

# FORESTS FOR THE



# NATURE GROWN SOLUTIONS

**2023 SFI PROGRESS REPORT**

Report Calendar, January 2024–January 2025



# WHY IT MATTERS

It is critical that we work together to ensure the sustainability of our planet.

People and organizations are seeking solutions that don't just reduce negative impacts but also ensure positive contributions to the long-term health of people and the planet. SFI-certified forests and products are powerful tools to achieve shared goals such as climate-smart forestry, fire resilience, conservation of biodiversity, reconciliation with Indigenous Peoples, and growing a diverse and resilient workforce.

SFI is committed to creating positive change and we have the scale and networks across the U.S. and Canada to facilitate that change.



# MESSAGE

## FROM THE PRESIDENT AND CEO

As we wrap up another busy year, hopeful describes how the Sustainable Forestry Initiative (SFI) embraces 2024. The importance of forests for people and the planet is clear, and SFI has established itself as a leader working to advance sustainability through forest-focused collaboration. We have learned how much we can achieve together and how our efforts can benefit our communities and forests.

2023 was marked by another devastating wildfire season, reinforcing the urgent need for sustainable forest management to create fire and climate resilient forests. The SFI 2022 Standards introduced progressive new requirements related to climate smart forestry, recognition and respect for Indigenous Peoples' rights, and biodiversity in fiber sourcing. Half of SFI-certified organizations needed to change management practices to meet these new requirements, building on the other half of SFI-certified organizations who were already implementing such practices this. I am proud of this progress. By leveraging SFI-certified forests, we can protect,

sustainably manage, and restore ecosystems in ways that effectively address societal challenges, like climate change, to benefit both people and the planet.

This last year, we took important steps in our sustainability journey, and I am pleased to share some of our highlights. We released our newest career resource guide—*Black Faces in Green Spaces*. We hosted an inclusive SFI Annual Conference in collaboration with PEFC week, with our largest youth delegation yet and participants from 38 countries. The new SFI Urban and Community Forest Sustainability Standard was launched after two years of development with our partners—the International Society of Arboriculture, Arbor Day Foundation, American Forests, Tree Canada, and the Urban & Community Forestry Society. Our 2023 SFI Community Grants Program announced an unprecedented 16 new grants, with support for the program surpassing \$1 million invested since 2010. SFI was named one of the recipients of the USDA Forest Service's historic \$1.5 billion investment to support urban and community

forest management, particularly in disadvantaged communities. Project Learning Tree Canada received multi-year government funding to support our green jobs work. Finally, we have surpassed \$2 billion invested by SFI-certified organizations since 1995 to support forestry research, including for conservation-related objectives.

The challenges before us are complex, but with increased opportunities for collaboration, SFI is ready to answer the call with you.

I invite you to display this 2024 calendar at your desk, in your home, or in communal areas at the office and learn more about SFI's success from 2023 that we will build on in the coming years. I look forward to hearing from you and working collaboratively to advance forest-positive, people-positive, and nature-positive solutions now and in the years to come.

**Kathy Abusow**  
President and CEO



# STANDARDS

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

**SFI IS ENDORSED BY PEFC TO SUPPORT GLOBAL REACH AND COLLABORATION**

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



SFI CERTIFICATION  
ACCOUNTS FOR

**HALF**  
OF PEFC  
CERTIFICATIONS  
WORLDWIDE

PRODUCTS CERTIFIED TO SFI  
ARE SOLD IN MORE THAN

**113 COUNTRIES**

NEARLY 800 SFI-CERTIFIED  
ORGANIZATIONS

HAVE POSITIVELY  
IMPACTED NEARLY

**1,700 COMMUNITIES**  
ACROSS THE U.S., CANADA, AND GLOBALLY



**What are the top 5 certifications you look for on packaging?**



**79% OF SFI-CERTIFIED  
ORGANIZATIONS  
REPORTED STEADY OR  
INCREASED DEMAND FOR  
SFI-CERTIFIED PRODUCTS—  
MORE THAN ANY OTHER  
FOREST CERTIFICATION  
STANDARD**

**25%**  
OF **FORTUNE  
100**  
COMPANIES  
USED AN SFI ON-PRODUCT  
LABEL IN 2022



Source: Sterling Brands; Study conducted among a panel of 50 sustainably conscious consumers, 2023



## TOP THREE REASONS ORGANIZATIONS CHOOSE TO GET SFI CERTIFICATION

- SHOWS THAT THEY HELP MEET THEIR CUSTOMERS' SUSTAINABILITY OBJECTIVES
- SHOWS THAT RESPONSIBLE FOREST MANAGEMENT IS IMPORTANT TO THEIR CUSTOMERS
- HELPS THEM ACHIEVE THEIR SUSTAINABILITY OBJECTIVES

