JUNE 14-17, 2022



# 2022 SFI/PLT ANNUAL CONFERENCE

# COLLADORATING FOR COMMUNITIES AND FORESTS





# SFI/JOINT SESSION SPEAKERS

### **MADISON, WISCONSIN**



KATHY ABUSOW SUSTAINABLE FORESTRY INITIATIVE



LINDA ALVAREZ MOON REBECCA BARNARD TEXAS A&M FOREST SERVICE SAPPI



HEATHER BERKLUND
WISCONSIN DEPARTMENT OF
NATURAL RESOURCES



NADIA BISHAI



JASMINE BROWN
MICHIGAN STATE UNIVERSITY



SUSTAINABLE FORESTRY

PLT is an initiative of SRI 8

MIKE DOSS GRAPHIC PACKAGING INTERNATIONAL SFI BOARD CHAIR



LAURA DUFFEY
MN DEPARTMENT OF NATURAL
RESOURCES - FORESTRY



DEB FILLIS RYBA NICE-PAK AND PDI



DR. HEALY HAMILTON NATURESERVE



KAREN HARRISON MN DEPARTMENT OF NATURAL RESOURCES



KIRSTEN HELD WISCONSIN DEPARTMENT OF NATURAL RESOURCES



BUDDY HUFFAKER
THE ALDO LOEPOLD FOUNDATION



RICH HUTCHINSON BOSTON CONSULTING GROUP



DAN LAMBE
ARBOR DAY FOUNDATION
SFI BOARD MEMBER



**ASIA DOWTIN** 

MICHIGAN STATE UNIVERSITY

STEVE MCISAAC



DR. DARREN MILLER



RANDY MOORE CHIEF FORESTER, USDA FOREST SERVICE



STEVE RIGDON YAKAMA FOREST PRODUCTS



MATT SCHNABEL SC FORESTRY COMMISSION



SEAN STEUART TO SECURITIES



KARI STUART-SMITH



BETSY UKERITIS

NY STATE DEPT OF
ENVIRONMENTAL CONSERVATION



BEATTRA WILSON USDA FOREST SERVICE



SUSTAINABLE FORESTRY INITIATIVE

# **GREEN MENTOR COHORT**

JUNE 14-17 | MADISON, WISCONSIN

# THANK YOU SPONSORS

JUNE 14-17 | MADISON, WISCONSIN

#### **DIAMOND** LEVEL



#### **PLATINUM LEVEL**













AMERICAN BIRD CONSERVANCY





### **SILVER LEVEL**













































PACIFIC



**NSF** 

NSF-ISR



Phoenix





























# **PLT AWARDS**

JUNE 15, 2022 | MADISON, WISCONSIN









**2022 LEADERSHIP IN EDUCATION AWARDEES** 

# 2022 GOLD STAR AWARDEES

????

ANNOUNCED TOMORROW AT LUNCHTIME!



# **5K FUN RUN/WALK & YOGA**

**WEDNESDAY** 









Sponsored by:



**CONGRATULATIONS:** 

# KIRSTIE WHITE & CEDRIC TWIGHT

















# SFI'S MARKET POSITIONING TASK FORCE

ESTABLISHED IN 2018
TO GUIDE SFI'S
STRATEGY ON
BRANDOWNER AND
CUSTOMER RELATIONS



### **KEY MARKET SEGMENTS**

- 1. CONSUMER & PACKAGING
- 2. LUMBER & ENGINEERED WOOD
- 3. MARKET PULP
- 4. PRINTING & WRITING
- 5. TEXTILE
- 6. NEW TASK FORCE TO BE
  ESTABLISHED FOR SFI-CERTIFIED
  FOREST MANAGER CERTIFICATE
  HOLDERS TO FOCUS ON ESG
  INVESTOR PRIORITIES





# MAKING SENSE OF THE ALPHABET SOUP OF ESG THIRD PARTIES

Third-party ESG tools, guides, + arbiters

Certifications and standards for **ESG-specific initiatives** 

or programs

Reporting standards and frameworks for guidance on voluntary disclosure

Scoring of companies ESG performance via data requests and questionnaires

Raters and rankers that create assessments based on public and/or private information to sell to investors

