



SFI: GROWING OUR FUTURE

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Certification, Safety and Resource Manager



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SFI STRATEGIC VISION

The future of our forests depends on strengthening the connections between sustainable forests, thriving communities, and responsible purchasing.



SFI BOARD MEMBERS

ENVIRONMENTAL SECTOR



SOCIAL SECTOR



ECONOMIC SECTOR



ONE FUTURE – THREE STANDARDS

At every point in the supply chain, SFI has a relevant standard to support responsible forestry:

SFI 2015-2019 Forest Management Standard

SFI 2015-2019 Fiber Sourcing Standard

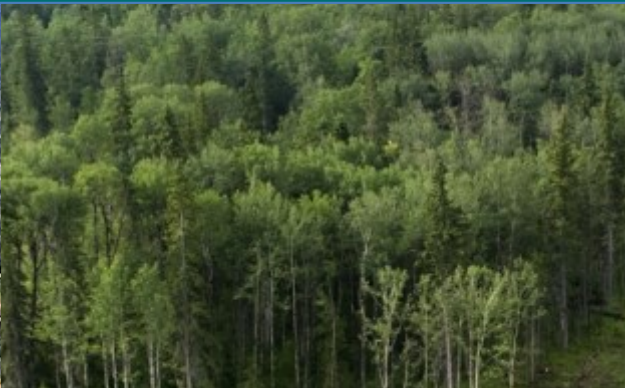
SFI 2015-2019 Chain-of-Custody Standard



**Provincial/State
Public Lands**



Private Lands



University Lands



Aboriginal / Tribal Lands



**Non Profit
Organization Lands**



Conservation Lands



WE HAVE THE SCALE TO MAKE A DIFFERENCE

From Canada's boreal forest to the U.S. south



More than a **quarter billion** acres are certified to the SFI Forest Management Standard.