**350** MILLION CERTIFIED TO THE  
ACRES SFI FOREST MANAGEMENT STANDARD  
140 MILLION HECTARES

AND MILLIONS MORE POSITIVELY INFLUENCED BY  
THE SFI FIBER SOURCING STANDARD

ENOUGH FIBER WAS SOURCED THROUGH THE SFI  
FIBER SOURCING STANDARD TO BUILD

**2.3 MILLION**  
AVERAGE SIZED HOMES



**1 BILLION  
TREES  
PLANTED**

BY SFI-CERTIFIED  
ORGANIZATIONS  
IN 2022



ORGANIZATIONS CERTIFIED TO  
THE SFI FOREST MANAGEMENT  
STANDARD:

- HARVEST LESS THAN 1%
- ENSURE THE FOREST IS REGENERATED AFTER HARVEST

The SFI data collected for this report is based on survey responses from SFI-certified organizations to understand their collective impact. Submission of an organization's annual survey response is a requirement of the SFI Forest Management and SFI Fiber Sourcing Standards. An individual organization's conformance to the SFI standards is verified using audits by a third-party, independent, and accredited certification body. You can view individual certified organization audit reports at <https://sfidatabase.org/search/search-for-audits>.

# NEW SFI 2022 STANDARDS REQUIREMENTS

THE SFI 2022 STANDARDS INTRODUCED PROGRESSIVE NEW REQUIREMENTS ON IMPORTANT TOPICS RELATED TO CLIMATE SMART FORESTRY, RECOGNITION AND RESPECT FOR INDIGENOUS PEOPLES' RIGHTS, AND BIODIVERSITY IN FIBER SOURCING



50% OF SFI-CERTIFIED ORGANIZATIONS NEEDED TO CHANGE THEIR MANAGEMENT PRACTICES IN ORDER TO MEET THESE NEW REQUIREMENTS

BUILDING ON THE OTHER HALF OF SFI-CERTIFIED ORGANIZATIONS WHO ALREADY DID THIS

## CLIMATE SMART FORESTRY

**61%** IDENTIFIED CLIMATE CHANGE RISKS TO SUPPORT DECISION-MAKING

BUILDING ON THE **39%** WHO ALREADY DID

## INDIGENOUS PEOPLES' RIGHTS

**54%** IMPLEMENTED A TRAINING PROGRAM TAILORED TO EMPLOYEE ROLES AND CUSTOMIZED BY REGION

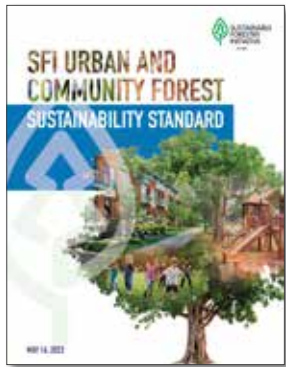
BUILDING ON THE **46%** WHO ALREADY DID

## BIODIVERSITY IN FIBER SOURCING

**48%** CONDUCTED AN ASSESSMENT SHARED IN LANDOWNER OUTREACH AND TRAINING PROGRAMS

BUILDING ON THE **52%** WHO ALREADY DID

# SFI URBAN AND COMMUNITY FOREST SUSTAINABILITY STANDARD AVAILABLE NOW



AVAILABLE IN:  
ENGLISH  
FRENCH  
SPANISH

Organizations can choose to be certified to the entire standard or one or more of the following four themes:



DEVELOPED IN COLLABORATION WITH



## SFI IS A PROUD RECIPIENT OF THE USDA FOREST SERVICE HISTORIC 2023 GRANTS PROGRAM

SFI recognizes the importance of access to green spaces and improving public health and wellness through our standards, initiatives, and partnerships.

1. Community Well-Being and Human Health
2. Environmental and Conservation Leadership
3. Climate and Disaster Resilience
4. Urban Forest Improvement

# CONSERVATION

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



# 750 DIFFERENT

CONSERVATION, COMMUNITY, EDUCATION, AND  
RESEARCH PROJECTS

WITH  
MORE THAN



# 800 UNIQUE PARTNER ORGANIZATIONS

REPORTED BY SFI-CERTIFIED ORGANIZATIONS IN 2022

IN MULTIPLE SECTORS

- 17% GOVERNMENT
- 17% CONSERVATION
- 15% INDIGENOUS COMMUNITIES
- 13% ACADEMIC
- 11% RESEARCH
- 10% COMMUNITY
- 16% OTHER





**107** NUMBER OF  
SFI-CERTIFIED PARTNERS  
SUPPORTING CONSERVATION  
IMPACT PROJECTS



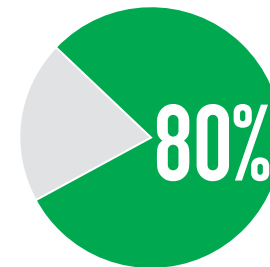
**\$2 BILLION**  
DIRECTLY INVESTED IN FOREST RESEARCH BY  
SFI-CERTIFIED ORGANIZATIONS SINCE 1995

**NO OTHER FORESTRY  
STANDARD HAS A  
RESEARCH REQUIREMENT**

**\$83 MILLION**  
IN FOREST RESEARCH IN 2022

DISTRIBUTION OF RESEARCH DOLLARS

33%	WILDLIFE AND FISH
22%	FOREST HEALTH AND PRODUCTIVITY
13%	COMMUNITY ENGAGEMENT
4%	CLIMATE
4%	WATER QUALITY
4%	INDIGENOUS RELATIONS



