

# GROWING OUR



1995–2025: CELEBRATING 30 YEARS  
OF INNOVATION AND LEADERSHIP

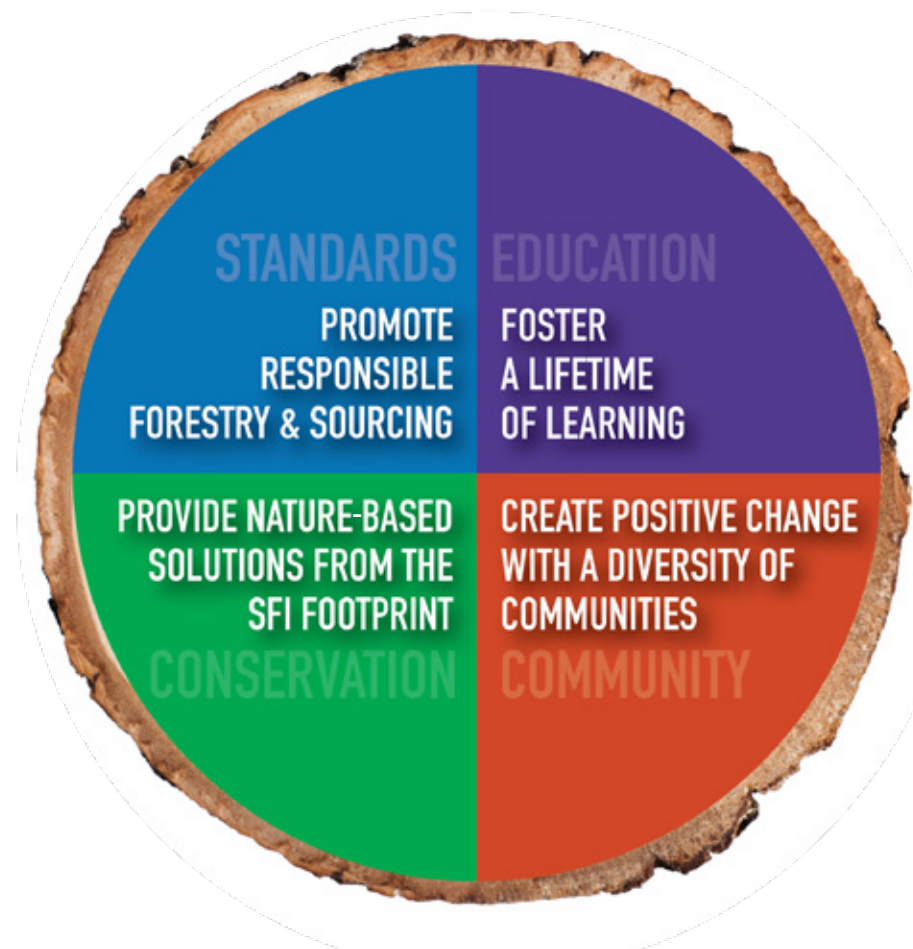


2024 **SFI PROGRESS REPORT**  
Calendar, January 2025–December 2025

# SFI'S ROLE FOR A BETTER FUTURE

At the Sustainable Forestry Initiative, we believe that sustainable forests are critical to our collective future. SFI is a sustainability leader through collaboration in standards, conservation, community, and education with an emphasis on practical solutions demonstrated by progress on the ground. We have the scale to make a meaningful difference and contribute to positive change. This is because the SFI footprint includes 370 million acres/150 million hectares of forests certified to the SFI Forest Management Standard and millions more positively influenced by the SFI Fiber Sourcing Standard. SFI works with the forest sector, conservation groups, academics, researchers, brand owners, resource professionals, landowners, educators, local communities, Indigenous Peoples, and governments.

The opportunity for us to contribute during this time of change is tremendous due to our scale and our action-focused network, which collaborates on the acquisition of credible data and research, as well as training and the implementation of best management practices. We continue to reach educators and young people through Project Learning Tree which advances environmental education, forest literacy, and career pathways, using trees and forests as windows on the world.