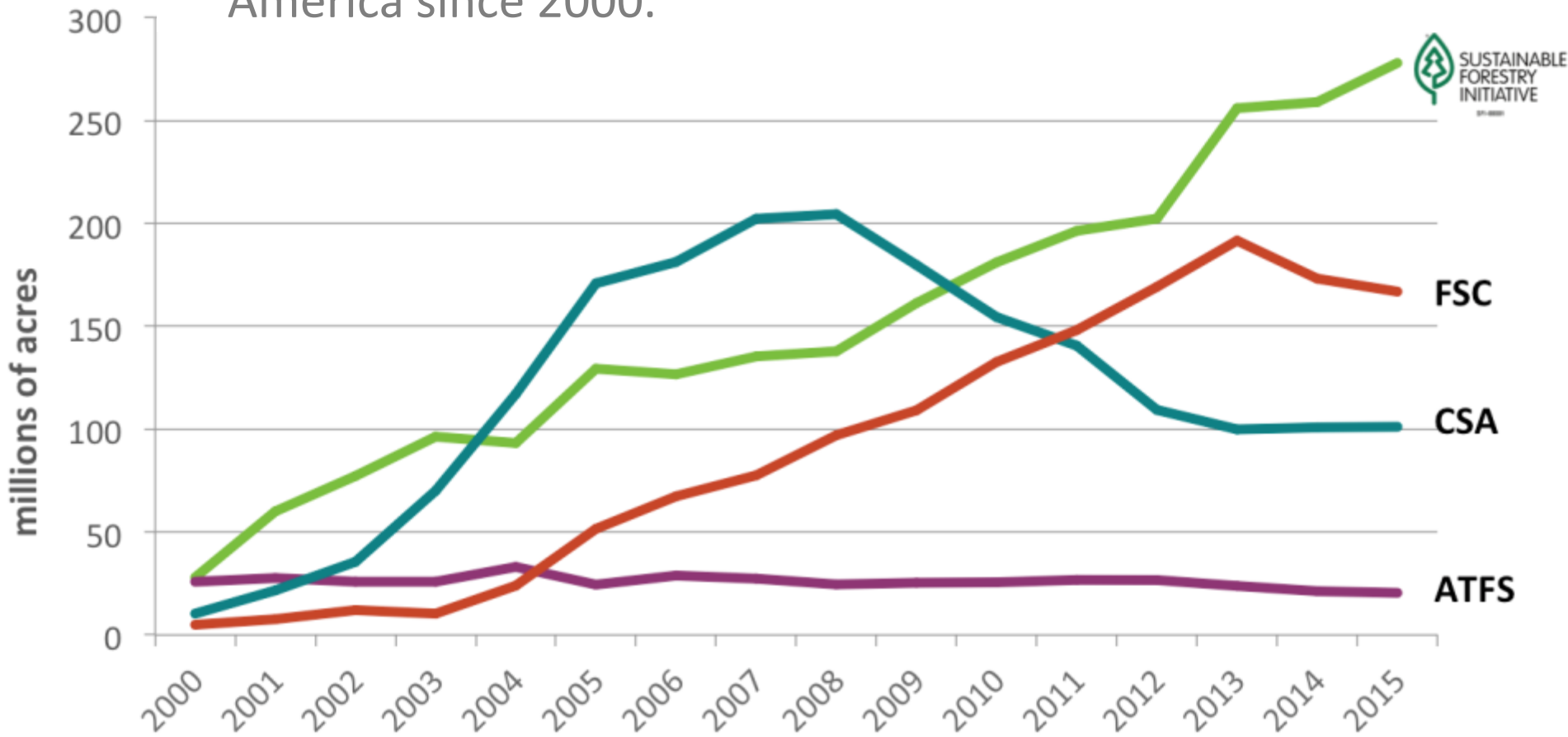
MORE THAN A
**QUARTER
BILLION**
ACRES MANAGED

The SFI Standard requires forest owners to manage forests at sustainable harvest levels, reforestation, and measures to protect:



SFI FOREST MANAGEMENT STANDARD GROWTH IN NORTH AMERICA LEADS ALL OTHERS

SFI has **consistently gained more certified forest area** than any other forest management standard in North America since 2000.





**CONSERVATION
LEADERSHIP**

**SFI PROMOTES
CONSERVATION
EVERY DAY IN MANY
WAYS**



\$63
MILLION
in forest research
in 2014

These projects, involving
of partner organizations,
multiple species and habitats
benefit from the sustainable
management of forests
certified to the SFI Standard



SFI Forest Management and
Sourcing Standards

RESEARCH IS REQUIRED IN THE SFI PROGRAM

Since 1995, organizations certified to SFI have invested nearly

\$1.5 billion

in forest research

Forest Health and Productivity 50%

Water Quality 6%

Wildlife and Fish 9%

Landscape/Ecosystem Management and Biodiversity 14%

Other Research Areas 21%



SFI Program Participants invested **\$63 million** in forest research in 2014.

Research Area	Percentage
Forest Health and Productivity	50%
Water Quality	6%
Wildlife and Fish	9%
Landscape/Ecosystem Management and Biodiversity	14%
Other Research Areas	21%

EVERY DAY, EVERY WAY

In 2014, SFI Program Participants engaged in almost 300 different community and conservation projects, partnering with nearly 500 organizations in multiple sectors including:





41

SFI CONSERVATION
GRANTS

25

SFI COMMUNITY
PARTNERSHIP
GRANTS

\$7.1
MILLION

Since 2010, SFI has awarded 66 Conservation and Community Partnership Grants totaling more than \$1.9 million to foster research and pilot efforts to better inform future decisions about our forests. When leveraged with project partner contributions that

SFI CONSERVATION GRANT RECIPIENTS

SINCE 2010



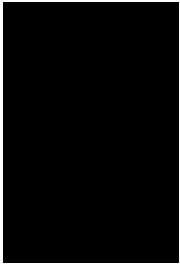
2016 SFI CONSERVATION GRANT RECIPIENTS

Focus on the connection between sustainable supply chains and the natural resource values we all care about, like water quality, biodiversity, wildlife habitat, species at risk, and forests with exceptional conservation value.

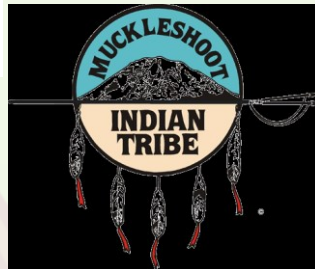


SFI COMMUNITY GRANT RECIPIENTS

SINCE 2010



2016 SFI COMMUNITY GRANT RECIPIENTS



Bringing communities and youth together to shape a sustainable future.



**COMMUNITY
LEADERSHIP**

**LINKING THE
FORESTS TO
COMMUNITIES
LARGE AND
SMALL**

34

Provincial, State and
Regional SFI
Implementation
Committees



This **unique grassroots network of close to 1,000 people** includes private landowners, independent loggers, forestry professionals, local government agencies, academics, scientists, and conservationists.