**80%** OF RESEARCH FUNDING IS LINKED  
TO CONSERVATION-RELATED  
OBJECTIVES

**SFI CONSERVATION IMPACT SOUNDING BOARD WORKSHOPS HAVE INCLUDED OVER  
450 EXTERNAL ATTENDEES  
FROM OVER  
180 DIFFERENT ORGANIZATIONS SINCE 2020**



# 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.

**16** NEW SFI COMMUNITY GRANTS REPRESENT A RECORD-BREAKING NUMBER OF PROJECTS

→ **\$215,000** in total funding

THESE NEW GRANTS WILL ENGAGE COMMUNITIES ACROSS NORTH AMERICA TO EXPLORE AND CONNECT WITH FORESTS

**SFI IMPLEMENTATION COMMITTEES INVESTED**

**\$2.9 MILLION**

in local communities to support resource management and logger training, outreach to family forest landowners, and other local community outreach activities in 2022.

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

**10,000**

resource and harvesting professionals have been trained every year (on average) since 2015. Training ensures understanding of water quality, biodiversity, and other sustainable forestry requirements.

**(CUMULATIVE TOTAL SINCE 1995: 240,600)**

**COLLABORATION IS REQUIRED TO MEANINGFULLY ADDRESS THE NEW CLIMATE SMART AND BIODIVERSITY OBJECTIVES AT A LANDSCAPE LEVEL**

**82%** of SFI Implementation Committees are collaborating to meet the Climate Smart Forestry Objective

**85%** of SFI Implementation Committees are collaborating to meet the Biodiversity Objective





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

**ACROSS MORE THAN  
10 MILLION ACRES/  
4 MILLION HECTARES**

**34,000 PEOPLE**  
IN SFI-CERTIFIED ORGANIZATIONS  
WERE TRAINED  
IN RECOGNIZING AND RESPECTING  
THE RIGHTS OF INDIGENOUS PEOPLES  
since 2022

**SFI AND PLT CANADA HAVE  
PARTNERED WITH AND/OR  
INVESTED  
IN OVER**

**180**  
**INDIGENOUS COMMUNITIES**

## SFI'S INDIGENOUS RELATIONS COMMITMENT

We firmly believe that  
inclusive, collaborative  
approaches to policy, program,  
and relationship development  
lead to real progress on  
the ground and a positive  
difference in people's lives.



# EDUCATION

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



# 145 MILLION STUDENTS REACHED

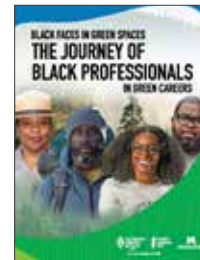
since PLT began

**TRAINED**  
**11,000+** **EDUCATORS**  
through 535 workshops  
across 48 states  
in 2022

PLT IS DELIVERED IN ALL  
50 STATES



## NEW PLT ACTIVITY GUIDES AND CURRICULA FOR THE UNITED STATES



PLUS INTERACTIVE  
TUTORIAL

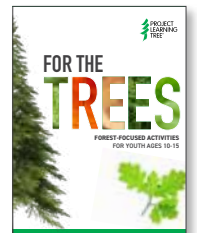
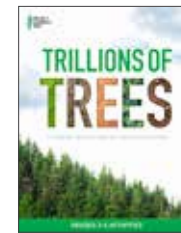
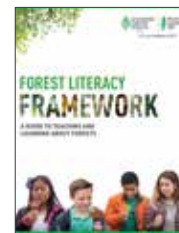