SFI's strategic direction is grounded in:

- Promoting responsible forestry and sourcing
- Providing nature-based solutions from the SFI footprint
- Fostering a lifetime of learning
- Creating positive change with a diversity of communities





# MESSAGE

## FROM THE PRESIDENT AND CEO

### WOW! SFI IS CELEBRATING ITS 30<sup>TH</sup> ANNIVERSARY IN 2025.

I'm grateful for what we have accomplished together with the SFI network. Today, SFI is a cornerstone of responsible forestry. This anniversary marks three decades of achievements that will propel us into a new era of innovation and engagement.

In this important anniversary year, we were so proud to release the SFI 2025–2030 Strategic Direction. More than 400 thought leaders contributed to shaping the direction. It includes a theory of change framework designed to enhance our impact by engaging communities in a collaborative and inclusive world that values and benefits from sustainably managed forests. The new SFI Strategic Direction communicates the change we want to achieve through four strategies.

### PROMOTING RESPONSIBLE FORESTRY AND SOURCING

SFI continues to develop and promote standards that provide assurance for sustainable forestry and responsible sourcing. More than 370 million acres/ 150 million hectares are certified to the SFI Forest Management Standard. And 79% of SFI-certified organizations reported steady or increased demand for SFI-certified products.

### PROVIDING NATURE-BASED SOLUTIONS

SFI is focusing on solutions for the myriad challenges forests face when it comes to climate, fire, biodiversity, and water. Collaboration is key to providing nature-based solutions on the SFI footprint. SFI will work to advance climate-smart forestry, and conduct trainings in climate-smart practices to support SFI-certified organizations in our collective pursuit to make our forests more resilient to natural disasters, catastrophic wildfires, insects, and disease.

### CREATING POSITIVE CHANGE WITH COMMUNITIES

We remain fully committed to working with all communities to make a positive difference in people's lives as it relates to an increased awareness of the opportunities presented by sustainably managed forests. We are also pleased that 43,000 people in SFI-certified organizations have been trained since 2022 in recognizing and respecting the rights of Indigenous Peoples. Training was a new requirement in our SFI 2022 Forest Management Standard.

### FOSTERING A LIFETIME OF LEARNING

We are excited to be advancing environmental education, forest literacy, and career pathways, using trees and forests as windows onto the world. We have worked hard to develop and distribute educational materials. In 2024, we were proud to release *Explora tu Ambiente: Guía de Actividades K-8*, the Spanish-language version of PLT's best-selling *Explore Your Environment: K-8 Activity Guide*.

The SFI 2024 Progress Report demonstrates our commitment to sustainable forestry and community engagement. Our mission is a world that values and benefits from sustainably managed forests and together we are building a more resilient future in support of communities and forests.

Thank you for joining us on this journey.

**Kathy Abusow**  
President and CEO





# STANDARDS

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



## MARKET RELEVANCE AND CONSUMER RECOGNITION

IN 2024

**63%** OF CONSUMERS SURVEYED HAVE HEARD OF SFI



**93%** OF CONSUMERS WHO HAVE HEARD OF SFI TRUST SFI

COMPARED TO IN 2020

**52%** OF CONSUMERS



**90%** TRUST

Source: ERM Shelton Global Eco Pulse® 2024

**NEARLY 80% OF SFI-CERTIFIED ORGANIZATIONS REPORTED STEADY OR INCREASED DEMAND FOR SFI-CERTIFIED PRODUCTS—MORE THAN ANY OTHER FOREST CERTIFICATION STANDARD UP FROM 74% IN 2023**

