



SFI'S CONSERVATION IMPACT: A DECADE OF SUCCESS

SFI CONSERVATION IMPACT SOUNDING BOARD

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THE CONSERVATION IMPACT PROJECT

- Help quantify the impact of sourcing from SFI certified forests and of the SFI Fiber Sourcing Standard
- Help Certified Organizations and their customers understand and convey the impact of their sourcing
- Help conservation stakeholders to better understand the value of certification
- Facilitate continual improvement in SFI through improved understanding

BIODIVERSITY



WATER



A DECADE OF SUCCESS

WHY THIS REPORT, AND WHY NOW?

- To highlight and communicate the numerous findings of the project linked to SFI certification
- To provide succinct and usable summaries of learnings
- To provide information to support brand owners and COs as they convey sustainability values of SFI certification
- To demonstrate SFI's increasing science credentials in the conservation science community



PROJECTS COMPLETED

80



	CLIMATE	BIODIVERSITY	WATER	OTHER	TOTAL
SINCE 2010	7	37	15	16	75
“Direct Engagement” projects	3	0	2	0	5
Total “Conservation Impact” projects	10	37	17	16	80

WHAT KIND OF WORK AND WHY?

QUANTIFICATION WORK

- Connect SFI certification with impactful stats
- E.g., the amount of carbon stored/sequestered, biodiversity conserved, water protected

BMP AND TOOL DEVELOPMENT

- Creation, testing, and/or application of BMPS
- Decision-making tools and platforms

FOUNDATIONAL SCIENCE

- Novel contributions to conservation science
- Peer-reviewed publications for impact on conservation science



CLIMATE CHANGE AND FOREST CARBON

SUSTAINABLY MANAGED FORESTS
CAPTURE CARBON FASTER
AND STORE MORE CARBON,
HELPING US FIGHT
AND MITIGATE
CLIMATE CHANGE



WHAT DID WE LEARN?

CLIMATE CHANGE AND CARBON?

How much carbon is stored on the SFI footprint?

- In North America ~250,000 MMT CO₂e is stored (roughly **38 years of global vehicle emissions**).
- In Canada ~229,000 MMT of CO₂e is stored (roughly equivalent to **250 years of global air travel**).
- In the U.S. ~20,000 MMT of CO₂e is stored (roughly **50 years of all California emissions**).



WHAT DID WE LEARN?

