



SFI-00001

**SFI Board of Directors Video Call  
Thursday, June 18, 2020  
1:00 PM to 3:00 PM Eastern time  
AGENDA**

Join Zoom Meeting: <https://forests.zoom.us/j/93086583110>  
Meeting ID: 930 8658 3110  
See calendar invite for US/CAN phone numbers

<i>Time</i>	<i>Agenda</i>	<i>Page</i>
1:00 – 1:05 PM	<b>I. Welcome, Introductions, Confidentiality and Antitrust Reminder, Approve Minutes</b> (Guy Gleysteen) <u>Action:</u> Approve minutes from the April 16, 2020 SFI Board meeting.	1-9
1:05 – 1:15 PM	<b>II. Governance</b> (Nadine Block) <u>Actions:</u> a. Approve updated Conflict of Interest policy b. Approve proposed Board member and officer elections	10-14 15-20
1:15 – 1:30 PM	<b>III. SFI Update</b> (Kathy Abusow) <u>Objective:</u> Review PowerPoint of recent successes and challenges and upcoming projects/plans.	N/A
1:30 – 2:45 PM	<b>IV. SFI Leadership on Climate Change</b> (Guy Gleysteen) <u>Objective:</u> Discuss SFI's leadership role related to climate change. Hear from: a. Consultant <b>Bruce Anderson</b> , on brand messaging and positioning, and potentially sharing some public survey results; b. Board Member <b>Pat Layton</b> , on the role of mass timber in carbon solutions; c. Resources Committee chair <b>Brian Kernohan</b> , to review the proposed new climate objective and guidance in our draft standards and the linkages to our conservation impact work; d. Board Member <b>Dan Lambe</b> , to discuss the opportunity for PLT to expand in the education space related to climate, carbon, and tree planting; e. Board Member <b>Jad Daley</b> , to highlight the work of the U.S. chapter of 1t.org, connections to the global trillion tree initiative, and SFI engagement.	21-27
2:45 – 3:00 PM	<b>V. Other Business and Written Updates</b> (Guy Gleysteen) <u>Objectives:</u> Discuss any questions from meeting participants regarding written updates. Review proposed dates for 2021 Board meetings. <b>Written Update(s):</b> a. Q1 2020 financials b. Standard Revision Webinars and Next Steps c. Standard Revision Major Enhancements d. Draft Climate Smart Forestry Objective and Guidance e. SFI Implementation Committee Virtual Meetings	28-32 33-35 36-43 44-50 51
3:00 p.m.	<b>Adjourn</b>	
<b>Remaining 2020 Board Meetings</b>	<ul style="list-style-type: none"> <li>October 21, 10 am to 12 pm, 1-3 pm Eastern, video call</li> <li>December 8, 1 pm to 3pm, video call (followed by PLT Canada board call 3:30-5pm)</li> </ul>	
<b>Proposed 2021 Board Meetings</b>	<ul style="list-style-type: none"> <li>April 15, 1 pm to 3 pm Eastern, video call</li> <li>May 12, 8 am to 12 pm Pacific, in-person meeting, Vancouver, BC (SFI AC May 12-14)</li> <li>October 7, 8 am to 3 pm Eastern, in-person meeting, Washington, DC</li> <li>December 9, 1 pm to 3 pm, video call</li> </ul>	

Confidentiality. Each Director shall maintain the confidentiality of all discussions and deliberations of the SFI Board of Directors, including agendas, minutes and materials presented at or distributed for meetings of the Board. Such information may be disclosed only as authorized by the Board, or by the President.



SFI-00001

## **Antitrust and Confidentiality Reminder for SFI Inc. Board of Directors Meetings**

The SFI Board of Directors includes 18 members representing environmental, social and economic interests equally, including representatives of companies that may compete with each other and with other SFI Program Participants. Many SFI Program Participants may compete with other SFI Program Participants. Therefore, the antitrust laws apply to SFI board decisions and actions. It is SFI's policy to comply fully with the antitrust laws.

All proposed actions of the Board of Directors, including Committee recommendations to the Board, are reviewed by antitrust counsel before the Board acts. The agenda for today's Board meeting and the materials that have been circulated are approved by antitrust counsel. Antitrust risks can arise when the Board's discussions depart from the agenda.

If any Board member is concerned that a proposed Board action (or any SFI conduct) may unreasonably restrict competition among SFI Program Participants or their suppliers or customers, you are encouraged to discuss your concern with SFI's antitrust counsel.

SFI meetings and associated social events should not be occasions for discussion of business issues unrelated to SFI. Confidential and proprietary business information should not be discussed at SFI meetings. This means there should be no discussion of, or exchange of confidential information about:

- Individual company prices, price changes, discounts, allowances, credit terms, etc.;
- Individual company data on costs, production, capacity, inventories, sales, etc.;
- Industry pricing policies, price levels, or price changes;
- Changes in industry production, demand, capacity or inventories;
- Company bids on contracts for particular products, or company procedures for responding to bid invitations; or
- Any other competitively sensitive information.

If you believe the discussion during the meeting has crossed the line into prohibited territory, your responsibility is to bring this to the attention of the chair. SFI antitrust counsel will be present throughout the meeting. Please do not hesitate to raise such questions.

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Privileged and Confidential  
Attorney-Client Communication  
11/28/07

# SFI BOARD OF DIRECTORS

JANUARY 2020

## ECONOMIC



**GUY GLEYSTEN (CHAIRMAN)**  
*Chairman*  
Greenblue



**MICHAEL P. DOSS**  
*President and CEO*  
Graphic Packaging International Inc.



**KEVIN EDGSON  
(SECRETARY-TREASURER)**  
*President and CEO*  
EACOM Timber Corporation



**BRENT KEEFER**  
*Chief Executive Officer*  
American Forest Management, Inc.



**JIM IRVING**  
*Co-CEO*  
JD Irving Ltd.

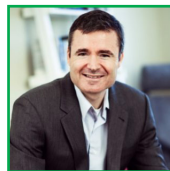


**JAIME YRAGUEN**  
*President*  
Associated Oregon Loggers

## ENVIRONMENTAL



**KARLA GUYN (VICE-CHAIR)**  
*CEO*  
Ducks Unlimited Canada



**JAD DALEY**  
*President and CEO*  
American Forests



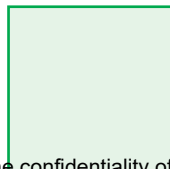
**DAN LAMBE**  
*President*  
Arbor Day Foundation



**MICHAEL PARR**  
*President*  
American Bird Conservancy



**GAIL WALLIN**  
*Chair,*  
Canadian Council on Invasive Species



**VACANCY**

## SOCIAL



**EBONIE ALEXANDER**  
*Executive Director*  
Black Family Land Trust, Inc.



**JEFF BROMLEY**  
*Council Chair*  
United Steelworkers Wood Council



**ASHLEY HOFFMAN**  
*Executive Director - Kentucky Association*  
For Environmental Education



**LENNARD JOE**  
*President*  
Scw'exmx Tribal Council



**PATRICIA LAYTON**  
*Director - Wood Utilization + Design*  
Institute, Clemson University



**BETTINA RING**  
*Virginia Secretary of Agriculture & Forestry*  
Commonwealth of Virginia

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# SUSTAINABLE FORESTRY INITIATIVE

**MINUTES OF THE**  
**Sustainable Forestry Initiative Inc.**  
**Board of Directors Video Call**

**April 16, 2020**

Submitted to Counsel 4/21/2020; Approved by Counsel 4/24/2020  
Submitted to SFI Board of Directors 4/30/2020; Approved by Board of Directors Awaiting Board approval on June 18, 2020

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This document will serve as the record of the proceedings of the April 16, 2020 video call of the SFI Inc. Board of Directors.

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**DRAFT Minutes – April 16, 2020 SFI Inc. Board of Directors Video Call**

<b>ACTION #</b>	<b>Action Item Description</b>	<b>Responsible</b>	<b>Deliver by:</b>
#01-APR-20-BOD	<b>Standard Revision.</b> Staff will develop guidance to accompany the Climate Smart Forestry Objective and will include it as part of public comment	Jason	May 1, 2020
#02-APR-20-BOD	<b>Standard Revision.</b> SFI staff will convene a Board sub-group of Jad Daley, Karla Guyn, and Gail Wallin to develop proposed language related to afforestation during the public comment period that can be presented to the Forest Management Task Group for consideration	Jason	July 31, 2020

**DRAFT Minutes – April 16, 2020 SFI Inc. Board of Directors Video Call**

**PARTICIPANTS**

	<i>Board members</i>	<i>Organization</i>		<i>Resources Committee Members</i>	<i>Organization</i>
1.	Guy Gleysteen (Chair)	Chairman, GreenBlue	18.	Andy Johnson	VP, Government Affairs and Sustainability, Graphic Packaging Int'l
2.	Karla Guyn (Vice-Chair)	CEO, Ducks Unlimited Canada	19.	Brian Kernohan	Chief Sustainability Officer and Director of Policy, Hancock Natural Resource Group
3.	Kevin Edgson (Secretary-Treasurer)	President and CEO, EACOM Timber Corporation	20.	Jason Limongelli	VP, Woodlands, JD Irving
4.	Ebonie Alexander	Executive Director, Black Family Land Trust			
5.	Jeff Bromley	Wood Council Chairperson, United Steelworkers		<b><i>SFI Inc. Staff</i></b>	<b><i>Title</i></b>
6.	Jad Daley	President and CEO, American Forests	21.	Kathy Abusow	President & CEO
7.	Mike Doss	President and CEO, Graphic Packaging Int'l	22.	Nadine Block	SVP, Government and Network Relations
8.	Ashley Hoffman	Executive Director, Kentucky Association for Environmental Education	23.	Esther Cowles	VP, Education
9.	Jim Irving	Co-CEO, JD Irving Ltd.	24.	Brian Crowe	Chief Financial Officer
10.	Lennard Joe	President, Scw'exmx Tribal Council	25.	Jess Kaknevicus	Vice President, Community Engagement
11.	Brent Keefer	CEO, American Forest Management	26.	Jason Metnick	Senior Vice President, Customer Affairs
12.	Dan Lambe	President, Arbor Day Foundation	27.	Daniel Pellegrom	Vice President, Communications
13.	Pat Layton	Director, Wood Utilization + Design Institute, Clemson University	28.	Paul Trianosky	Chief Sustainability Officer
14.	Mike Parr	President, American Bird Conservancy	29.	Mickey Raup	Polsinelli (antitrust legal counsel)
15.	Bettina Ring	Virginia Secretary of Agriculture & Forestry			
16.	Gail Wallin	Chair, Canadian Council on Invasive Species			
17.	Jaime Yraguen	President, Associated Oregon Loggers			

**DRAFT Minutes – April 16, 2020 SFI Inc. Board of Directors Video Call**

<b>AGENDA ITEM</b>	<b>DISCUSSION</b>	<b>ACTION ITEM</b>
<b>Welcome, Roll Call, Confidentiality and Antitrust Reminder, Approve Minutes</b>	<p>Chairman Guy Gleysteen called the meeting to order at 10:00 AM Eastern and welcomed all participants. Nadine Block provided roll call, Mickey Raup provided the antitrust reminder, and new Board members Jad Daley and Ashley Hoffman introduced themselves.</p> <p><b>DECISION:</b> The Board approved the December 5, 2019 meeting minutes without objection.</p>	
<b>SFI Update</b>	<p>Kathy Abusow provided an SFI update, including recent staffing changes on the PLT team, development, COVID-19 impacts on finances, audits, and events, and marketplace/program successes. The decision has been made to postpone the SFI Annual Conference that had been scheduled for October in Vancouver, due to uncertainty around COVID-19, with plans to hold it instead in spring or fall 2021. Members discussed delays with Canada’s two billion trees strategy due to COVID-19 related challenges and suggested a future Board discussion on parallels between Canada’s two billion trees strategy and US initiatives.</p>	
<b>Standard Revision</b>	<p>Chair Guy Gleysteen reviewed the objective of the discussion, noting the goal was to assess the Board’s comfort level with the draft revised standards at this point, to accept moving the standards forward for public review with any needed edits. It was noted that the Board would not be asked to formally approve the new standards until early 2021. Where relevant, PEFC’s requirements that SFI’s standards will be assessed against were included in the meeting materials.</p> <p>For each topic discussed, the Board was polled via Zoom asking, “Are you generally comfortable with the recommended track change language moving forward for public comment?” The minutes capture general discussion and poll results.</p> <p><b><i>Climate Smart Forestry Objective</i></b>  The Board discussed the updated language that was shared the day before the Board call. Board members emphasized that the objective should demonstrate SFI leadership on climate change, to ensure we are relevant on an issue that defines a generation. Other Board member input included:</p> <ul style="list-style-type: none"> <li>• The objective must be measurable in both the U.S. and Canada – guidance would be helpful in assisting certified organizations in implementing the new objective.</li> <li>• Look for opportunities to incorporate the concept of resiliency in the objective and/or guidance and define key terms like adaption and mitigation.</li> <li>• Review the objective for words that may have varied interpretations, such as “address” and define more precisely where appropriate.</li> <li>• Communicate not only the existing benefits of our standards and the enhancements to the standards through this new objective, but also about links to our conservation research, pilot case studies, future case studies, and other efforts, in order to convey the full picture of SFI’s role on climate, and enable meaningful connections with customers, government agencies, conservation groups, and others.</li> </ul> <p>Poll Results: Yes = 14, No = 0</p> <p><b>DECISION:</b> The Board is comfortable with the proposed language moving forward for public comment.</p>	<p align="right">#01-DEC-19-BOD</p>