Awards and recognitions for companies based on topics from public and/or private data





























ecovadis

A Division of S&PGlobal















**Audiences** 

Institutional investors, NGOs, Gov./Regulators

Outcomes

Higher ESG scores, increased investment, improved shareholder relations, increased access to capital

Employees, customers, prospective employees general public

Increased retention, brand equity + reputation, customer loyalty & recruitment





# SFI's ESG LEADERSHIP

ENVIRONMENTAL	SOCIAL	GOVERNANCE
Climate and Fire Resiliency	Indigenous Peoples' Rights, Recognition, and Relationship Building	Governance
Biodiversity and Species Recovery (including old growth)	Environmental Education and Forest Literacy	SFI standards and 3rd party audits
Water Quality and Quantity, and Soil Health	Building a Diverse Workforce (social equity, logger training)	
Reducing Risk (deforestation, illegal logging)	Healthy Communities and Urban Forestry	



# **ENVIRONMENT: SFI STANDARDS' ASSURANCE**

ESG THEMES	SFI FOREST MANAGEMENT STANDARD	SFI FIBER SOURCING STANDARD	SFI CHAIN OF CUSTODY STANDARD
Climate and Fire Resiliency	Objective 9 - Climate Smart Forestry; Objective 10 - Fire Resilience and Awareness	Objective 5 - Forestry Research, Science and Technology; Objective 7. Community Involvement and Landowner Outreach	
Biodiversity and Species Recovery (including old growth)	Objective 4 - Conservation of Biological Diversity	Objective 1 - Biodiversity in Fiber Sourcing	Avoid controversial sources
Water Quality/Quantity and Soil Health	Objective 3 - Protection and Maintenance of Water Resources; Objective 2 - Forest Health and Productivity	Objective 2 - Adherence to Best Management Practices	
Reducing Risk (avoid deforestation, illegal logging)	Objective 1 - Forest Management Planning; Objective 11 - Legal and Regulatory Compliance	Objective 11 - Avoid controversial sources	Avoid controversial sources

# **SOCIAL: SFI STANDARDS' ASSURANCE**





ESG THEMES	SFI FOREST MANAGEMENT STANDARD	SFI FIBER SOURCING STANDARD	SFI CHAIN OF CUSTODY STANDARD
Indigenous Peoples' Rights, Recognition, Relationship Building (including UNDRIP)	Objective 8 & Indigenous Module	Objective 11 - Avoid controversial sources	Avoid controversial sources
Building a Diverse and Resilient Workforce (including social justice)	Objective 13 - Training and Education; Objective 11 - Legal and Regulatory Compliance	Objective 6 - Training and Education; Objective 4 - Legal and Regulatory Compliance	Management system review
Healthy Communities and Urban Forestry	SFI's Urban and Community Forest Sustainability Standard		

# **GOVERNANCE: SFI STANDARDS' ASSURANCE**





ESG THEMES	SFI FOREST MANAGEMENT STANDARD	SFI FIBER SOURCING STANDARD	SFI CHAIN OF CUSTODY STANDARD
Management review	Objective 17 - Management Review and Continual Improvement	Objective 10 - Management Review and Continual Improvement	Management system review
SFI standards and 3 <sup>rd</sup> party audits	Certified organizations must be third party audited to the Standard	Certified organizations must be third party audited to the Standard	Certified organizations must be third party audited to the Standard
Governance	SFI Standards are developed through open and inclusive processes where all can comment.  The SFI Board's three chambers represent environmental, social and economic sectors equally. SFI Board members include executive-level representatives of conservation organizations, academic institutions, aboriginal/tribal entities, family forest owners, public officials, labor and the forest products industry.		