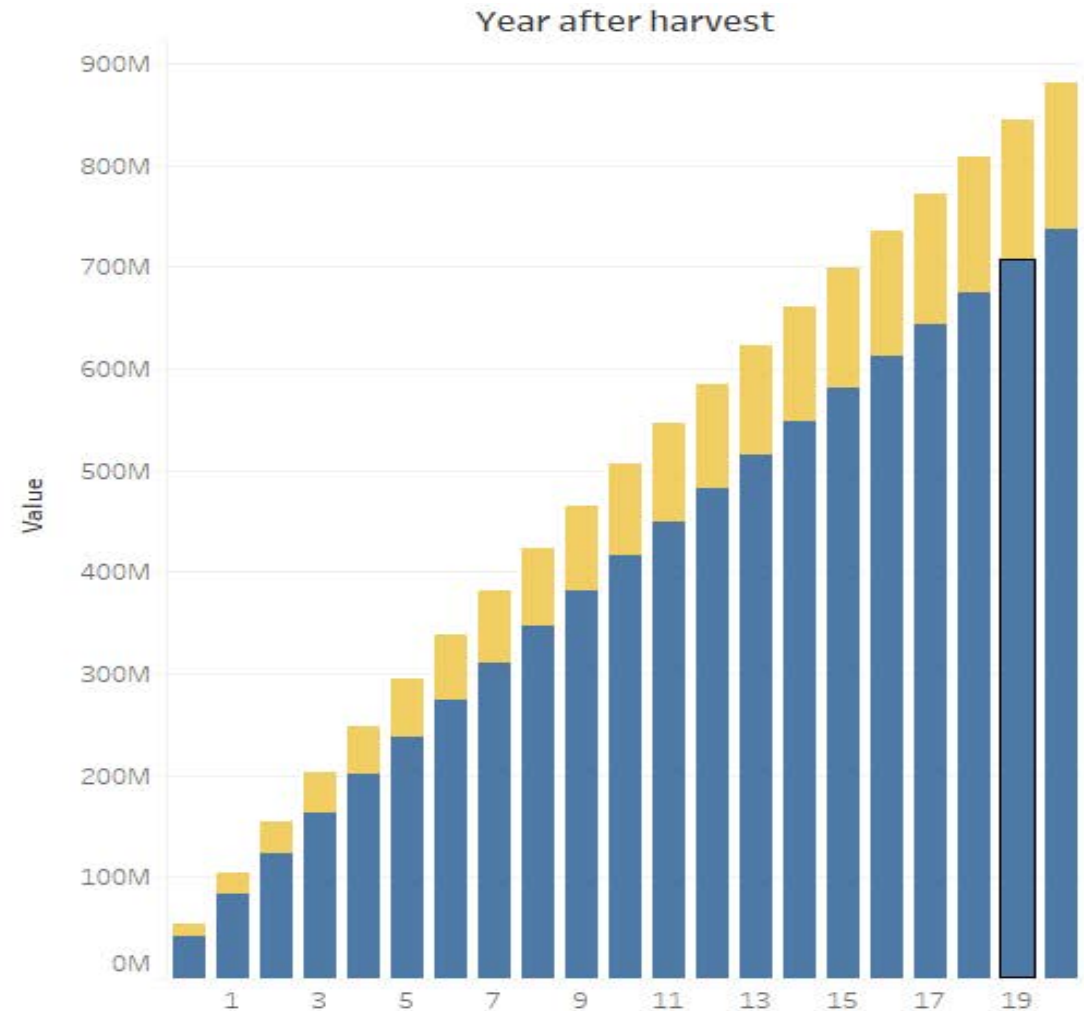
CLIMATE CHANGE & CARBON

Harvested wood products contribute significantly to further storing carbon from SFI certified lands.



-  Cumulative Stored from Pulpwood Harvest
-  Cumulative Stored from Sawtimber Harvest

CUMULATIVE CARBON STORED IN HARVESTED WOOD FROM
TWENTY YEARS OF HARVEST: ALL FOREST OWNERS
(tonnes CO₂e)





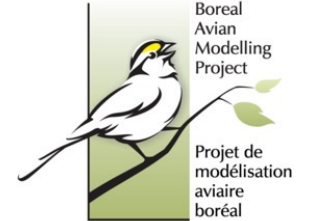
**SUSTAINABLY MANAGED
FORESTS PLAY A
PIVOTAL ROLE
IN THE
MAINTENANCE OF
BIODIVERSITY**

WHAT DID WE LEARN?

BIODIVERSITY

SFI Certified Forests...

- Overlap with conservation priorities (e.g., cultural, recreational, or other set-aside areas).
- In the SE U.S., provide
 - Bird habitat for a number of key species
 - Higher avian diversity as compared to the surrounding landscape.
- Contribute to...
 - connectivity at a regional scale
 - resilience to climate change
 - maintenance of highly irreplaceable landscapes.



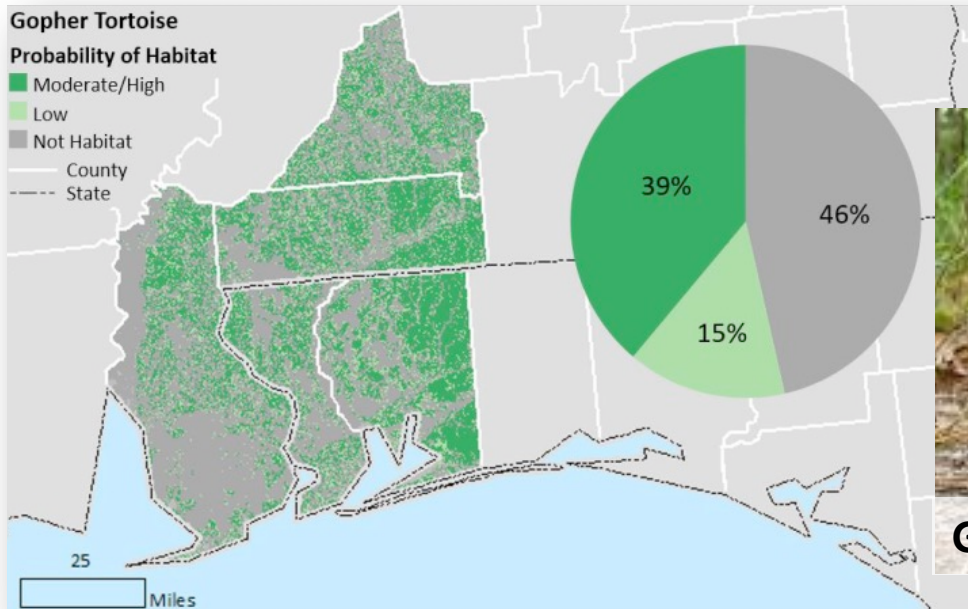
WHAT DID WE LEARN?

