



# SUSTAINABLE FORESTRY INITIATIVE

*Good for you. Good for our forests.®*

SFI-00001

## Sustainable Forestry Initiative Inc. Communications Committee AGENDA SFI Inc. DC Offices - 2121 K Street, NW, Suite 750, Washington, DC 20037

### ACCESS (Dial-In) NUMBERS:

Call-in toll-free number (US/Canada): 866-740-1260

Call-in toll number (US/Canada): 303-248-0285

Attendee access code: 5964719

<b>Tuesday May 10, 2016</b>	
<b>6:00 p.m. – 9:00 p.m.</b> Joint dinner with SFI Resources Committee members <a href="#">Circle Bistro</a> - 1 Washington Circle, NW, Washington, DC 20037 Tel: (202) 293-5390	
<b>Wednesday May 11, 2016</b>	
<b>8:30 a.m. – 9:00 a.m.</b>	<b>Meet &amp; Greet with Continental Breakfast</b>
<b>9:00 a.m. – 9:15 a.m.</b> I. <b>Welcome</b> <ul style="list-style-type: none"><li>• Introductions, Confidentiality and Antitrust Reminder</li></ul>	
<b>9:15 a.m. – 10:15 a.m.</b> II. <b>Addressing Negative Campaigns</b> <ul style="list-style-type: none"><li>• Kathy Abusow – SFI<ul style="list-style-type: none"><li>○ USGBC/LEED</li><li>○ IUCN</li></ul></li><li>• Seth Kursman – Resolute Update</li></ul>	
<b>10:15 a.m. – 10:30 a.m.</b>	<b>Break</b>
<b>10:30 a.m. – 11:15 a.m.</b> III. <b>Communications Overview: YTD 2016</b> <ul style="list-style-type: none"><li>• Press Releases</li><li>• Coverage</li><li>• Progress Report Sneak Peek</li></ul>	
<b>11:15 a.m. – 12:00 p.m.</b> IV. <b>It Starts at Home Campaign</b>	
<b>12:00 p.m. – 1:00 p.m.</b>	<b>Buffet Lunch in SFI Offices</b>

**1:00 p.m. – 2:30 p.m.**

**V. TreeHugger Presentation and Discussion**

- Joel Babbitt, CEO & Travis Bright, VP Sponsor Relations

**2:30 p.m. – 3:00 p.m.**

**VI. Final thoughts**, discussion items, remaining Communications Committee call schedule

**3:00 p.m.**

**Adjourn**

**Mark Your Calendars:**

- **SFI Annual Conference:** Clearwater Beach, Florida: September 27-29
- **Remaining 2016 Communications Committee Calls:**
  - Q3 Call - Tues, Sept 13: 1-3 p.m. Eastern
  - Q4 Call - Tues, Nov 29: 1-3 p.m. Eastern

**FOR IMMEDIATE RELEASE**  
**February 11, 2016**

**SFI PARTNERING FOR CONSERVATION AND COMMUNITY IMPACT  
THROUGHOUT NORTH AMERICA**

**WASHINGTON, DC and OTTAWA, ON** — Grants were announced today for 19 projects to help further understanding of the conservation benefits of managed forests, and to strengthen the connection between communities and forests. The grants were made as part of the Sustainable Forestry Initiative Inc.'s Conservation and Community Partnership Grants Program. These grants represent collaborations between SFI Inc., SFI Program Participants, and partner organizations throughout North America.

"Our **conservation grants** advance SFI's long-standing commitment to forest research. These projects provide the science-based data that resource professionals need to improve forest management, and to assess the value of that work," said Kathy Abusow, President and CEO of SFI Inc. "Our **community grants** represent SFI's unique role at the intersection of sustainable forestry, responsible procurement and thriving communities. SFI engages local communities through a variety of initiatives including youth outreach, forest education programs, and green building projects for low-income families."

**This year's suite of SFI Conservation Grants helps 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. These projects are a joint effort by the grantees, SFI Inc., and SFI Program Participants, who manage more than a quarter billion acres/100 million hectares of forest across North America and source fiber from millions more.**



- [American Bird Conservancy](#) is showing how sustainable forest management can benefit habitats for bird species at risk in the U.S. Southeast and Pacific Northwest. Building on a 2014 SFI Grant, ABC will spearhead pilot projects to quantify and improve the value of forests certified to SFI for bird species of conservation interest.
- Alberta's [fRI Research](#) is using support from SFI to identify ways to link landscapes to help woodland caribou increase their range and repopulate managed forests.
- Quebec's [Laval University](#), SFI and its partners are helping aboriginal communities and forest companies cooperate to expand opportunities for aboriginal forestry workers.

- [Keeping Maine's Forests](#) is helping fight climate change by examining which carbon credit programs have been used in Maine and how SFI Program Participants might be able to benefit from them.
- [Nature Conservancy of Canada](#) is showing how sustainably managed forests certified to SFI can offer big biodiversity benefits for small vernal pools and the amphibians that live there.
- [The Nature Conservancy](#) is teaming up with SFI to help at-risk youth prepare for jobs as forest technicians, while restoring conservation values in native forests.
- The [Saskatchewan Research Council](#) is showing how forested wetlands certified to SFI are helping to sequester carbon and mitigate climate change.
- The [University of Georgia](#) is quantifying how the SFI Fiber Sourcing Standard and logger training are influencing statewide best management practices that protect critical drinking water supplies.
- The [University of Northern British Columbia](#) is using remote-sensing laser technology to measure and rapidly evaluate biodiversity in forests certified to SFI.