# SFI'S ESG LEADERSHIP MATRIX SOCIAL





ESG THEMES	CONSERVATION	COMMUNITY	EDUCATION
Indigenous Peoples' Rights, Recognition, Relationship Building (including UNDRIP)			
Biodiversity and Species Recovery (including old growth)			
Environmental Education and Forest Literacy			
Healthy Communities and Urban Forestry			

# **ENVIRONMENT**





ESG THEMES	CONSERVATION	COMMUNITY	EDUCATION
Climate and Fire Resiliency			
Biodiversity and Species Recovery (including old growth)			
Water Quality/Quantity and Soil Health			
Reducing Risk (avoid deforestation, illegal logging)			

# SFI'S ESG RELEVANCE DEEP DIVE



#### Organizing ESG Themes to Support Programs and Communications

SFI has been working over the last year to better understand and align our programs with Environmental, Social and Governance (ESG) issues. ESG has become synonymous with sustainability, Corporate Social Responsibility (CSR) and/or social purpose. There is now increased demand from investors, policy makers, regulators, consumers, employees, and civil society for companies to voluntary disclose their ESG iccure

Based on various conversations, feedback and research, SFI identified 10 themes where we think our programs align and which our communications will best support.

This memo presents these overall themes and offers a summary on each that includes: Why it Matters, Key Messages, and How SFI is Making a Difference (aka, programmatic highlights by pillar).

- How SFI standards can help with ESG disclosures through 3rd party audits
- 2) Climate and Fire Resiliency
- 3) Biodiversity and Species Recovery (including old growth)
- 4) Water Quality and Quantity, and Soil Health
- 5) Indigenous Peoples' Rights, Recognition, and Relationship Building (DEI)
- Environmental Education and Forest Literacy
- Building a Diverse Workforce (social equity, logger training) Healthy Communities and Urban Forestry (environmental justice)
- 9) Reducing Risk (deforestation, illegal logging)
- 10) Governance

#### How SFI Standards Can Help with ESG Disclosures Through 3rd Party Audits

#### WHY IT MATTERS:

SFI standards, when leveraged with our three other pillars of work-conservation, community, and education- provide practical, scalable solutions for markets and communities working to pursue a commitment to a sustainable planet. The SFI Standards are built to achieve a variety of objectives, including climate smart forestry, fire resilience and awareness, protection of water resources, protection of special forest sites, community involvement, conservation of biodiversity, efficient use of fiber resources, planning for long term forest health, respect for indigenous rights, avoiding controversial and illegal sources of fiber, and public transparency. SFI standards help shape markets and ensure that sustainably managed forests will continue to play a crucial role in keeping the planet healthy.

Organizations certified to the SFI Standards are required to undergo annual audits by independent and accredited certification bodies to deliver ongoing conformance. Third-party independent certification is critical to verify that requirements set out in the SFI standards and supporting documents are met. The standards are for producers and customers who want to make choices that are environmentally responsible when it comes to paper, packaging, wood and other products made from the forest.

#### KEY MESSAGES:

- . SFI represents 1/3 of the global certified forest area
- . With more than 350+ million acres/140+ million hectares certified (as of the end of 2021) and tens of millions more positively influenced through fiber sourcing, SFI has the scale and growth

#### Water Quality and Quantity, and Soil Health

Forests play a central role in purifying the water we all rely on. Canada's boreal forest is the largest source of fresh water in the world. In the United States, over half of the surface water supply originate on forestland. SFI ensures the use of best management practices for water quality in our standards and orts research on the connections between sustainable forest management and water conservation The SFI Forest Management has requirements to protect water quality by protecting riparian areas. ensuring application of water quality Best Management Practices (BMPs) during forestry operations, promot reforestation, and much more. In 2020, SFI-certified organizations reported investments of almost \$5.5 million in water-related research projects. Additionally, the SFI Conservation Impact Project supports research to enumerate water-related values and conservation outcomes

- More than 24 trillion gallors of water flow through SFI-certified forests in the U.S., enough water to supply a major U.S. city like Los Angeles for more than 150 years.

  The SFI footoring protects 16.8 million acres (6.8 million hectares) of surface waters. That's enough
- area to encompass 9.6 million soccer fields. More than \$34 trillion callons of water flow through SFI-certified forests in Canada, enough water to
- supply a major U.S. city like Los Angeles for more than 3 centuries. Management on SFI-certified forests in the U.S. provide protection for over 1.7 million acres of
- parian forests, where activities are limited to protect and maintain water values. Soil health is essential to forest productivity and ecosystem function. Healthy soils are
  aspects of a healthy forest ecosystem, including tree and plant growth, nutrient cycling
- fivest and plant nests, and the regulation of water and air resources SFT's PLT education resources support classroom education around water and soil core

#### HOW SFE IS MAKING A DEFFERENCE:

- . SFI mandates the use of best management practices (BMPs) to protect water qual streams, lakes, wetlands and other water bodies and riparian areas during all phase
- · SFI-certified organizations must implement water, wetland and riparian protection. protecting water quantity during management activities.
- SFI-certified organizations who procure wood fiber from non-certified lands must of best management gractices to protect water quality on that fiber supply as well.
- SPT's forest management standard requires the use of practices that protect and in health in addition to soil productivity.