PLUS EDUCATOR  
TOOLKIT



PLUS ONLINE PD

PLT SHOP





## NEW PLT ACTIVITY GUIDES AND CURRICULA FOR CANADA



## GROWING CAREER PATHWAYS

PLT CANADA PLACED  
YOUNG ADULTS IN OVER

**7,600+**  
GREEN JOBS  
SINCE 2018



THANKS TO

**420** EMPLOYERS  
ACROSS THE SFI AND CANADIAN PARKS NETWORKS



**1,300+**  
YOUNG ADULTS  
WERE PLACED IN 2022

CONTINUE TO ACHIEVE  
**50%+ WOMEN**  
PLACEMENTS THROUGHOUT  
OUR GREEN JOBS PROGRAM

## MENTORSHIP

SINCE 2018, PLT CANADA  
HAS SUPPORTED

**600+** MENTORSHIP PARTICIPANTS IN **11** DIFFERENT COHORTS  
WITH MORE TO COME



15% OF GREEN JOBS  
PROVIDED TO  
**INDIGENOUS YOUTH**  
FROM OVER 100 COMMUNITIES



MOST POPULAR SKILLS GAINED OR IMPROVED:  
CONFIDENCE  
CAREER PLANNING



**350**

**MILLION**

**ACRES**

**140 MILLION  
HECTARES**

**CERTIFIED TO THE  
SFI FOREST MANAGEMENT  
STANDARD**

**AND MILLIONS MORE POSITIVELY INFLUENCED  
BY THE SFI FIBER SOURCING STANDARD**

## SFI HAS THE SCALE TO MAKE A DIFFERENCE

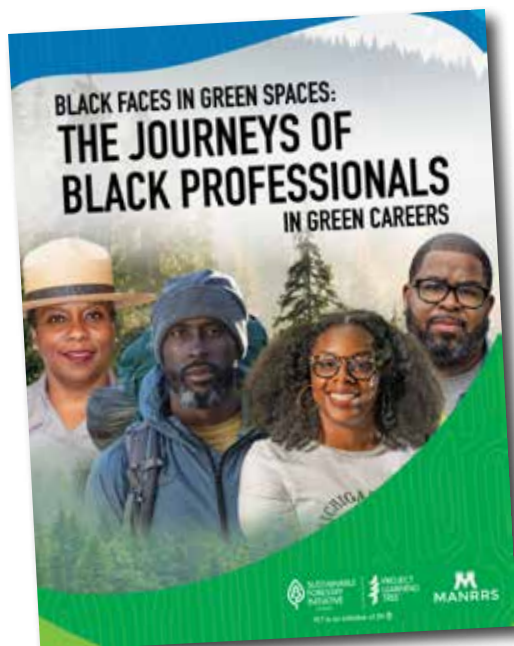
SFI-certified forests provide economic, social, and environmental benefits including providing a credible supply of sustainably sourced forest products for domestic and international markets, jobs and places for recreation for a diversity of communities, and conservation benefits such as cleaning our air and purifying our water. The SFI 2022 Standards introduced progressive new requirements on important topics related to climate smart forestry, fire resiliency and awareness, and biodiversity in fiber sourcing.

# JANUARY

## 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1  NEW YEAR'S DAY	2	3	4	5	6
7	8	9	10	11	12	13
14	15  MARTIN LUTHER KING JR. DAY (U.S.)	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			





# SHARING CAREER PATHWAY STORIES





# FEBRUARY

## 2024

### WORKING FOR EQUITABLE ACCESS TO GREEN CAREER PATHWAYS

SFI and PLT, in partnership with Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS), released *Black Faces in Green Spaces: The Journeys of Black Professionals in Green Careers*, which highlights 22 Black Americans. They share stories about finding their passions and overcoming challenges, and offer advice for others exploring careers in the forest and conservation sector. See [plt.org/journeys](http://plt.org/journeys).

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			BLACK HISTORY MONTH	1	2 GROUNDHOG DAY WORLD WETLANDS DAY	3
4	5	6	7	8	9	10
11	12	13	14 VALENTINE'S DAY	15	16	17
18	19 PRESIDENTS' DAY (U.S.)	20	21	22	23	24
25	26	27	28	29		



**PLT CANADA  
HAS PLACED**

**7,600+  
YOUTH**



**IN GREEN JOBS ACROSS  
CANADA SINCE 2018**

# MARCH

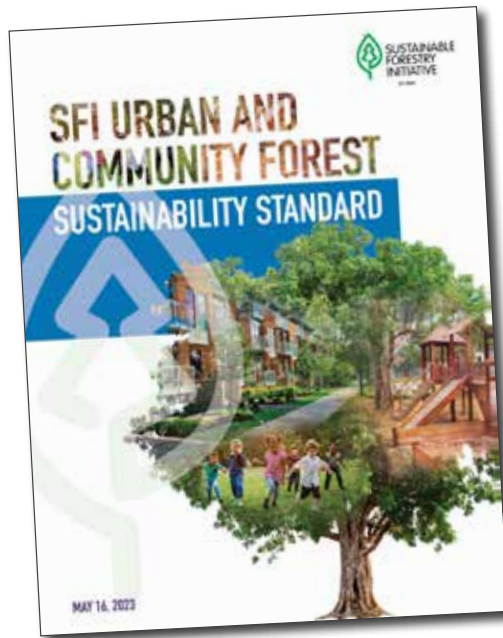
## 2024

### WE ARE GROWING A DIVERSE AND RESILIENT WORKFORCE

PLT Canada has placed over 7,600 young adults in green jobs since 2018. Over 50% of our placements are women and over 15% are Indigenous youth from across 100 communities across Canada. PLT Canada will continue to invest in green jobs, internships, and mentorship, to support future generations of forest and conservation leaders thanks to our SFI and Canadian Parks Council networks and funding from the Government of Canada.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8 INTERNATIONAL WOMEN'S DAY	9
10	11	12	13	14	15	16
17 SAINT PATRICK'S DAY	18	19	20	21 INTERNATIONAL DAY OF FORESTS	22 WORLD WATER DAY	23
24 EASTER	25	26	27	28	29 GOOD FRIDAY	30
31						