**SFI Community Grants bring communities and youth together to shape a sustainable future. Getting kids into the woods is good for forests and good for kids. SFI is also focused on promoting respect for traditional Aboriginal values and on helping provide sustainable housing for low-income families. These projects include SFI Program Participants and community organizations that have partnered with SFI in the past, as well as new partners dedicated to connecting communities with nature.**



- The [Alabama Forestry Foundation](#) and SFI are helping loggers and foresters understand the importance of threatened species and sensitive ecosystems through events and hands-on learning opportunities in the forest.
- With support from SFI, [Clemson University Habitat for Humanity](#) and 500 students are building a new home for a low-income family that will be unveiled at the homecoming football game.
- [Cornell University](#) is engaging at-risk youth to build bird nest boxes using SFI-sourced lumber and developing a free online curriculum to engage more youth in bird conservation.
- An SFI grant will help [Earth Rangers](#) deliver their School Assembly Program to over 200,000 students across Canada, bringing forest conservation to life with dynamic live animals and high quality content.
- The [Fédération des producteurs forestiers du Québec](#) is using support from SFI to update forestry practices for a private woodlots field guide that could reach more than 130,000 woodlot owners.

- The [Mississippi Forestry Foundation](#) will facilitate a course where Mississippi State University architecture students design a state-of-the-art wood building that links sustainable forest management to green building practices.
- Washington State's [Muckleshoot Tribe](#) is using an SFI grant to help build an education facility to promote responsible forestry and traditional values, and connect youth to their land and culture.
- The [National Wild Turkey Federation](#) and SFI are using community outreach to help people become forest stewards to promote healthy habitats for wild turkeys and other animals.
- [Baltimore's Parks & People Foundation](#) is using an urban forest to teach inner-city youth the importance of environmental stewardship and help strengthen their connection to the forest, with help from SFI.
- The [San Carlos Apache](#) Forest Resources Youth Outreach Program is being supported by SFI to promote the link between sustainable forestry, cultural heritage and empowering Tribal youth.

### **About the Sustainable Forestry Initiative® Inc. (SFI)**

SFI® Inc. is an independent, nonprofit organization that is solely responsible for maintaining, overseeing and improving the internationally recognized SFI program. SFI works collaboratively with conservation groups, local communities, youth, resource professionals, landowners and countless other organizations and individuals who share our passion for and commitment to responsible forest management. Since 1995, SFI Program Participants have invested more than \$1.5 billion in sustainable forestry research. Across the United States and Canada, more than 280 million acres/110 million hectares are certified to the SFI Forest Management Standard, of which 97% is available for recreation. In addition, sustainable forestry is promoted through the SFI Fiber Sourcing Standard and the SFI Chain-of-Custody Standard. SFI on-product labels help consumers make responsible purchasing decisions. SFI Inc. is governed by a three-chamber board of directors representing environmental, social and economic sectors equally. Learn more at [sfiprogram.org](http://sfiprogram.org) and [sfiprogram.org/Buy-SFI](http://sfiprogram.org/Buy-SFI).

### **Media Contact**

Elizabeth Woodworth  
Vice President, Communications and Community Engagement  
Sustainable Forestry Initiative Inc.  
Tel: 202-596-3452  
[media@sfiprogram.org](mailto:media@sfiprogram.org)

**FOR IMMEDIATE RELEASE**  
**February 17, 2016**

## **SFI RECEIVES LAND STEWARDSHIP AWARD FROM NATIONAL WILD TURKEY FEDERATION**

**WASHINGTON, DC** — The National Wild Turkey Federation (NWTF) presented the Sustainable Forestry Initiative (SFI) with its Land Stewardship Award during the 40th annual NWTF National Convention and Sport Show in Nashville, Tennessee on Saturday. SFI was chosen for its commitment to conservation, promoting responsible forest management for the benefit of the nation's forests and wildlife, and for partnering to support the NWTF's important work.

The NWTF created the Land Stewardship Award in 1994 to recognize organizations for excellence in land management, partnerships, and NWTF project support. The award also recognizes those who have done outstanding work to benefit natural resources through land stewardship.

"It is an absolute pleasure to receive the NWTF Land Stewardship Award. SFI, and the natural resource managers that use the SFI Standards, understand the importance of partnering to achieve our shared goals of habitat management and conservation. In fact, this award really goes to these managers who practice responsible forest management across the more than 280 million acres/110 million hectares of forestland certified to the SFI Forest Management Standard," said Kathy Abusow, President and CEO of SFI Inc.



Paul Trianosky, SFI's Chief Conservation Officer, accepts the Land Stewardship Award

NWTF is a natural partner for SFI because of their tremendous track record of conservation achievements. In the eyes of many, restoration of the wild turkey population, led by the NWTF, is one of the greatest conservation success stories in the history of North American wildlife. From a low 1.5 million birds in 1973, today there are more than 7 million.

"We were pleased to present SFI this award at our 40th annual convention. Our future looks bright and I'm confident that our partnership with SFI will advance our shared interest in conserving forests and wildlife habitat. We are working hard together to build this partnership. It will make a real difference for our current members and for generations to come," said George Thornton, CEO of NWTF.

One of the ways SFI and NWTF are helping each other achieve mutually beneficial goals is the NWTF's work to promote the SFI Forest Partners<sup>®</sup> Program, which aims to increase certification, and connect the benefits of responsible forest management to stakeholders throughout the supply chain. This enhances sustainability and in turn enables current and future generations to enjoy America's forests for years to come. SFI and the NWTF also share a focus on promoting youth education in conservation through Boy Scouts of America and other leading outdoor youth education programs.

SFI is also pleased that the NWTF will use SFI-labeled materials for NWTF Turkey Transport Boxes and for NWTF publications such as *Turkey Country* and *JAKES Country* magazines. SFI on-product labels are recognized globally and provide a visual cue to help customers source products from responsibly managed forests.

"Setting a positive example for the use of sustainably produced materials is yet another example of the NWTF's commitment to conservation in the broadest sense. We are truly fortunate to have them as a partner and privileged to receive the Land Stewardship Award," Abusow said.