2.0 MILLION

to support training of resource and harvesting professionals, outreach to family forest-owners, environmental education. **Since 2007, total investment now exceeds**

RESOURCES AND HARVESTING PROFESSIONALS

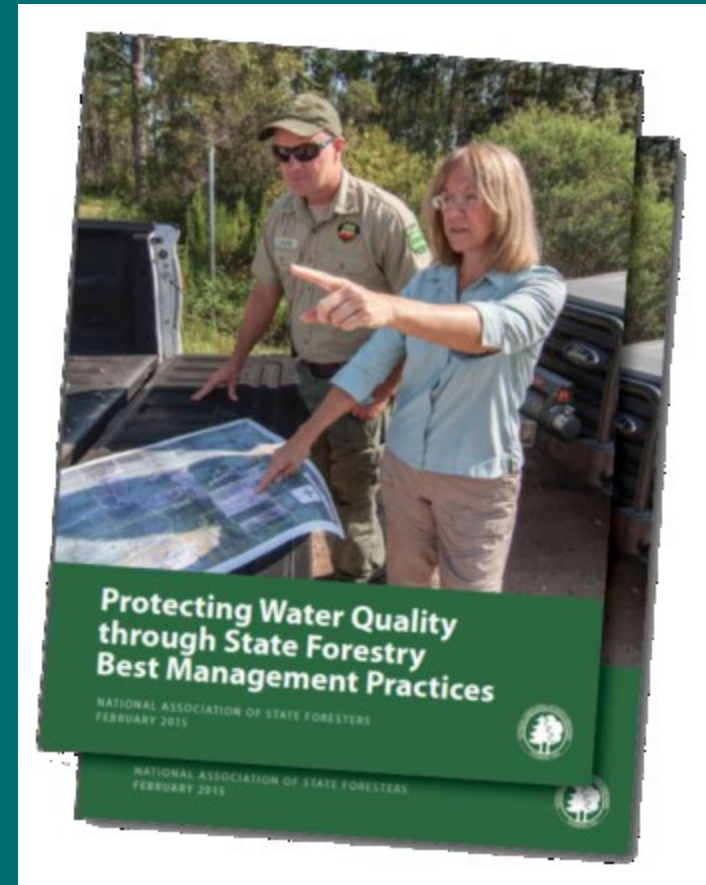
participated in training in 2014, to ensure understanding of and

(160,370 cumulative total since 1995*).

* This total may include individuals who have completed training programs more than once
- Data provided by Forest Resources Association



“ ...SFI (has) made important contributions to improved best management practices implementation through logger training, landowner outreach and water quality requirements.



National Association of State Foresters



**97% OF ALL FORESTLAND CERTIFIED TO THE SFI
STANDARD IS AVAILABLE TO THE PUBLIC FOR
OUTDOOR RECREATION.**



“ The Michigan committee’s work in Detroit isn’t just at the intersection of viable markets, healthy forests and sustainable communities in a conceptual way. The committee is actually working to make Detroit a more sustainable community at intersections, along streetscapes and in parks.

HOWARD LINDBERG

Chair of the SFI Michigan Implementation Committee and Senior Resource Forester with the Plum Creek Timber

ENGAGING FUTURE FOREST LEADERS THROUGH COMMUNITY INITIATIVES



FROM SCREEN TIME TO TREE TIME

Kids are spending more time indoors and losing an essential connection to nature. SFI is helping kids switch from screen time to tree time by working with groups such as:



Girl Guides
of Canada
Guides
du Canada



Project Learning Tree®

HABITAT FOR HUMANITY INTERNATIONAL



SFI and Habitat for Humanity International signed a memorandum of understanding to encourage the use of wood products certified to the SFI Standards on Habitat for Humanity construction sites.

SFI, many of its Program Participants and SFI Implementation Committees have sponsored Habitat builds by supplying building materials certified to the SFI Standards.

21

have chosen SFI.

SFI has a

to promote
the Progressive Aboriginal Relations program.





**ENGAGING
MARKET
LEADERS TO
PROMOTE
RESPONSIBLE
PURCHASING**

**MARKET
LEADERSHIP**

An aerial photograph of a vast, dense coniferous forest. A dark, winding river flows through the forest, eventually leading to a larger, calm lake in the distance. The landscape is hilly, with rolling green hills visible under a clear blue sky with light clouds. The overall scene is a lush, natural environment.

Brand owner
engagement and
market acceptance is a
key pillar of SFI's
strategic direction.

SFI IS RECOGNIZED BY MARKET LEADERS & GOVERNMENT ORGANIZATIONS

The trend toward recognizing all forest certification standards is on the rise.



SFI FOREST PARTNERS® PROGRAM

10
MILLION
ACRES

The SFI Forest Partners® Program has a goal of certifying 10 million acres/4 million hectares by the end of 2017, starting in the U.S. South.