BIODIVERSITY

- SFI certified lands provide habitat for critically imperiled or other species of concern
- Over 155,000 acres of potential habitat for Gopher tortoise on the Pensacola study area.



BUT ALSO...



**THE SFI STANDARDS
ENSURE
CONSERVATION
OF WATER
RESOURCES
IN CANADA AND THE U.S.**



WHAT DID WE LEARN? WATER



SFI CERTIFIED LANDS PROTECT OVER

1.2 MILLION MILES
2.0 MILLION KMS
OF **STREAMS & RIVERS**

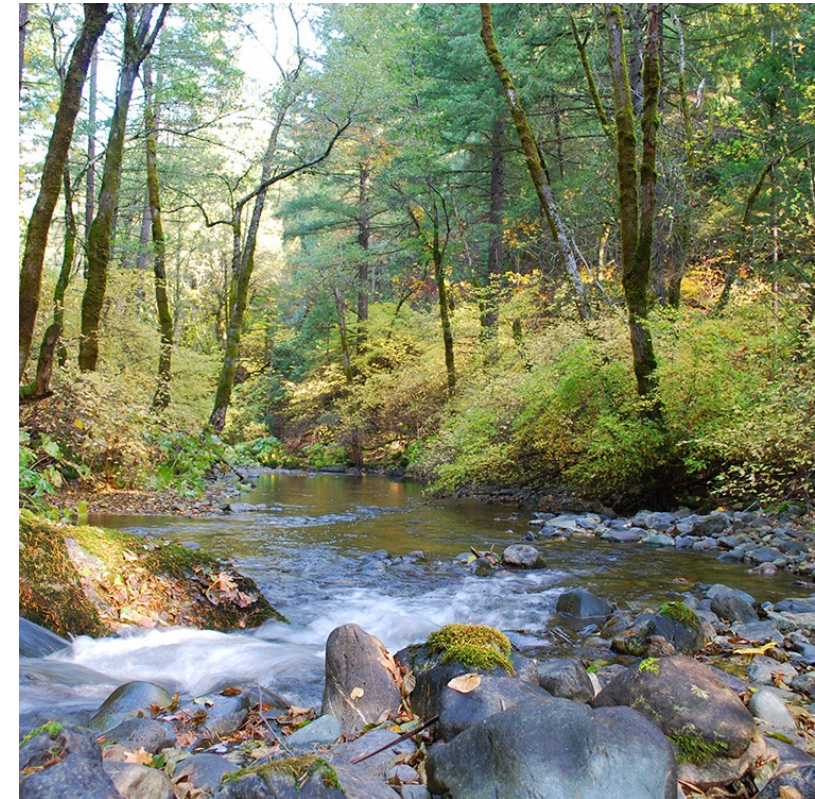
16.8 MILLION ACRES
6.8 MILLION HECTARES
OF **SURFACE WATERS**

AND PRODUCE

730 BILLION CUBIC YARDS
559 BILLION CUBIC METERS
OF **CLEAN WATER**

ENOUGH WATER TO
SUPPLY ALL U.S. (2015)

WATER NEEDS
FOR OVER
15 MONTHS



WHAT DID WE LEARN?

WATER

- Quantified the water benefits of forest restoration
 - Reduced runoff
 - Increased aquifer recharge
 - Estimated \$1,166,100 per year in ecosystem service (for 12,000 acres)
- Quantify the impacts of SFI's Fiber Sourcing standards on Georgia's BMP compliance rate
- Developed two management DSTs to identify critical water values

