

SFI STANDARDS

GOAL: To advance sustainable forestry and responsible purchasing globally through certification standards and certified products.

5 YEARS OF PROGRESS FROM SFI'S 2020-2024 STRATEGIC DIRECTION

63% OF CONSUMERS SURVEYED HAVE HEARD OF SFI

UP FROM 52% IN 2020

93% OF CONSUMERS WHO HAVE HEARD OF SFI TRUST SFI

UP FROM 90% IN 2020

Source: ERM Shelton's 2024 Global Eco Pulse® Survey

ALMOST 30% OF FORTUNE COMPANIES USED AN SFI ON-PRODUCT LABEL IN 2023 UP FROM 20% IN 2020

370 MILLION ACRES CERTIFIED TO THE SFI FOREST MANAGEMENT STANDARD
150 MILLION HECTARES

AND MILLIONS MORE POSITIVELY INFLUENCED BY THE SFI FIBER SOURCING STANDARD

SFI REPRESENTS OVER ONE-THIRD OF THE GLOBAL CERTIFIED FOREST AREA



SFI IS ENDORSED BY PEFC

80% OF SFI-CERTIFIED ORGANIZATIONS REPORTED STEADY OR INCREASED DEMAND FOR SFI-CERTIFIED PRODUCTS – MORE THAN ANY OTHER FOREST CERTIFICATION STANDARD

UP FROM 67% IN 2020



SFI PROVIDED LEADERSHIP ON CRITICAL TOPICS SUCH AS PREVENTING DEFORESTATION AND FOREST DEGRADATION



DEVELOPED MODULES TO SUPPORT EUDR REQUIREMENTS

SFI URBAN AND COMMUNITY FOREST SUSTAINABILITY STANDARD LAUNCHED IN 2023



WITH SUPPORT FROM OUR PARTNERS



AVAILABLE IN 3 LANGUAGES: EN, FR, AND SP

IN 2024

SFI CELEBRATED RECEIVING \$5 MILLION OVER 4 YEARS FROM USDA TO SUPPORT URBAN AND COMMUNITY FOREST MANAGEMENT

SFI CONSERVATION

GOAL: To advance credible and effective solutions to environmental challenges through the SFI standards and leadership initiatives.

5 YEARS OF PROGRESS FROM
SFI'S 2020-2024 STRATEGIC DIRECTION

SFI WAS AWARDED FUNDING BY



TO ADVANCE CLIMATE SMART
FORESTRY, FIRE RESILIENCY
AND BIODIVERSITY PRACTICES
TO SUPPORT RESILIENT
FORESTS AND COMMUNITIES

\$2.1 BILLION

DIRECTLY INVESTED IN FOREST RESEARCH BY SFI-CERTIFIED ORGANIZATIONS

SINCE 1995

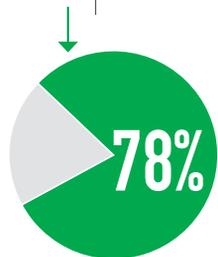


\$77 MILLION

 IN FOREST
RESEARCH
IN 2023

DISTRIBUTION OF RESEARCH DOLLARS

- 28% BIODIVERSITY & SPECIES MAINTENANCE AND RECOVERY
- 28% FOREST HEALTH AND PRODUCTIVITY
- 8% CLIMATE SMART FORESTRY
- 4% WATER QUALITY & QUANTITY
- 4% INDIGENOUS TRADITIONAL FOREST-RELATED KNOWLEDGE
- 4% LANDSCAPE ECOLOGY
- 1% ECOSYSTEM SERVICES



OF SFI RESEARCH FUNDING IS LINKED TO
CONSERVATION-RELATED OBJECTIVES

NO OTHER FORESTRY STANDARD
HAS A RESEARCH REQUIREMENT

560 DIFFERENT

CONSERVATION, COMMUNITY,
EDUCATION, AND RESEARCH
PROJECTS
REPORTED BY SFI-CERTIFIED
ORGANIZATIONS IN 2023

WITH
MORE THAN



520 UNIQUE PARTNER ORGANIZATIONS

IN MULTIPLE SECTORS

- 19% GOVERNMENT
- 18% ACADEMIC
- 18% SFI-CERTIFIED ORGANIZATIONS
- 16% CONSERVATION
- 8% INDIGENOUS
- 6% RESEARCH
- 6% COMMUNITY



SFI COMMUNITY

GOAL: To advance collaborations between local communities and the SFI network to increase mutual understanding of the values and benefits provided by sustainably managed forests.

5 YEARS OF PROGRESS FROM SFI'S 2020-2024 STRATEGIC DIRECTION



98% OF FORESTS CERTIFIED TO THE SFI STANDARD ARE AVAILABLE FOR **OUTDOOR RECREATION**



96% OF ALL FIBER SUPPLIED TO SFI-CERTIFIED MILLS IN 2023 WAS DELIVERED BY TRAINED HARVESTING PROFESSIONALS COMPARED TO 34% IN 1995



248,000 RESOURCE AND HARVESTING PROFESSIONALS

have been trained since 1995. Training ensures understanding of water quality, biodiversity, and other sustainable forestry requirements.