## LEADERSHIP ON CRITICAL TOPICS SUCH AS DEFORESTATION AND FOREST DEGRADATION



ALMOST

**30%**

OF FORTUNE **100** COMPANIES

USED AN SFI ON-PRODUCT LABEL IN 2024



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

AND MILLIONS MORE POSITIVELY INFLUENCED BY THE SFI FIBER SOURCING STANDARD

**10 BILLION** CUBIC FEET OF WOOD FIBER PROCURED THROUGH MILLS CERTIFIED TO THE SFI FIBER SOURCING STANDARD

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 ALMOST

**90** COUNTRIES

THERE ARE NEARLY 780 SFI-CERTIFIED ORGANIZATIONS

IN OVER **1,500** COMMUNITIES

ACROSS THE U.S., CANADA, AND GLOBALLY

**1 BILLION**  
**TREES**  
**PLANTED**

BY SFI-CERTIFIED ORGANIZATIONS IN 2023



# CONSERVATION

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



# 560 DIFFERENT

CONSERVATION, COMMUNITY, EDUCATION, AND RESEARCH PROJECTS

REPORTED BY SFI-CERTIFIED ORGANIZATIONS IN 2023

WITH MORE THAN



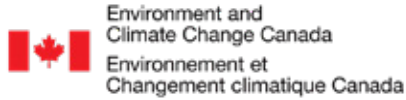
# 520 UNIQUE PARTNER ORGANIZATIONS

IN MULTIPLE SECTORS

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



# SFI WAS AWARDED FUNDING BY



TO ADVANCE CLIMATE-SMART FORESTRY, FIRE RESILIENCY AND BIODIVERSITY PROJECTS ACROSS CANADA AND THE USA

LAUNCHED 3 NEW PARTNER ENGAGEMENTS



# \$2.1 BILLION

DIRECTLY INVESTED IN FOREST RESEARCH BY SFI-CERTIFIED ORGANIZATIONS SINCE 1995

# \$77 MILLION

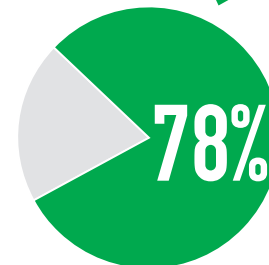
IN FOREST RESEARCH IN 2023



## NO OTHER FORESTRY STANDARD HAS A RESEARCH REQUIREMENT

### DISTRIBUTION OF RESEARCH DOLLARS

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



OF RESEARCH FUNDING IS LINKED TO CONSERVATION-RELATED OBJECTIVES



# 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.

**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**







**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

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



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



# EDUCATION

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



PLT REACHED  
**145 MILLION**  
STUDENTS

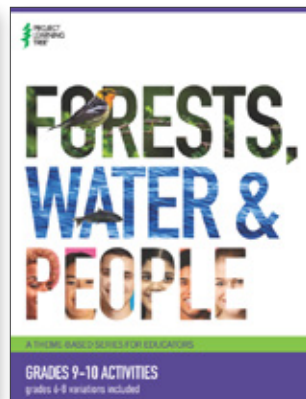
since PLT began

PLT WORKED WITH  
**15,000**  
EDUCATORS

through  
the PLT  
Network of  
35 state-wide  
partnerships  
and

1,000 PLT-LED  
PROFESSIONAL  
DEVELOPMENT  
TRAINING  
SESSIONS

PLT RELEASED 2 NEW GUIDES IN 2024



ADDITIONAL RESOURCES



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

**8.4 MILLION**  
STUDENTS REACHED  
SINCE 2020



# PLT CANADA CAREER PATHWAYS



PLT CANADA PLACED  
YOUNG ADULTS IN OVER

**8,100+** → **375 GREEN JOBS**  
IN 2024  
SINCE 2018

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

**50%+ WOMEN**  
PLACEMENTS THROUGHOUT  
OUR GREEN JOBS PROGRAM IN 2024



## 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

**50** YOUTH  
DELEGATES

WERE SPONSORED BY PLT CANADA  
AND SFI TO ATTEND THE 2024 SFI  
ANNUAL CONFERENCE IN ATLANTA





93%

OF CONSUMERS  
THAT HAVE HEARD  
OF SFI

TRUST  
SFI





# JANUARY

## 2025

### SFI ON-PRODUCT LABELS ARE RECOGNIZED GLOBALLY

The SFI label helps consumers choose products that are certified to the SFI standards. SFI standards ensure the forest products we use in our daily lives are sourced from sustainably managed forests, and help protect forests from deforestation. 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 63% 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	