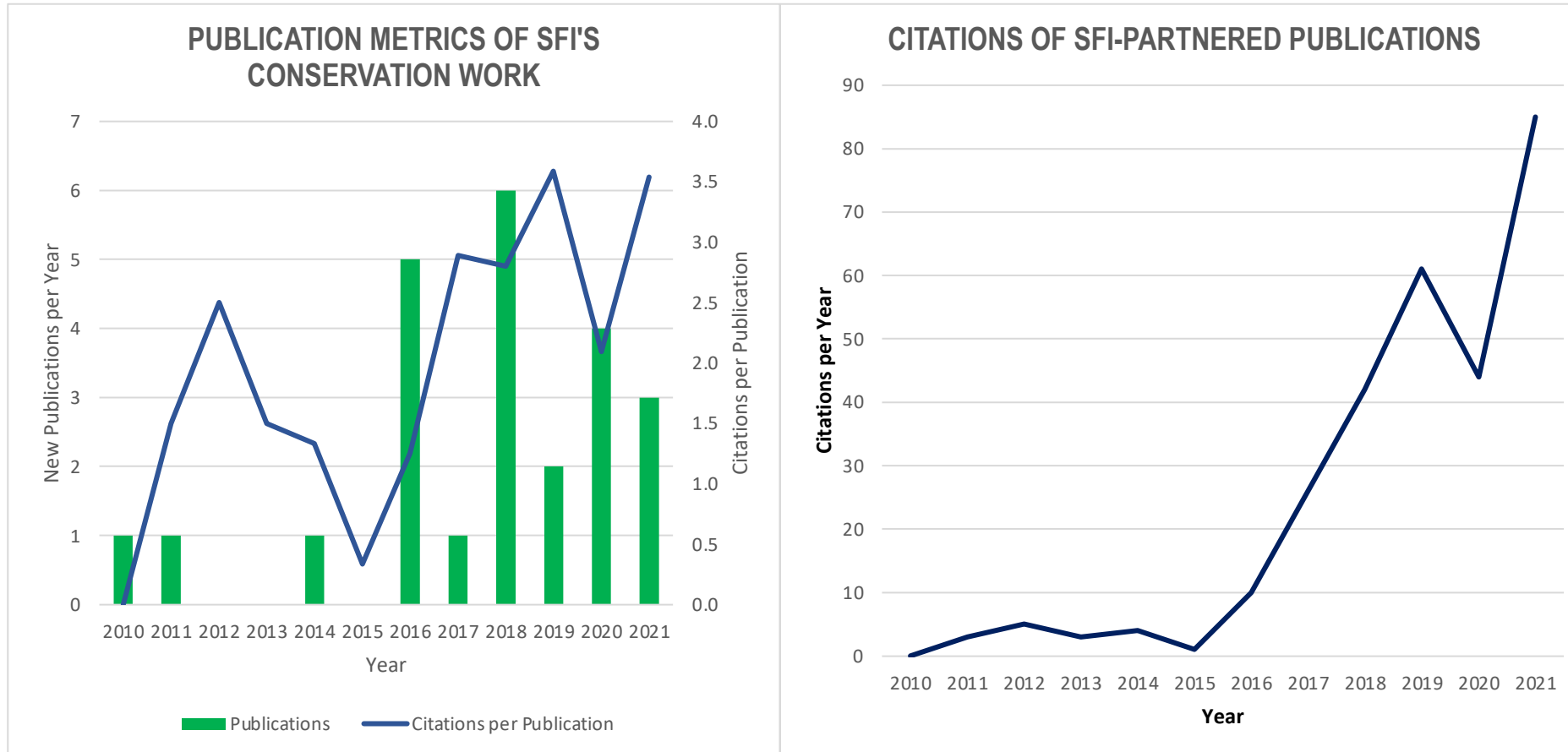


COLLEGE OF NATURAL
RESOURCES AND ENVIRONMENT
FOREST RESOURCES AND
ENVIRONMENTAL CONSERVATION
VIRGINIA TECH.



SCIENTIFIC IMPACT - GAINING TRACTION IN THE SCIENTIFIC COMMUNITY

THE CONSERVATION IMPACT PROJECT



SFI's h-index: 9*

(Measure of scientific productivity and impact)



Number of collaborating organizations	52(+)
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Number of peer-reviewed publications	27
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**Darren's h-index: also 9*

THE CONSERVATION IMPACT PROJECT

NOTED CHALLENGES AND OPPORTUNITIES

NATIONAL DIVIDE

- Translating results between Canada and the US (e.g., FIA data versus GCBM).
- Shapefiles availability between Canada and the US

“BHC” WITH “BHN”S

- Concepts like “biodiversity” are hard (impossible?) to define; basic numbers (e.g., carbon, water) lead to staggeringly large numbers
- Translation becomes a key challenge



THE CONSERVATION IMPACT PROJECT

ACHIEVING OBJECTIVES

- Quantifying the impact of sourcing:
 - Carbon, Birds, Modeled habitat for targeted species
- Helping to understand and convey the impact of their sourcing
 - Linking BMPs and forest products to quantified benefits, social metrics and communications
- Helping conservation stakeholders to understand the value of certification
 - Increasing collaboration and building the SFI network
 - Conservation Impact Sounding Board
- Facilitating continual improvement in SFI Standards
 - Conservation Impact research directly contributed to SFI Standard Revision



THANK YOU

forests.org

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