# NEW SFI URBAN AND COMMUNITY FOREST SUSTAINABILITY STANDARD

# LAUNCHED

IN PARTNERSHIP WITH





# APRIL

## 2024

### ALL COMMUNITIES DEPEND ON URBAN FORESTS

Urban forests and trees are vital for community well-being, health, resiliency, and sustainability. In collaboration with partners, SFI unveiled its new SFI Urban and Community Forest Sustainability Standard. Many organizations, including municipalities, universities, health care facilities, Indigenous communities, and corporations will be able to be certified to the standard. This will help ensure that everyone, including traditionally underserved communities, has sustainable urban and community forests for the long term.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1    APRIL FOOL'S DAY	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21    EARTH DAY	22	23	24	25	26    ARBOR DAY (U.S.)	27
28	29	30				

THANKS TO SFI IMPLEMENTATION  
COMMITTEES AND THEIR PARTNERS,

# 10,000

RESOURCE AND HARVESTING  
PROFESSIONALS HAVE BEEN  
TRAINED

## EVERY YEAR

on average since 2015



# MAY

## 2024

### SFI REQUIRES COMPREHENSIVE LOGGER TRAINING

Organizations certified to the SFI Forest Management Standard or SFI Fiber Sourcing Standard must ensure that they work with qualified professional loggers who are aware of sustainable forestry principles and best management practices, including streamside management and road construction, maintenance, and retirement. They must also be aware of their responsibilities relating to the U.S. Endangered Species Act, the Canadian Species at Risk Act, Forests with Exceptional Conservation Value, and other measures to protect biodiversity and wildlife habitat. Finally, they must practice logging safety and ensure that other best practices are followed.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
CINCO DE MAYO						WORLD MIGRATORY BIRD DAY
12	13	14	15	16	17	18
MOTHER'S DAY						
19	20	21	22	23	24	25
	WORLD BEE DAY VICTORIA DAY (CAN)		INTERNATIONAL DAY OF BIODIVERSITY			
26	27	28	29	30	31	
	MEMORIAL DAY (U.S.)					

# 34,000 PEOPLE

IN SFI-CERTIFIED ORGANIZATIONS  
WERE TRAINED IN



RECOGNIZING  
AND RESPECTING  
**THE RIGHTS OF  
INDIGENOUS PEOPLES**  
SINCE 2022




# JUNE

## 2024

### SFI INVESTS IN RELATIONSHIP BUILDING AND RECONCILIATION

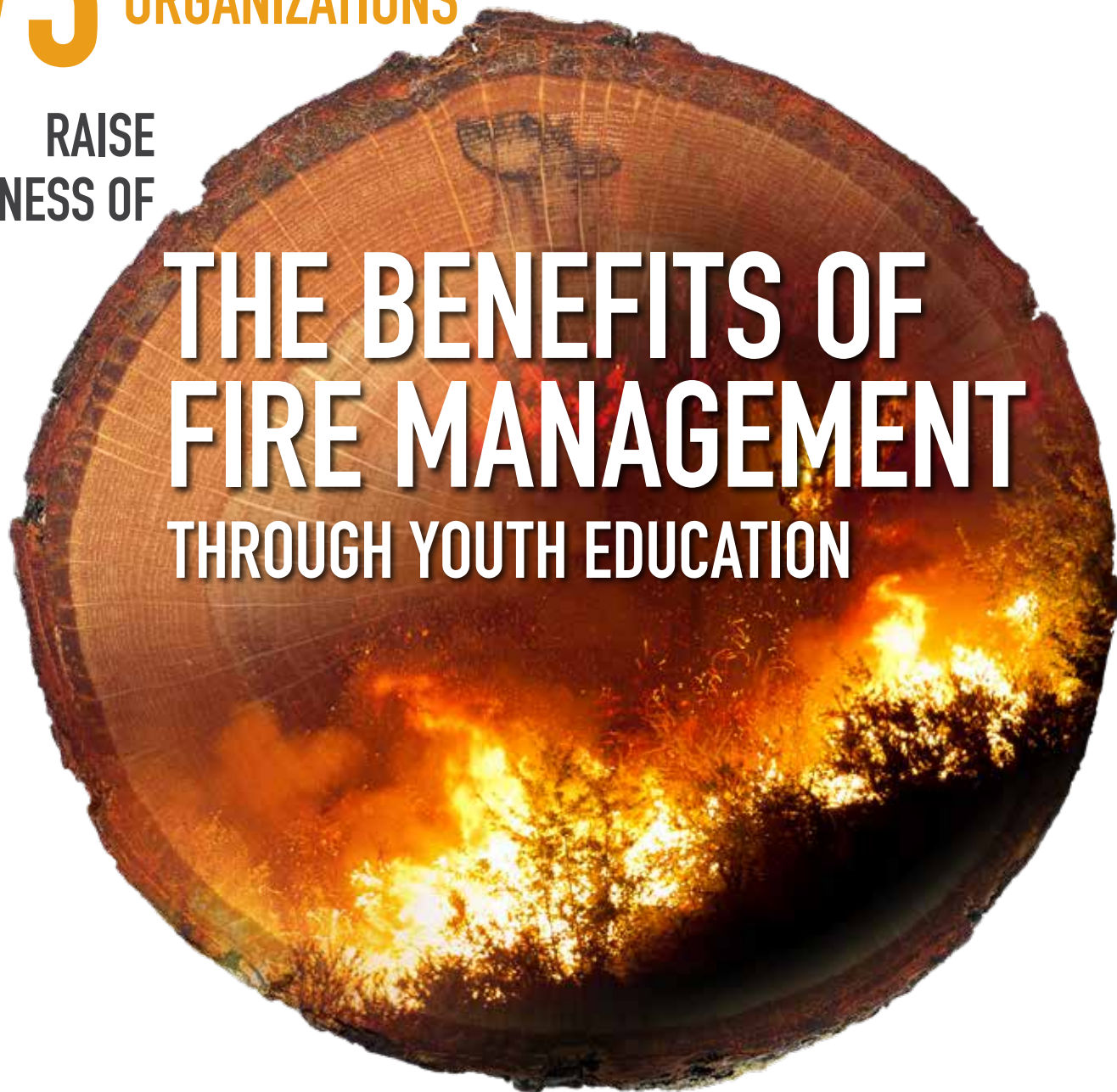
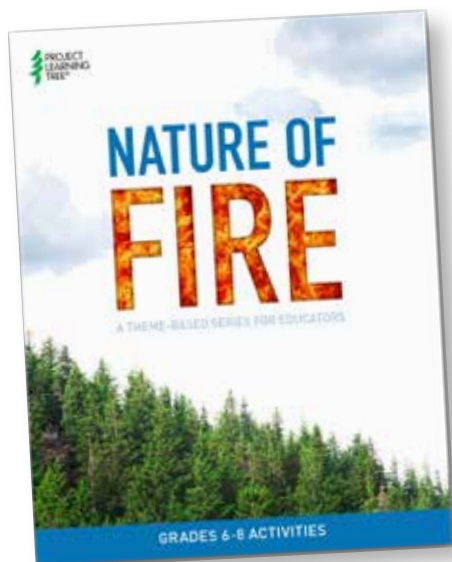
SFI is on a pathway of reconciliation. Objective 8 of the SFI Forest Management Standard, Recognize and Respect Indigenous Peoples' Rights, promotes respect for Indigenous Peoples' protocols, representative institutions, traditional forest uses, and special sites. It also requires Indigenous Relations training for SFI-certified organizations' personnel and contractors. SFI's four pillars of programming further promote meaningful investments into Indigenous Peoples' self-determined forest-focused priorities and the collaborations that can contribute to their success.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NATIONAL INDIGENOUS HISTORY MONTH						1
2	3	<div> <div>4</div> <div>2024 SFI ANNUAL CONFERENCE</div> </div> <div> <div>5</div> <div>ATLANTA</div> <div>WORLD ENVIRONMENT DAY</div> </div> <div>6</div>			8	8
9	10	11	12	13	14	15
16	17	18	<div>19</div>  <div>JUNETEENTH (US)</div>	20	21	22
FATHER'S DAY					NATIONAL INDIGENOUS PEOPLES DAY (CAN)	
23	24	25	26	27	28	29
30						

