

THIRTY YEARS OF SFI

CELEBRATING OUR PAST.

LOOKING TO THE FUTURE.

2025 SFI PROGRESS REPORT

30 YEARS OF INNOVATION

1995-2025

52 million
acres/21
million

hectares are
enrolled in the
SFI program

SFI program
expanded into
Canada

SFI labeling
program
established

1995	1996	1999	2000	2001	2002	2004
SFI is founded		Third-party audits are introduced		SFI External Review Panel is formed		More than 100 million acres/ 40 million hectares certified to the SFI Standard



AND LEADERSHIP



SFI Inc. was created as a fully independent nonprofit with a 3-chamber Board equally representing social, environmental, and economic interests

SFI Chain-of-Custody Standard adopted

Bill Banzhaf passed SFI leadership baton to Kathy Abusow

2005

2006

2007

2010

SFI achieved global recognition with the endorsement of PEFC

SFI launched the SFI Conservation and Community Partnerships Grant Program

30 YEARS OF INNOVATION

1995-2025



SFI expanded into environmental education by taking ownership of Project Learning Tree

Launched the SFI Fiber Sourcing Standard

2013
Forestland certified to the SFI Standard reached a quarter-billion acres/100 million hectares

2015
2016
Recognized by the USGBC LEED green building rating system

2017
2018
SFI Indigenous Peoples and Families Module launched
PLT Canada launched with funds to place 1,000 youth in Green Jobs



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 2025, SFI licensing fees accounted for approximately 65% of revenue.

AND LEADERSHIP



SFI 2022 Standards officially adopted

Launched groundbreaking SFI Climate Smart Forestry Initiative in Canada and the U.S. with major support from funders from both countries

Global Eco Pulse® 2024 survey shows 63% of U.S. consumers have heard of SFI, up from 52% in 2020; Of those, 93% trust it; 3% increase since 2020

2022

2023

2024

2025

Over \$2 Billion invested in forest research by SFI-certified organizations since 1995

SFI Urban and Community Forest Sustainability Standard launched

SFI Standard footprint grows to 350 million certified acres/140 million certified hectares



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.



INSIGHTS

FROM THE PRESIDENT AND CEO

1995

A LOOK BACK

A PATH FORWARD

2030

This was an important year for SFI; we celebrated SFI's 30th anniversary (1995-2025) and entered Year 1 of the SFI 2025-2030 Strategic Direction. Many of you have contributed to our past successes and are a driving force in our future work. As the year end approaches, we want to look forward to what we can accomplish together by 2030.

STANDARDS AND MARKET RECOGNITION

A notable outcome from the last 5 years was that over 50 customers, consortium, sustainability frameworks, and market access policies recognized SFI. And now, more than 350 million acres (140 million hectares) are certified to the SFI Forest Management Standard. 84% of SFI-certified organizations report steady or increasing demand for SFI-certified products. We are happy to also report an increase in the number of organizations using the SFI label. Additionally, we have worked closely with PEFC International in 2025 to achieve joint objectives. We continue to meet with key audiences and are pleased that SFI and PEFC are accepted in the latest LEED rating tool.

CLIMATE ACTION FUELED BY MAJOR INVESTMENTS AND INDIGENOUS LEADERSHIP

At SFI, we've long understood that sustainably managed forests can be a solution in wildfire mitigation and adaptation strategies. That's why we launched the SFI Climate Smart Forestry Initiative to promote practices that address climate mitigation and adaptation—ensuring forests continue to deliver critical benefits under changing conditions. I'm excited that we have announced more than \$1 million in support of Indigenous-led projects in Canada, with more investments to be announced in 2026.



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

COMMUNITIES REMAIN CENTRAL TO OUR WORK

Our network, including SFI Implementation Committees, are critical to achieving large scale impact by implementing trainings, best management practices, and on-the-ground progress. We are pleased that 57,000 people in SFI-certified organizations have been trained in recognizing and respecting the Rights of Indigenous Peoples since 2022. SFI also signed an MOU with the BC First Nations Forestry Council to increase Indigenous leadership and participation in sustainable forest management, and with the Yakama Nation to collaborate on forest management and conservation topics.