Source: ERM Shelton Global Eco Pulse® 2024

**SFI IS  
HELPING  
ATTRACT**

# UNDERREPRESENTED YOUTH

**TO THE  
FOREST AND  
CONSERVATION  
SECTOR**



# FEBRUARY

## 2025

### OPENING ACCESS TO GREEN CAREER PATHWAYS

An SFI Community Grant is helping Auburn University create an environment for students from diverse backgrounds to thrive in the conservation and natural resources sector. Auburn is using a train-the-trainer model that focuses on a one-of-a-kind resource: *Black Faces in Green Spaces: The Journeys of Black Professionals in Green Careers*, a career resource guide released by SFI and Project Learning Tree, in partnership with the non-profit group Minorities in Agriculture, Natural Resources, and Related Sciences (MANRRS).

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

PLT IS PROVIDING RESOURCES TO

4 MILLION+



SPEAKING STUDENTS IN U.S. PUBLIC SCHOOLS




## EXPANDING SPANISH ENVIRONMENTAL EDUCATION RESOURCES

Project Learning Tree released *Explora tu Ambiente: Guía de Actividades K-8*, the Spanish-language version of PLT’s best-selling *Explore Your Environment: K-8 Activity Guide*. *Explora tu Ambiente* provides environmental education and forest literacy resources to the more than 4 million Spanish-speaking students in U.S. public schools. Perfect for teachers and other formal educators, as well as informal educators like foresters and nature center staff, the guide contains 50 hands-on, multidisciplinary activities. PLT is an initiative of SFI.

# MARCH

2025

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
	SAINT PATRICK'S DAY				INTERNATIONAL DAY OF FORESTS	
23	24	25	26	27	28	29
	30	31				

# SFI-CERTIFIED FORESTS

STORE

230 BILLION

METRIC

TONS OF CO<sub>2</sub>e

IN CANADA ALONE\*

# APRIL

## 2025

### CANADA'S NATURE SMART CLIMATE SOLUTIONS FUND SUPPORTS SFI

Environment and Climate Change Canada is funding efforts to reduce the country's net greenhouse emissions through projects such as Climate Smart Forestry in Forest Management across Canada, which focuses on enhancing carbon sinks and reducing sources of emissions within the forest sector. This funding will help SFI identify and disseminate best management practices to meet the climate smart forestry requirements in the SFI Forest Management Standard. This ambitious, data-driven, and inclusive process will focus on landscape-scale forest managers. SFI will also pilot and quantify the effects of these management practices with Indigenous partners.

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	22  EARTH DAY	23	24	25  ARBOR DAY (U.S.)	26
27	28	29	30			

*\*based on the outcome of collaborative work by SFI with Natural Resources Canada and other partners, published in Sothe et al. 2021*

**SFI-CERTIFIED FORESTS**

**PROVIDE HABITAT  
FOR DIVERSE**

**SPECIES AT RISK**





# MAY

2025

## SFI-CERTIFIED FORESTS SUPPORT BIODIVERSITY PRIORITIES

SFI standards include a broad range of requirements for the conservation of biodiversity, including species at risk. Almost 90% of SFI-certified organizations reported having forests critical to threatened and endangered species, special sites, or ecologically important non-forest ecosystems on their forest land, which means that SFI-certified organizations help to maintain those areas as part of their requirements to conserve forests of exceptional conservation value. Collectively these areas contribute landscape conservation benefits across the continent-wide scale of SFI-certified forests.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5 <small>CINCO DE MAYO</small>	6	7	8	9	10
11 <small>MOTHER'S DAY</small>	12	13	14	15	16	17
18	19 <small>VICTORIA DAY (CAN)</small>	<div style="border: 2px solid green; padding: 10px; text-align: center;"> <p>20                      21                      22                      23</p> <p><b>2025 SFI ANNUAL CONFERENCE</b>      <b>MINNEAPOLIS</b></p> </div>				24
25	26 <small>MEMORIAL DAY (U.S.)</small>	27	28	29	30	31