**DRAFT Minutes – April 16, 2020 SFI Inc. Board of Directors Video Call**

AGENDA ITEM	DISCUSSION	ACTION ITEM
	<p><b>ACTION:</b> Staff will develop guidance to accompany the Climate Smart Forestry Objective and will include it as part of the draft package going out for public comment.</p> <p><b><i>Indigenous People’s Rights (Objective 8)</i></b>                      The Board discussed the proposed language as included in the Board book, including jurisdictional relationships as well as the determination of whether Indigenous rights are affected or not. The Board decided to proceed with the proposed language but acknowledged there are further opportunities for consideration through public comment and task group discussions.</p> <p>Poll Results: Yes = 13, No = 1  <b>DECISION:</b> The Board is comfortable with the proposed language moving forward for public comment, with an edit to 8.1.1.b.iii to replace “between” with “among”.</p> <p><b><i>Conservation (conversion, landscape level biodiversity, FECVs, and water quantity)</i></b>                      The Board discussed the proposed language as included in the Board book. Board members discussed concerns over conversion of important non-forested ecosystems to forests, noting that people want assurance that these important non-forested ecosystems are not being converted to meet the targets of current tree planting initiatives. While afforestation is addressed in SFI Performance Measure 2.1, a small task group will review how to strengthen the language to better align with PEFC’s requirements and to ensure that when afforestation is conducted, there are considerations of species, geography, and restoration of degraded lands.</p> <p>Poll Results: Yes = 13, No = 1  <b>DECISION:</b> The Board is comfortable with the proposed language moving forward for public comment.  <b>ACTION:</b> SFI staff will convene a Board sub-group of Jad Daley, Karla Guyn, and Gail Wallin to develop proposed language related to afforestation during the public comment period that can be presented to the Forest Management Task Group for consideration.</p> <p><b><i>Logger training and certified logging companies</i></b>                      Poll Results: Yes = 13, No = 0  <b>DECISION:</b> The Board is comfortable with the proposed language moving forward for public comment.</p> <p><b><i>Controversial Sources</i></b>                      Poll Results: Yes = 10, No = 0  <b>DECISION:</b> The Board is comfortable with the proposed language moving forward for public comment.</p> <p><b><i>Acceptance of PEFC and FSC certified fiber</i></b>                      Gleysteen highlighted this proposal from the Chain of Custody and Labeling Task Group and noted that there is already a path for accepting all PEFC fiber through the prior Board approval of the global label.  <b>DECISION:</b> Board members agreed to keep the recognition of PEFC through the global label but opted not to accept FSC fiber, pointing to the reciprocal recognition with PEFC as the rationale. It was agreed that this would remain a Board policy discussion and thanked the task group for bringing it forward for consideration.</p>	<p>#02-DEC-19-BOD</p>



**DRAFT Minutes – April 16, 2020 SFI Inc. Board of Directors Video Call**

<b>AGENDA ITEM</b>	<b>DISCUSSION</b>	<b>ACTION ITEM</b>
	<p><i>Urban and Community Forest Management Standard</i>  <b>DECISION:</b> The Board approved the creation of a task group to look into the development of an Urban and Community Forest Management standard/module. Suggested additions to the task group were provided by Jad Daley, Ebonie Alexander, and Pat Layton.</p>	
<b>Officer Elections</b>	<p>Treasurer-Secretary Kevin Edgson noted that Guy Gleysteen and Karla Guyn are each eligible to serve a second one-year term as Chair and Vice Chair, respectively. Before the vote on their re-election was called, Gleysteen and Guyn left the call.</p> <p><b>DECISION:</b> The Board approved the re-election of Guy Gleysteen to a second one-year term as Chair and Karla Guyn to a second one-year term as Vice Chair.</p>	
<b>Other Business, Written Updates</b>	<p>Because the meeting had gone beyond the scheduled end time, there was no discussion of written updates. The meeting adjourned at 12:40 PM Eastern.</p> <p>Following the adjournment, and because of the decision to postpone the SFI Annual Conference in Vancouver, Chair Guy Gleysteen directed that the October 21 Board meeting be held by video call from 10:00 AM – 12:00 PM Eastern and 1:00-3:00 PM Eastern. This change has been reflected in calendar invites to all Board members.</p>	



## **Briefing Note: Conflict of Interest Policy and Disclosure June 2020**

*Note: This item was included in the April 16, 2020 Board Materials as a written update. It was noted then that if there was insufficient time for discussion during that call (which turned out to be the case), the Board was requested to provide any suggested edits to the Conflict of Interest Policy to Nadine Block by email by April 30 for approval on the June 18 call. No suggested edits were provided; therefore, the policy included here is identical to the April 16 version and is being presented now for approval during the June 18 call.*

### **Background**

SFI maintains a **conflict of interest policy** that is in compliance with U.S. IRS rules, requiring directors, officers, and key employees to annually disclose conflicts of interest, and committing SFI to monitor and enforce compliance with the policy. SFI also requires each Board member to sign a **confidentiality commitment and conflict of interest disclosure form**, upon election to the Board.

The conflict of interest policy was **last updated in 2009** (and is available on the Board Members webpage at <https://www.sfiprogram.org/membersboardresources/>). As part of a review of current policies, SFI staff consulted with a lawyer and determined that **we should update our conflict of interest policy** to have more clarity on procedures and disclosures. SFI determined that we should similarly **update the disclosure form**, which had been updated in slight ways over the last several years but not substantially since 2009.

Following this briefing note are two items, which are elaborated on below:

1. The updated draft conflict of interest policy for Board of Directors
2. The updated annual confidentiality commitment and conflict of interest disclosure form

### **Conflict of Interest Policy for Board of Directors**

In consultation with legal counsel, SFI developed the updated draft conflict of interest policy for the SFI Board. The significant changes from the 2009 version include:

1. Separate policies for Board of Directors vs. employees (the 2009 policy covered both in one document but the majority of the language was pertinent only to employees),
2. The addition of definitions for potential covered interests and conflict of interests,
3. The addition of specific procedures for the Board to handle disclosure by directors of potential conflicts of interest,
4. The requirement for directors to *annually* disclose conflicts of interest.

***Requested Board Action:*** The Board is requested to approve the new conflict of interest policy.

### **Annual Confidentiality Commitment and Conflict of Interest Disclosure Form**

In consultation with legal counsel and to parallel the new draft conflict of interest policy, SFI developed the updated draft "annual confidentiality commitment and conflict of interest disclosure form". The significant changes from the prior version include:

- Certification of having received, read, and agreed to the conflict of interest policy,
- Certification of having either no conflict of interest to report or something to report – and, if there is something to report, that should be documented,

- Clarification that a director does not need to annually disclose an ongoing conflict that has already been disclosed, unless the circumstances have significantly changed,
- As recommended best practice, SFI staff will ask directors to sign the disclosure form annually instead of just at the point of election to the Board.

***Next Step:*** Following approval of the conflict of interest policy, SFI staff will email this form to all directors, along with the final conflict of interest policy, and request that the form be completed and returned to Nadine by an identified deadline.

*Prepared by: Nadine Block, SVP Government and Network Relations*



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## **SFI Conflict of Interest Policy for Board of Directors**

*Updated Draft March 25, 2020*

IRS Form 990 question states "does the organization have a written conflict of interest policy? Are officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflict? Does the organization regularly and consistently monitor and enforce compliance with the policy?"

### **I. Purpose and Scope**

The Sustainable Forestry Initiative (SFI) is organized to serve the public interest. SFI's **Conflict of Interest Policy for Board of Directors** (the "Policy") is designed to protect the interests of SFI when it is contemplating entering into a transaction or arrangement that might benefit or appear to benefit the private interest of any present or former director or officer. Each director and officer must act and use good judgment to maintain and further the public's trust and confidence in SFI.

This Policy establishes guidelines, procedures, and requirements for identifying an actual, potential, or perceived Conflict of Interest and appropriately managing a Conflict of Interest in accordance with legal requirements and the goals of accountability and transparency. SFI also maintains a Conflict of Interest Policy for Employees with parallel guidelines and procedures.

### **II. Definitions**

**Covered Interest:** Exists when any director or officer has directly, or indirectly, (a) an ownership or investment interest in any entity with which SFI has a transaction or arrangement, (b) a compensation arrangement with any entity or individual with which SFI has a transaction or arrangement, (c) a potential ownership or investment interest in, or compensation arrangement with, any entity or individual with which SFI is negotiating a transaction or arrangement, (d) a legal commitment or financial interest, including by virtue of a board appointment, employment position, or volunteer arrangement, to act in the interests of another entity or individual. A Covered Interest is not necessarily a Conflict of Interest. A person who has a Covered Interest may have a Conflict of Interest only if the Board decides that a Conflict of Interest exists.

**Conflict of Interest:** Arises in situations where, in the judgment of SFI's Board of Directors: (a) the outside interests or activities (such as Covered Interests) of a director or officer interfere or compete with SFI's interests; (b) the stake of a director or officer in a transaction or arrangement is such that it reduces the likelihood that such person's influence can be exercised impartially in the best interests of SFI, (c) a director or officer has divided loyalties.

### **III. Procedures for Directors and Officers of the SFI Board**

A director or officer of the SFI Board must disclose the existence of any actual, potential, or perceived Conflict of Interest as soon as it is identified, and before SFI enters into the proposed transaction or arrangement that gives rise to the Conflict of Interest.

The disclosure shall be made to the Board of Directors. After disclosure of the actual, potential, or perceived Conflict of Interest, the Board shall determine whether a Conflict of Interest exists. If this determination is made during a Board meeting, the director or officer who made the disclosure shall leave

the meeting while the determination is discussed. If the Board determines by majority vote that no conflict exists, no further review of the transaction is required if not ordinarily required in the normal course of business. The determination shall be documented in the minutes of the meeting.

If the determination is that a Conflict of Interest does exist, the Board shall take steps to ensure that the director or officer does not attempt to intervene with or improperly influence the deliberations or voting on the matter giving rise to the Conflict of Interest.

If the Board has reasonable cause to believe a director or officer has failed to disclose an actual, potential, or perceived Conflict of Interest, it shall inform the individual of the basis for such belief and afford the individual an opportunity to explain the alleged failure to disclose. The Board may take appropriate disciplinary and corrective action, up to and including removal from the Board.

#### **IV. Annual Disclosure**

Each director and officer shall annually disclose all new or previously unreported Conflicts of Interest in writing on SFI's disclosure form in accordance with this Policy and sign a statement that affirms that such person has:

- a) Received a copy of this Policy,
- b) Read and understands this Policy,
- c) Agreed to comply with this Policy, and
- d) No Conflict of Interest to report or is reporting current and any previously unreported Conflicts of Interest.



**SFI Inc. Board of Directors  
Annual Confidentiality Commitment and Conflict of Interest Disclosure**

Confidentiality. Each Director shall maintain the confidentiality of all discussions and deliberations of the SFI Board of Directors, including agendas, minutes and materials presented at or distributed for meetings of the Board. Such information may be disclosed only as authorized by the Board or the President.

Conflict of Interest. Each Director shall promptly disclose to the Board any circumstance that may constitute any actual, potential or perceived Conflict of Interest, including but not limited to the definitions described in the SFI Conflict of Interest Policy, as soon as it is identified and before SFI enters into any proposed transaction or arrangement that gives rise to the Conflict of Interest. Disclosures that have already been reported do not need to be reported again unless the circumstances have significantly changed.

By signing below, you certify to having:

- a) Received a copy of SFI's Conflict of Interest Policy,
- b) Read and understand this Policy, and
- c) Agreed to comply with this Policy.