SFI NETWORK TRAINED 8,019 LOGGERS IN 2023

46 SFI AWARDED COMMUNITY GRANTS TO ADVANCE SFI PRIORITIES IN COLLABORATION WITH OUR NETWORK

17 GRANTS ENGAGED UNDERSERVED COMMUNITIES

GRANTS SUPPORTED THESE TOPICS

- YOUTH EDUCATION AND FOREST LITERACY
- TRAINING
- COMMUNITY CONNECTIONS & MARKETS
- INDIGENOUS ENGAGEMENT
- GREEN CAREER PATHWAYS
- SFI STANDARDS

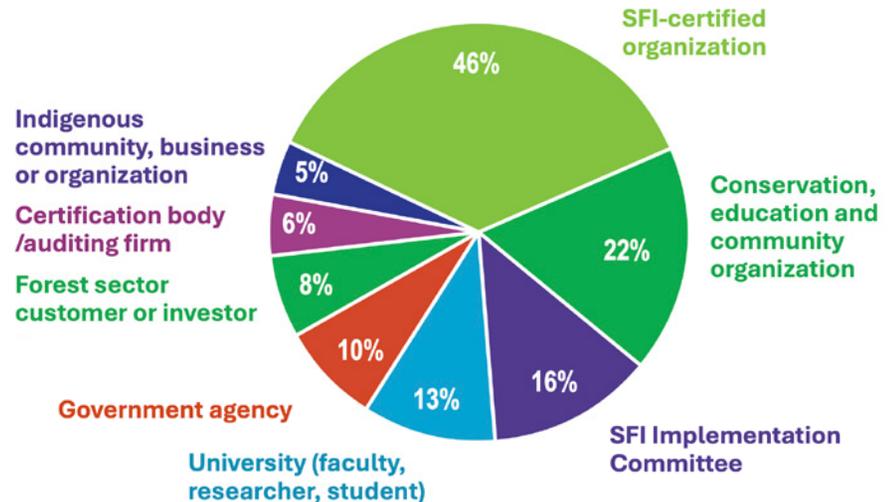
1 BILLION TREES PLANTED

BY SFI-CERTIFIED ORGANIZATIONS IN 2023



SFI ANNUAL CONFERENCES BROUGHT OUR DIVERSE NETWORK TOGETHER

2024: 450+ ATTENDEES (50 STUDENTS & YOUNG PROFESSIONALS)



SFI INDIGENOUS COMMUNITIES

5 YEARS OF PROGRESS FROM
SFI'S 2020-2024 STRATEGIC DIRECTION



65 INDIGENOUS COMMUNITIES, businesses, and partnerships across Canada and the United States are certified to the SFI Forest Management Standard

ACROSS NEARLY
**24 MILLION ACRES/
10 MILLION HECTARES**

SINCE 2022

43,000 PEOPLE WITHIN SFI-CERTIFIED ORGANIZATIONS HAVE RECEIVED TRAINING TO RECOGNIZE AND RESPECT INDIGENOUS PEOPLES' RIGHTS AS PER THE NEW REQUIREMENTS OF THE SFI 2022 FOREST MANAGEMENT STANDARD



SFI AND PLT CANADA PARTNERED WITH SAULT COLLEGE TO CREATE

9 MICROCREDENTIALLED ONLINE TRAINING COURSES



to support the recognition and respect of Indigenous Peoples' rights and relationship building as per requirements in the SFI standard.



VOICES OF INDIGENOUS PROFESSIONALS GREEN JOBS GUIDE PUBLISHED IN 2020 TO HIGHLIGHT CAREERS IN THE FOREST & CONSERVATION SECTOR



AVAILABLE IN ENGLISH, FRENCH, AND TWO INDIGENOUS LANGUAGES



PLT CANADA COMPLETES A SUCCESSFUL INDIGENOUS-SPECIFIC GREEN MENTORSHIP COHORT IN PARTNERSHIP WITH TOLKO IN MEADOW LAKE, SASKATCHEWAN.



NEW SFI GRANT IN 2024 SUPPORTED YAKAMA NATION TRIBAL FORESTRY YOUTH CAMP PARTICIPANTS EXPLORED CAREER OPTIONS AND LEARNED IMPORTANCE OF ENVIRONMENTAL MANAGEMENT



PLT CANADA PROMOTED CAREER PATHWAYS AND FOREST LITERACY PROGRAMMING FOR INDIGENOUS YOUTH IN ONTARIO

SFI EDUCATION THROUGH PLT

GOAL: To advance environmental education, forest literacy, and career pathways using trees and forests as windows onto the world.

