

SFI IN BRIEF

Recent highlights from SFI



SFI 2018 Annual Conference

Successful SFI Annual Conference Shows How Forests Are the Answer

This year's SFI Annual Conference was held in Colorado. A wide range of attendees, including CEOs of multinational companies, conservationists, community representatives, Indigenous leaders, forest managers, university faculty and students, and government officials, participated in sessions designed to educate, engage, and encourage action around the theme - **Forests Are the Answer**. [See our summary to learn more about the conference](#) and [why forests are the answer](#) to so many of our conservation, community, and supply chain challenges.

Four New SFI Board Members Announced

SFI is pleased to announce the election of four new members to its [board of directors](#): Ebonie Alexander, Executive Director, Black Family Land Trust; Kevin Edgson, President and CEO, EACOM Timber Corporation; Brent Keefer, President, Hancock Timber Resource Group; and Dan Lambe, President, Arbor Day Foundation. These new board members will not only advance SFI's work within its four pillars - standards, conservation, education, and community - but will strengthen the intersections between them. [See media release](#).

Trusted Sustainability Labeling and Certification Programs Empower Buying Decisions

Over 40% of Americans say a seal or mark indicating an "environmentally friendly product" increases the likelihood they'll buy the product. In an [op-ed in Greener Package](#), Steve French, Managing Partner of National Marketing Institute, says that it is critical that companies adopt rigorous and reputable labeling systems to build consumer awareness, understanding, and trust. Using the SFI label and the EPA's Energy Star program as examples, French says that awareness and trust in environmental labeling continues to grow. This is important given that 100 million Americans now agree seals and certification play a critical role in ensuring environmental responsibility.



Order SFI Holiday Cards

SFI's 2018 holiday card designs are available on our [holiday card portal](#). These cards, printed on stock certified to SFI, feature Season's Greetings in English and French. This year you can also customize the inside of your cards with popular holiday phrases and your company's logo!



Arbor Day Foundation Says Now is the Time for Trees

[Dan Lambe](#), President of the Arbor Day Foundation and an SFI board member, wrote a [Denver Post op-ed](#) in October. It makes the case that planting trees is a simple yet serious strategy to combat the biggest challenges facing the world today - including poor air and water quality, climate risk, deforestation, poverty, and hunger. Dan also explored this theme during his keynote address at the [2018 SFI Annual Conference](#).

United Nations Panel Discussion on Forestry and the Circular Economy

In advance of her attendance at UNECE Committee on Forests and the Forest Industry (COFFI) in Vancouver, Kathy Abusow, President and CEO of SFI Inc., wrote a [Prince George Citizen op-ed](#), about why products from well-managed, renewable forests are the perfect input for the circular economy. About two thirds of the trees in Canada and the U.S. are used for lumber, storing carbon for the medium to long term. Equally important, paper is recycled more than any other commodity, extending supply, helping reduce greenhouse gas emissions, and saving landfill space - all attributes of a circular forest economy.

Virginia Department of Forestry's Commitment to Sustainability Recognized by Certification

The Virginia Department of Forestry announced that it has certified all of Virginia's State Forests to the SFI and American Tree Farm System standards. These certified forests cover more than 68,000 acres (27,500 hectares). Virginia's leadership has always helped advance sustainability across the forest sector. They join 14 other states that have certified their forests to SFI, along with eight more that are actively looking at certification. These efforts were led by [Bettina Ring](#), Virginia Secretary of Agriculture and Forestry and an SFI board member. [See media release](#).

Translations of Teaching with i-Tree



Thanks to the U.S. Forest Service, PLT's Teaching with i-Tree unit has now been translated into several languages. The Spanish and Mandarin translations were completed this past summer, and now we have a French translation too. [Access the free modules](#).

Alabama SIC Supports Habitat for Humanity

The [Alabama Sustainable Forestry Initiative Implementation Committee](#) got in the holiday spirit by volunteering with [Habitat for Humanity of Autauga & Chilton Counties](#). The volunteer crew, representing several SFI Program Participants including Hancock, PotlatchDeltic, and RMS, shared the benefits of healthy forests, responsible sourcing, and sustainable communities. The building crew also included United States military veterans.



2019 Conservation Impact Sounding Board Save the Date

Please hold April 9-11, 2018 in Washington, D.C. for SFI's [Conservation Impact Sounding Board](#) and a co-hosted meeting with American Forest's Carbon Learning Lab. The workshop will begin at 9 a.m. on Tuesday, April 9. After the meeting we will host a networking reception from 6 p.m. to 8 p.m., at SFI's D.C. office.

SAVE THE DATE

LOCATION:
Washington DC
Exact venue TBD

RSVP BY FEB 15TH
rocco.saracina@sfi-program.org
or 202-596-3459

SUSTAINABLE FORESTRY INITIATIVE

2019 SFI'S CONSERVATION IMPACT SOUNDING BOARD WORKSHOP

April 9th & April 10th
9:00AM - 5:00PM & 9:00AM - 12:00PM

Join leading scientists and conservationists in discussions around projects describing conservation values in managed forests. SFI's informal "Sounding Board" reviews ongoing projects, and provides direction for assessing water, biodiversity and climate values at a continental scale.

2019 SFI'S CONSERVATION IMPACT SOUNDING BOARD RECEPTION

April 9th 6:00PM - 8:00PM

Heavy Hors d'oeuvres will be served

FOREST CLIMATE LEARNING LAB: ENHANCING CARBON THROUGH FOREST PRACTICES

April 10th & April 11th
12:00PM - 5:00PM & 9:00AM - 12:00PM

Join 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.

Event is co-hosted by American Forests and SFI

AMERICAN FORESTS

Climate Bonds Forestry Criteria Approved

The [Climate Bonds Standard and Certification Scheme](#) is a fair trade-like labeling system for bonds. It is designed as an easy-to-use tool for investors and governments that assists them in prioritizing investments that truly contribute to addressing climate change. In November, forestry criteria were published and made available for Climate Bonds Certification. A clear understanding of what sorts of investments are consistent with improving the climate resilience of forestry assets will allow bond investors to quickly determine the environmental credentials of forest-related green bonds. Brian J. Kernohan, Chief Sustainability Officer and Director of Policy at Hancock Natural Resource Group, an SFI Program Participant, is a member of the Forestry Criteria Industry Working Group.

Networking with SFI and PLT

SFI and PLT staff and board members attend and make presentations at a wide variety of events around the world. Here's where we've been recently!

- The Consumer Goods Forum Sustainable Retail Summit, Lisbon, Oct. 25-26
- International Workshop on Certified Forest Products and Sustainable Forestry, Beijing, October 30-31
- Kappa Delta Pi Conference, Indianapolis, IN, Nov. 1-3
- UNECE Committee on Forests and the Forest Industry (COFFI), Vancouver, Nov. 5-9
- Arbor Day Foundation Partners in Community Forestry, Orange County, Nov. 7-8
- PEFC International Week, Geneva, Nov. 12-16
- Wildlife Habitat Council Conference, Baltimore, MD, Nov. 13-14
- Greenbuild, Chicago, November 14-16
- North Association for the Education of Young Children, Washington, D.C., Nov. 14-17
- National Science Teachers Association National Conferences, National Harbor, MD, Nov. 15-17 and Charlotte, NC, Nov. 29-Dec 1
- Gender Equality in Forestry, Status of Women Canada, Ottawa, Nov. 25