INSPIRING A LIFETIME OF LEARNING

SFI remains committed to Project Learning Tree and advancing environmental education, forest literacy, and career pathways. We announced new collaborations with the Intertribal Timber Council to develop a *Tribal Forestry & Wildland Fire Voices: A Career Guide* and with the International Society of Arboriculture to develop the *Arboriculture & Urban Forestry Career Guide*. PLT Canada celebrated more than 8,700 green jobs since 2018 thanks to our network of over 470 employers. We reached 135 participants in our Green Mentor program and sponsored over 35 Youth Delegates to attend the SFI Annual Conference.

LOOKING AHEAD WITH CONFIDENCE

We are leaning into the future with optimism—SFI is ready to lead boldly to 2030 and beyond. Together, we will build on three decades of impact and ensure that forests remain a source of solutions, resilience, and hope.



Kathy Abusow
President and CEO

SFI 2025-2030 STRATEGIC DIRECTION

The global sustainability agenda is evolving, and the spotlight is on forests more than ever. Forests all over the world are experiencing increased frequency and severity of drought and fire, pest outbreaks and disease, extreme precipitation events, and species decline—all of which negatively impact forest and community health and resiliency. The forest sector is adjusting to evolving legal and regulatory compliance, social license considerations, and investor and customer expectations, while attempting to recruit and retain a diversified workforce.

SFI'S MISSION is to advance sustainability through forest-focused collaboration.

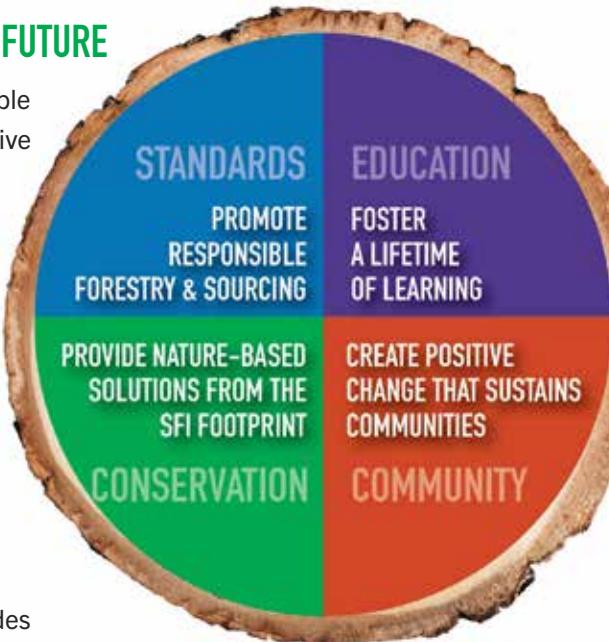
SFI'S VISION is a world that values and benefits from sustainably managed forests.



SFI'S ROLE FOR A BETTER FUTURE

At SFI, 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 a positive change through our networks. This is because the SFI footprint includes

350 million acres/140 million hectares of certified forests and influences over 11 billion cubic feet of wood fiber procured through mills certified to the SFI Fiber Sourcing Standard.



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 and PLT Canada, which increase awareness of the importance of trees and forests in addressing environmental challenges.

SFI's Strategic Direction aims to:

- Promote responsible forestry and sourcing
- Provide nature-based solutions from the SFI footprint
- Foster a lifetime of learning
- Create positive change that sustains communities

STANDARDS

PROMOTE RESPONSIBLE FORESTRY & SOURCING

STRATEGY: SFI will develop and promote standards that advance sustainable forestry and responsible sourcing of forest products.

350 MILLION CERTIFIED TO THE SFI FOREST ACRES MANAGEMENT STANDARD

140 MILLION HECTARES AND MILLIONS MORE POSITIVELY INFLUENCED BY THE SFI FIBER SOURCING STANDARD



PROMOTING RESPONSIBLE FORESTRY PRACTICES ACROSS THE ENTIRE LANDSCAPE

The SFI 2022 Fiber Sourcing Standard distinguishes SFI from all other forest certification systems in that it governs how SFI-certified organizations procure fiber from non-certified forestland. While all major certification systems (SFI, PEFC, and FSC) have a Chain of Custody Standard and mechanisms to avoid unacceptable sources, only SFI has a standard that promotes responsible forestry practices across the entire landscape.

