

SFI IN BRIEF

Recent highlights from SFI

Celebrate International Day of Forests with SFI and PLT

This year's theme is education, which is perfect for SFI and PLT. Each year on March 21, various events celebrate and raise awareness of the importance of all types of forests, including trees in cities (our urban forests), for the benefit of current and future generations. SFI's Chief Education Officer, Melina Bellows, [penned a blog to highlight SFI and PLT's commitment to the links between forests and education](#). In addition, to mark this



21 March
International Day of Forests

important day, we've created a modified version of PLT's "Three Cheers for Trees" activity (also translated into Spanish and French) and we've got a fun [#3cheers4trees Contest](#) running now through March 31. Use the eight ideas in "[Three Cheers for Trees](#)" for things to do with youth to help them explore the many products and benefits we get from trees AND win great prizes!

Healy Hamilton Guest Column: Increasing Our Understanding of Forest Sustainability

Healy Hamilton, Chief Scientist and Vice President for Conservation Science at NatureServe, writes about the complexities of measuring sustainability, in InsideNoVa. Hamilton asks how we can know that managing forests according to a given sustainability standard will actually yield the benefits for water quality, biodiversity, or carbon sequestration that are claimed. Hamilton cites the work of SFI as important in gathering the metrics to quantify that managed forests certified as sustainable are in fact delivering a full range of conservation benefits. [Read the op-ed](#) to learn about a series of pilot projects, supported by SFI, focused on water, climate change, and biodiversity, that are helping both producers and consumers verify the multiple intended benefits of sustainably managed forests.



SCS Global Services (SCS) Now Offers Certification to the SFI Chain-of-Custody Standard

This new chain-of-custody certification service leverages SCS as a one-stop shop for the wood and paper industries, providing clients with increased efficiency for chain-of-custody certification to the three major forest sustainability standards: SFI, PEFC and FSC. SCS cites SFI as "a leading, credible certification in North America for responsible forest products" in the [media release announcing this news](#). SCS will also soon be offering certification services for SFI Forest Management and SFI Fiber Sourcing Standards

GreenBlue Webinars Engage the Marketplace on Responsible Forest Sourcing

Four webinars from GreenBlue are challenging U.S. and Canadian companies to change their thinking about sustainable sourcing:

- [Responsible Forest Management in the U.S. and Canada](#)
- [The Role of Forest Certification](#)
- [Supporting Family Woodland Owners](#)
- [Water, Climate Change & Biodiversity](#)

GreenBlue is the parent nonprofit of the Forest Products Working Group, and the Sustainable Packaging Coalition. These webinars were supported by the [SFI Conversation and Community Partnerships Grant Program](#) with the collaboration of Sappi North America, an SFI Program Participant that produces fine papers and other forest products sustainably. Read the full [story on TreeHugger](#).

SFI Community Grants Feature Collaboration from 78 Different Groups Across the U.S. and Canada

[SFI announced 15 community grants](#) today, on March 21, featuring collaboration between 78 partner organizations. The grants will help communities across the United States and Canada grow their relationship with forests and improve their quality of life. Through these grants, SFI is bringing together a diverse range of organizations to engage and educate youth; train and educate current and future practitioners; support and promote Indigenous, Tribal and Heritage values; and support underserved communities through forestry. Grant project leaders include conservation organizations, environmental education providers, forest-sector non-profit organizations and community and Indigenous groups.

SFI Conservation Grants Feature Collaboration from 52 Different Groups Across the U.S. and Canada

[SFI announced five conservation grants](#) today, on March 21, that will build on SFI's commitment to conservation and increase our knowledge about the conservation benefits associated with forests influenced by the SFI Forest Management Standard and SFI Fiber Sourcing Standard. These grants feature collaboration between SFI and a robust group of partners and experts from 52 organizations to advance SFI's innovative [Conservation Impact Project](#) in the United States and Canada. This year's grants focus on research partnerships ranging from how bird habitats can serve as a metric for broader ecosystem health to the contributory value of certified forests to water and related ecosystem services. One project will build understanding of how to maintain biodiversity values in forests managed in accordance with traditional Indigenous values.

The best way to preserve forests? Use trees.

Congressman Bruce Westerman (R-Ark) [wrote an article in The Hill](#) about the value of forests to the American public. He states that the more public and private land that we can dedicate to growing trees sustainably, the better our environment will be. He mentions SFI specifically as an important third-party certification standard and uses government data to show how the forest product sector, the environment, and local communities can all benefit from working together to steward our country's abundant natural resources.



Kathy Abusow Featured in #WomenInForestry Social Media Campaign

Kathy Abusow, President and CEO of SFI Inc. is featured in the #WomenInForestry social media campaign, developed by the Alberta Forest Products Association. "Where I think we need a lot of work is creating pathways for women to leadership positions, which then make it a reality for younger women who are looking up to say, 'Hey I can be that'," Abusow said.



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](#).



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