## **About Sustainable Forestry Initiative<sup>®</sup> Inc. (SFI)**

SFI<sup>®</sup> Inc. is an independent, nonprofit organization that is solely responsible for maintaining, overseeing and improving the internationally-recognized SFI program. SFI works at the intersection of sustainable forestry, thriving communities and responsible procurement. Across the United States and Canada, more than 280 million acres/110 million hectares are certified to the SFI Forest Management Standard and millions more are positively influenced by SFI Fiber Sourcing. The SFI Standards are based on principles that promote sustainable forest management. The SFI Forest Management Standard includes measures to protect water quality, biodiversity, wildlife habitat, special sites, species at risk, forests with exceptional conservation value, and indigenous people's rights. SFI Inc. is governed by a three-chamber [board of directors](#) representing environmental, social and economic sectors equally. Learn more at [sfiprogram.org](http://sfiprogram.org).

### **Media Contact**

Elizabeth Woodworth  
Vice President, Communications and Community Engagement  
Sustainable Forestry Initiative Inc.  
Tel: 202-596-3452  
[media@sfiprogram.org](mailto:media@sfiprogram.org)

**FOR IMMEDIATE RELEASE**  
**March 1, 2016**

## **Community Cornerstone Quilakwa Center Wins SFI Award**

**VANCOUVER, BC** — Using wood in innovative and beautiful ways to bring new life to a BC community hub has earned KH Designs an award from the Sustainable Forestry Initiative (SFI). The award is part of the 2015/16 Wood Design Awards program. It was presented last night at the annual Wood *WORKS!* British Columbia awards event.

The Quilakwa Center, in Enderby in the southern interior of BC, is home to the Splitsin boardroom and development corporation offices, a First Nation's arts shop, gas bar, convenience store, and a Tim Hortons restaurant and drive-thru. The winning partnership includes KH Designs, Splitsin, Omega & Associates Engineering and Sperlich Log Construction.

"We are pleased to be recognized with this award from SFI and the Wood Design awards program. The Quilakwa Center is the cornerstone of Splitsin, as well as the community of Enderby. It embodies the original natural style of handcrafted log construction and also embraces and showcases our local culture," said Wayne Christian, Chief of Splitsin. The building was designed to replace a gas station and convenience store.



**Quilakwa Center — Featuring huge cedar columns and crooked Douglas Fir collar beam. Photographer, Peter Sperlich. Photo courtesy of Wood Design & Building Awards.**

The 13,520 square foot, two-storey structure used heavy timber logs from Downie Timber lands in Revelstoke and the Revelstoke Community Forest Corporation. Both are certified to the SFI Forest Management Standard, which promotes responsible forestry, encourages conservation, supports sustainable communities and recognizes indigenous peoples' rights and traditional knowledge.

Splitsin members also harvested some of the special character logs from their own lands. These types of logs are typically not used by the forest industry because of their crookedness and character.

"The Quilakwa Center is a showcase for the beauty, versatility and durability of wood from responsibly managed forests that support sustainable communities," said Kathy Abusow, President and CEO of SFI Inc. "This project is also a prime example of how SFI supports efforts to strengthen the vital links between healthy forests, responsible purchasing and sustainable communities."

The entire structural frame of the building was engineered in massive solid-wood components. The log posts and beams, which are up to 40" in diameter, carry all the loads from the walls and roof panels through to the foundation. Using natural logs in a structure has been calculated to have the lowest environmental impact of any type of wall construction.

"When comparing the impacts of wall materials, there really is no other material that comes close to wood as a green building material. When we consider energy efficiency during use and the ability of log walls to store carbon, the environmental advantages are quite significant," said Kevin Halchuk, President of KH Designs in West Kelowna, BC.

Architects and builders are increasingly choosing wood for construction because it looks great, offers numerous environmental benefits — including renewability and a lower carbon footprint than other materials — and is easy to work with. Trees also absorb carbon dioxide from the atmosphere as they grow, sequestering and storing carbon, which reduces greenhouse gases and improves air quality. Trees turned into wood products continue to store carbon over the long term.



## About Sustainable Forestry Initiative<sup>®</sup> Inc. (SFI)

SFI<sup>®</sup> Inc. is an independent, nonprofit organization that is solely responsible for maintaining, overseeing and improving the internationally-recognized SFI program. SFI works at the intersection of sustainable forests, thriving communities and responsible procurement. Across the United States and Canada, more than 110 million hectares are certified to the SFI Forest Management Standard, and millions more are positively impacted through SFI Fiber Sourcing. The SFI Standards are based on principles that promote sustainable forest management. The SFI Forest Management Standard includes measures to protect water quality, biodiversity, wildlife habitat, special sites, species at risk, forests with exceptional conservation value, and indigenous people's rights. SFI Inc. is governed by a three-chamber [board of directors](#) representing environmental, social and economic sectors equally. Learn more at [sfiprogram.org](#) and the [SFI Green Building Fact Sheet](#).

## About the Wood Design & Building Awards

The Wood Design Awards program is the only North American program to award excellence in wood architecture. Prominent architects award winners based on creativity, distinctive and appropriate uses of wood materials, ability to satisfy clients' building and site requirements, and overall aesthetic appeal.

Prior SFI award winners were Allen + Maurer Architects, in 2015, for the [Askew's Foods Uptown Store](#) in Salmon Arm, BC and NSDA Architects, in 2014, for [Kordyban Lodge](#), in Prince George, BC.

## About Wood *WORKS!*

Wood *WORKS!* is a national industry-led initiative of the Canadian Wood Council, with a goal to support innovation and provide leadership on the use of wood, wood products and systems.