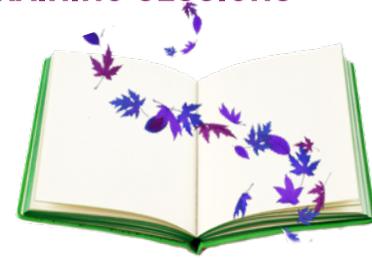
5 YEARS OF PROGRESS FROM
SFI'S 2020-2024 STRATEGIC DIRECTION

PLT REACHED
145 MILLION
STUDENTS
since PLT began

PLT WORKED WITH
15,000
EDUCATORS

through the
PLT Network of
35 state-wide
partnerships
and

1,000 PLT-LED PROFESSIONAL
DEVELOPMENT TRAINING SESSIONS



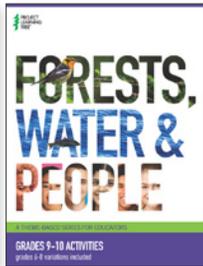
45,000 EDUCATORS TRAINED
in using PLT environmental education
resources, resulting in an estimated

8.4 MILLION
STUDENTS REACHED
SINCE 2020

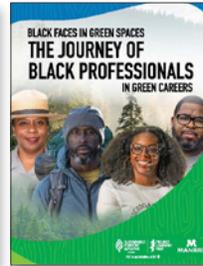
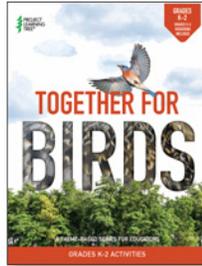


16 NEW PRODUCTS LAUNCHED BY PLT IN THE U.S.

2024



2023



PLUS INTERACTIVE
TUTORIAL

2022



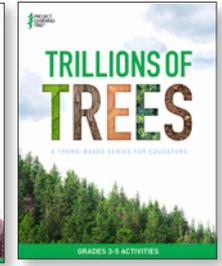
PLUS EDUCATOR
TOOLKIT



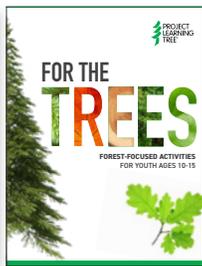
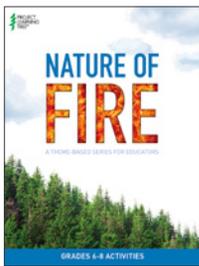
2021



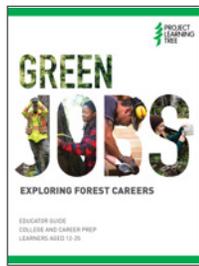
PLUS ONLINE PD



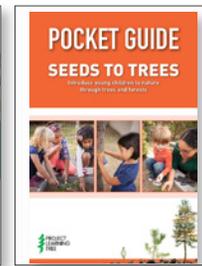
2021



2020



PLUS ONLINE PD



PLUS GREEN JOBS
INTERACTIVE
PERSONALITY QUIZ FOR
YOUTH AGES 12-25



SFI EDUCATION THROUGH PLT CANADA

GOAL: To advance environmental education, forest literacy, and career pathways using trees and forests as windows onto the world.

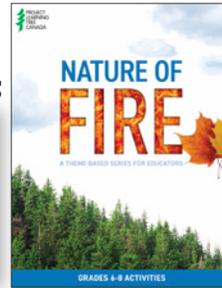
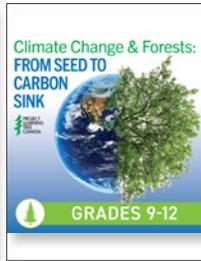
5 YEARS OF PROGRESS FROM SFI'S 2020-2024 STRATEGIC DIRECTION

9 NEW PRODUCTS LAUNCHED BY PLT CANADA

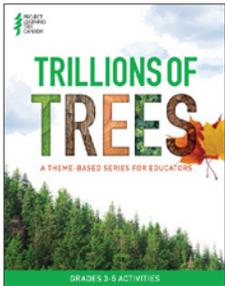
2024



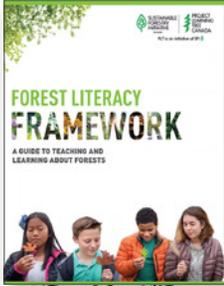
2023



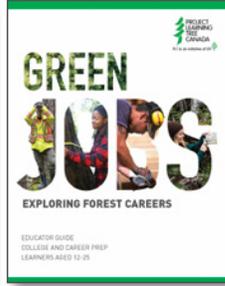
2022



2021



2020



PLUS ONLINE PD LAUNCHED 2023

MENTORSHIP

PLT CANADA REACHED

95+ MENTORS AND MENTEES IN 2024

WITH THE FIRST **BINATIONAL MENTORSHIP COHORT**

SINCE 2018, PLT CANADA HAS SUPPORTED

650+ MENTORSHIP PARTICIPANTS

IN 12 DIFFERENT COHORTS



PLT CANADA LAUNCHED GREEN JOBS VIDEO SERIES IN 2022



VISIT PLTCANADA.ORG

PLT CANADA PLACED YOUNG ADULTS IN OVER

8,100+ GREEN JOBS SINCE 2018

THANKS TO

440 EMPLOYERS ACROSS THE FOREST AND CONSERVATION SECTOR

20% OF GREEN JOBS PROVIDED TO **INDIGENOUS YOUTH** IN 2024

50%+ WOMEN PLACEMENTS THROUGHOUT OUR GREEN JOBS PROGRAM