# 43,000 PEOPLE

IN SFI-CERTIFIED ORGANIZATIONS  
HAVE BEEN TRAINED IN

RECOGNIZING  
AND RESPECTING

THE RIGHTS OF  
INDIGENOUS PEOPLES

SINCE 2022



# JUNE

## 2025

### SFI INVESTS IN INDIGENOUS PEOPLES' RIGHTS TRAINING PROGRAM

SFI is committed to building and promoting forest-focused collaborations rooted in recognition and respect for Indigenous Peoples' rights and traditional knowledge. The SFI Forest Management Standard, through Objective 8, Recognizes and Respects Indigenous Peoples' Rights. It also requires Indigenous relations training for SFI-certified organizations' personnel and contractors. 43,000 people have been trained since 2022 in recognizing and respecting the rights of Indigenous Peoples.

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



PLT CANADA HAS  
PLACED

8,100+

YOUTH

IN GREEN  
JOBS ACROSS  
CANADA  
SINCE 2018



# JULY

## 2025

### GROWING A MORE DIVERSE AND RESILIENT WORKFORCE

Project Learning Tree (PLT) Canada has placed over 8,100 young adults in Green Jobs since 2018. More than 50% of our placements are women, and over 15% are Indigenous youth from more than 100 communities across Canada. In 2024, we were proud to support nearly 400 Green Jobs, with almost 20% being filled by Indigenous youth. PLT Canada will continue to invest in career pathways programming, like mentorship, to support future generations of forest and conservation leaders.

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		

# REACHING 2 MILLION STUDENTS

EVERY YEAR THROUGH  
PROJECT LEARNING TREE





# AUGUST

## 2025

### BACK TO SCHOOL

PLT works with 15,000 educators annually, so we know how much they deserve recognition. August is the perfect month to show your appreciation for the camp counsellors and teachers that inspire youth. We reach educators through the PLT Network which consists of 35 state-wide partnerships that deliver nearly 1,000 annual professional development training sessions on environmental education. Visit the PLT Store ([shop.plt.org](http://shop.plt.org)) to order copies of the *Explore Your Environment: K-8 Activity Guide* as a gift for your favorite teacher or sign up for interactive professional development.

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						

**42%**

**OF SFI-CERTIFIED  
ORGANIZATIONS  
ARE INVOLVED IN  
YOUTH EDUCATION TO  
RAISE AWARENESS  
ABOUT THE**



**BENEFITS  
OF FIRE  
MANAGEMENT**

**AND TO ENCOURAGE MINIMIZING  
THE UNDESIRABLE IMPACTS OF  
WILDFIRE**

## 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. SFI is partnering with universities and government agencies to bring tools and resources to certified organizations. 42% of SFI-certified organizations are involved in youth education to raise awareness about the benefits of fire management and to encourage minimizing the undesirable impacts of wildfire.

# SEPTEMBER

## 2025

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1  LABOUR DAY (CAN) LABOR DAY (U.S.)	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  NATIONAL DAY FOR TRUTH AND RECONCILIATION (CAN)				



THANKS TO SFI IMPLEMENTATION COMMITTEES  
AND THEIR PARTNERS, CLOSE TO

**250,000**

RESOURCE AND  
HARVESTING  
PROFESSIONALS  
**HAVE BEEN  
TRAINED**



# OCTOBER

## 2025

### SFI REQUIRES COMPREHENSIVE LOGGER TRAINING

Organizations certified to either the SFI Forest Management Standard or the SFI Fiber Sourcing Standard must work with qualified professional loggers who are aware of sustainable forestry principles, including best management practices for streamside management and building, maintaining, and retiring roads. They must also be aware of and manage species and habitats relevant to the U.S. Endangered Species Act, the Canadian Species at Risk Act, and Forests with Exceptional Conservation Value. Close to 250,000 resource and harvesting professionals have participated in training since 1995, with support from our SFI Implementation Committees.