## Media Contact

Elizabeth Woodworth  
Vice President, Communications and Community Engagement  
Sustainable Forestry Initiative Inc.  
Tel: 202-596-3452  
[media@sfiprogram.org](mailto:media@sfiprogram.org)



**Quilakwa Center ceiling — Featuring locally sourced wood. Photographer, Peter Sperlich. Photo courtesy of Wood Design & Building Awards.**

**FOR IMMEDIATE RELEASE**  
**April 6, 2016**

**USGBC ANNOUNCES NEW PATHWAY TO ENCOURAGE ENVIRONMENTALLY RESPONSIBLE FOREST MANAGEMENT IN LEED**

**Washington, D.C.** — The range of legal and responsible forest products available for a Leadership in Energy and Environmental Design (LEED) credit has grown in a positive direction. This is welcome news for architects, builders and consumers seeking legal, responsibly sourced and certified forest products from well-managed forests.

The U.S. Green Building Council (USGBC) has issued a LEED alternative compliance path (ACP) that recognizes wood and paper from the Sustainable Forestry Initiative® (SFI®) Program as part of an integrated approach to encouraging environmentally responsible forest management and eliminating illegal wood from the building material's supply chain. The ACP will apply to all LEED v4 rating systems including Homes v4 and to all LEED 2009 rating systems.

"We applaud leaders from the U.S. Green Building Council as this change across all LEED rating tools takes a stance against illegal wood and reinforces the value of certified and responsibly sourced forest products," said Kathy Abusow, President and CEO of SFI Inc. "SFI employs rigorous standards that ensure not only a responsibly managed forest, but also that only legal sources of fiber are brought into SFI-certified supply chains."

LEED has seven impact goals that include reversing climate change, enhancing human health, protecting water resources and biodiversity, promoting sustainable material resources, building a greener economy and enhancing social equity and community quality of life. The SFI Standards and SFI's supporting programs are tightly aligned with LEED's seven core criteria. The SFI 2015-2019 Standards, launched in January 2015, include enhanced measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value. In the social sphere, SFI's work with rural and underserved communities, youth, and indigenous peoples promotes grassroots engagement on environmental issues and helps improve the quality of life for many.

LEED is a proven tool, unparalleled in its ability to drive wholesale transformation across every corner of the built environment and raise the bar for all players," said Rick Fedrizzi, CEO of USGBC. "Requiring architects, builders and consumers to verify the legality of forest products used in LEED buildings is part of its standing as a leadership standard, and the new ACP encourages the use of programs that certify that practice. This new path to LEED credits also recognizes the contributions forest certification standards have made in establishing the infrastructure which makes it possible to verify responsible sourcing."

This move will further strengthen the widely-respected LEED program. It requires architects, builders and consumers to verify the legality of forest products used in LEED buildings, and awards credit for the use of forest products certified to programs like SFI. In order to count towards a LEED point, the user must first know that 100% of the forest products are from legal (non-controversial) sources, 70% from responsible sources and the remainder must be certified sources as evidenced by a chain of custody certification (CoC). SFI Fiber Sourcing certification counts as legal and responsible, while fiber delivered through a CoC certification counts as legal, responsible and certified sources. The new alternative compliance path pilot recognizes SFI, the American Tree Farm System (ATFS) and programs that are endorsed by the Programme for the Endorsement of Forest Certification (PEFC). The alternative compliance path categorizes the various forest certification standards based on the ASTM D7612-10 (2015) standard which is titled "Categorizing Wood and Wood-Based Products According to Their Fiber

Sources.” ASTM (American Society for Testing and Materials) International is a globally recognized leader in the development and delivery of voluntary consensus standards.

Responsible forest management practices are also important to architects and builders focused on sustainable solutions that can transform the construction sector. Wood is an increasingly popular choice for construction because of its aesthetic qualities, and numerous environmental benefits — including renewability and a lower carbon footprint than other materials. Because trees absorb carbon dioxide from the atmosphere as they grow, they sequester and store carbon, reducing greenhouse gases, improving air quality and reducing the construction sector’s contribution to global climate change. But many of these positive attributes of wood construction depend on whether the forest resource is responsibly managed under a certification program. Forests certified to the SFI Standards are found in 42 states and provinces in the US and Canada. The acceptance of more responsibly sourced forest products into all LEED rating tools offers architects and builders greater access to these renewable products for their green building projects.

### **About the Sustainable Forestry Initiative® Inc. (SFI)**

SFI® Inc. is an independent, nonprofit organization that is solely responsible for maintaining, overseeing and improving the internationally-recognized SFI program. SFI works at the intersection of sustainable forests, thriving communities and responsible procurement. The SFI Standards are based on principles that promote sustainable forest management. The SFI Forest Management Standard includes measures to protect water quality, biodiversity, wildlife habitat, special sites, species at risk, forests with exceptional conservation value, and indigenous people’s rights. SFI Inc. is governed by a three-chamber [board of directors](#) representing environmental, social and economic sectors equally. Learn more at [sfiprogram.org](http://sfiprogram.org) and [sfiprogram.org/greenbuilding](http://sfiprogram.org/greenbuilding).

### **Media inquiries:**

Elizabeth Woodworth  
Vice President, Communications and Community Engagement  
Sustainable Forestry Initiative Inc.  
[elizabeth.woodworth@sfiprogram.org](mailto:elizabeth.woodworth@sfiprogram.org)  
Tel: 202-596-3452

### **Green building inquiries:**

Jason Metnick  
Senior Vice President, Customer Affairs  
Sustainable Forestry Initiative Inc.  
[jason.metnick@sfiprogram.org](mailto:jason.metnick@sfiprogram.org)  
Tel: 602-374-6539

**FOR IMMEDIATE RELEASE**

**April 14, 2016**

## **IUCN Approves SFI for Membership, Advancing Sustainable Forestry and Conservation Science**

**Washington, D.C.** — The Sustainable Forestry Initiative (SFI) has been granted membership in the [International Union for Conservation of Nature \(IUCN\)](#), an organization devoted to helping the world find pragmatic solutions to our most pressing environmental and development challenges. IUCN is the world's oldest and largest global environmental organization, with almost 1,300 government and NGO members and more than 15,000 volunteer experts in 185 countries.

