

ADVANCING SUSTAINABILITY THROUGH FOREST FOCUSED COLLABORATION



August 2024

SFI TAKES A FIRM STANCE AGAINST DEFORESTATION & FOREST DEGRADATION

Promoting responsible forestry and sourcing is at the core of SFI's work. [The SFI Standards do not allow deforestation and have strong requirements to prevent forest degradation](#), and in 2024, SFI adopted formal definitions to strengthen these requirements, and introduced new policy and guidance. With the EUDR accelerating these global conversations, we also introduced an optional SFI module specifically for organizations looking to demonstrate compliance with EUDR.



SFI PRESENTS AT THE IUFRO WORLD CONGRESS

[SFI participated in the 26th IUFRO World Congress from June 23-29](#). Lauren Cooper, Chief Conservation Officer, and Dr. Healy Hamilton, Chief Scientist, had the opportunity to address attendees on important sustainability topics and connect with forest conservation and sustainable management leaders on a global scale.



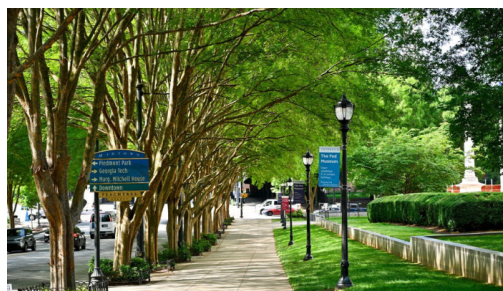
SEEING THE POWER OF SUSTAINABLE FOREST SUPPLY CHAINS IN EVERY SETTING

When Nick Johnson, Director of Sustainable Supply Chains at SFI, enters a room, he immediately appreciates the forest products around us. His passion is promoting sustainable forestry and ensuring these products receive proper recognition. [Get to know Nick](#) and his mission to elevate the value of SFI certification in the home and business furnishing sector and advance market recognition.



SHADE FOR HEALTH, TREES FOR LIFE: WHY TREES MATTER

As the world grapples with the escalating effects of climate change, cities are bearing the brunt of an increasingly dire challenge: extreme heat. [Mike Martini, Director of Urban and Community Forestry at SFI, shares the vital role that urban forests play](#) in creating cooler, healthier, and more livable cities.



FROM PASSION TO PROFESSION: MY JOURNEY IN GREEN CAREERS

Dominic Weeks' journey towards a green career began in his childhood when he was inspired by his horticulturist father and deepened through outdoor adventures. Dominic found a way to combine his [passion for strengthening communities and connecting people with the outdoors](#). Now, as the Career Readiness Manager at SFI, he connects young adults to green careers and [mentorship opportunities](#).



NEW PARTNERSHIP INCREASES YOUTH AWARENESS OF CORRUGATED INDUSTRY CAREERS

We're thrilled the [International Corrugated Packaging Foundation \(ICPF\) is partnering with Project Learning Tree \(PLT\)](#), an SFI initiative, to enhance awareness and education about green careers in the corrugated packaging industry. This collaboration will create educational resources and experiences for middle and high school educators and guidance counselors.



PLANT-POLLINATOR RELATIONSHIPS IN MANAGED FORESTS

A [new research project](#) on the Mi'kmaq territory of the Qalipu First Nations will study pollinator and plant diversity through a 35-year view of managed boreal forest. Led by the Memorial University of Newfoundland and supported by SFI, the project will combine Western science and Indigenous perspectives to improve ecological knowledge and cultural appreciation of key plant species significant to Indigenous communities.