**1/3** OF SFI-CERTIFIED  
ORGANIZATIONS

RAISE  
AWARENESS OF

**THE BENEFITS OF  
FIRE MANAGEMENT  
THROUGH YOUTH EDUCATION**



# JULY

## 2024

### SFI HELPS MITIGATE THE IMPACTS OF WILDFIRES ON FORESTS AND COMMUNITIES

The SFI Forest Management Standard includes a fire resiliency objective that requires forest managers to act to reduce fire risk and work closely with communities to better manage and prepare for wildfire across SFI's immense footprint. Project Learning Tree offers Nature of Fire, which features three learning activities that help educators of students in grades 6–8 investigate wildfire and ecosystem change. It is a valuable resource that can help organizations meet their objectives in community outreach and awareness.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1  CANADA DAY (CAN)	2	3	4  INDEPENDENCE DAY (U.S.)	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



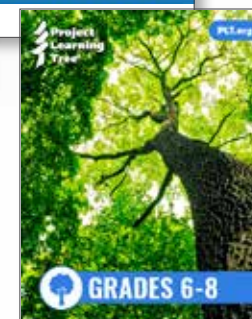
# SFI-CERTIFIED FORESTS

## STORE

# 20 BILLION TONS

## OF CARBON

IN THE U.S. ALONE





# AUGUST

## 2024

### SFI STANDARDS SUPPORT CLIMATE-SMART FORESTRY

Forests play a vital role in capturing atmospheric carbon, making sustainably managed forests one of the most powerful nature-based solutions to the climate crisis. The SFI Forest Management Standard contains a climate-smart forestry objective that requires forest managers to identify climate change risks and tackle them head on through adaptation practices while also reducing emissions from their operations or increasing carbon capture.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12 INTERNATIONAL YOUTH DAY	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