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



**CHARTING A  
NEW PATH IN**

**URBAN**

**AND  
COMMUNITY  
FORESTRY**





# NOVEMBER

## 2025

### URBAN FOREST STANDARD KEY TO GREENER, HEALTHIER CITIES

Urban forests and trees are vital for community well-being, health, resiliency, and sustainability. The SFI Urban and Community Forest Sustainability Standard is the world’s first forest standard for communities. Organizations, including municipalities, universities, hospitals, Indigenous communities, and corporations, are eligible to be certified to the standard. The SFI Urban Forest Improvement Grant Program, funded by the USDA Forest Service, provides grants to help organizations benchmark their urban or community forests against the SFI Urban and Community Forest Sustainability Standard.

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



**SFI STANDARDS  
HAVE STRONG  
REQUIREMENTS TO  
PREVENT**

**FOREST  
DEGRADATION &  
DEFORESTATION**

# DECEMBER

2025

## SFI TAKING FIRM STANCE AGAINST DEFORESTATION AND FOREST DEGRADATION

The SFI Forest Management Standard does not allow deforestation and has strong requirements to prevent forest degradation. The SFI Fiber Sourcing and SFI Chain of Custody Standards also have requirements to ensure SFI-certified organizations avoid sourcing from controversial sources, which includes conversion sources originating from regions experiencing forest area decline. With customers and government regulations accelerating these global conversations, in March 2024, SFI introduced two modules to support EUDR due diligence requirements.

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
			CHRISTMAS EVE	CHRISTMAS DAY HANUKKAH BEGINS	BOXING DAY (CAN)	
28	29	30	31			
			NEW YEAR'S EVE			

# 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. Industry is not represented on this committee.

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 SFI achieve its mission.

**Scott Phillips (Chair)**

*State Forester*  
South Carolina Forestry Commission

**Sharon Jean-Philippe, Ph.D. (Vice Chair)**

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

**Ann Bartuska, Ph.D.**

*Senior Advisor*  
Resources for the Future

**Nick Biemiller**

*Director, Southeast Forest Restoration*  
American Forests

**Brian Brashaw**

*Assistant Director, Wood Innovations*  
USDA Forest Service

**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

**Dominik Roeser, Ph.D.**

*Associate Professor Forest Operations*  
University of British Columbia

**ERP Executive Secretary**

**Rick Cantrell**  
*President*  
BlackBriar Environmental LLC



## SFI FUNDING

SFI's operating revenue comes from a variety of sources, including conference attendance fees, sales of educational materials, government grants, service agreements, investment income, and licensing fees from SFI-certified organizations.

In 2024, SFI licensing fees accounted for approximately 65% of revenue.

SFI-certified organizations include private landowners, forest product companies, managers of public lands, Indigenous communities and their businesses, conservation organizations, state and local public agencies, community interests, and universities. SFI-certified organizations are audited by independent certification bodies accredited by the ANSI-ASQ National Accreditation Board and/or the Standards Council of Canada (SCC). SFI has no role in determining whether a certificate is granted—this decision is made independently by the certification bodies.



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

The ERP provides an ongoing, independent, quality-oriented review of the SFI program's standards and advises the SFI Board of Directors on appropriate changes to help the program achieve its goals. It also ensures the SFI annual progress report and the data in it is objective, meaningful, credible, and fairly state the status of standards implementation.

The ERP 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. The ERP also reviewed data that is not used in the annual report that provided additional insights into how SFI standards are being applied in the field and in the marketplace.

We support the work SFI is doing to enhance the mandatory annual SFI survey and better capture data on SFI-certified organizations' implementation of the SFI standards. We commend the SFI-certified organizations who voluntarily submitted data on optional questions this year related to conservation outcomes and other issues. The data provided is immensely helpful for the ERP to have deeper insights into the work being done.