FOUNDING PARTNERS

Time Inc.


MACMILLAN

 NATIONAL
GEOGRAPHIC

PEARSON

DEMAND FOR CERTIFIED PRODUCTS IS ON THE RISE ACROSS THE GLOBE

70%

Nearly 70% of U.S. consumers prefer companies that **source wood-based products responsibly to use a forest certification label to inform consumers.**

When asked if they know this label:

26% recognized the SFI label

15% recognized the FSC label

11% recognized the PEFC label



U.S. Consumer Survey conducted by GfK SE for PEFC International (with SFI collaboration) - 2014

CONSUMER RECOGNITION

40%

OF 20,000 U.S. CONSUMERS SURVEYED RECOGNIZED THE SFI LOGO.



The SFI logo is recognized more than any other forest certification logo*, according to a 2015 Natural Marketing Institute Survey.

* 27% recognized and understood the FSC logo



INCREASE IN DEMAND FOR CERTIFIED FOREST PRODUCTS

SFI's 2014 Market Survey of SFI Program Participants

Respondents in all sectors reported an increase in demand for certified forest products.



SFI ON-PRODUCT LABELS

Are recognized globally and provide a visual cue to help customers source products from responsibly managed forests.

CHAIN OF CUSTODY

FIBER SOURCING



DEMAND FOR SFI LABELS IS GROWING

SFI LABEL USE APPROVALS HAVE INCREASED

7,000
SFI Labels

from 50
approvals
in 2007

7,000
approvals
in 2015.



20%
of all

FORTUNE
100

companies used the SFI label in 2014

A GLOBAL REACH

Products that are certified to SFI Standards are sold in

MORE THAN **120** COUNTRIES



SFI's international recognition is increased by the endorsement of the Programme for the Endorsement of Forest Certification (PEFC). PEFC has also endorsed ATFS and CSA standards. In turn SFI recognizes both ATFS and CSA certified content in its supply chain.

GLOBAL RECOGNITION OF THE SFI STANDARD

PEFC sets benchmarks that national forest certification programs must meet or exceed to be endorsed.

PEFC endorsement increases international recognition and enhances marketing opportunities for *SFI Program Participants* around the world.



