from across North America and beyond to explore SFI's work on standards, conservation, education, and community engagement. Registration will open soon, learn more at [sficonference.org](#).