ENOUGH FIBER WAS SOURCED THROUGH THE SFI 2022 FIBER SOURCING STANDARD TO BUILD **2.2 MILLION** AVERAGE-SIZED HOMES



PAST

52 MILLION ACRES/21 MILLION HECTARES WERE ENROLLED IN THE SFI PROGRAM 1996

MARKET RELEVANCE AND CONSUMER RECOGNITION

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, they can know that the fiber used to make the product was third-party certified to an SFI Standard. 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 U.S. consumers have heard of the SFI label.

Source: ERM Shelton Global Eco Pulse® 2024

93% OF U.S. CONSUMERS THAT
HAVE HEARD OF SFI
TRUST
SFI

PAST

THE SFI ON-PRODUCT LABELING
PROGRAM WAS ESTABLISHED

2002

**85% OF SFI-CERTIFIED
ORGANIZATIONS**

REPORTED STEADY OR INCREASED DEMAND
FOR SFI-CERTIFIED PRODUCTS—MORE
THAN ANY OTHER FOREST CERTIFICATION
STANDARD

THREE YEARS OF CONSISTENT GROWTH FOR
SFI-CERTIFIED PRODUCTS

85%
2025

79%
2024

74%
2023

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



2030 STRATEGIC DIRECTION OUTCOME
INCREASED MARKET RECOGNITION, TRUST, AND DEMAND FOR THE VALUE OF
SFI STANDARDS, PRODUCTS, AND LABELS



OPTIMIZING URBAN FORESTS AND THEIR BENEFITS

SFI certification helps organizations demonstrate their commitment to responsible forest management and conservation. The SFI Urban and Community Forest Sustainability Standard includes 16 Objectives addressing critical areas including biodiversity, climate resilience, community engagement, as well as forest and tree health. As the first of its kind, the Standard empowers communities to champion thriving urban forests into the future. Independent, third-party audits provide credibility by verifying that organizations implement sustainable policies and practices.



CLEMSON UNIVERSITY

In 2025, Clemson University in South Carolina became the world's first organization certified to the Standard.



REGIONAL MUNICIPALITY OF YORK

The Regional Municipality of York in Ontario was the first Canadian organization and municipality to become certified to the Standard.

SFI OFFERS TWO UNIQUE CERTIFICATION OPTIONS:

FULL CERTIFICATION

Certify to all 16 Objectives to claim your urban or community forest as certified to the full SFI Urban and Community Forest Sustainability Standard.



THEMATIC CERTIFICATION

Focus on the areas that matter most to your community. Thematic certification lets your organization focus resources on priority objectives, showcase existing strengths, and build momentum toward full certification over time.

PAST

SFI URBAN AND COMMUNITY FOREST SUSTAINABILITY STANDARD LAUNCHED

2023

1 BILLION TREES PLANTED BY SFI-CERTIFIED ORGANIZATIONS IN 2024

TAKING A FIRM STANCE AGAINST DEFORESTATION, FOREST DEGRADATION, AND FOREST CONVERSION

The European Union has identified the United States and Canada as low-risk countries for deforestation, and SFI is taking action to further reduce risk. The SFI 2022 Forest Management Standard, in place since January 2022 with progressive requirements on climate smart forestry and fire resilience, also prevents deforestation, forest degradation, and does not support forest lands converted to other land uses. To further clarify SFI's requirements, formal definitions and guidance for "deforestation" as well as "forest degradation" were adopted in 2024 that are consistent with the Intergovernmental Panel on Climate Change (IPCC) and the Canadian Council of Forest Ministers (CCFM).

**SFI STANDARDS
HAVE STRONG
REQUIREMENTS TO
PREVENT**



**LEARN MORE
ON SFI'S STANCE AGAINST FOREST
DEGRADATION AND DEFORESTATION**

2030 STRATEGIC DIRECTION OUTCOME

**GREATER APPRECIATION THAT SUSTAINABLY MANAGED FORESTS, URBAN TO RURAL,
MAINTAIN NATURE AND BENEFIT COMMUNITIES**

CONSERVATION

PROVIDE NATURE-BASED SOLUTIONS
FROM THE SFI FOOTPRINT

STRATEGY: SFI will advance practices that deliver positive outcomes for climate, fire resilience, biodiversity and water.

