



SFI CONSERVATION IMPACT SOUNDING BOARD WORKSHOP

**Thursday June 16, 2022
(following the SFI Annual Conference)**

Wisconsin Ballroom
The Madison Concourse Hotel and Governor's Club - 1 West Dayton Street
Madison, WI 53703

Why should you attend?

- Learn about the new publication, *SFI's Conservation Impact: A Decade of Success* (available soon), which succinctly presents research and results on climate, biodiversity, water, fire, and more.
- Find out how to use SFI's research to communicate impact.
- Learn about current projects relative to climate smart forestry and fire resiliency.

Not yet registered?

Register for the FREE Sounding Board Workshop [here](#)

More information on the history of Conservation Impact and the Sounding Board is provided at the end of this agenda.

AGENDA

Buffet Lunch with NatureServe

12:30 – 1:15 p.m.

Sneak Peak: Species at Risk Mapping Tool – *Dr. Healy Hamilton, Chief Scientist, NatureServe*

- Dr. Hamilton will discuss an SFI-funded, **first-of-its-kind tool** to map biodiversity metrics across SFI's footprint. (Related mapping work from NatureServe was recently [featured](#) on the front page of the New York Times.)
- SFI-certified organizations will learn how to **directly engage in the development** of this tool.
- Everyone is invited, as this tool will **help show how SFI-certified lands protect species at risk.**

Sounding Board Workshop

Join us to discuss our new publication, *SFI's Conservation Impact: A Decade of Success*, and explore its utility, from the perspective of various stakeholders. All sessions are interactive, enabling participants to offer observations and recommendations.

1:15 – 1:25 p.m.

Welcome & Introduction to SFI's Conservation Impact Project and Overview of the Workshop – *Paul Trianosky, Chief Conservation Officer, SFI*

I. Conservation Impact Outcomes

This session will provide a broad overview of the collective results of Conservation Impact. We will also discuss how best to communicate those results and discuss steps towards continued improvement of the project in the future.

1:25 – 1:50 p.m.

SFI's Conservation Impact: A Decade of Success – *Dr. Darren Sleep, Senior Director Conservation Science & Strategies, SFI*

- Explore key findings from SFI's own body of work. For example, how much carbon is stored on SFI-certified lands? How much water flows across the SFI footprint? Examples will be used to demonstrate the utility of results to a wide range of stakeholders.

1:50 – 2:25 p.m.

Lighting Rounds – A Sampling of Some of the Most Impactful Projects

- The "Decade of Success" Report enumerates results from a range of projects.
- Hear directly from some of the researchers, project leaders and partners as they share thoughts about results, and where we should go from here.
- Speakers:
 - *Quantifying Impacts of SFI Fiber Sourcing*: Dr. Puneet Dwivedi, University of Georgia
 - *Monitoring and Managing for a Changing Climate*: Andy Whitman, Manomet
 - *Applying data-driven measures to evaluate and improve the conservation value of managed forests for birds*: Dr. Junior Tremblay, Environment and Climate Change Canada (ECCC) for the Boreal Avian Modelling Project
 - *Integrating Indigenous Knowledge into Conservation Impact*: Paul Robitaille, SFI Senior Advisor, Indigenous Relations

II. Conservation Outcomes for an Impactful Future

2:25 – 2:50 p.m.

What Have We Learned to Fuel Future Research? – *Leonardo Viana, Vice President, Conservation Collaboration, SFI*

- It is imperative to fund research that meets stakeholder needs. Learn how SFI incorporated stakeholder feedback into the 2021 SFI Conservation Grant RFP to address top research themes and discuss how this will inform the future trajectory of Conservation Impact at SFI.

2:50 – 3:15 p.m.	<p>SFI’s Conservation Impact: A Decade of Success, Through a Communications Lens – <i>David Folkerson, Vice President, Communications, SFI</i></p> <ul style="list-style-type: none"> • Explore and discuss storylines and messaging related to conservation impact results. • See examples of how SFI’s conservation research can be leveraged to tell the story of SFI-certification and resulting conservation benefits.
3:15 – 3:30 p.m.	BREAK
III. Striving for Metrics and Impact – Conservation Impact and the New SFI Standards	
<p>Learn about the intersection of the SFI 2022 Forest Management Standard and Conservation Impact projects that strive for metrics to describe critical outcomes under the new requirements. For this segment, the SFI Implementation Committee general session will merge with the Sounding Board, to explore the relationship between Conservation Impact, Climate Smart Forestry, and Fire Awareness and Resiliency.</p>	
3:30 – 3:55 p.m.	<p>2022 SFI Forest Management Standards and Climate Smart Forestry in the Northeastern United States – <i>Pat Sirois, Director, Maine SFI Implementation Committee, Maine Forest Products Council</i></p> <ul style="list-style-type: none"> • This project will address concepts to help meet the needs of the 2022 SFI Forest Management Standards climate-smart forestry requirements. • Attendees will have the opportunity to share their perspectives about climate related management practices on sustainably managed forestlands, and associated metrics. • SFI-certified landowners, managers and SICs will find this session most helpful, as will partners, conservationists and brand owners who would like to understand SFI’s work on this important topic.
3:55– 4:20 p.m.	<p>Effects of Pre- and Post-fire Forest Management on Aquatic Biodiversity: An Evaluation of Fire Resiliency and Recovery – <i>Dr. Darren Miller, Vice President Forestry Programs, NCASI</i></p> <ul style="list-style-type: none"> • NCASI will share their work investigating responses of species at risk to wildfire and recommendations for post-fire management of riparian areas to maximize aquatic ecosystem resiliency. • This work will highlight linkages to climate-smart and fire awareness and resilience requirements of the 2022 SFI Forest Management Standard. • Attendees will have the opportunity to share their thoughts on practices for fire and climate resiliency in sustainably managed forests, and how these may be measured.
4:20 – 4:30 p.m.	Next Steps and Closing

ABOUT SFI’S [CONSERVATION IMPACT PROJECT](#)

To facilitate good decision-making, and to help make the case for the value of sustainability, the Sustainable Forestry Initiative (SFI) began work in 2015 to quantify the conservation benefits of sustainable forest management. By clarifying beneficial conservation outcomes, SFI

demonstrates the link between well-managed forests and the benefits they generate for each of us every day.

Forests certified to the SFI Forest Management Standard cover more than 365 million acres (147 million hectares) in the United States and Canada. Further benefit is accrued from millions of additional acres/hectares affected by the SFI Fiber Sourcing Standard. To ensure relevancy to key stakeholders, SFI focuses Conservation Impact research in three thematic areas: climate change, biodiversity, and water quality and quantity.

The "Sounding Board" was formed to bring together partners engaged in or knowledgeable about SFI's Conservation Impact work to help SFI clarify and enumerate our conservation contributions. Effective measurement of conservation impact is founded in credible science that resonates with key audiences. The Sounding Board plays a critical role in ensuring both and encourages participation by a wide range of stakeholders. Workshops feature an interactive format to generate discussion and explore concepts that will build understanding of the conservation attributes of sustainably managed forests.