AVAILABLE IN U.S. AND CANADA

# REACHING 2 MILLION STUDENTS



SFI-00001

EVERY YEAR  
THROUGH  
PROJECT  
LEARNING  
TREE



# SEPTEMBER

## 2024

### BACK TO SCHOOL

SFI and Project Learning Tree (PLT) work to advance environmental education, forest literacy, and career pathways using trees and forests as windows on the world. PLT's flagship curriculum, Explore Your Environment: K-8 Activity Guide, offers 50 hands-on, multidisciplinary activities to connect children to nature and increase young people's awareness and knowledge about their environment. Since 1976, PLT has reached an estimated 145 million youth through environmental education, promoting nature-positive outcomes for generations to come. PLT is SFI's educational initiative.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2  LABOUR DAY (CAN) LABOR DAY (U.S.)	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21  INTERNATIONAL DAY OF PEACE
22	23	24	25	26	27	28
29	30  NATIONAL DAY FOR TRUTH AND RECONCILIATION (CAN)					

# COLLABORATION



ENABLES

## LARGE-SCALE IMPACT



# OCTOBER

## 2024

### SFI HAS THE SCALE TO MAKE A DIFFERENCE

SFI works to promote the value of sustainable forests and build meaningful relationships in the communities where we operate. SFI's ability to achieve our mission is directly attributable to our vast network, which includes 53 SFI Implementation Committees and the PLT network. Cutting across all our pillars, our network is strong, diverse, and continually growing. It is through this network that SFI is able to facilitate collaborations that help achieve solutions to global sustainability challenges.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 WORLD HABITAT DAY	8	9	10	11	12
13	14 THANKSGIVING (CAN) INDIGENOUS PEOPLES' DAY (U.S.)	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31 HALLOWEEN		

# \$2 BILLION

## DIRECTLY INVESTED

IN FOREST  
RESEARCH BY  
**SFI-CERTIFIED  
ORGANIZATIONS**

SINCE 1995



## SFI IS THE ONLY STANDARD WITH A RESEARCH REQUIREMENT

SFI is the only forest certification standard that requires certified organizations to invest in research. Since 1995, SFI-certified organizations have invested more than \$2 billion in forest research—\$83 million was invested in 2022 alone. Eighty percent of research funding is linked to conservation-related objectives. SFI provides funding that is leveraged by matching dollars from our collaborators' research on climate change, biodiversity, and water. This research helps to continually improve SFI Standards and the sustainability of North American forests.

# NOVEMBER

## 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11 REMEMBRANCE DAY (CAN) VETERANS DAY (U.S.)	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28 THANKSGIVING (U.S.)	29	30

SFI-CERTIFIED FORESTS

# PROVIDE HABITAT



FOR DIVERSE

SPECIES OF CONCERN



# DECEMBER

## 2024

### SFI-CERTIFIED FORESTS SUPPORT BIODIVERSITY PRIORITIES

SFI standards represent a high level of sustainable management for the conservation of species and habitats. SFI works to conserve all species of concern—whether they are formally listed as “endangered” or “at risk.” Studies have shown that several species of concern can be found in more abundance within SFI-certified forests than within the surrounding landscape. SFI-certified organizations work to maintain or advance the conservation of biological diversity across their lands. These efforts include the conservation of forest plants and animals, aquatic species, threatened and endangered species, Forests with Exceptional Conservation Value, old growth forests, and ecologically important sites.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	CHRISTMAS DAY HANUKKAH BEGINS	BOXING DAY (CAN)		
		NEW YEAR'S EVE				

**79%**

**OF SFI-CERTIFIED  
ORGANIZATIONS**

**REPORTED STEADY  
OR INCREASED  
DEMAND FOR**

**SFI-CERTIFIED  
PRODUCTS**

**MORE THAN ANY OTHER FOREST  
CERTIFICATION STANDARD**



# JANUARY

## 2025

### SFI ON-PRODUCT LABELS ARE RECOGNIZED GLOBALLY

The SFI label helps consumers choose products that are certified to the SFI standards. Consumers are becoming increasingly aware of their purchasing decisions and when a product has an SFI label, there is an extra assurance that the fiber used to make the packaging was third-party certified to the SFI standards. Studies have shown that over 30% of consumers look for the SFI label as one of the top 5 certifications on packaging and that 52% of consumers are aware of the SFI label.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 NEW YEAR'S DAY	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20 MARTIN LUTHER KING JR. DAY (U.S.)	21	22	23	24	25
26	27	28	29	30	31	

# SFI EXTERNAL REVIEW PANEL

The SFI External Review Panel is a distinguished group of independent experts representing U.S. and Canadian conservation, Indigenous, professional, academic, and public organizations.

The External Review Panel provides an ongoing, independent, quality-oriented review of the SFI standards and advises the SFI Board of Directors on appropriate changes to help the program achieve its mission.

**Alice Ewen (Chair)**

*Assistant Director Cooperative Forestry  
USDA Forest Service*

**Scott Phillips (Vice-Chair)**

*State Forester  
South Carolina Forestry Commission*

**Ann Bartuska, Ph.D.**

*Senior Advisor  
Resources for the Future*

**Nick Biemiller**

*Forest Conservation Director  
Ruffed Grouse Society*

**Kate Edwards, Ph.D.**

*Program Manager  
Natural Resources Canada*

**Alison Gamble**

*Environmental Scientist  
Shared Value Solutions, LTD*

**Nancy Gelinas, Ph.D.**

*Dean of Forestry, Geography and Geomatics  
Laval University*

**Sharon Jean-Philippe, Ph.D.**

*Professor of Urban Forestry  
Herbert College of Agriculture  
The University of Tennessee*

**Dominik Roeser, Ph.D.**

*Associate Professor Forest Operations  
University of British Columbia*

**ERP Executive Secretary****Rick Cantrell**

*President  
BlackBriar Environmental LLC*



The SFI External Review Panel is a distinguished group of independent experts representing U.S. and Canadian conservation, Indigenous, professional, academic, and public organizations.