505 DIFFERENT
CONSERVATION, COMMUNITY, EDUCATION,
AND RESEARCH PROJECTS
REPORTED BY SFI-CERTIFIED
ORGANIZATIONS IN 2024

↓
WITH
NEARLY

**500 UNIQUE PARTNER
ORGANIZATIONS**

IN MULTIPLE SECTORS

- 20% ACADEMIC
- 19% GOVERNMENT
- 12% RESEARCH
- 11% CONSERVATION
- 9% SFI-CERTIFIED ORGANIZATIONS
- 6% INDIGENOUS
- 4% COMMUNITY
- 19% OTHER

(e.g., SICs, Foundations, Professional associations)



PAST

SFI LAUNCHED GRANT PROGRAM IN SUPPORT
OF CONSERVATION PROJECTS

2010



NO OTHER FORESTRY STANDARD
HAS A RESEARCH REQUIREMENT

NEARLY
\$2.2 BILLION

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

\$69 MILLION

IN FOREST RESEARCH IN 2024

SFI-CERTIFIED ORGANIZATIONS ARE
REQUIRED TO ADVANCE OR SUPPORT
RESEARCH

Research topics range from improving forest management, enhancing provisioning services, and assessing conservation outcomes. These projects ensure the relevancy and benefits of research conducted and supported by SFI-certified organizations. This combination of investment in science and our large footprint makes SFI a powerful force for advancing our solutions in climate change, biodiversity, water, and sustainable forestry.

DISTRIBUTION OF RESEARCH DOLLARS

31%	FOREST HEALTH AND PRODUCTIVITY
19%	BIODIVERSITY & SPECIES MAINTENANCE AND RECOVERY
7%	WATER QUALITY & QUANTITY
7%	INDIGENOUS TRADITIONAL KNOWLEDGES
6%	CLIMATE CHANGE ADAPTATION AND MITIGATION
4%	LANDSCAPE ECOLOGY
2%	ECOSYSTEM SERVICES

77% OF RESEARCH FUNDING IS LINKED TO
CONSERVATION-RELATED OBJECTIVES

NEARLY
\$500 MILLION

OF FUNDING LINKED TO
CONSERVATION-RELATED
OBJECTIVES BY SFI-CERTIFIED
ORGANIZATIONS SINCE 1995

2030 STRATEGIC DIRECTION OUTCOME

INCREASED USE OF DATA, RESEARCH, AND REPORTING THAT QUANTIFIES, COMMUNICATES, AND
EXPANDS THE DELIVERY OF NATURE-BASED SOLUTIONS BY SFI-CERTIFIED ORGANIZATIONS

ADVANCING CLIMATE SMART FORESTRY ACROSS NORTH AMERICA

SFI launched the SFI Climate Smart Forestry Initiative, focused on advancing the interpretation and implementation of Climate Smart Forestry across our Canada and U.S. footprint. This binational Initiative builds on over a decade of collaboration with climate and forest management experts and is supported financially by Environment and Climate Change Canada, the United States Department of Agriculture, and the Doris Duke Foundation.



Environment and
Climate Change Canada

Environnement et
Changement climatique Canada



DORIS DUKE
FOUNDATION



THE NEW SFI
CLIMATE SMART
FORESTRY
INITIATIVE TO
PROVIDE NEARLY

\$8 MILLION
INTO ON THE GROUND
IMPLEMENTATION

ACROSS THE U.S.
AND CANADA



LEARN MORE
ABOUT SFI'S CLIMATE SMART
FORESTRY INITIATIVE

PAST

SFI FOREST MANAGEMENT STANDARD LAUNCHED WITH A NEW CLIMATE SMART FORESTRY OBJECTIVE AND A NEW FIRE RESILIENCY & AWARENESS OBJECTIVE

2022

\$1.6 MILLION

OF FUNDING TOWARD SFI'S CLIMATE SMART FORESTRY INITIATIVE IN 2025

PRODUCED
MULTIPLE MEDIA
PRODUCTS ON
THE SFI CLIMATE
SMART FORESTRY
INITIATIVE



LEARN
MORE

SFI Climate Smart Forestry Initiative - SFI and Silva21:
Putting Research into Practice for Adaptive Silviculture