You further certify, as noted below, to either:

- a) Having no Conflict of Interest to report, or
- b) Reporting current or previously unreported actual, potential, or perceived Conflicts of Interest.

\_\_\_\_\_ I have nothing to report

\_\_\_\_\_ I have the following information to report (describe below any relationship, event, activity, transaction, or arrangement you believe could create an actual, potential, or perceived conflict of interest, as described in the Policy; add additional pages as needed)

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Name (Print) \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please return to Nadine Block, SVP Government and Network Relations, by e-mail ([Nadine.block@sfiprogram.org](mailto:Nadine.block@sfiprogram.org)) or US mail (SFI Inc., 2121 K Street, NW Suite 750, Washington, DC 20037). If you have concerns or questions on this form, please contact Nadine at 202-596-3456.



## Board Elections June 2020

The Nominations Committee, consisting of **Bettina Ring, Gail Wallin, and Dan Lambe**, support the recommendations for Board Member elections and officer elections outlined below.

### Environmental Sector Election

There is an existing vacancy in the Environmental Sector of the Board. **Dawn Carr, Executive Director of the Canadian Parks Council**, has confirmed interest and excitement in serving on the **SFI Board** if elected. She has similarly confirmed interest and excitement in serving on the **PLT Canada Board**. Following this briefing note are Dawn's letter of interest and her CV; a short bio is included here.

The Canadian Parks Council (CPC) brings together federal, provincial, and territorial parks agencies to ensure that park establishment and planning protects nature and the experiences Canadians and worldwide travelers seek to enjoy. As Executive Director, Dawn oversees projects that have been identified to promote excellence and advance the powerful benefits of parks for our environment, society and economy. While Dawn's role has her working closely with parks, she greatly appreciates the role of managed forests and in particular SFI's role in ensuring that managed forests provide a range of environmental, social, and economic benefits.

She has served in a variety of leadership roles, including as Board Member/Secretary of the Canadian National Committee of IUCN, Member of the Commission for Education and Communication of IUCN, and past Chair of the Board of the Child and Nature Alliance of Canada

In her role as CPC Executive Director, Dawn has also partnered with PLT Canada over the last three years to advance the work experiences of over 700 youth in parks across Canada in 11 provinces and territories. She joined PLTC in co-presenting to an international audience at the Communities, Conservation & Livelihoods conference in Halifax, co-hosted by IUCN, in spring 2018, which further developed networks with potential partners for future Green Jobs employers and PLT Canada partnerships.

SFI, as the sole member of PLT Canada, has the responsibility of electing directors to the PLT Canada Board. Because she is a Canadian resident, if Dawn is elected to the SFI Board, then she is eligible to be elected to the PLT Canada Board and has indicated interest in serving if elected.

### Economic Sector Re-election

Mike Doss is completing his first three-year term on the SFI Board in September, having been elected in September 2017. He is eligible for a second three-year term and has indicated his interest in serving a second term if re-elected.

### Officer Election

Guy Gleysteen was re-elected in April 2020 to a second one-year term as Chair, which means he will complete his term in April 2021. Karla Guyn was re-elected in April 2020 to a second one-year term as Vice Chair, which means that starting in April 2021, Karla will begin a one-year term as Chair. She has indicated her interest in serving only one term.

Mike Doss has expressed his interest in serving as Vice-Chair, beginning April 2021. Mike would then automatically become Chair in April 2022, per the SFI bylaws, which state that "at the end of the Chairman's full term, his/her duties will be assumed by the Vice Chairman". He would be eligible to serve a second term as Chair if re-elected in April 2023.

**Proposed Actions by the Board:**

1. Elect Dawn Carr to a three-year term on the SFI Board and a three-year term on the PLT Canada Board;
2. Re-elect Mike Doss to a second three-year term on the SFI Board;
3. Elect Mike Doss to a one-year term as Vice Chair, beginning April 2021, which would subsequently lead to him becoming Chair in April 2022.

*Prepared by: Nadine Block, SVP Government and Network Relations*



# DAWN E. CARR

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455 Hunter Street West, Peterborough, Ontario K9H 2M7 Canada  
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June 3, 2020

President & CEO  
Sustainable Forestry Initiative Inc.  
Tel: 613-722-8734  
email: [Kathy.Abusow@sfiprogram.org](mailto:Kathy.Abusow@sfiprogram.org)  
[www.sfiprogram.org](http://www.sfiprogram.org)

Dear Kathy,

I am delighted to share my interest in being nominated to join the board for the Sustainable Forestry Initiative Inc. (SFI). Following several years of working with SFI, and subsequently Project Learning Tree (PLT) Canada, I have come to understand the thoughtful and strategic conservation priorities and values of the organization. This understanding has deepened my relationship to the work of SFI as a professional working in the conservation field and in my role as the current Executive Director of the Canadian Parks Council.

Of particular interest, I would be pleased to offer my insight and experience with respect to working collaboratively across the landscape in Canada and internationally, and I have a strong personal interest in helping to support the career paths of our next generation of global conservation leaders. While I would have a lot to learn in terms of sustainable forestry practices and outcomes, it is clear from my interactions with you and the colleagues I have come to know in SFI, that we all aim to create a better world by interacting with nature and its resources in ways that enable our long-term health and well-being.

I have read the information you have shared regarding SFI, its governance structure and current priorities and feel comfortable and pleased to share a current version of my CV along with this letter of interest.

Many thanks for the opportunity and I look forward to the potential of serving the interests of SFI and PLT Canada as a future board member.

All the best,



Dawn Carr

# DAWN E. CARR

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455 Hunter Street West, Peterborough, Ontario K9H 2M7 Canada  
(705) 876-7214 | carr.dawn@gmail.com | ca.linkedin.com/in/dawnecarr

## PROFILE

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- Champion of collaborative and strategic action in the field of parks, protected and conserved areas
- A pan-Canadian visionary leader that inspires organizational commitment by mobilizing diverse interests and areas of expertise on multiple scales to create and deliver systemic and progressive change
- Thrive in complex work environments that provide the opportunity to think innovatively about biodiversity conservation and connections with nature across the landscape; among sectors, with allied professionals, and with all levels of government (Indigenous, national, provincial, territorial and local)
- Clear understanding of and experience with Canadian intergovernmental decision-making actors and systems
- Nationally and internationally connected to the conservation community including global institutions and processes responsible for biological diversity.

## EMPLOYMENT

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### **Executive Director, Canadian Parks Council (CPC)**

July 2012 – present

*Canadian Parks Council Secretariat, Peterborough, Ontario*

#### ***Leadership***

- Provide professional advice and expertise to senior government officials, including the executive leadership of Canada's federal, provincial and territorial (FPT) park agencies who oversee 2700+ parks, while coordinating the delivery of a pan-Canadian vision with strategic priorities in collaboration with partners and allies
- Inspire and foster effective team work in a matrix intergovernmental management setting to maintain and innovate diverse aspects of program and policy design, development, delivery and management

#### ***Relationship Building***

- Represent and position the CPC as a progressive organization among key leaders and supporters within the conservation community and engage with major partners on mutually beneficial joint ventures
- Collaborate extensively with allied national and international organizations to maintain up-to-date knowledge and expand the reach and priority initiatives of the CPC into other sectors and levels of government
- Develop and nurture relationships with thought leaders and decision makers in fields that inspire children, youth and young professionals to connect with nature through stewardship and service

#### ***Management***

- Develop and advance business plans and funding commitments among CPC members and coordinate implementation and evaluation procedures to demonstrate impact.
- Administer, analyze and report budgetary items to the Council, committees and working groups while overseeing intergovernmental investment arrangements in areas that advance shared interests
- Advise on the governance of the CPC and liaise with federal administrators and contracting support to advance the activities and initiatives of the organization

#### ***Communication***

- Represent the CPC as its primary spokesperson and communicate the collective interests of Canada's provincial, territorial and national park agencies locally, regionally, provincially, nationally and internationally
- Communicate and align the CPC's compelling vision and commitments to international conventions and IUCN\* programs

\*IUCN - International Union for the Conservation of Nature

### ***Key Accomplishments and Roles***

- As the first woman to hold the Executive Director position since its establishment in 1962, restored full federal, provincial and territorial commitment to the CPC for the first time in 30 years by initiating a shift to serving common interests, while enhancing operations and managing board member turnover
- Inspired and brokered the establishment of the Canadian Parks Collective for Innovation and Leadership (2018, CPCIL) – Canada’s leading professional development partnership for park agency advancement
- Founded a Green Jobs coalition (2018) with conservation partners that continues to support hundreds work experiences for youth in provincial and territorial parks across Canada through Project Learning Tree Canada.
- Led the CPC's involvement and impact at the World Parks Congress (2014 - Sydney, Australia) and World Conservation Congress (2017 - Honolulu, Hawai'i)
- Planned and delivered FPT Parks Ministers' Conferences and coordinated 14 FPT Deputy Minister meetings
- Co-chaired the 2016 Canadian Parks Summit and led the development of *Parks for All: An Action Plan for Canada's Parks Community*, publicly launched in July 2018 (endorsed by FPT Ministers responsible for parks, protected areas, conservation, wildlife and biodiversity on June 28, 2018)
- Established a new partnership with Canada's municipal and regional parks and founded the first Memorandum of Understanding (2015) with the Canadian Parks and Recreation Association
- Co-authored the Position Statement on Active Outdoor Play in collaboration with multi-sector experts (2015)

### **Maternity-Parental Leave**

Sept. 2007 – July 2012

*Peterborough, Ontario*

- Had two amazing children and learned more about multi-tasking than ever experienced on the job

### **Manager, Planning Section, Alberta Parks and Protected Areas**

Jan. 2006 – Aug. 2007

*Ministry of Community Development, Edmonton, Alberta*

- Developed, administered and evaluated systems, processes, and policies required to guide strategic planning initiatives, site management planning activities, systems planning, capital development planning, and research and data collection strategies
- Managed and coordinated the delivery of the Canadian Heritage Rivers program for the province of Alberta and liaised with the Canadian Parks Council on inter-jurisdictional working groups
- Provided strategic political input to senior executives regarding planning proposals and initiatives
- Supervised and trained staff who aided in providing provincial planning direction and support services to Area staff, as well as to other partners involved in managing conservation and recreation activities within and adjacent to parks and protected areas
- Guest lectured at the University of Alberta in the Faculties of Environmental Science (Human Ecology) and Physical Education and Recreation

### **Senior Management Planner, Alberta Parks and Protected Areas**

Jan. 2004 – Jan. 2006

*Ministry of Community Development, Edmonton, Alberta*

- Directed management planning initiatives by reviewing and updating park policies, procedures and guidelines and advised regional planners of systems planning imperatives
- Provided support and guidance to the Division regarding sustainable tourism management and planning practices within parks and protected areas
- Coordinated the Canadian Heritage Rivers System (CHRS) program for the province of Alberta and actively participated as a member of the intergovernmental CHRS Technical Planning Committee
- Provided strategic recommendations regarding the management and role of the Parks and Protected Areas Program (PPA) within the Government of Alberta

### **Planning Consultant, Canadian Badlands Organizational Development**

Aug. – Dec. 2003

*Alberta Economic Development, Tourism Development and Services Branch, Edmonton, Alberta*

### **Planning Consultant, Tourism Management in Protected Areas**

June – Aug. 2003

*Paul F. J. Eagles Planning Ltd., Branchton, Ontario*

## **BOARD, STEERING COMMITTEE AND COMMISSION APPOINTMENTS**

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- Member, World Commission of Protected Areas (WCPA), IUCN (2012 – present)
- Member, Commission for Education and Communication (CEC), IUCN (2016 – present)
- Board Member (Secretary): Canadian National Committee-IUCN (January 2016 – present)
- Special Advisor, National Steering Committee, Pathway to Canada Target 1 (November 2016 – present)
- Appointment, Health and Wellbeing Specialist Group (WCPA, IUCN) (2017 – present)
- Steering Committee Member, Ocean Bridge, Canada Youth Service Corps (February 2018 – present)
- Steering Committee Member, 2019 Canadian Parks Conference (Quebec City) (April 2018 – present)
- National Advisory Committee Member, Canadian Conservation Corps (October 2018 – present)
- Board Member (Chair 2016; Vice Chair 2017): Child and Nature Alliance of Canada (January 2016 – 2018)

## **EDUCATION**

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**Master of Public Administration (MPA), School of Policy Studies** Sept. 2002 – June 2003  
Queen’s University, Ontario | Specializations: Environmental Policy and Community Development