- The SFI Conservation Impact Project collaborated with the Conservation Manager (CMI) at Virginia Tech to assess the efficacy of best practices for water quality acr Southern region. Findings will help state forestry agencies others to quantify sedin provided by state BMP programs.
- SFI collaborated with the University of Georgia to quantify impacts of SFTs Fiber S Standards on Georgia's Best Management Practices (BMP's) compliance rate and fi involvement was linked specifically to elevation of best practices for water quality

#### Biodiversity and Species Recovery (including old growth)

#### WAY IT MATTERS.

The biological diversity of a forest, or "biodiversity", provides the foundational elements of a healthy forest. A forest ecosystem depends on its diversity and unique composition of key tree species and other living elements like insects, wildlife, fungi, and a wide array of plants. Healthy and biodiverse forests provide soil and water conservation, facilitate carbon sequestration and nutrient cycling, and increase the number of polinators and natural pest predators, like birds. Forest diversity at all levels contributes to

em function. Bodiversity and species recovery is a critical outcome of SFI-certified forest nd also has become a priority for customers, brand owners, and the ESG community.

#### tified forests are sustainably managed to provide habitat for multiple species and include provisions to ensure conservation of species at risk. This means the SFI standards and Climate and Fire Resiliency mpanies represent the highest level of sustainable management for the

ation of species and their habitats

fied forests provide a mix of ecosystems within their boundaries, providing a diversity of over types that support a wide range of forest-dwelling species. SFI Forest Management is ensure that certified forests are contributing to diversity at multiple scales.

tried forests overlap significantly with local, regional, and national conservation priority and serve to help maintain the biodiversity values of those areas. trees with multiple conservation organizations and government agencies on species y and habitat conservation. SFI works to conserve all species of concern—whether then

ally listed as "endangered" or "at risk", including species which may be high priority for greational, or spiritual reasons. ignibe and protect old growth forests, in addition to other approaches that

iversity at the landscape scale, by requiring programs to identify and manage old-growth

T educational resources help to grow a stronger understanding of the importance of suby and how to maintain and support biodiversity recovery, in addition to building ess around career pathways in biodiversity conservation.

#### MING A DIFFERENCE

3022 Forest Management Standard Objective 4 is dedicated to the consequation of SFS-certified organizations must maintain or advance the conservation of biological wat the stand- and landscane-level and across a diversity of forest and venetation cover successional stages including the conservation of forest plants and animals, aquatic threatened and endangered species. Forests with Exceptional Conservation Value, old rests, and ecologically important sites.

2022 Fiber Sourcing Standard requires SFI-certified organizations to promote and

Drain of Custody Standard requires SFI-certified organizations to assess the risk of

forest fiber from controversial sources which helps customers want to know the fiber in loes not come from controversial sources. When procuring fiber, avoiding controversial is critical to achieving sustainability targets.

ervation Impact Project has generated dozens of collaborations between SFI, SFIorganizations, and many partners on projects which illustrate the specific added value of feet forests toward biodiversity.

WHY IT MATTERS:

. SFI has 10 conservation projects dedicated to understanding and enhancing SFI's positive contribution to the climate challenge by quantifying the climate related values resulting from SFT's work, and the connection between SFT's certification programs, sustainable supply chains and carbon and climate outcomes.