IN 2025 SFI ANNOUNCED OVER \$1 MILLION IN
FUNDING FOR 10+ INDIGENOUS COMMUNITIES TO
ADVANCE CLIMATE SMART FORESTRY IN CANADA

THE INDIGENOUS ORGANIZATIONS LEADING THIS WORK INCLUDE:

- Chippewas of the Thames First Nation (*Ontario*)
- Chu Cho Forestry, owned by Tsay Keh Dene Nation (*British Columbia*)
- Kwikwasut'inuxw Haxwa'mis First Nation (*British Columbia*)
- Lhoosk'uz Dene Nation (*British Columbia*)
- Nazko First Nation (*British Columbia*)
- Obishikokaang Resources Corporation (*Ontario*)
- Quatsino First Nation (*British Columbia*)
- Wahkohtowin Development GP Inc. (*Ontario*)

OPEN CALL

FOR REQUEST FOR PROPOSALS (RFP)
INDIGENOUS-LED CLIMATE SMART
FORESTRY IN CANADA



2030 STRATEGIC DIRECTION OUTCOME

GREATER FOREST HEALTH AND CLIMATE SMART FORESTRY AND INCREASED FIRE
RESILIENCE FOR FORESTS AND COMMUNITIES

COMMUNITY

CREATE POSITIVE CHANGE THAT SUSTAINS COMMUNITIES

STRATEGY: SFI will collaborate in a way that makes a positive difference in the forest and in people's lives.

MEETING LOCAL COMMUNITY AND FORESTRY NEEDS

Thirty-three SFI Implementation Committees (SICs) drive local action for responsible forestry across the U.S. and Canada. Working with forestry associations, universities, government agencies, landowners, and conservation groups, SICs achieve real, measurable results on the ground. From supporting delivery of logger training to advancing best practices in climate smart forestry and fire resilience, SICs turn Standards into action that strengthens both forests and the people who depend on them.

\$2.6 MILLION WAS INVESTED BY SFI IMPLEMENTATION COMMITTEES IN LOCAL COMMUNITIES IN 2024 TO SUPPORT RESOURCE MANAGEMENT AND LOGGER TRAINING, OUTREACH TO FAMILY FOREST LANDOWNERS, AND OTHER LOCAL COMMUNITY ACTIVITIES

SFI IMPLEMENTATION COMMITTEES REPORTED THEY ARE COORDINATING IN 2025 ON STANDARD REQUIREMENTS RELATED TO:	74%	BIODIVERSITY
	62%	LANDOWNER OUTREACH
	56%	FIRE RESILIENCE AND AWARENESS
	56%	INDIGENOUS OUTREACH
	50%	CLIMATE SMART FORESTRY
	50%	RESEARCH

PAST

31 STATE IMPLEMENTATION COMMITTEES ARE CREATED TO PROMOTE LOGGER TRAINING, LANDOWNER OUTREACH, AND PUBLIC PARTICIPATION IN FORESTRY

1995

94% OF ALL FIBER SUPPLIED TO
SFI-CERTIFIED MILLS

WAS DELIVERED BY
TRAINED HARVESTING
PROFESSIONALS
COMPARED TO 34% IN 1995



257,000

RESOURCE AND HARVESTING PROFESSIONALS
HAVE PARTICIPATED IN TRAINING SINCE 1995

TO ENSURE UNDERSTANDING OF WATER QUALITY,
BIODIVERSITY AND OTHER SUSTAINABLE FOREST
PRACTICE REQUIREMENTS



SFI PUBLISHED A VIDEO ABOUT THE
VALUE OF SFI CERTIFICATION AND THE
IMPORTANCE OF LOGGER TRAINING, FOR
SICS TO USE IN LOGGER TRAINING
VIEWED CLOSE TO 1,000 TIMES

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

SPENDING TIME IN A FOREST MAKES YOU HEALTHIER

SFI-certified forests provide a place for outdoor activities like camping, hiking, fishing, mountain biking, horseback riding, and so much more. Spending time around trees helps you focus, reduces stress, lowers blood pressure, and improves your mood.