**Master of Arts (MA), School of Applied Health Sciences** Sept. 2000 – June 2002  
University of Waterloo, Ontario | Specialization: Protected Area Planning and Management

Thesis (2002): *Exploring Organizational Commitment Following Radical Change: A Case Study within the Parks Canada Agency*

**Bachelors of Arts (Honours, Co-op), Dept. of Recreation and Leisure Studies** Sept. 1995 – June 2000  
University of Waterloo, Ontario | Specializations: Parks Option and Business Administration

## **RECENT HONOURS**

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- Awarded a Global Kinship Conservation Fellowship (2019) – A market-based solutions community of academics and practitioners who have demonstrated the potential to advance the future of conservation
- National Partnership Award, Canadian Parks and Recreation Association (2017)
- Appointment to *Women for Nature*; a Nature Canada initiative to connect professional women with vision and influence who chose to demonstrate their passion for nature with others to drive social change (2016)
  - Co-created the young nature leadership grants with Nature Canada (2017-2019) which funds youth-led projects in all regions of Canada reaching thousands of youth to engage in conservation activities

## **PUBLICATIONS**

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- Nelson, E, Mathieu, E, Thomas J, Harrop Archibald, H, Ta, H, Scarlett, D, Miller, L, MacInnis, B, Sheehan, V, Pompura, K, Hassanzadeh, D, Brook, L, Grant, J, Carr, D, et al., (2020). *Parks Canada’s adaptation framework and workshop approach: Lessons learned across a diverse series of adaptation workshops*. Parks Stewardship Forum 36(1): 77–83. <https://escholarship.org/uc/psf>.
- Tremblay MS, Gray C, Babcock S, Barnes J, Costas Bradstreet C, Carr D, et al. (2015, June). *Position Statement on Active Outdoor Play*. International Journal of Environmental Research and Public Health. v.12 (p. 6476-6505).
- Carr, D. (2004, June). Mobilizing multi-community support for heritage river management by facilitating community capacity building. In B. Veale (Ed.), Proceedings of the 4<sup>th</sup> Canadian Rivers Heritage Conference, 6-9, June 2004. Guelph, ON: Canadian Heritage Rivers System Secretariat.
- Carr, D. (2003, May). The commitment gap: Lessons learned about employee commitment in the Parks Canada Agency. In N. Munro (Ed.), Proceedings of the Fifth International Conference of Science and Management of Protected Areas, 11-16, May 2003. Wolfville, NS: SAMPAA.



## **Climate Change: SFI Leadership and Positioning June 2020**

### **SFI AND CLIMATE CHANGE – THE OPPORTUNITY**

Climate change is consistently identified as a significant threat to both business and the environment. Forests are universally cited as an essential nature-based solution. There is growing recognition that forests and forest products provide a significant opportunity through sequestration and storage of carbon.

Through our standards, our conservation impact work, our environmental education, and our extensive network, SFI has the scale to make a difference on climate change. SFI Certified Organizations act as a driving force in addressing climate change impacts through sound, science-based natural resource management on some 370 million acres (149 million hectares) of forestland. SFI is in a strong position to elevate the role of sustainable forests in addressing climate change, with our new focus on communicating on relevant global issues.

There is also significant momentum and action around tree planting, particularly framed as a natural solution to climate change. In Canada, the federal government has committed to plant 2 billion trees over the next 10 years to help fight climate change. The US federal government has committed to the global trillion trees initiative. Global entities like the World Economic Forum have created platforms (1t.org) to coordinate efforts of governments, businesses, and others committed to the conservation and restoration of one trillion trees over the next decade.

SFI has exerted leadership in the tree planting space by developing a survey to SFI, Canadian Standards Association (CSA), and Forest Stewardship Council (FSC) Forest Management Certificate holders across Canada to determine how many hectares of land may be available for incremental tree planting. Along with a separate analysis of seedling and orchard capacity, the survey provided a measure of the potential to harness forestlands to advance the 2 billion tree goal, revealing an estimated 854,000 hectares of available lands for incremental tree planting for as many as 1 billion trees.

The April Board meeting materials included a written update of SFI's progress and thinking around our work related to climate and carbon, particularly related to our conservation pillar. This briefing note builds on the earlier update with greater focus on communications plans and highlights our work across other pillars.

We have decided to make climate change and carbon a major discussion point for the June 18 Board meeting because several Board members have encouraged SFI to make this an even more important part of our work across our pillars.

We have examined and refined the key messages we want to convey at the highest level, in addition to exploring how our programmatic work supports our positioning. But we want to challenge ourselves to think big on a big issue.

To that end, we have asked three Board members and two additional experts who lead in this space to help us evaluate our work and how we can scale up and expand our relevancy. You will be hearing from the following people, each taking 5-10 minutes during the Board meeting, to share their expertise on particular aspects of this conversation, as follows:

1. Consultant **Bruce Anderson**, on brand messaging and positioning, and potentially sharing some public survey results;
2. Board Member **Pat Layton**, on the role of mass timber in carbon solutions;
3. Resources Committee chair **Brian Kernohan**, to review the proposed new climate objective and guidance in the draft SFI standards and the linkages to our conservation impact work;
4. Board Member **Dan Lambe**, to discuss the opportunity for PLT to expand in the education space related to climate, carbon, and tree planting;
5. Board Member **Jad Daley**, to highlight the work of the U.S. chapter of 1t.org, connections to the global trillion tree initiative, and SFI engagement.

We hope that these presentations will help you understand SFI’s current role in this space and foster discussion among the entire Board on opportunities for SFI’s growth and relevancy.

## SHAPING THE MESSAGE

SFI is strengthening its messaging around climate and carbon, in keeping with our “better choices for the planet” positioning. We are focused on positioning SFI as a leader in providing solutions to help address the climate challenge.

Messaging needs to achieve multiple purposes – it needs to be accessible for a consumer audience, but also, understanding SFI has a significant network of conservation scientists, must stay true to scientific results. Messaging can continually evolve and there is an opportunity to expand this further, particularly as additional research results are finalized and approved for external use. This section highlights some examples of current messaging, with a focus on making it accessible.

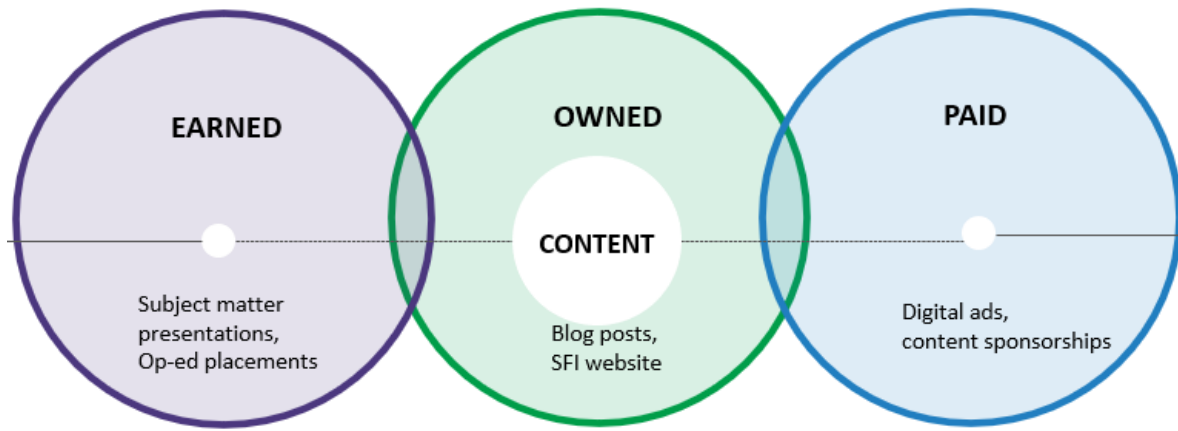
### “Forests for the Climate Challenge” Messages:

Overarching (Tier 1) Messages	Tier 2 Messages
Sustainably managed forests are one of the best solutions for mitigating climate change	Sustainably managed forest landscapes can be managed to maintain or increase carbon storage for long periods of time
Certification is the best way to ensure that a forest is sustainably managed – and therefore mitigates climate change	The SFI Forest Management Standard requires practices with direct climate benefits.  A study by Michigan State University found a strong confluence between the SFI Standards of Sustainability, and “Climate Smart Forestry”, which contributes to both carbon and to forest health and resiliency.
SFI Certified Companies are helping to mitigate climate change	SFI certified forests across Canada and the US are contributing positively to carbon sequestration through practices including replanting trees after harvest.
Building with wood from sustainably managed forests offer a solution to climate mitigation	SFI certified wood is a great choice for building products, offering assurances that the wood comes from forests that contribute positively to carbon sequestration
Education is critical to ensuring the next generation understands climate challenges and forest solutions.	PLT offers engaging tools for youth to understand the importance of trees in the climate equation and transform activism into action

The communications team, working with key program staff, are developing additional supporting messages and data that back up all these statements.

## Message Placement

SFI will pursue a variety of tactics to help us promote these and other messages, along with various research results, through a variety of channels.



***New label use guidelines:*** SFI is updating our label use guidelines and have developed a series of statements for label users to use on packages along with the label. Along with general benefit statements, we have developed specific examples around habitat, water, education, research, community and climate. Here are sample climate statements that will be included in the Label Use guide.

- [Organization] chooses SFI certified products as part of our journey toward [Brand's climate/carbon goal].
- SFI promotes climate-smart forestry practices.
- SFI certification ensures that working forests and their products reduce the impacts of climate change.
- SFI is leading research to better understand how sustainably managed forests help us combat climate change.

***New SFI website,*** which will use the more accessible [forests.org](https://forests.org) URL. Being able to bundle climate content on the SFI website will help us promote our work to targeted audiences more easily. This new site will be supported by a digital ad campaign, coordinated with Bruce Anderson (who worked with the Board in the strategic direction development). These digital ads will be similar in style to what you have seen in some recent SFI decks, notably Kathy's presentation at the last Annual Conference, focused on key sustainability issues such as climate.

***Blog series,*** highlighting key takeaways from our carbon/climate projects, with at least one blog per quarter on the following topics:

- Blog 1: How managed forests actually fight climate change while generating multiple benefits (Michigan State project, the carbon accounting projects in US and CA).
- Blog 2: The hidden relationship of forest products to climate sequestration (i.e. the value of long-lived products in helping to meet this challenge), including green buildings (the Canadian carbon accounting project, plus numerous examples from outside SFI).
- Blog 3: It is more than just carbon – making the case for resilient forest ecosystems through management (U of Maine, American Forests, Manomet).

***Media outreach*** including 1-2 op-ed articles (Q3 and Q4) highlighting SFI's role in climate and placed in relevant outlets.

**Promotion Around New SFI Standards:** With the release of the new Standards, we will promote how the SFI forest management standard now addresses climate change more specifically. This could be done via webinar, press release, or other mechanism. Timing to align with overall standards revision announcements.

**Promotion of conservation results** as key studies become complete. The following projects are those that involve studies or efforts generated by partners that we believe will help us elevate and promote understanding of the role of well-managed forests and products in meeting the challenge of climate change. These projects constitute the climate change portion of SFI's Conservation Impact portfolio; several of these have been funded through SFI's Conservation Grants program. They are framed under proposed "headlines" that we might use to convey results once available.

Headline: SFI Certified Forests Offset the Annual Emissions of YYYY automobiles

- SFI is collaborating with the [National Council for Air and Stream Improvement, Inc. \(NCASI\)](#) to develop a tool that will estimate and display forest carbon stocks, and forest carbon stock changes, across the SFI footprint in the conterminous U.S.

Headline: SFI Collaborative Work Develops Method for Estimating Boreal Wetland Carbon Stores

- SFI is collaborating with the [Saskatchewan Research Council \(SRC\)](#), [Ducks Unlimited Canada](#), and [Louisiana Pacific Corporation](#) to develop a proven, practical method for measuring wetland carbon storage. With long-lived tree species and deep deposits of peat, wetlands play a unique role in regulating water quantity and quality and in the conservation of biodiversity.

Headline: SFI Research Proves the Unique Role of Certified Forests in Mitigating Climate Change, including the value of long-lived forest products

- SFI collaborated with the Saskatchewan Research Council (SRC) and [Natural Resources Canada – Canadian Forest Service \(NRCAN – CFS\)](#) through two Conservation Grants to develop forest-carbon inventories across SFI's Canadian footprint. The project, ranging across six Canadian Provinces, is unique in that it will include carbon removals from natural disturbance and carbon sequestered by harvested wood products.