"We are so pleased to join this network of conservation-minded organizations. Biodiversity conservation is central to both IUCN's and SFI's mission. SFI is committed to quantifying the conservation impact of certified forests and responsible sourcing of forest products through programs such as the SFI Fiber Sourcing Standard. Membership in IUCN will give us access to important tools and expertise to help this work," said Kathy Abusow, President and CEO of SFI Inc.

Forests managed to the SFI Forest Management Standard now constitute over 280 million acres (100 million hectares) across North America from Canada's boreal forest to the U.S. southeast, providing habitat for wide-ranging species and flyways for migratory birds. This vast scale also offers the potential to amplify the importance of SFI's effort to enumerate the conservation-related values of SFI certified forests.

SFI is the only forest certification program that requires participants to support research to improve forest health, productivity, conservation understanding, and sustainable management of forest resources. SFI's Program Participants engage in a tremendous array of projects every day that help conserve the diversity of habitats, protect water quality, and sustain other important aspects of North America's great natural heritage.

"We are pleased to welcome SFI as an IUCN member. Their work on measuring conservation values in production forests is an important contribution to the delivery of global conservation efforts," said Stewart Maginnis, IUCN Global Director – Nature-based Solutions Group.

SFI will also be participating in the IUCN [World Conservation Congress 2016](#) Sept 1-10. Taking place every four years, this event is considered the "Olympics of conservation." This is the first time it will be in the United States.

The congress theme is "Planet at the crossroads." With IUCN seeking solutions for nature conservation and sustainable development, participation in the IUCN Congress will be significantly influenced by the UN [Sustainable Development Goals](#) adopted in September 2015, which include specific objectives relative to forests. Particular attention will be directed to goals that are nature-based and focused on clean water, climate action, life below water and life on land.

"Clean water, climate action and biodiversity are key areas for SFI. We are looking forward to the IUCN Congress as a way to initiate SFI's membership in IUCN. Participating will help build SFI's own conservation knowledge and capacity and enable us to contribute to global goals as they relate to the conservation of working forests," said Paul Trianosky, Chief Conservation Officer at SFI.

**About the Sustainable Forestry Initiative® Inc. (SFI)**

SFI® Inc. is an independent, nonprofit organization that is solely responsible for maintaining, overseeing and improving the internationally-recognized SFI program. SFI works at the intersection of sustainable forests, thriving communities and responsible procurement and works collaboratively with conservation groups, local communities, resource professionals, landowners and countless other organizations and individuals who share our passion for and commitment to responsible forest management. The SFI Forest Management Standard includes measures to protect water quality, biodiversity, wildlife habitat, special sites, species at risk, forests with exceptional conservation value, and indigenous people’s rights. In addition, sustainable forestry is promoted through the SFI Fiber Sourcing Standard and the SFI Chain-of-Custody Standard. SFI Inc. is governed by a three-chamber [board of directors](#) representing environmental, social and economic sectors equally. Learn more at [sfiprogram.org](http://sfiprogram.org).

**Media inquiries:**

Elizabeth Woodworth, Vice President – Communications and Community Engagement  
Sustainable Forestry Initiative Inc.

[media@sfiprogram.org](mailto:media@sfiprogram.org)

Tel: 202-596-3452

# Opinion: Protecting the treasure that is Canada's boreal forest

BY GREGORY C. SIEKANIEC, VANCOUVER SUN MARCH 18, 2016



UNDATED — Taku River in northern British Columbia.

**Photograph by:** David Nunuk

---

Canada's boreal forest is a vast tract of land, stretching from British Columbia to Labrador, from Yukon to southern Ontario. This forest is so big that it's hard to put its size into perspective. But think about this: three-quarters of all Canada's forests and woodlands are in the boreal zone — that's some 307 million hectares in total.

Particularly around this time of International Day of Forests (March 21) and World Water Day (March 22) it's important to remember the boreal cleans the air we breathe and filters the water we drink. In addition, it provides products we need and opportunities to improve our quality of life through recreation and its sheer natural beauty.

It is home to half of all bird species in the country. It's home also to the woodland caribou and contains thousands of lakes, rivers and wetlands that provide habitat for much of Canada's biodiversity.

And forests in general, including the boreal, also support the livelihoods of thousands of Canadians — both aboriginal and non-Aboriginal — particularly in rural communities.

Yet despite its magnitude and importance, our boreal forest often doesn't get the level of public attention it deserves.

And public attention is key because it helps ensure we continue to maintain a careful balance of environmental, economic and social values in these forestlands.

That's why Ducks Unlimited, one of Canada's oldest conservation organizations, is working hard to improve the public's understanding and awareness of this impressive natural heritage, while also ensuring that its conservation and sustainable development support communities and help grow our economy.

It's also why we're working with organizations like the Sustainable Forestry Initiative Inc. (SFI), the largest forest certification program in North America with strong acceptance internationally. Its certification standards help ensure forests are managed to some of the most rigorous sustainable forestry requirements in the world. Ducks Unlimited worked closely with SFI to develop its latest certification standards, including the components that detail how wetlands can be properly managed within working forests.

SFI is also involved in forestry education and outreach, promotes forest conservation, and provides grants for scientific research. One such grant funded a project to determine best practices for planning and building forestry roads that protect wetland ecosystems in the western boreal forest. Ducks Unlimited Canada partnered with SFI program participant Louisiana Pacific Canada Ltd. and FPInnovations, a not-for-profit that specializes in the creation of scientific solutions in support of the Canadian forest sector, to find alternatives to the typical logging roads that have the potential to obstruct water flow and damage boreal wetlands.