The External Review Panel provides an ongoing, independent, quality-oriented review of the SFI program's sustainability standards and advises the SFI Inc. Board of Directors on appropriate changes to help the program achieve its sustainability goals.

The External Review Panel has reviewed the data used in this report, and believes it to be objective, meaningful, and credible and fairly states the status of program implementation.

We support the "Theory of Change" work SFI is undertaking to better understand past and future actions, manage priorities, and develop desired outcomes and metrics for measuring those outcomes.

SFI's renewed focus on "Conservation Impact" is critical for achieving a better understanding and evaluation of robust metrics for desired conservation outcome impacts.

We recommend SFI consider targeting corporate organizations to help fund implementation of the new SFI Urban Forest and Sustainability Standard, especially in underserved, economically disadvantaged, and Indigenous communities.

Last year we expressed some caution regarding information that SFI-certified organizations self-reported rapid adoption of the new SFI 2022 standards requirements. We are pleased to see data and independent certifications confirming fast uptake of the new standards requirements to be accurate. We commend SFI for all the work they have done to bring the new 2022 standards into practice so quickly and for collecting data and proof points on implementation of the new provisions by SFI-certified organizations.

The new standard's intentional focus on Indigenous issues, climate smart forestry, and biodiversity is crucial to achieving SFI's long-term sustainability goals. While these standard requirements are noteworthy, we see some opportunities in the coming year for SFI to assist SFI-certified organizations to improve their knowledge for better implementation. We also encourage SFI to work with their state and provincial SFI Implementation Committees to expand work with owners of smaller forestland holdings to implement climate smart forestry practices on certified lands and to educate other forest landowners to positively influence practices on uncertified lands. We also see opportunities for SFI to incorporate more social science to collect and analyze data to enhance standards implementation based on the varied sizes and types of SFI-certified organizations. By understanding what size and types of companies might be struggling with new requirements, SFI can then tailor their implementation assistance on various requirements to the types of organizations that need it.

# SFI GOVERNANCE

## SOUND DECISION-MAKING

SFI Inc. is governed by the 18-member SFI Board of Directors. Governance of SFI is structured purposefully to ensure equal voting power to environmental, social, and economic sectors.

SFI Board members include executive-level representatives of conservation organizations, academic institutions, educators, public officials, Black Americans, as well as those representing worker rights, Indigenous Peoples' rights, forest owners, managers, and the forest products sector. The board's diversity, which is continually evolving, results in more inclusive decision-making and helps us better deliver on our vision of a world that values and benefits from sustainably managed forests.

The SFI Board sets SFI's strategic direction and is responsible for overseeing SFI's work in standards, conservation, community, and education. The Board is composed of leaders that represent environmental, social, and economic interests. The SFI Board approves the SFI standards following a multi-layered, robust, and transparent process of standards development, technical review, and consultation involving thousands of points of input.

With this intentional mix of voices our governance is inclusive, diverse, transparent, and accountable.



## ECONOMIC



**MICHAEL P. DOSS (CHAIR)**

*President and CEO*  
Graphic Packaging International Inc.



**BRENT KEEFER  
(SECRETARY-TREASURER)**

*Chief Executive Officer*  
American Forest Management, Inc.



**JIM IRVING**

*Co-CEO*  
JD Irving Ltd.



**DON KAYNE**

*Chief Executive Officer*  
Canfor Corporation and Canfor Pulp

## ENVIRONMENTAL



**TERRY BAKER**

*CEO*  
Society of American Foresters



**TRACY FARRELL**

*CEO, IUCN-US*  
*Director, IUCN North America*



**CATHERINE GRENIER**

*President and CEO*  
Nature Conservancy Canada



**DAN LAMBE**

*Chief Executive*  
Arbor Day Foundation



**MICHAEL NADLER**

*Chief Executive Officer*  
Ducks Unlimited Canada



**MICHAEL PARR**

*President*  
American Bird Conservancy

## SOCIAL



**PATRICIA LAYTON (VICE-CHAIR)**

*Director - Wood Utilization + Design*  
Institute, Clemson University



**EBONIE ALEXANDER**

*Executive Director*  
Black Family Land Trust, Inc.



**JEFF BROMLEY**

*Chair*  
United Steelworkers Wood Council



**ASHLEY HOFFMAN**

*Executive Director - Kentucky Association*  
*for Environmental Education*



**LENNARD JOE**

*Chief Executive Officer*  
BC First Nations Forestry Council



**ELLEN SHULTZABARGER**

*State Forester and Director*  
Pennsylvania Bureau of Forestry

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