Headline: New Science from SFI Will Help Forest Managers Adapt to Climate Change and Ensure a Healthier Future Forest

- SFI is collaborating with [Manomet through a conservation grant](#) to assess resilience of forests to a changing climate, and monitor effects over time. Along with new tools to assess forest carbon and forest condition, these steps will enable forest managers to include climate change mitigation in forest planning and management.

Headline: Better Soils and Better Forest Management Are Key to A Better Climate Future

- SFI is collaborating with the University of Maine to use soils data to inform SFI objectives related to soil productivity, carbon storage, and conservation. By evaluating the influence of different forest management practices, researchers can help forest managers understand climate change impacts on soil resources.

Headline: American Forests Teams Up with SFI to Build A Higher Understanding of Forests and Climate Change

- Working with [American Forests](#), SFI is helping to develop an approach for including soils in forest carbon calculations. This will convey information on forest management practices that are beneficial for soil carbon, allowing managers to enhance approaches for climate mitigation.

Headline: SFI Certified Lands Hold Promise for Alignment with Future Carbon Markets

- [Keeping Maine's Forests \(KMF\)](#) studied carbon credit programs to determine the degree to which forests managed to the SFI Standards meet their criteria and develop recommendations to SFI-certified organizations to improve alignment. KMF found that SFI-certified organization processes align well with the resources and systems for designing and maintaining carbon projects, though verification and related costs remain a hurdle for participation.



Headline: Meeting the Climate Challenge through the SFI Program Standards and “Climate Smart” Forestry

- Through SFI’s [Michigan SIC](#), SFI collaborated with [Michigan State University’s Forest Carbon and Climate Program](#) to undertake a preliminary study to examine the climate benefits of SFI Forest Certification. Findings suggest that SFI’s standards and training materials effectively promote ‘climate-smart forestry’ concepts.

Headline: SFI Certified Lands Prove That Forests Can Provide Ecosystem Services Through Thoughtful, and Profitable, Management

- Through a [Conservation Grant](#), SFI is collaborating with [Coalitions and Collaboratives, Inc \(COCO\)](#) to investigate the potential for forests certified to SFI to generate conservation-focused returns through the monetization of carbon, water, and conservation markets.

## **SFI’S WORK ACROSS PILLARS**

Our leadership on climate change is supported by our work in the *Standards, Conservation* and *Education* Pillars.

### ***Climate Smart Forestry in the SFI Standards***

Climate change mitigation, research and collaboration outcomes are being incorporated into the new SFI 2022 Standards. This is critical to maximizing impact, and securing SFI’s place as a leader in this space. The Draft SFI Forest Management Standard (currently open for public comment) includes a new Objective 9, entitled “Climate Smart Forestry”, with accompanying guidance that supports implementation of the new requirements. The new Climate Smart Forestry objective and accompanying guidance are included as a stand-alone written update near the end of this meeting book, following the Major Enhancements to the SFI Standards.

Although research has confirmed that elements of the standard already aid in addressing climate through resiliency, reforestation, and forest health, the new objective ensures forest management activities specifically address climate change adaptation and mitigation measures.

Principal aspects of the new objective include requirements for a program to identify climate change risks to forests and forest operations and associated development of adaptation objectives and strategies. The objective also includes requirements for a program to identify opportunities to mitigate climate-related impacts associated with forest operations.

As part of the standard revision process, we held an SFI Climate Smart Forestry Webinar in May. It was the 4th of 9 webinars in our series and we presented our new Forest Management Standard Objective for Climate Smart Forestry. It was the best attended webinar with nearly 300 people taking part and over 30 questions in the Q&A session.

### ***Conservation Impact, the Sounding Board, and Climate Change***

Carbon and climate change have been key themes in SFI’s Conservation Impact work. SFI’s Conservation Impact portfolio of grants/projects reflect the belief that sustainably managed forests contribute positively to climate outcomes in a variety of ways, ranging from maximizing carbon capture in healthy forests, to optimizing multiple benefits of forest products, to ensuring resiliency of ecological systems under changing climate scenarios. We are making an effort to closely tie this research to the SFI Standards and the current standard revision process. The suite of projects related to carbon and climate is noted above in the Messaging section – and, as also noted above, we are striving to make these projects more accessible in our communications efforts.

We continue to elevate this important topic and dedicated the May 20 Sounding Board meeting to Climate Change projects. This was timed to provide specific linkage to the webinar on the new Climate Smart objective in the SFI Forest Management Standard on May 21. The May 20 Sounding Board workshop was attended by over 160 participants.

Goals for the Sounding Board meeting included exploring early results from Conservation Impact projects relative to climate change and forest carbon; introducing and discussing potential tools and applications that could help SFI Certified Organizations to meet the new Climate Smart Forestry Objective, and exploring outcomes from Conservation Impact projects, as they may inform SFI's conservation and standards implementation.

The workshop successfully identified a number of sources and methodologies that could support SFI Certified Organizations in their quest to meet the new Climate Smart Forestry objective, and further reinforced the importance of clarifying the carbon-related contributions of SFI certified forestlands. Participants also engaged in a discussion around proactive engagement of forest management techniques to build resiliency into future forests. In summary, participants were supportive of the current track of SFI investigations into climate change values under the Conservation Impact project and stand ready to engage in promotion of relevant outcomes.

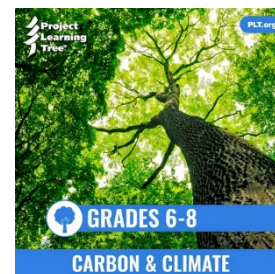
### ***Education Pillar: Carbon and Climate Change***

Perhaps more than any other environmental issue, the topic of climate change challenges educators to accurately convey data, reveal assumptions, and engage critical-thinking skills. Project Learning Tree (PLT) not only offers specific resources to support educators in teaching issues surrounding carbon and climate, but also integrates climate science into many of its educational offerings.

#### PLT Materials

The following PLT resources address issues of carbon and climate, either all or in part:

- Carbon & Climate E-Unit (5 Activities)
- [Southeastern Forests and Climate Change](#) (14 Activities, 10 with Nationwide Application)
- [PreK-8 Environmental Education Activity Guide](#) (10 Activities)
- [Focus on Forests](#) (3 Activities)
- [Forests of the World](#) (2 Activities)
- [Teaching with i-Tree](#) (2 Activities)
- [Green Jobs: Exploring Forest Careers](#) (2 Activities)
- [GreenSchools Investigations](#) (1 Investigation)



In 2020 alone, Carbon & Climate e-unit sales are approaching 600 units. This resource was also named a 2020 *Learning Magazine* Teacher's Choice Award Winner for the Classroom. Since its launch in 2017, this resource is used by approximately 1,625 educators in classrooms across the country.

#### Online Engagement

Climate change remains one of the most engaging topics for social media campaigns and online consumer content. The top five performing climate-related posts on PLT's Twitter feed average 660 impressions and 10 engagements each. PLT's top performing Tweet received over 10,000 unique impressions and 130 interactive engagements. Facebook posts addressing carbon and climate topics remain equally as popular. In February of 2020, the top performing Facebook post included an infographic of the Carbon Cycle, achieving 3,173 people reached, and 103 reactions, comments, and shares. Due to continued and sustained interest in these topics as demonstrated by PLT's target audiences, the PLT has maintained weekly carbon and climate related social media posts for the past 6 months.

PLT also regularly includes climate-related content in our e-newsletter, The Branch, including these three feature articles:

- [What is Causing Changes in Our Climate?](#)
- [Creating a Zero-Carbon Future on Earth Day \(and Every Day\)](#)
- [Teaching About Climate Change](#)

#### Future Plans

PLT's 2020-2024 Business Plan supports the following four tactics for elevating carbon and climate resources:

1. Nationalize "Southeastern Forests & Climate Change"  
While created with southeastern forests in mind, 10 of the 14 lessons contained in this resource can be used in locations across the USA. Plans for PLT's Product Line include the nationalization of this resource to expand the title and supporting lessons to be inclusive of forest ecosystems across the United States. This resource is web-based and used by over 2,000 educators.
2. Produce and promote a *Forest Literacy Framework*  
This new bi-national framework represents a vision of forest literacy, held by educators, forest sector professionals, conservationists, and academic professionals in both Canada and the United States. It embodies our shared aspiration for what everyone should know about our great forests. Essential ties to the role forests play in carbon cycling and climate change will be included in the Framework.
3. Collaborate with strategic partners to advance climate literacy  
Youth-driven climate activism has gained recent attention and the moment is ripe to capture the passion of youth and empower them to make a difference in their communities through trees. In partnership with Arbor Day Foundation, PLT seeks funding to support the co-creation of engaging tools for youth to understand the importance of trees in the climate equation and transform activism into action. In April of 2020, PLT and ADF submitted a joint proposal to the US Forest Service, National Urban and Community Forestry Advisory Council (NUCFAC), to sponsor a *Celebration to Action* initiative that includes youth-driven climate activism.



## Financial Update June 2020

### Management's Financial Analysis

With the first quarter behind us, consolidated financials appear to be predominately tracking with the previously approved board budget. Through March, both operating revenue and expense are slightly behind year-to-date budget figures. For context, last December, the board approved a budget deficit of (\$1.3M), which was entirely related to Project Learning Tree (*PLT-US*) activities. These PLT-US specific activities will be funded from a combination of grants & contributions, publication revenue and the remaining net assets from the 2017 American Forest Foundation transfer (*see below for more details*).

#### Historical PLT-US Context:

SFI acquired the Project Learning Tree (*PLT*) program from the American Forest Foundation (*AFF*) in July 2017. Because PLT has historically operated at an annual deficit of approximately \$1.6M (*inclusive of parent organization administrative expenses like office rent, fundraising, etc.*), SFI negotiated for AFF to contribute \$8.0M along with the program transfer. The amount was calculated based on PLT's annual net deficit multiplied by five years, which was the amount of time SFI estimated would be needed to fully ramp up a successful fundraising strategy to make the program financially sustainable. This estimate accounted for time to integrate PLT into SFI, evaluating the program's existing activities and potential new opportunities, hiring a fundraiser, and developing a fundraising strategy, with new revenue not expected until two-three years following the acquisition of the program.

Based on PLT's 2019 performance, the program has \$5.0M remaining of the \$8.0M of funds provided by AFF thanks to book sales, grants, and expense management. This is positive given that we originally thought PLT would only have \$4.0M remaining at this point-in-time. In other words, PLT currently has \$1.0M more of additional net assets than initial projections.

*\*- All figures reflected in this update are rounded.*

### Financial Statement of Position

Consolidated management financials show a healthy balance sheet (*e.g. cash of \$2.7M, investments of \$5.9M with approximately three months of assets readily available for general expenditures*) against liabilities of \$2.3M, of which \$1.2M is deferred revenue.

In an effort to provide the organization with additional liquidity and potentially additional revenue (*through loan forgiveness*), in May, we received a \$592K loan through a regional bank as part of the Small Business Administration (SBA) efforts under the Paycheck Protection Program (PPP) established by the CARES Act.

**Revenue Analysis:** Consolidated financial results through March show year-to-date operating revenue raised through the first three months of \$3.9M against an annual budget of \$17.8M; meaning 25% of the way through the year, we have raised 22% of annual budgeted operating revenue. While we anticipate

lower results in grants & contributions, registration, and sponsorship due to the COVID-19 pandemic, conversely, we also anticipate some portion of lower expense from reduced travel and other activities.

*(see also the below narrative and enclosed financial diagrams)*

**Certified Organization Fees:** We recognized \$2.7M of revenue from certified organizations toward our goal of \$8.0M (**33% toward goal**) from our 215 organizations.

**Grants & Contributions:** We recognized \$1.2M in grant & contribution revenue (*\$36K from SFI-Parent; \$1.2M PLT-Canada*) toward our goal of \$8.7M (**14% toward goal**). This figure is predominantly composed of government grants (*i.e. either received directly or as a pass-through*). Underperformance through 1Q20 can be directly attributed to two factors: 1) a delay in beginning PLT-US fundraising activities (*i.e. our existing Development Director wasn't hired until Jan*); 2) the COVID-19 pandemic, which shifted the majority of foundation's previously existing funding criteria. Notwithstanding these two factors, we have submitted a proposal every 1.5 weeks since Feb 1<sup>st</sup>.

**Service Fees:** Outside of inter-company activity related to SFI-Parent's service agreement with PLT-Canada, little revenue was recognized through 1Q20. PEFC Chain-of-Custody invoices will be submitted shortly at which time this category will increase.