• SFI worked with NCASI to develop an online tool that used the national FIA Database for the 48

Climate change is our leading global sustainability challenge and one where SFI certification is driving

colutions. Forests play a vital role in capturing atmospheric carbon, making sustainably managed forests

. SFI can help ensure that forest management and fiber-based supply chains are optimized as an

Management Standard. Sustainably managed forests at this scale absorb carbon at impressive rates, making them essential to reducing the impacts of climate change.

certified forests store more than 20 billion tons of carbon (COse) and capture about 235 millio tons of carbon (COxe) each year. The amount of carbon captured is equivalent to the amount of

resources and training for educators, in addition to supporting workforce development for a low-

Sustainable forest management reduces the risk of undesirable impacts of wildfire.
 A recently completed study of SFI-centified forestlands in the United States indicates that SFI-

carbon emitted by 51 million cars in a year (there were 276 million cars in the U.S. in 2019)

• A recently completed analysis of SFI-certified forestlands in Canada indicates that SFI-certified

. The SFI 2022 Forest Management Standard has a new climate smart forestry objective that has

the potential to transform best practices to make our forests more effective in mitigating the impacts of climate change across SFI's 350 million acre/ 140 million hectare footprint.

The Climate Smart Forestry objective requires certified organizations to develop adaptation plans

efforts to address undesirable wildfire, reduce long-term wildfire risks, and educate the public

to tackle climate change, reducing risks, increasing resiliency, and mitigating climate change

. Sustainable forest management has the potential to reduce the risk of wildfire. The SFI Forest

through increasing carbon capture and/or reducing emissions from operati

anagement Standard now includes a new Fire Resilience and Awareness obje

. SFI's PLT program can support growing climate literacy through the use of its educational

at SFT's scale one of the most effective, and often overlooked, nature-based solutions to the climate crisis. Certification is the best way to ensure that a forest is sustainably managed, which maximizes their

resiliency to the impacts of climate change and to catastrophic wildfire.

effective nature/based solution for rilmate chance. Over 350 million acres/140 million hectares of forestland are certified to the SFI Forest

forests store over 250 billion tonnes of carbon (CO2e)

HOW SET IS MAKING A DIFFERENCE:

about wildfire management

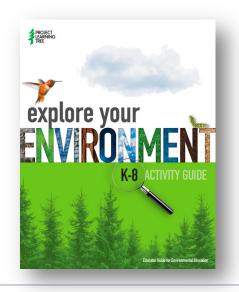
conterminous US states to estimate and display forest carbon stocks, forest carbon stock changes, and water resources on SFI certified lands across the conterminous US.

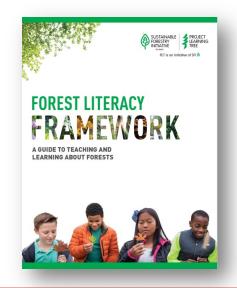


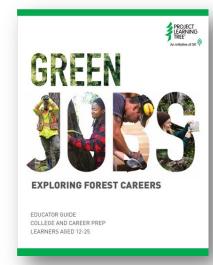
# PLT'S LIFETIME OF LEARNING RESOURCES



PLT is an initiative of SFI @







### **PLT EDUCATION**

Curriculum resources for educators and community leaders that teach young people how to think about some of our complex challenges and support young people in exploring a green career

ORDER: shop.plt.org

### PLT FOREST LITERACY

Knowledge building tools and resources that teach important concepts around forests and sustainability

### FREE TO DOWNLOAD:

US VERSION: plt.org/forestliteracy CDN VERSION: pltcanada.org/en/shop/

### **PLT CAREER PATHWAYS**

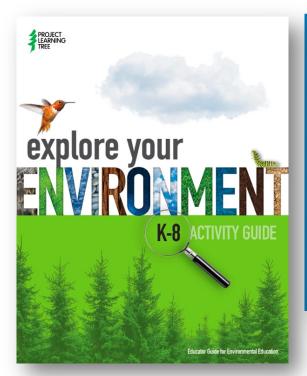
Programming to support building career pathways that expose young people to the diversity of careers in the forest conservation sectors

#### **ORDER:**

**US VERSION: shop.plt.org** 

CDN VERSION: pltcanada.org/en/shop/

# **NEW K-8 ACTIVITY GUIDE**





Wind and Sun Is blowing
 Amount of sunlishe, shady. At ground level
 At 1" (2.5 cm) deep into At 1 yard (0.9 m) above Lay of the Land Flat or sloped
 Other land features (build) ings, trees, cliffs)

Direction of water flow
Body of water into which plants - Where each kind grows Trees come in many shanes and sizes. Students become familiar tree structure and scale by using different methods to measure ti and by making comparisons. They learn the importance of standa Animals seen
 Animal evidence seen (such as droppings, tracks, burnws, chewed twigs or leaves) Where each animal or I LOVE MY () GREEN JOB . Explain how and why people use standard units of measure. ORESTERS manage public or private forestlands. They develop short- and long-term plans for planting, growing, and monitoring trees for healthy growth and make sure our forest practices comply with environmental regulations.