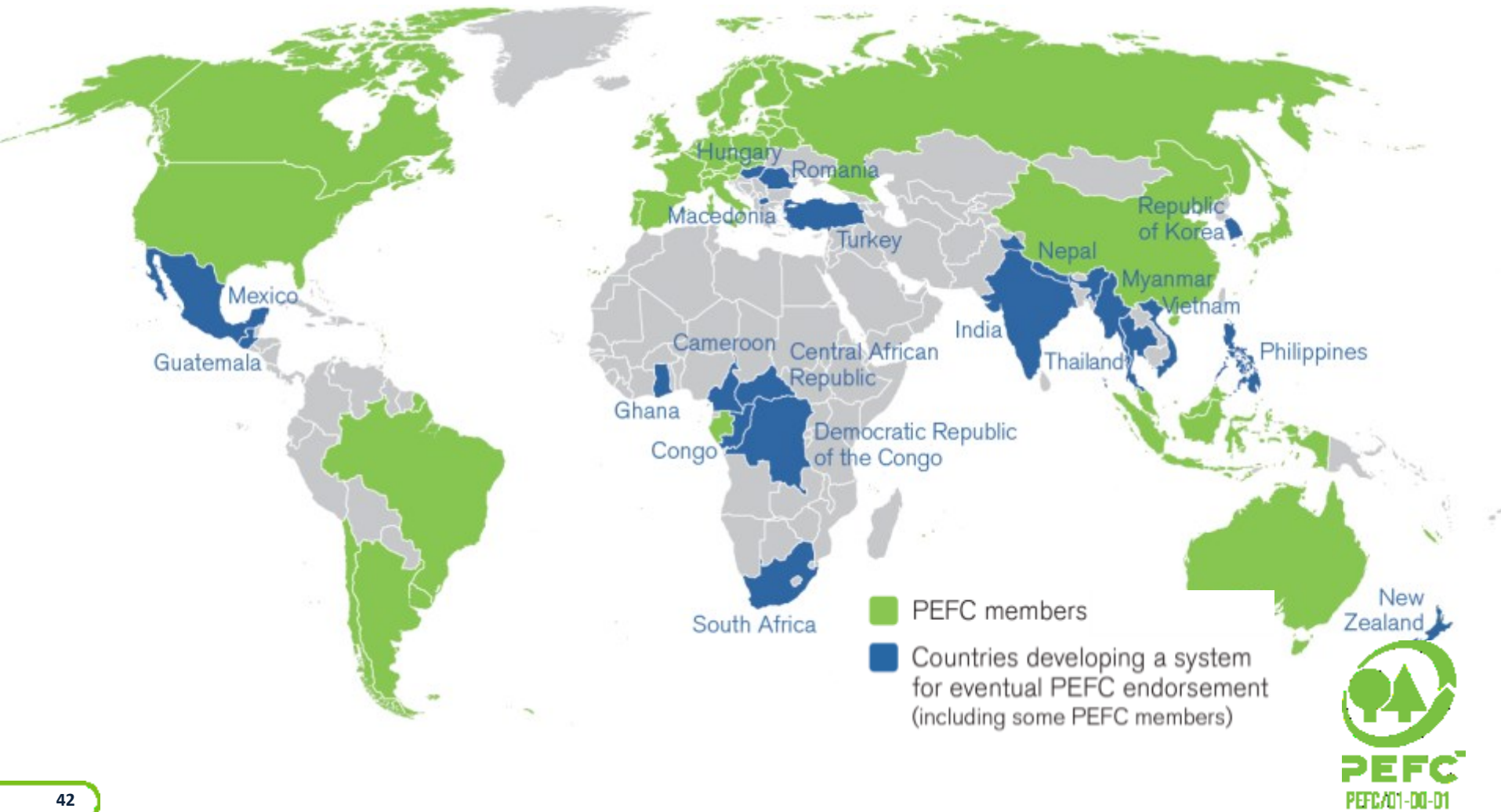


- **Global, not-for-profit**, non-governmental organisation based in Geneva, Switzerland
- Voluntary mechanism promoting sustainable forest management providing independent, **third party certification** of good practices
- **Alliance** of national forest certification systems with global representation and an international chain of custody
- World's largest forest certification system and **provider of two thirds of the world's certified sustainably managed wood**
- **Certification system of choice** for small family forest-owners

Thinking Global and Acting Locally



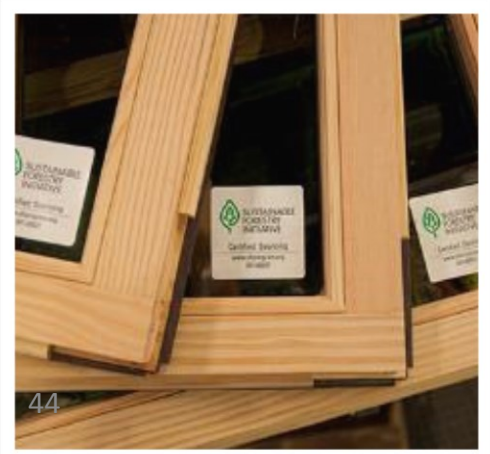
PEFC Globally



SFI IS LOW-RISK IN A HIGH-RISK WORLD

The combination of **North America's strong rule of law supported by a rigorous SFI Standard** — that conserves forests and requires sustainable harvest levels and prompt regeneration — **makes North America a good choice for staying on the right side of the law.**





Labels: Whenever you shop — look, ask, buy SFI

From furniture to printer paper to labels and packaging, you can find the SFI on-product label on a wide range of items.

6 REASONS TO BUY SFI AND SUPPORT FUTURE FORESTS



**1/4 BILLION ACRES/
100 MILLION HECTARES**
OF FORESTS CERTIFIED TO SFI



**RESPONSIBLE
SOURCING**

SUPPORTS WILDLIFE
HABITAT, BIODIVERSITY,
CLEAN WATER & MORE

**60+ CONSERVATION
& COMMUNITY GRANTS**

MORE THAN \$7.1 MILLION INVESTED
WITH PARTNERS



FOREST RESEARCH

\$1.4 BILLION INVESTED OVER
20 YEARS

150K TRAINED

PROFESSIONAL LOGGERS IN
RESPONSIBLE HARVESTING



**ABORIGINAL &
TRIBAL ENGAGEMENT**

7 MILLION ACRES/3 MILLION
HECTARES CERTIFIED TO SFI

When you buy products with the SFI label, you're not only purchasing a product that meets rigorous certification standards, you're also helping grow future forests, sustainable communities, conservation research, youth education, logger training and much more.

JOIN US



2016 SFI Annual Conference

September 27 - 29, 2016 | Hilton Clearwater Beach, Florida

400 Mandalay Ave., Clearwater Beach, FL 33767



SFI-0001

sficonference.org

IT'S ALWAYS A GREAT TIME!





**QUESTIONS
AND
COMMENTS**



THANK YOU

sfiprogram.org