**Sales:** We recognized \$83K in product sales (*i.e. predominately PLT-US book sales*) toward our goal of \$426K (**20% toward goal**). While we remain unsure of how the COVID-19 pandemic will affect tangible book sales in the Fall, the PLT-US program saw a notable increase in e-book sales given the need for remote education to adjust to the pandemic.

**Event Registration & Sponsor Income:** Due to the COVID-19 pandemic, at this time, we do not anticipate recording any registration, nor sponsorship income for the remainder of the year.

**Expense Analysis:** Consolidated financial results through March show year-to-date operating expense incurred through the first three months of \$3.2M against an annual budget of \$19.2M; meaning, 25% of the way through the year, we have incurred 17% of annual budgeted operating expense.

*(see also the below enclosed financial diagrams)*

*Prepared by: Brian Crowe, Chief Financial Officer*

**Sustainable Forestry Initiative & Affiliate  
SFI-Parent, plus PLT-Canada  
Consolidated Statement of Financial Position**

As of March 31, 2020

	<b>SFI (Parent)</b>	<b>PLTC (Affiliate)</b>	<b>Eliminations</b>	<b>Consolidated</b>
<b>Assets</b>				
Cash & Cash Equivalents	1,142,625	1,563,336		2,705,961
Accounts Receivable, Net	1,606,179	3,024	(157,793)	1,451,410
Grants Receivable, Net	-	126,402	-	126,402
Investments	5,854,627	-		5,854,627
Property & Equipment, Net	1,015,599	10,304		1,025,903
Prepays & Deposits	391,437	2,176		393,612
Inventory	112,834	-		112,834
<b>Total Assets</b>	<b>10,123,301</b>	<b>1,705,241</b>	<b>(157,793)</b>	<b>11,670,749</b>
<b>Liabilities &amp; Net Assets</b>				
<b>Liabilities</b>				
Accounts Payable & Accrued Liabilities	253,405	303,568	(157,793)	399,180
Deferred Revenue	-	1,401,674	(166,232)	1,235,442
Grants Payable	91,836	-	-	91,836
Deferred Rent	295,471	-		295,471
Tenant Improvement Allowance	290,843	-		290,843
<b>Total Liabilities</b>	<b>931,554</b>	<b>1,705,241</b>	<b>(324,025)</b>	<b>2,312,771</b>
<b>Net Assets</b>				
<b>Without Donor Restriction</b>				
Undesignated	2,098,163	-	166,232	2,264,395
Board Designated Reserve	1,806,250			1,806,250
Board Designated CCP Grants	270,970			270,970
<b>Total</b>	<b>4,175,383</b>	<b>-</b>	<b>166,232</b>	<b>4,341,615</b>
<b>With Donor Restriction</b>				
Project Learning Tree	4,989,598	-		4,989,598
Olszewski Memorial Fund	26,765			26,765
<b>Total</b>	<b>5,016,363</b>	<b>-</b>	<b>-</b>	<b>5,016,363</b>
<b>Total Net Assets</b>	<b>9,191,746</b>	<b>-</b>	<b>166,232</b>	<b>9,357,978</b>
<b>Total Liabilities and Net Assets</b>	<b>10,123,301</b>	<b>1,705,241</b>	<b>(157,793)</b>	<b>11,670,749</b>

**Sustainable Forestry Initiative & Affiliate  
SFI-Parent, plus PLT-Canada  
Consolidated Statement of Activities**

Through March 31, 2020 or 25% of the Year

	SFI (Parent) Non-PLT	SFI (Parent) PLT-US	PLTC (Affiliate)	Eliminations	Consolidated Total	Annual Board Approved Budget	% of Approved Budget
<b>REVENUE</b>							
Program Participant Fees	2,653,142	-	-	-	2,653,142	8,000,405	33.2%
Grants & Contributions	36,000	-	1,151,216	-	1,187,216	8,693,511	13.7%
Service Fees	155,890	-	-	(139,640)	16,250	330,000	4.9%
Publication	235	83,123	-	-	83,358	425,500	19.6%
Sponsorship	-	-	621	-	621	241,000	0.3%
Registration	-	300	-	-	300	168,000	0.2%
	<b>2,845,267</b>	<b>83,423</b>	<b>1,151,837</b>	<b>(139,640)</b>	<b>3,940,887</b>	<b>17,858,416</b>	<b>22.1%</b>
<b>EXPENSE</b>							
Standards	544,694	-	-	-	544,694	3,037,914	17.9%
Conservation	208,667	-	-	-	208,667	1,379,694	15.1%
Community	172,623	-	-	-	172,623	779,324	22.2%
Education	-	437,234	-	-	437,234	3,396,525	12.9%
Communication	280,130	-	-	-	280,130	1,625,465	17.2%
PLT-Canada	223,281	-	1,151,837	(139,640)	1,235,478	7,620,246	16.2%
Mgmt. & Governance	331,812	-	-	-	331,812	1,215,007	27.3%
Development & Fundraising	36,850	-	-	-	36,850	166,526	22.1%
	<b>1,798,057</b>	<b>437,234</b>	<b>1,151,837</b>	<b>(139,640)</b>	<b>3,247,488</b>	<b>19,220,701</b>	<b>16.9%</b>
Investment Income	2,620	13,720	-	-	16,341	110,250	14.8%
<b>Surplus/(Deficit)</b>	<b>1,049,831</b>	<b>(340,091)</b>	<b>-</b>	<b>-</b>	<b>709,740</b>	<b>(1,252,035)</b>	

# Sustainable Forestry Initiative & Affiliate

## SFI-Parent, plus PLT-Canada

### Consolidated Statement of Activities

Through March 31, 2020 or 25% of the Year

	SFI (Parent) Non-PLT	SFI (Parent) PLT-US	PLTC (Affiliate)	Eliminations	Consolidated Total	Annual Board Approved Budget	% of Approved Budget
<b>REVENUE</b>							
Program Participant Fees	2,653,142	-	-	-	2,653,142	8,000,405	33.2%
Grants & Contributions	36,000 <sup>1</sup>	-	1,151,216	-	1,187,216	8,693,511	13.7%
Service Fees <sup>2</sup>	155,890	-	-	(139,640)	16,250	330,000	4.9%
Publication	235	83,123	-	-	83,358	425,500	19.6%
Sponsorship <sup>c</sup>	-	-	621	-	621	241,000	0.3%
Registration <sup>c</sup>	-	300	-	-	300	168,000	0.2%
	<b>2,845,267</b>	<b>83,423</b>	<b>1,151,837</b>	<b>(139,640)</b>	<b>3,940,887</b>	<b>17,858,416</b>	<b>22.1%</b>
<b>EXPENSE</b>							
Personnel	963,242	256,750	133,676	(127,061)	1,226,607	5,813,781	21.1%
Outsourced Work	177,960	136,830	145,836	-	460,627	2,777,284	16.6%
Grants & Partnerships <sup>3</sup>	62,895	-	737,148	-	800,044	6,651,298	12.0%
Promotion & Marketing <sup>c</sup>	26,081	4,839	95,028	-	125,947	978,515	12.9%
Meetings F&B, AV & Facility <sup>c</sup>	45,939	7,776	3,392	-	57,106	326,340	17.5%
Occupancy & Equip.	127,012	-	8,303	(8,077)	127,238	485,152	26.2%
Technology & Software	55,116	2,238	4,323	(4,502)	57,176	241,101	23.7%
Publications, Dues & Registration	145,511	35	1,102	-	146,648	495,406	29.6%
Travel, Meals & Lodging <sup>c</sup>	61,051	6,401	8,078	-	75,530	552,724	13.7%
Other General & Admin. Expense	133,249	22,365	14,951	-	170,565	899,101	19.0%
	<b>1,798,057</b>	<b>437,234</b>	<b>1,151,837</b>	<b>(139,640)</b>	<b>3,247,488</b>	<b>19,220,702</b>	<b>16.9%</b>
Investment Income	2,620	13,720	-	-	16,341	110,250	14.8%
<b>Surplus/(Deficit)</b>	<b>1,049,831</b>	<b>(340,091)</b>	<b>-</b>	<b>-</b>	<b>709,740</b>	<b>(1,252,036)</b>	

#### Footnotes:

- <sup>1</sup> Underperformance through 1Q20 can be directly attributed to two factors: 1) a delay in beginning PLT-US fundraising activities (*i.e. our existing Development Director wasn't hired until Jan*); 2) the COVID-19 pandemic, which shifted the majority of foundation's previously existing funding criteria. Notwithstanding these two factors, we have submitted a proposal every 1.5 weeks since Feb 1st.
- <sup>2</sup> PEFC Chain-of-Custody invoices will be submitted shortly at which time this category will increase.
- <sup>3</sup> While we have paid some grants in 1Q20, most grants will be paid in 3Q20 and 4Q20.
- <sup>c</sup> Underperformance in these categories are generally related to the COVID-19 pandemic in the form of a reduction or cancellation of various activities.





## **SFI Standards Revision Update June 2020**

### **Public Comment Period and Standards Revision Webinars**

At their April 16<sup>th</sup> meeting, the SFI Board directed staff to move the draft standards forward for a 60-day public comment period. SFI officially opened the comment period on May 1<sup>st</sup> which will run through June 30<sup>th</sup>. To facilitate input and comments, SFI is hosting a series of topically themed webinars in the months of May and June. The purpose of these webinars is to introduce the new draft Standards and gather additional feedback. To date, SFI has conducted six of these webinars with tremendous attendance and participation. Recordings of all webinars are posted on SFI's website. Below is the list of all nine webinars, with participation numbers noted for those that have already occurred. You can register for remaining webinars at <https://www.sfiprogram.org/sfi-standard-revision-process/>. Staff published a "Major Enhancements to the SFI Standards" document as a guide: [www.sfiprogram.org/wp-content/uploads/SFI-Standards-Major-Enhancements-May-1-2020.pdf](http://www.sfiprogram.org/wp-content/uploads/SFI-Standards-Major-Enhancements-May-1-2020.pdf)

### **SFI Standards Revision Webinar Series**

As of publication of this briefing note, staff have conducted six of the nine webinars. The following is a summary of each webinar and the main comments received during the webinars.

#### **1. Introduction to the New Draft SFI Standards – May 5<sup>th</sup> (345 people registered)**

SFI presented the major enhancements to the SFI Standards based on the first comment period.

- There were concerns expressed regarding enhanced requirements for conversion of forest cover types. Guidance will be needed to assist with implementation of the new requirements.
- Participants had comments regarding the change to a new definition of "certified logging company" from "certified logging professional" and the enhanced requirements for recognition of logger certification programs and whether this is an improvement.
- There were concerns expressed regarding the tools and resources needed to implement the new climate smart forestry objective.

#### **2. Logger Training and Education – May 6<sup>th</sup> (259 people registered)**

This webinar focused on new enhancements to the logger training requirements as well as increased recognition of Certified Logging Companies.

- Comments pointed to the need to better identify those logger training topics that are core training topics and those that are topics for continuing education.
- Concerns were expressed regarding the "certified logging company" approval process and burden this could place on SFI Implementation Committees.
- Questions called out the need to further clarify the process for determining the appropriate level of supervision by a Qualified Logging Professional.

#### **3. French Translation - Introduction of the New Draft Standards – May 15<sup>th</sup> (26 people registered)**

SFI presented this webinar in French with a focus on the major enhancements to the SFI Standards based on the first comment period.

- Comments focused on the need to ensure the use of correct forestry terminology in the final French versions of SFI Standards.

#### **4. Climate Change Mitigation and Adaptation – May 21<sup>st</sup> (326 people registered)**

This webinar focused on the new climate smart forestry objective, performance measures and indicators in the Forest Management Standard.

- Comments pointed to the need for additional guidance regarding species selection for climate change adaptation and the potential implications for the conversion of forest cover types.

- Comments reinforced that the standard should focus on processes for climate change mitigation and adaptation and not the quantification of GHG emissions.
- Comments called out the benefits of having SIC Involvement regarding collaboration with state/regional climate change research initiatives.

**5. Conservation of Biological Diversity – May 26<sup>th</sup> (225 people registered)**

This webinar focused on the enhancements to Objective 4 in the Forest Management Standard and Objective 1 in the Fiber Sourcing Standard related to the conservation of biological diversity.

- Comments called for additional guidance regarding conversion of forest cover types.
- Comments asked for guidance regarding the assessment of the potential impacts of forest operations to water quantity.
- Comment pointed to the need for guidance clarifying the overlap between Forest with Exceptional Conservation Values (FECV), ecologically important sites and/or locally rare species.
- Comments highlighted the need for guidance clarifying the scope and scale for the assessment of FECVs in the Fiber Sourcing Standard.