2030 STRATEGIC DIRECTION OUTCOME

SICS COLLABORATE FOR INCREASED UPTAKE OF BEST MANAGEMENT PRACTICES, INCLUDING
FOR FIRE RESILIENCY, BIODIVERSITY, WATER AND INDIGENOUS RIGHTS RECOGNITION

INDIGENOUS RELATIONS

STRATEGY: SFI will collaborate to recognize and respect Indigenous Peoples' Rights and Traditional Knowledges.

65 INDIGENOUS COMMUNITIES, businesses, and partnerships across Canada and the U.S. are certified to the SFI Forest Management Standard

ACROSS NEARLY

**24 MILLION ACRES/
10 MILLION HECTARES**

SINCE 2022

57,000 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 AROUND 12,000 PEOPLE IN 2025

SFI RECOGNIZES THE ENDURING LEADERSHIP OF INDIGENOUS PEOPLES WITH RESPECT TO SUSTAINABLE FOREST MANAGEMENT.

We are dedicated to providing our forest sector network with training, guidance, resources and supports that will promote greater understanding, recognition, and respect for Indigenous Peoples' Rights, Traditional Knowledges, representative institutions and distinctive relationships with the forest.

PAST

THE SFI FOREST MANAGEMENT STANDARD INCLUDED A NEW OBJECTIVE TO RECOGNIZE AND RESPECT INDIGENOUS RIGHTS

2015

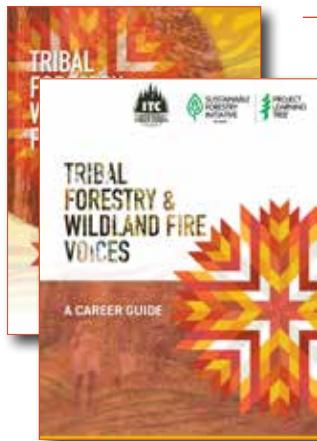


\$4.6 MILLION

OF IN-KIND AND EXTERNAL RESEARCH FUNDING BY
SFI-CERTIFIED ORGANIZATIONS
IN SUPPORT OF INDIGENOUS
TRADITIONAL KNOWLEDGES

EMPOWERING INDIGENOUS-LED NATURE-BASED CLIMATE SOLUTIONS

With funding from Environment and Climate Change Canada, the SFI Climate Smart Forestry Initiative is supporting Indigenous-led projects to identify and implement strategies that improve forest resiliency, reduce greenhouse gas emissions, and center Indigenous values.



TRIBAL FORESTRY & WILDLAND FIRE VOICES: A CAREER GUIDE

The Intertribal Timber Council is collaborating with SFI and PLT to develop and publish a new Tribal career resource for the forest and conservation sector.



SUSTAINABLE
FORESTRY
INITIATIVE

SFI-00001



2030 STRATEGIC DIRECTION OUTCOME

INCREASED COLLABORATION WITH INDIGENOUS PEOPLES AND INCREASED INTEGRATION OF INDIGENOUS PEOPLES' RIGHTS, TRADITIONAL KNOWLEDGE, AND SELF-DETERMINED PRIORITIES INTO FOREST MANAGEMENT PRACTICES

EDUCATION

FOSTER A LIFETIME OF LEARNING

STRATEGY: SFI will advance environmental education, forest literacy, and career pathways.

PROJECT LEARNING TREE UNITED STATES

1.6 MILLION STUDENTS

REACHED IN 2024



PLT WORKED WITH NEARLY
11,000 EDUCATORS
THROUGH THE PLT NETWORK
OF 52 STATE-WIDE
PARTNERSHIPS ACROSS
600 WORKSHOPS
IN 2024

NEARLY 150 FOREST PRODUCTS EXHIBITS

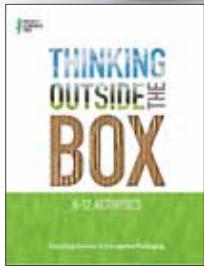
were distributed to National and state foresters, USFS, visitor centers and PLT education partners nationwide in advance of 2025 National Forest Products Week.