"Corduroy" roads were often used in the early 20th century by foresters, and involve laying down logs side by side over waterlogged areas, creating a pattern that resembles corduroy fabric. The idea is now being resurrected in today's context with modern technology.

We've reinvented these roads to ensure they don't negatively impact boreal wetlands. Modern corduroy roads are informed by the latest environmental science to ensure continuous water flow through wetlands, and each road is customized to meet the water flow requirements of a specific swamp, bog or fen.

Depending on how water flows, geotextile fabrics and culverts are added to provide the road with additional strength and support.

The success of this work in the boreal plains of Saskatchewan and Manitoba is leading to the development of a national guide being led by FP Innovations with support from Ducks Unlimited, as well as SFI program participants Louisiana-Pacific, Resolute Forest Products, J.D. Irving, Weyerhaeuser and the New Brunswick Department of Environment that will further improve wetlands management.

Ensuring water flow is key to preserving these wetlands and the habitat of numerous mammals, birds, fish, insects, fungi and micro-organisms that inhabit Canada's boreal forests.

And these same forests are an important tool that can be used in the fight against climate change, storing massive amounts of carbon and purifying our air and water.

I'm proud to be working to protect these magnificent forests while also ensuring that sustainable forestry can be practised, providing for the livelihoods of hundreds of communities and thousands of Canadians and their families.

I strongly believe in the work we are doing, in partnership with like-minded organizations like SFI, the resource sector more generally, federal and provincial governments, local communities, and First Nations and Métis.

This work — whether it be in continuously improving forest certification standards, educating our younger generation on the importance of forests or planning for the conservation of regions within the boreal — is key to ensuring our boreal forests and the enormous benefits they provide will be protected for both the foreseeable and distant future.

*Gregory E. Siekaniec is the Chief Executive Officer of Ducks Unlimited Canada, an organization that has helped conserve Canadian wetlands since 1938. He is also the Vice-Chair of the Sustainable Forestry Initiative, an independent, non-profit organization dedicated to promoting sustainable forest management.*

© Copyright (c) The Vancouver Sun



## Forestry opportunities useful for First Nations

David WALKEM / Prince George Citizen

April 22, 2016 10:23 PM



Certifying a forest to a sustainable forest management standard is an important way for managers to assure their markets and the general public of the sustainable forestry they practice on their lands.

It also helps indigenous communities ensure our values are reflected in the management of those forests.

Beyond defining sustainable forest management practices, forest certification standards include recognition of indigenous values and rights on the land and provide for an independent, third-party audit of those forestlands.

Engaging indigenous communities promotes protection of culturally important areas and uses of the land, and contributes to a more well-rounded plan that balances conservation, environmental, social and economic values.

Because independent audits verify whether certified forest managers are adhering to the standards, customers and the general public can be confident the forest products derived from certified forestlands come from sustainable, well-managed forests.

As a registered professional forester, I believe the Sustainable Forestry Initiative (SFI) certification standard not only meets these requirements, but is complementary to the sustainable forest management commitments that indigenous land managers have made to their communities.

We are not alone as more and more indigenous land managers across North America adopt the same system.

More important, certification aligns closely with values that recognize indigenous peoples' rights, traditional knowledge and environmental concerns like water management, conservation and biodiversity, while it supports local economies.

And certification can help improve social conditions in First Nations communities.

For example, the lack of indigenous housing is a genuine crisis in this country.

Of some 603 bands in Canada, indigenous housing problems exist in virtually every community - some far worse than others.

It's why SFI has partnered with Habitat for Humanity Canada's Indigenous Housing Program to encourage the use of certified wood in their program.

We are making progress.

My own story helps to illustrate that point. In Spence's Bridge, where I was born and raised, our connection with the land is central to our language and identity as Nlaka'pamux people, but it's poorly understood by industry, government, and the public.

A key factor in my decision to study forestry in the first place was to understand how forest planning and operations could incorporate our traditional land uses and to identify how our people could become forest managers and gain more economic benefits from the industry around us.

And even though our people had worked in the forest industry for decades, significant industry consolidation in the 1960s resulted in many of my community members losing jobs.

By 1997, when the provincial government began allowing First Nations to access significant forest tenures, we had challenges rebuilding our capacity - and a lot of catching up to do.

By 2004, eight bands formed the Stuwix Resources Joint Venture. That's a lot of progress in a short time. With our forest licence, Stuwix encouraged our community entrepreneurs to establish their own businesses and they became more involved in all aspects of the industry, from logging and silviculture to forest managers.

Our logging and forest technicians were able to finance their own operations, and prove their ability to perform to the point where they now get contracts to work for the companies in our area.

And they are among the top operators in the industry.

As a member of the SFI board, I'm also proud SFI is working with the Canadian Council of Aboriginal Businesses to help build relationships between Canadian businesses and indigenous peoples. Through this relationship we are starting to see more forest companies become members of the CCAB which helps further their understanding of indigenous peoples.

Continent-wide, more than two million hectares of lands held by or managed for indigenous communities are certified to the SFI forest management standard.

We hope to improve on an already impressive sustainable forestry track record as our knowledge grows, long into the future.

David Walkem is chief of the Cooks Ferry Band, president of Stuwix Resources Joint Venture and a board member of Sustainable Forestry Initiative.

© Copyright 2016 Prince George Citizen

**[Please support the Prince George Citizen and online news like this by purchasing a digital subscription.](http://www.princegeorgecitizen.com/circulation)**  
**<http://www.princegeorgecitizen.com/circulation>**



## SUSTAINABILITY: The lightning strike that fueled her passion for forests

Apr 21, 2016, 11:57am EDT

WASHINGTON, D.C. – Lightning once struck a hole in **Kathy Abusow's** house. And wood saved her life.