**6. Chain of Custody, SFI Labels and Controversial Sources – May 28<sup>th</sup> (222 people registered)**

This webinar focused on proposed enhancements to the SFI Chain of Custody Standard, labels and claims intended to provide greater clarity and consistency throughout the Standard.

- Comments were supportive for SFI to receive endorsement by PEFC for the SFI Chain of Custody Standard.
- Comments requested additional clarification regarding SFI label use and claims.
- Comments pointed to the need for the SFI Chain of Custody Standard to address the topic of non-wood fiber (e.g. agriculture residues) in SFI labeled products.

In addition to the above webinars, SFI will still conduct three more webinars in the month of June. The theme and the number of people registered are below.

TOPIC	DATE	SCOPE OF DISCUSSION	NUMBER REGISTERED
<b>7. Indigenous Perspective</b>	June 8, 2020 1:00 – 4:00 EDT (10:00 – 1:00 PDT)	This webinar will focus on how SFI addresses Indigenous Peoples’ rights in the SFI Standard.	171
<b>8. Urban Forestry</b>	June 9, 2020 1:00 – 3:00 EDT (10:00 – 12:00 PDT)	Urban forests are a significant resource in North America and are likely to continue to increase in significance based upon demographic, economic, and environmental trends. This webinar will explore the potential value of collaborating to develop a customized urban forest certification standard.	130
<b>9. Recap webinar</b>	June 25, 2020 1:00 – 3:00 EDT (10:00 – 12:00 PDT)	This webinar will recap all discussions and conversations from the previous webinars and allow anyone to comment on other parts of the SFI Standards revision that may not have been discussed.	177

**Post Comment Period Timeline**

Below is the timeline and key dates for the remainder of the Standards revision.

**• September, October, November 2020 – Subgroup & Task Group Meetings**

Once the 2<sup>nd</sup> comment period concludes, staff will compile all comments in preparation for the subgroup and task groups to review. In lieu of face to face meetings, SFI will conduct conference calls with subgroups and the three Task Groups in September and October.

- **January or February 2021 (exact date TBD)**  
The Resources Committee will review all enhancements to the Standards and provide a recommendation to the Board for consideration. If additional Task Group meetings/calls are necessary, SFI will schedule them in January/February.
- **April 15, 2021 - Board Approval**  
The Board will receive the drafts standards 45 days before considering a vote to approve the new Standards.
- **PEFC Endorsement**  
Once the Board approves the Standards, SFI will work towards PEFC endorsement. The goal is to receive endorsement by PEFC at their November 2021 General Assembly.
- **January 2022 – Release of the new Standards and Rules**  
Once the endorsement is successful, SFI will release the new Standards in January 2022.

# SHAPING THE STANDARDS:

# FOREST CERTIFICATION AS A SUSTAINABILITY SOLUTION



## SFI STANDARDS REVISION UPDATE

**Working together is critical to ensuring the sustainability of our planet.** People and organizations are seeking solutions that go beyond limiting negative impacts and make positive contributions to the long-term health of the planet. Sustainable forests, and products sourced from those forests, are a great tool in moving towards shared sustainability goals such as climate action, reduced waste, clean water, and economic development.

SFI's standards, when leveraged with our three other pillars of work – conservation, community and education - provide practical, scalable solutions for markets and communities working to leverage this growing commitment to a sustainable planet.

Through the SFI Standards, more forests are well managed, which means more effort is put into conserving healthy wildlife, providing clean water and making more sustainable wood, paper and packaging products available for consumers and companies. Choosing SFI is a practical choice that helps combat climate change, conserve nature, and increase the number of products in the marketplace that have a positive impact on the planet.

**A regular, transparent process for revision of the SFI Standards is a critical part of SFI's commitment to continual improvement.** By leveraging expertise across our network through focused engagement, and by including open comment periods, SFI creates standards that are grounded in science, include diverse perspectives, and benefit consumers, communities and ultimately forests across the U.S. and Canada. This commitment to collaboration strengthens the positive impact of our standards in addressing sustainability challenges.



## BETTER CHOICES FOR THE PLANET



# SHAPING THE STANDARDS: FOREST CERTIFICATION AS A SUSTAINABILITY SOLUTION



## SFI STANDARDS REVISION UPDATE

The first draft of the new SFI Standards is now available for public comment. This launches a 60 day public comment period that will run from May 1 through June 30. This draft is based on input from the first comment period last year and reflects a thorough review of all comments by the SFI Standards Revision Task Groups, the SFI Resources Committee, and the SFI Board of Directors.

SFI Standards Revision Task Groups are open to anyone, and include representatives from the forest sector, conservation organizations, academia, researchers, brand owners, resource professionals, landowners, educators, local communities, Indigenous Peoples, and governments. Rosters for each Task Group are posted on SFI's [website](#).

Subgroups were also formed on key topics such as forest conversion, biodiversity conservation, recognizing and respecting Indigenous Peoples' rights, logger training requirements in both the SFI Forest Management Standard and SFI Fiber Sourcing Standard, a new due diligence system to access risk of controversial sources, and investigating a new urban and community forestry standard. This document highlights those key decisions made by the Subgroups, Task Groups, SFI Resources Committee, and the SFI Board of Directors.

To review the new drafts standards in track change and a clean version, and to submit comments and be a part of the Standard's revision, visit the SFI website at [www.SFIprogram.org](http://www.SFIprogram.org)

A low-angle photograph of a dense forest of tall, thin trees reaching towards a bright sky. Sunlight filters through the canopy, creating a warm, golden glow. The text "SFI SOLUTIONS. NOW, MORE THAN EVER" is overlaid in large, white, sans-serif capital letters across the center of the image.

**SFI SOLUTIONS.  
NOW, MORE THAN EVER**

# TIMELINE FOR SFI 2022 STANDARDS REVISION PROCESS



**MAY & JUNE 2020:  
SECOND COMMENT  
PERIOD**

**SEP. & OCT. 2020:  
TASK GROUP  
MEETINGS**

**JAN. & FEB. 2021:  
SFI RESOURCES  
COMMITTEE  
REVIEW**

**APRIL 2021:  
BOARD  
APPROVAL**

**APR.-NOV. 2021:  
PEFC  
ENDORSEMENT  
PROCESS**

**JAN. 2022:  
RELEASE  
OF NEW  
STANDARDS**

On October 23, 2019, SFI officially launched the start of the SFI 2022 Standards Revision with a 30-day public comment period and a two-hour facilitated workshop at the SFI Annual Conference. This first comment period kicked off a two-year process which will conclude with a suite of new SFI standards and rules for release by January 2022.

**Below is the 2020-2021 timeline for upcoming phases of the SFI 2022 Standards revision.**

**MAY AND JUNE 2020 – SECOND COMMENT PERIOD AND STANDARDS REVISION WEBINARS**

Concurrent with the second comment period, SFI will conduct a series of nine webinars each focused on a specific topic of importance. The purpose of these webinars is to introduce the new draft SFI standards and gather additional feedback.

**SEPTEMBER AND OCTOBER 2020 – TASK GROUP MEETINGS**

When the second comment period concludes, SFI will compile all comments in preparation for the task groups to review. The three task groups will resume their work in September and October reviewing the comments received during the second comment period.

**JANUARY AND FEBRUARY 2021**

The SFI Resources Committee will review all enhancements to the standards and provide a recommendation to the Board for consideration. If additional task group meetings or calls are necessary, SFI will schedule them in January/February.

**APRIL 2021 – BOARD APPROVAL**

The Board will receive the draft standards 45 days before voting to approve them.

**APRIL 2021 – NOVEMBER 2021 PEFC ENDORSEMENT PROCESS**

Once the Board approves the standards, SFI will work towards PEFC endorsement.

**JANUARY 2022 – RELEASE OF THE NEW STANDARDS AND RULES**

SFI will release the new standards in January 2022.



# MAJOR ENHANCEMENTS IN THE SFI 2022 STANDARDS



## FOREST CONSERVATION

### **CONVERSION OF FOREST COVER TYPES (FOREST MANAGEMENT STANDARD - OBJECTIVE 1, PERFORMANCE MEASURE 1.2)**

SFI's requirements relative to forest conversion are critical to addressing climate change, preventing species loss, and depletion of water resources.

The SFI standard has two requirements to safeguard against the negative impacts of conversion of forest types.

1. Certified organizations must exclude any forestlands converted to non-forestland use from their SFI certificate to ensure that any fiber resulting from deforestation, does not count towards certified forest content in any SFI labeled product.
2. The SFI standard requires certified organizations to conduct an assessment to determine ecological impacts and provide appropriate justification if they convert one forest cover type to another forest cover type.

The enhancements made to this Objective address situations when an SFI-certified organization considers converting one forest cover type to another forest cover type

The performance measure now includes a “two-filter” approach when considering conversion of forest cover types. The first filter ensures that the proposed conversion does not pose a threat to important ecological systems, species or natural communities, including a provision to consider scale, which can pose an inherent impact. Principles of the first filter must be satisfied for the second filter to be applied. The second filter constitutes potential legitimate justifications that may be employed, provided the first principles are satisfied. Properly implemented, the landowner or manager must employ both filters, ensuring that the conversion will not result in inappropriate levels of ecological impact, and that the conversion is specifically justified.

### **LANDSCAPE BIODIVERSITY (FOREST MANAGEMENT STANDARD - OBJECTIVE 4, PERFORMANCE MEASURES 4.1)**

SFI's requirements on landscape level conservation help conserve biodiversity at that scale.

Enhancements ensure that landscape-scale analyses and research inform management decisions at the landscape level. By linking management decisions to analyses of landscape conditions and biodiversity conservation goals, managers will be better able to be responsive to the needs of wide-ranging species, the distribution of ecologically important natural communities, and the role of the managed area toward attaining critical biodiversity outcomes.

### **FORESTS WITH EXCEPTIONAL CONSERVATION VALUE (FECV) (FOREST MANAGEMENT STANDARD -OBJECTIVE 4, PERFORMANCE MEASURES 4.2, 4.3 AND 4.4)**

Species decline is a global concern, and SFI requires the protection of Forest with Exceptional Conservation Value (FECV), which are defined as forest areas harboring species and ecological communities that are imperiled or critically imperiled.

Specific requirements for attention to FECV provide assurance that forest managers will tailor strategies to protect such populations and natural communities as a specific obligation on their managed lands.

Enhancements to the Standard were also made to ensure the standard reinforces and clarifies conservation requirements relative to “ecologically important” sites and “ecologically important species” and “natural communities”. This language provides greater clarity and consistency toward protective requirements at the species and community

# MAJOR ENHANCEMENTS IN THE SFI 2022 STANDARDS



## FOREST CONSERVATION

scale, replacing and expanding the former term “significant species of concern”. The use, and associated guidance for “ecologically important” species and “natural communities” facilitates the ability of managers to address conservation of species considered vulnerable, locally rare, suffering decline, or otherwise at potential risk.

### **LANDSCAPE BIODIVERSITY IN FIBER SOURCING - (FIBER SOURCING STANDARD - OBJECTIVE 1, PERFORMANCE MEASURE 1.2)**

The small landowner represents the majority of the fiber supply in the U.S. SFI pays special attention to these landowners through requirements in the SFI Fiber Sourcing Standard.

SFI added a new requirement to the Fiber Sourcing Standard for SFI-certified organizations to conduct an assessment on FECVs across their wood and fiber supply area. This strengthens the standard’s requirements for addressing conservation of biodiversity at both the local and landscape level.

### **WATER QUANTITY AND WATER QUALITY (OBJECTIVE 3, PERFORMANCE MEASURES 3.1 AND 3.2)**

Forests maintain and clean our water supplies. Water is a vital resource for both human communities, and for the preservation of aquatic species and ecosystems. Protection of water quality and quantity are both important for the effective protection and maintenance of water resources, and forests play a vital role in ensuring both. Forests protect groundwater by assuring healthy rates of filtering, infiltration, and evapotranspiration. Forests are at least as critical for filtering surface water, and many forested watersheds are vital to human health as a primary resource for downstream communities.

Edits were made to Objective 3, Performance Measure 3.1 and Performance Measure 3.2 to include water quantity to the list of protections.

## INDIGENOUS PEOPLES’ RIGHTS

### **RECOGNIZE AND RESPECT INDIGENOUS PEOPLES’ RIGHTS (FOREST MANAGEMENT STANDARD - OBJECTIVE 8)**

At SFI we respect the rights of Indigenous Peoples and believe our shared quality of life improves when forests are sustainably managed for current and future generations. These shared values allow for a strong and multi-faceted link between SFI and Indigenous communities across Canada and the U.S. and help support SFI-certified organizations in growing meaningful forest-focused relationships within their operating areas.

