

# SFI Fiber Sourcing Standard

## Healthy Communities

July 1, 2022

### Why It Matters

People in the U.S. and Canada spend more than 90% of time indoors and are increasingly disconnected from nature. Spending time in the outdoors, or even in buildings constructed from wood, helps reduce stress, improve cognitive function and creativity, accelerate healing, and fosters an overall sense of well-being.

### How The SFI Fiber Sourcing Standard Addresses Healthy Communities

Small landowners, not certified to a forest management standard, represent the majority of the forest fiber supply in the U.S. While SFI continues to grow forest management certification, it is critical SFI pays special attention to these non-certified landowners. The SFI Fiber Sourcing Standard distinguishes SFI from all other certification programs in that it governs how SFI-certified organizations procure fiber from non-certified forestland to ensure the sustainability across entire landscapes.

The SFI Fiber Sourcing Standard requires organizations to support and promote mechanisms for public outreach, education and involvement related to sustainable forest management

All SFI-certified organizations are required to participate in the SFI Implementation Committees (SICs) where they have operations. SICs are an integral part of the SFI program and play a vital role in landowner outreach and supporting and promoting responsible forestry and the SFI program at the state, provincial and regional level.

Since 2010, SFI has awarded 96 Community Grants, totaling more than \$900,000, in support of collaborative projects between local communities and the SFI network to increase understanding of the values and benefits provided by sustainably managed forests.

### SFI Fiber Sourcing Standard Requirements

#### Objective 7. Community Involvement and Landowner Outreach

To broaden the practice of sustainable forestry through public outreach, education, and involvement, and to support the efforts of SFI Implementation Committees.

**Performance Measure 7.2.** Certified Organizations shall individually and/or through cooperative efforts involving SFI Implementation Committees support and promote, at the state, provincial or other appropriate levels, mechanisms for public outreach, education and involvement related to sustainable forest management.

Indicator:

1. Periodic educational opportunities for the public promoting sustainable forestry, such as
  - a. field tours, seminars, websites, webinars or workshops;
  - b. educational trips;
  - c. self-guided forest management trails;
  - d. publication of articles, educational pamphlets, or newsletters; or
  - e. support for national, state, provincial, and local forestry organizations and soil and water conservation districts.
  - f. engagement and support of teachers and/or students through programs such as Project Learning Tree.

### SFI's Standard Development Process

As part of SFI's commitment to continual improvement, we revise the SFI standards every 5 years. This last revision process included two public comment periods, a dozen webinars, and nearly 2,300 individuals and organizations commenting on the 2022 Standards. This ensures everyone has a voice in shaping the SFI Standards.

### Independent Third-Party Certification

Organizations certified to the SFI Standards are also 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.