She was living in Montgomery, Vt., years before she became the CEO of the Sustainable Forestry Initiative, a Washington, D.C.-based nonprofit with a \$7 million annual operating budget. And during the night, lightning hit the side of her house, 2 feet from her bed. The whole house shook. Every circuit blew.

The electrician who came the next day also happened to be the town's fire chief, and he couldn't understand why Abusow and her husband didn't die, why the charge didn't jump to their bed as they slept.

Abusow knew why. Her father, a former carpenter, had built her bed – entirely out of wood.

"I'm no Paul Bunyan, but I love wood," she said.

Now, Abusow, 49, spends her working hours making sure wood doesn't go away. Forests need to be sustainably managed. Land owners need to understand the corporate demand for sustainability. And consumers need to understand that buying forest products – wood, paper, etc. – isn't a bad thing.

"My big concern is people have this guilt associated with purchasing a forest product," Abusow said. "It absolutely pains me because the whole way to keep forests a forest – especially when they're privately owned – is to make sure that someone gets the return on investment of having a forest. If they don't, why wouldn't they sell it for development or another application?" she said.

When I spoke with Abusow this week, she had just returned from Geneva, Switzerland, where SFI became a member of the International Union for the Conservation of Nature, the world's oldest and largest global environmental organization.

"What they're very excited about is we are heading down a pathway to really help the conservation community – and anyone who cares, frankly – to understand that working forests can be a huge vehicle to providing water quality, to absorbing carbon from the atmosphere, to providing biodiversity," Abusow said.

The impact can be huge because of the size of SFI's footprint: More than 250 million acres are now certified to SFI's sustainability standards.

That's an increase of more than 100 million acres since Abusow took over as CEO in 2007.

One core element of that growth has been a focus on collaboration.

The supply chain in the forest industry is long and complex. Land owners don't often have a direct line of contact with the corporations that need forest products. So they don't always believe that corporations value sustainability.



FREED PHOTOGRAPHY

Kathy Abusow, 49, is the CEO of the Washington, D.C.-based nonprofit Sustainable Forestry Initiative.

So Abusow created the SFI Forest Partners Program to close the loop, bringing land owners together with brand owners to raise awareness about the demand for responsibly sourced products and help land owners take the necessary steps to meet the standard. Those partner corporations include Time Inc., National Geographic Society, Macmillan Publishers and Pearson.

“Forest certification is an increasingly important tool in the ongoing struggle to create a sustainable world,” Rich Glicini, senior vice president of corporate social responsibility at Pearson, said when the partnership was announced in 2012. “Five years ago we made a commitment to climate neutrality for our directly controlled operations. Helping to promote responsible forest management practices complements that commitment.”

It also ensures the footprint of certified lands continues to grow. Then, it’s about what SFI does with those lands.

That’s where Abusow’s community grants program comes in. SFI provides grant money to conservation groups or NGOs to conduct research or community projects on SFI lands. It started with \$400,000 and has grown to an overall investment of more than \$8 million over the past six years.

“There’s so much work that can be done both because of the scale and because of the span of constituents that we work with,” Abusow said.

What Abusow wants to do now is put some numbers to that impact.

In this year’s call for grants, SFI was very specific, asking for proposals that could help quantify the conservation impact of sustainably managed lands on water, on carbon levels and on biodiversity. She wants to be able to say in simple terms, like how many cars worth of carbon are taken out of the atmosphere because of SFI’s 250 million certified acres.

She’s not there yet, but numbers like that will go a long way toward creating a broader understanding of the impact of working forests.

It reminds Abusow of a conference years ago where Richard Branson offered \$25 million to whoever came up with the best idea for creating a giant carbon-sucking machine to combat greenhouse gases.

“I was sitting next to one of the people at the Nature Conservancy, and of course, the two of us smiled at each other. ‘Well, your huge carbon-sucking machine is a forest!’” Abusow said with a laugh.

“We’ve got loads of work to do to help people understand that forests are the solution to so many of our woes, whether it’s changing climate, loss of jobs, water issues. They can reverse all these things,” she continued. “They’re just a gift, and we need to manage them responsibly.”

**Connect with Kathy Abusow:** Website; LinkedIn; Twitter



**Mary Johnson**  
Editor

---

© 2016 American City Business Journals. All rights reserved. Use of this Site constitutes acceptance of our User Agreement (updated 3/14/12) and Privacy Policy (updated 3/14/12).

Your California Privacy Rights.

The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of American City Business Journals.

Ad Choices.



## LEED Recognition for SFI and ATFS Is Good News for Forests and the Communities that Rely on Them

Guest Bloggers / April 14, 2016

**Guest bloggers:**

Republican Representative Gregg Harper of Mississippi and Democratic Representative Kurt Schrader of Oregon



Republican Representative Gregg Harper of Mississippi



Democratic Representative Kurt Schrader of Oregon

When it comes to the health of our nation's forests and the communities that depend on them, we occupy common ground. Another thing we share is our respect for the U.S. Green Building Council's decision to create a pathway for more U.S. forests to earn Leadership in Energy and Environmental Design (LEED) credits. LEED credits are key to tapping into the emerging green building market.

The Council's recent decision to recognize products certified to the Sustainable Forestry Initiative (SFI) and the American Tree Farm System (ATFS) is something that we and many others have championed for years. It's gratifying to see the work of so many people who care about forests and the communities that rely on them being recognized by this decision.

It's important to have a level playing field when it comes to recognizing forest certification standards. The combined acres certified to SFI and ATFS in our states — 3.4 million acres in Mississippi and 4.6 million acres in Oregon — make important contributions to responsible forest management. Forests certified to these standards support conservation values such as water quality and conserving habitat. Offering LEED credits to forests certified to these standards will help encourage more responsible forestry and stronger forest products markets.