PAST

SFI EXPANDED INTO ENVIRONMENTAL
EDUCATION BY TAKING OWNERSHIP OF PLT

2017



PARTNERING TO INCREASE YOUTH AWARENESS OF CORRUGATED INDUSTRY CAREERS

PLT partnered with the International Corrugated Packaging Foundation (ICPF) to increase awareness, access, and education about the rewarding green careers in the corrugated packaging industry through the development of educational resources and experiences for educators and guidance counselors working with middle school and high school youth.



PARTNERING TO INCREASE FOREST LITERACY

PLT partnered with Texas A&M Forest Service, with support from the USDA Forest Service, to create a free online course that aims to strengthen community connections to trees and increase forest literacy. Launched in 2025, *Forest Literacy: Understanding the Values of Trees, Forests, and Sustainability* offers practical knowledge to deepen understanding and engagement around the values and benefits of forests and sustainable forest management.



bit.ly/forestliteracycourse



2030 STRATEGIC DIRECTION OUTCOME

ENVIRONMENTAL EDUCATION AND FOREST LITERACY IS AN INTEGRAL PART OF WHAT STUDENTS LEARN

THE PLT 50 YEAR ANNIVERSARY CAMPAIGN

CULTIVATING LEADERS
FOR THE NEXT GENERATION

REACHING NEARLY
**150 MILLION
STUDENTS IN**



THE OPPORTUNITY BEFORE US

In 2026, Project Learning Tree—a flagship program of the Sustainable Forestry Initiative—celebrates 50 years of transforming how youth understand and engage with the natural world. But this milestone isn't just about looking back. It's about planting seeds for the next 50 years.

THE PLT 50 YEAR ANNIVERSARY CAMPAIGN

Supporting PLT is an investment in current and future generations. Your donation advances environmental education, forest literacy, and career pathways in a way that delivers insight and impact across individuals and communities.

**THIS IS A CRITICAL
MOMENT.
WE NEED YOUR HELP.
INVEST IN THE NEXT
50 YEARS OF PLT!**

The challenges in the forest sector demand leaders we haven't yet trained.

The green economy we're building needs workers we haven't yet prepared.

The sustainable future we envision requires citizens we haven't yet educated.

DONATING TO PLT IS AN INVESTMENT IN THE FUTURE OF OUR FORESTS AND FUTURE GENERATIONS WHO WILL BENEFIT FROM THEM.

EVERY DOLLAR INVESTED:



TRAIN EDUCATORS



CREATE PATHWAYS TO
GREEN CAREERS



BUILD FOREST LITERACY

**INVEST IN THE FUTURE OF OUR YOUNG PEOPLE
AND THE FUTURE OF OUR FORESTS.**

BECAUSE TOMORROW'S LEADERS
ARE INSPIRED TODAY.

www.plt.org/donate-to-plt/



PROJECT LEARNING TREE CANADA

Mentorship can help inspire and support this and future generations in choosing a green career in the forest and conservation sector.

PLT CANADA REACHED

**135 MENTORS
AND MENTEES**
IN 2025

SINCE 2018, PLT CANADA
HAS SUPPORTED

**820+ MENTORSHIP
PARTICIPANTS**
IN **15** DIFFERENT COHORTS

71
JOBS

3,288
JOBS

Since 2018,
PLT CANADA HAS
TRAINED MORE THAN
1,300+
EDUCATORS

ACROSS

6 PROVINCES

Through partnerships, we supported pre-service teacher training in land-based education—ensuring the next generation of teachers is prepared to teach, lead, and inspire through nature.



PAST
PLT CANADA FORMED
TO PLACE 1,000 YOUTH IN GREEN JOBS
2018



PLT CANADA HAS PLACED
YOUNG ADULTS IN

8,700+ →
GREEN JOBS
since 2018

470+
GREEN JOBS
filled in 2025

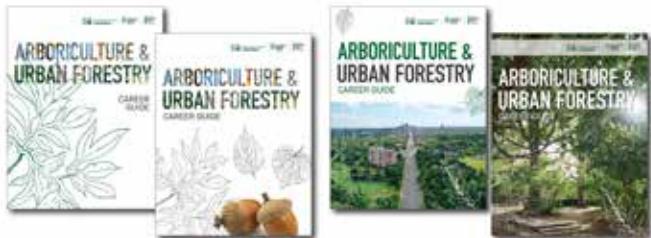
In 2025
55% OF
GREEN JOBS
WERE FILLED BY
YOUNG WOMEN

PLT CANADA'S CAREER PATHWAYS

Green Jobs allow youth to gain valuable work experience that will help them pursue careers in forest management, climate smart practices, fire resilience and awareness, biodiversity and conservation, Indigenous relations, research and technology, and much more.