ORDER: shop.plt.org

Activity: One to two 50-minute

Students will

. Develop an understanding of measurement and tree scale.

Have you ever looked closely at neighborhood trees? You might notice that they have

an assistment of sizes, shapes, colors, and textures. Some tree species, such as firs,

tend to be tall and straight, with relatively short branches. Other species, such as dogwoods, tend to be shorter with long, broad branches.

An experienced forester or arborist may be able to judge the age of a tree simply by

and on local environmental conditions. The world's most massive tree species is the glant sequola (.Sequoladenctron giganteum), which grows in scattered groves in central California. This species can grow more than 250 feet (76 m) tall and more

looking at its diameter and location. The growth rate of frees depends on the species.

than 20 feet (6 m) in diameter, it is also among the world's longest lived trees; some

. Measure trees in a systematic, consistent way,

sessiolas are more than 3,000 years old!

Connections.

Scrap paper; metric ruler for

string or measuring tape: larg sheets of paper and marking pens, or other way to record group measurements; ruler for each pair of students.

vardstick) and large ball of

# FOREST LITERACY FRAMEWORK





A GUIDE TO TEACHING AND LEARNING ABOUT FORESTS



- 1. Address climate change
- 2. Help recover species at risk
- 3. Deliver ecosystem services
- 4. Provide renewable supply chains
- 5. Sustain communities and economies
- 6. Provide a place to learn and discover
- 7. Contribute to social and cultural benefits
- 8. Lower rates of asthma and respiratory illness
- 9. Lower temperature of urban heat islands
- 10. Develop new medicines



SFI-00001





## FREE TO DOWNLOAD!

US VERSION: plt.org/forestliteracy

CDN VERSION: pltcanada.org/en/shop/

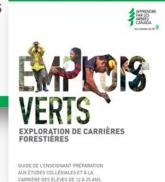
# **GREEN JOBS GUIDE FOR CANADA**

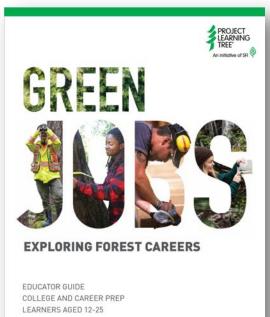




**EXPLORING FOREST CAREERS** 

EDUCATOR GUIDE
COLLEGE AND CAREER PREP
LEARNERS AGED 12-25





SPANISH TO COME!

**ORDER:** 

**US VERSION:** shop.plt.org

CDN VERSION: pltcanada.org/en/shop/



PLT is an initiative of SFI @











PEFC INTERNATIONAL MEMBERS WEEK

MAY 15-19, 2023



SFI-00001







# **JOIN US**

**JUNE 16, 2022** 

FREE TO ATTEND
LUNCH INCLUDED

12:30 4:30PM

# SFI'S CONSERVATION IMPACT SOUNDING BOARD WORKSHOP

# **WISCONSIN BALLROOM**

# **LEARN**

- About SFI's new compendium of research on climate, biodiversity, water and fire
- How to use SFI's research results to communicate impact
- About current projects relative to climate smart forestry and fire resiliency





OPEN TO ALL SFI IMPLEMENTATION COMMITTEE MEMBERS & PARTNERS

1:00 - 4:30 PM CAPITAL BALLROOM





# SFI AUDITORS FORUM:

FOR AUDITORS ONLY

1:30 - 4:30 PM PRIVATE DINING ROOM – LOBBY LEVEL



# THURSDAY JUNE 16



**ALL WELCOME!** 

1:00 – 1:45 PM GRAND BALLROOM