Our forests play a key role in the sustainability of rural communities across America. By creating more market opportunities for responsibly managed forests, we are also creating incentives to keep forests as forests for future generations in these communities.

Responsible forestry relies on good stewardship of a renewable resource. And in our two states, responsible forestry plays a key role in the local economies that drive prosperity.

According to Mississippi State University's Department of Forestry, forestry in Mississippi generates more than \$10 billion in economic activity and employs more than 63,000 people. The same story of forestry's importance to state economies plays out in Oregon. The Oregon Department of Forestry says sustainably producing timber adds about \$12 billion annually to Oregon's economy and supports more than 58,000 jobs.

We both look forward to this sustainable, renewable economic resource growing in importance for our states. The U.S. Green Building Council's recognition of SFI and the ATFS under LEED will help make this growth happen.



## Indigenous Peoples across North America Welcome the Green

### Building Community with LEED Recognition of SFI

**Guest Blogger** / [April 18, 2016](#)

**Guest blog:**



**David Walkem, Chief of Cook's Ferry Indian Band, near Merritt, British Columbia, President Stuwix Resources Joint Venture and member of the SFI Board of Directors representing the economic sector**

The SFI Forest Management Standard is used by dozens of Indigenous communities in Canada and the US to manage millions of acres of forest land. And that's one of the reasons why I celebrate the decision the US Green Building Council (USGBC) to make green building projects eligible for Leadership in Energy and Environmental Design (LEED) credits if they choose forest products certified to SFI.



Tribes and First Nations welcome the growth of green building. Many of us see it as another important way to expand the markets for our certified forest products as well as the community of people who want to help protect the forests that are essential to us all. Growing sustainable markets is also in line with the shared vision of Indigenous peoples to create viable local economies.

Expanding the use of the SFI Standard, by creating a pathway to LEED credits, significantly opens up new markets for our SFI certified forest products. In addition, LEED recognition of SFI should encourage more Indigenous forest managers to adopt the SFI Standard. I believe SFI reinforces many of the objectives Tribes and First Nations have when it comes to the management of our own forests and those surrounding our communities. By ensuring sustainable forest management practices include protection of culturally significant areas, support conservation objectives, and promote community involvement, SFI is truly aligned with our core values. When Indigenous forest managers choose to adopt SFI certification on our own lands, it is a powerful way for us to communicate to our own people that our values are being practiced on their lands.

SFI also helps Indigenous forest companies and communities work with other forestry companies certified to SFI. By adopting the SFI Standard, these companies show they respect our values and are open to engaging with our communities to better understand our use of the land and incorporating this information into their forest management practices. Most importantly the Standards require a third party audit to verify adherence to the Standard.

Encouraging green building by increasing the supply of forest products certified to SFI will also expand markets for all of us who support SFI and its mission to support sustainable forests, thriving communities and responsible procurement.

Now that the USGBC has opened the door to SFI, I hope that understanding of the cultural values and practices of Indigenous peoples across North America will reach a wider audience in the green building community. I'm confident that this will help support the Council's mission to enhance social equity, environmental justice, and community quality of life.



## SFI Program Eligibility for LEED Points Is Good News for Cooperation on Climate Change

**Guest Blogger** / [April 19, 2016](#)

Guest blog:



**John M. Hagan III, President of Manomet and member of the SFI Board of Directors representing the environmental sector**

Tackling climate change is a critical global issue. Science tells us that every economic, social, and environmental value we hold dear will be affected if we can't stabilize the climate by mid-century. Buildings account for close to 40% of carbon dioxide emissions in the United States alone, so one of the best things we can do to fight climate change is to find more sustainable ways to design and construct them.

And one of the best ways to make buildings better for the climate is to use as much wood as possible in construction. Buildings made out of wood can lock up carbon for a century or more. The U.S. Green Building Council's decision to recognize SFI wood in the Leadership in Energy and Environmental Design (LEED) system will increase the supply of sustainable certified wood and give the construction industry more choices. The climate wins, and so people and nature win too.

Trees absorb carbon dioxide from the atmosphere as they grow, helping to address climate change.

In fact, our U.S. forests recover about 13% of our emissions each year, for free, just by growing! The use of wood products in buildings will ultimately lower the construction sector's contribution to global climate change. Helping the green construction industry grow will have the positive effect of bringing more builders and architects to bear on the fight against climate change.

The primary mission of my non-profit organization, [Manomet](#), is to apply science and engage people to sustain our world. As an ecologist, I've engaged foresters for 25 years to generate and apply science to improve forest management. The U.S. Green Building Council (USGBC) is doing the same thing by engaging the building sector with information about how to construct more energy efficient and sustainable buildings. Like SFI and Manomet, the USGBC relies on the best available science to make the world measurably more sustainable.

Building with wood from forests certified to the SFI Forest Management Standard or procured through the SFI Fiber Sourcing Standard helps promote conservation by ensuring that forests are making positive and measurable contributions to the conservation objectives we all care about — clean water, wildlife habitat, and carbon sequestration to mitigate the impact of greenhouse gases and climate change.

SFI's work to measure and manage for conservation values makes the USGBC's job of creating a more sustainable world a little easier. The SFI standard guarantees that the wood used in construction will be regrown. Keeping our forests working to store carbon and to produce abundant clean water in this more erratic climate we are already seeing, is very important. In fact, I believe sustainable forest management is one of the most important actions humans can take to mitigate and adapt to a changing climate. Through SFI, the USGBC now has an additional 280 million acres/114 million hectares of SFI-certified forest working to help them meet their important goal.

Climate change is an all-hands-on-deck issue. I'm very pleased to see the USGBC and SFI doing their part. It's leadership like this that is going to actually solve this global problem.