We are pleased to see SFI staff utilizing the survey report data to identify program gaps and opportunities for improvement in the implementation and evaluation of standard requirements. We encourage SFI to conduct additional research to understand what effects the standards have in actual practices. Specifically, what are SFI-certified organizations doing differently as a direct result of being SFI certified?

The ERP noted opportunities for further improvement in data collection, presentation, and interpretation. Research funding data could be better understood if details were provided to distinguish between peer-reviewed research versus internally reviewed research. Some data summaries are not detailed enough to understand important nuances. Some data presented to the ERP may benefit from a geographical context or "heat map."

The SFI Implementation Committees (SICs) continue to be an invaluable asset to the SFI program for local implementation with involvement from diverse stakeholders. Collaboration with all stakeholders is key to the long-term success of the SFI program.

SFI staff should work with the SICs to ensure procedures to report inconsistent practices at the state and provincial level are communicated broadly to all stakeholders.

We support additional communications support for all SFI-certified organizations and the SICs. SFI staff plans to develop a model presentation on the SFI program and standards as an important next step.

We are pleased in the way SFI staff has responded to our comments and input. Engagement has been good, and we appreciate the opportunities for more in-depth discussions.

We encourage SFI staff to continue looking for opportunities for improvements in the program and address these opportunities in the SFI progress report.



# 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, and Black Americans, as well as those representing worker rights, Indigenous Peoples, forest owners, managers, and the forest products sector. This diversity reflects a variety of interests in the forestry community in support 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 SFI Board approves the SFI Standards following a multi-layered, robust, and transparent process of standards development, technical review, and consultation. The SFI Board also has fiduciary responsibility for the organization, approving its annual budget and audited financial statements.

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



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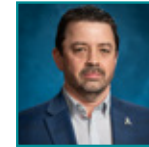


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*Executive Director*  
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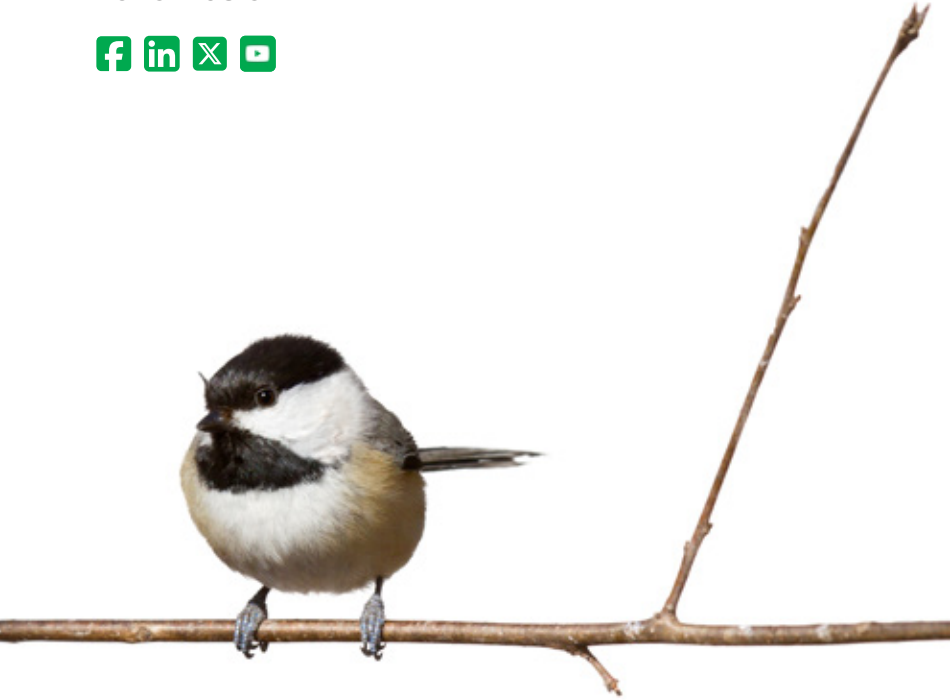


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