In 2025
24% OF
GREEN JOBS
WERE FILLED BY
INDIGENOUS YOUTH

NEW CAREER GUIDE WITH THE INTERNATIONAL SOCIETY OF ARBORICULTURE



2030 STRATEGIC DIRECTION OUTCOME
THE FOREST AND CONSERVATION WORKFORCE IS MORE
REPRESENTATIVE OF SOCIETY

SFI EXTERNAL REVIEW PANEL

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's Standards and advises the SFI Board of Directors on appropriate changes to help the program achieve its goals. It also ensures the results from the annual survey that are used in SFI's annual progress report are objective, credible, and fairly state the status of Standards implementation.

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, Ph.D.

Assistant Director, Wood Innovations
USDA Forest Service

Alison Curran

Project Manager
SLR Consulting

Nancy Gelinas, Ph.D.

Dean of Forestry, Geography, and Geomatics
Laval University

Dominik Roeser, Ph.D.

Associate Professor Forest Operations
University of British Columbia

Vincent Roy, Ph.D.

Forest Engineer, Director, Science Partnership and Knowledge Mobilization

Canadian Forest Service and Natural Resources Canada

ERP Executive Secretary

Rick Cantrell

President
BlackBriar Environmental LLC



The ERP has reviewed the annual survey results used in this report, and finds them to be objective, credible, and fairly stating 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. The SFI Forest Management and Fiber Sourcing Standards include a performance measure for certified organizations to not only respond to the annual survey but also to keep records of categories of information needed to complete the survey and maintain copies of past survey reports to document progress and conformance with the standard. Certified organizations are audited on this performance measure, improving the objectivity and credibility of the survey process.

Forest markets are particularly important for sustainable forest management. Without strong markets, forest landowners have limited options and incentives to conduct forest management for forest health, reducing wildfire risk, increasing climate resilience and adaptation, wildlife habitat management, and other essential activities. We are aware that SFI has identified markets as a focal point for future collaboration and we encourage SFI to fully engage with forest sector partners to determine key elements, including research on emerging markets, that SFI can have the greatest impact on.

SFI has increased efforts on outreach to Indigenous Communities and we applaud that work. The new career guide and the BC First Nations Forestry Council and SFI certification playbook, which outlines certification options, tools, resources, and all other SFI/PLT Canada programs available to British Columbia (BC) communities, along with increased opportunities for funding for Indigenous Communities are important steps for expanding participation in the SFI program.

We further applaud SFI's continued commitment to Climate Smart Forestry in alignment with SFI standard requirements. These efforts to ensure that certified forests across the SFI footprint are increasing their carbon storage and sequestration potential while also increasing their resilience to climate change. SFI is setting a positive example and leading through action here.

We recognize that there are multiple ways to present the annual survey results and we encourage SFI to provide additional interpretation and narrative. This deeper analysis will help stakeholders better understand the impacts of the standard.

SFI's focus on continual improvement in the survey framework and on developing new questions is notable. However, we would caution that expanding the survey significantly may create challenges and any new questions be carefully reviewed. We appreciated the emphasis from the SFI team on improving current questions versus adding additional questions.

The SFI Urban and Community Forest Sustainability Standard is an important new tool for increasing awareness of the importance of urban trees and forests and can be applied anywhere in the world. SFI's plans for increasing involvement with Tree Cities could create significant increase in use of the standard.

The SFI Implementation Committees (SICs) are critical for local implementation and reporting inconsistent practices. Participation in the SICs from diverse stakeholders is a strength and we urge the SICs to continue this practice. SFI's emphasis on supporting the SICs should also remain a priority.

We encourage SFI staff to continue looking for opportunities for improvements in the program and in approaches to measure success.

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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.

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.

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