The SFI Forest Management Standard is aligned with Indigenous values, including rights, knowledge, and environmental considerations.

Edits were made to Objective 8 so that it clarifies the intent toward a meaningful relationship building and rights recognition process. All SFI-certified organizations must:

- identify the Indigenous Peoples whose rights may be affected by the SFI-certified organization’s forest management practices;
- determine the specific rights that may be affected by drawing on federal, provincial, state laws, treaties and agreements between governments and Indigenous Peoples, and/or the UN Declaration on the Rights of Indigenous Peoples; and,
- provide appropriate training so that all staff and contractors are competent to recognize and respect Indigenous Peoples’ rights and traditional knowledge for the purposes of Objective 8.





# MAJOR ENHANCEMENTS IN THE SFI 2022 STANDARDS



## INDIGENOUS PEOPLES' RIGHTS

SFI-certified organizations with management responsibilities on public lands will be required to implement additional requirements intended to further enhance their ability to build meaningful relationships with Indigenous Peoples within their operating areas. These measures include:

- promoting meaningful dialogue through respecting Indigenous Peoples' representative institutions and communications protocols;
- providing opportunities for Indigenous Peoples to review SFI-certified organizations' forest management practices; and,
- ensuring respect for Indigenous Peoples' traditional knowledge, including non-timber forest products and sites of spiritual, historical and cultural importance.

SFI is developing tools that will assist SFI-certified organizations in training personnel and contractors, rights identification and recognition, and relationship building for the purposes of Objective 8. This will include additional guidance for SFI-certified organizations regarding approaches to identifying and implementing appropriate communications protocols.



## CLIMATE CHANGE

### **CLIMATE SMART FORESTRY (FOREST MANAGEMENT STANDARD - OBJECTIVE 9)**

Forests play a critical role in addressing climate change and storing carbon. Given the increasing global focus on climate and increased understanding about the important role of forests, SFI developed a new objective focused on climate change mitigation and adaptation.

Performance Measure 9.1 requires a program to identify climate change risks to forests and forest operations, and the development of adaptation objectives and strategies. Performance Measure 9.2 requires a program to identify opportunities to mitigate climate-related impacts associated with forest operations. SFI developed guidance that will assist SFI-certified organizations in identifying options for addressing stored carbon and greenhouse gas emissions.

## LOGGER TRAINING

### **LOGGER TRAINING AND CERTIFIED LOGGING COMPANIES (FOREST MANAGEMENT STANDARD - OBJECTIVE 12 AND FIBER SOURCING STANDARD - OBJECTIVE 6)**

Loggers who are aware of their responsibility as professionals are better equipped to protect the environment, making logger training a core requirement in both the SFI Forest Management Standard and Fiber Sourcing Standard. By the end of 2018, more than 200,000 loggers and foresters had completed SFI-approved training programs.

# MAJOR ENHANCEMENTS IN THE SFI 2022 STANDARDS



## LOGGER TRAINING

Core logger training requirements are now separate from topics that could be incorporated as elements of continuing education training. The new standard also clarifies that training shall occur at least once every two years. To support this increased emphasis on logger training, a new auditable indicator was moved from guidance into the standard itself, that will ensure SFI-certified organizations strive to achieve 100 percent of their raw material deliveries from qualified logging professionals or certified loggers. These enhancements add more structure to the qualified logging professional training requirements and raise the overall quality and impact of logger training.

The definition of Certified Logging Companies was updated. The current “certified logging professional” definition refers to an individual, whereas the certified logging professional training requirements are directed at the logging company level. A change to the definition was made to ensure it is clear the logging contractor that is the certified entity holds the title of “certified logging company.”

A new Performance Measure was also created to highlight the requirements for a logger-certification program. SFI developed guidance to bring greater transparency and accountability to SFI Implementation Committee recognition of certified logging company programs. The guidance includes details as to how a certified logging training organization can appeal a decision if their certification program is not successful in achieving recognition by an SFI Implementation Committee.

## URBAN FORESTRY

Urban and community forests are a significant resource in the U.S. and Canada and are likely to continue to increase in significance based upon demographic, economic, and environmental trends. The importance of responsible urban forest management will also increase in significance as it contributes to providing ecosystem services such as mitigating storm water runoff, reducing urban heat island effects, and sequestering carbon while contributing to the character, quality of life, and economic and social infrastructure of a community. SFI has the opportunity to explore a leadership position in establishing standards for responsible urban forest management in Canada and the U.S. and support the growth and evolution of this branch of professional forestry. The development of urban forest management certification standards will also contribute to providing pathways to ensure improved utilization and less waste of wood removed from urban areas due to development, hazard abatement, storm events, insect infestation, disease, or other causes.

SFI will create a task group to explore the value, pros, and cons of developing a customized Urban and Community Forest Management Standard.



# MAJOR ENHANCEMENTS IN THE SFI 2022 STANDARDS



## DUE DILIGENCE SYSTEM REQUIREMENTS

When procuring fiber, avoiding controversial sources is a critical issue to achieving sustainability targets. Recognizing this, SFI developed a new definition of controversial sources along with expanded requirements for a due diligence system to assess the risk of controversial sources entering a certified organization's supply chain. SFI also has a unified approach to controversial sources and due diligence across all Standards. This new requirement is in the SFI Fiber Sourcing Standard, the SFI Chain-of-Custody Standard, and the new SFI Certified Sourcing Standard.

SFI developed guidance for use by SFI-certified organizations when assessing the risk of controversial sources in their supply chain. This is found in the draft Guidance document.

## SFI CHAIN OF CUSTODY STANDARD

Parts of the SFI Chain of Custody Standard were restructured to add clarity. Requirements for SFI category of origin are now in Part 4. Likewise, the requirements for sales of certified product are now in Part 5.

Edits were made to align more closely with the PEFC Chain of Custody Standard adding efficiencies for SFI-certified organizations those that are dual certified. The credit life for volume credit is now 24 months. The management system requirements (Part 8) were edited to include a system to ensure compliance with applicable social laws and occupational health and safety legislation and requirements for internal audits. Edits were made to the requirements for outsourcing agreements (Part 9).

## SFI CERTIFIED SOURCING STANDARD

Requirements for secondary producers to use the SFI Certified Sourcing Standard were previously located in an appendix to the SFI Fiber Sourcing Standard. These requirements have now been moved into a new SFI Certified Sourcing Standard that allows users to better understand and communicate the value of the certified sourcing requirements. This will also improve the auditing of the certified sourcing requirements.

The standard has the same due diligence system requirements as the SFI Fiber Sourcing Standard and SFI Chain of Custody Standard. The standard has a section with all requirements for the sale of products with the certified sourcing claims and/or label. The management system requirements were edited to include a system to ensure compliance with applicable social laws and occupational health and safety legislation, requirements for internal audits and requirements for outsourcing agreements.

## RULES FOR USE OF SFI ON-PRODUCT LABELS AND OFF-PRODUCT MARKS

This section was restructured for clarity regarding on and off-product label use. Requirements for label use approval by the SFI Office of Label Use and Licensing (Part 2) and requirements for SFI Claims and Labels (Part 3) are contained in their own parts of the document. Additionally, a key enhancement in Part 3 is the inclusion of a matrix that summarizes the different label options by claim (or category of origin) and what SFI certification is needed to use the label(s). New statements are included for SFI-certified organizations to use in combination with SFI on-product labels and with promotional materials that may or may not include the SFI label. The statements are grouped by pillars and provide multiple options for users.

## **Objective 9 – Climate Smart Forestry: Requirements and Guidance**

### **SFI 2022 Forest Management Standard Requirements**

#### **Objective 9. Climate Smart Forestry.**

To ensure forest management activities address climate change adaptation and mitigation measures.

**Performance Measure 9.1.** *Certified Organizations* shall develop a *program* to identify and address the climate change risk to forests and forest operations and develop appropriate adaptation objectives and strategies based on analysis of available regional climate models, research, and scenario analysis.

Indicators:

1. Based on *best scientific information*, *Certified Organizations* shall identify climate change risks and prioritize them based on the likelihood, nature, scale and longevity of their expected impact to their forest lands or forest tenures.
2. *Certified Organizations* shall develop an adaptation plan to address priority climate change risks, which considers approaches for potential adaptive management.
3. *Certified Organizations* shall document how their adaptation plan objectives and strategies fit within broader regional climate adaptation strategies and plans, where they exist.

**Performance Measure 9.2.** *Certified Organizations* shall have a *program* to identify and address opportunities for climate change mitigation associated with its forest operations.

Indicators:

1. Based on *best scientific information*, *Certified Organizations* shall identify and address opportunities to enhance carbon sequestration on the forests they own or manage considering factors such as:
  - a. improved growth rates toward the enhancement of forest carbon pools (e.g., through improved seed selection, plantation survival, stocking levels, choice of species, thinning, competition reduction, fertilization), *reforestation* and/or *afforestation*,
  - b. silvicultural activities to limit the impacts from wildfire, disease or forest pests,
  - c. adjustments to forest management *practices*, as appropriate.
2. Based on *best scientific information*, *Certified Organizations* shall identify and develop a *program* to address greenhouse gas emissions.

## SFI Guidance

### Objective 9: Climate Smart Forestry

Atmospheric carbon continues to influence the effects of climate change on forest ecosystems and global climate cycles. Carbon sequestered in and released from forests has been identified as having a significant effect on atmospheric carbon levels. As such, understanding the benefits of carbon sequestration and storage in managed forests is an important element of sustainable forest management.

Natural disturbances such as fire and insect outbreaks have occurred throughout history in North American forests. However, recent evidence suggests that these events are becoming more frequent and severe due to climate change. These unprecedented increases in extent and severity of disturbance have shifted large areas of forests to become significant sources of emissions to atmospheric carbon pools, compounding the climate change effects of anthropogenic carbon emissions.

Forest management decisions need to take into consideration a suite of objectives which are appropriately responsive to the unprecedented changes to our forests, resulting from climate change. These include managing for wildfire risk, maintaining landscape diversity for wildlife and recreation, maintaining growing forests that remove carbon from the atmosphere, and providing a sustainable resource for rural communities that rely on forest-based economies. We know that when we actively manage our forested landscapes for wood products, we can maintain forests as a carbon sink<sup>1,2</sup>. Understanding carbon dynamics in managed forests allows *certified organizations* to make informed decisions relative to objectives, strategies, and practices applied, which are both responsive and responsible with respect to climate change impacts.

In 2019, the Michigan State University Forest Carbon and Climate Program (FCCP) undertook a preliminary study which included a qualitative analysis of SFI programmatic documents, interviews with key experts, and observations of SFI training activities. This analysis found that while *SFI Forest Management Standard* did not explicitly require performance relative to carbon or climate mitigation, nonetheless 'climate-smart forestry'<sup>3</sup> concepts, management practices, and other best practices with benefits were prevalent throughout the standards, training materials, and program participant interviews. Beyond those valued practices, which remain as important elements of the *SFI Forest Management Standard*, the Climate Smart Forestry Objective is the next logical step in providing the assurance that such practices are undertaken, audited, and tracked as a proof point of forest sustainability.

The Climate Smart Forestry objective ensures that *certified organizations* are aware of the effects of their management on forest carbon dynamics as they relate to climate, and that such

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<sup>1</sup> Kurz W.A., Smyth, C. and Lemprière, T. (2016) Climate change mitigation through forest sector activities: principles, potential and priorities. *Unasylva* 246 (67), 61-67.

<sup>2</sup> Smyth, C.E., Stinson, G., Neilson, E., Lempriere, T.C., Rampley, G.J. and Kurz, W.A. (2014). Quantifying the biophysical climate change mitigation potential of Canada's forest sector. *Biogeosciences* 11, 3515-3529.

<sup>3</sup> See FAO 2019 for more information on Climate-smart Forestry

considerations are taken into account in business and forest management planning. However, the requirement of the Climate Smart Forestry objective do not extend to the quantification and verification of carbon pools as might be required by voluntary carbon markets or offset programs such as the Carbonzero program, the Verified Carbon Standard (VCS), or Carbonfund.org.

It is important to note that the scope and scale at which *certified organizations* may address some of these objectives will depend on the size and complexity of their operations. For example, larger forest land owners and managers may have the capability to conduct a more complex inventory of greenhouse gas emissions and harvest removals whereas it is reasonable to expect that smaller land owners and managers can make use of regional averages for greenhouse gas emissions and harvest removal estimates for purposes of developing an *adaptation* strategy and *mitigation* plans.

### **Performance Measure 9.1 - Identifying Climate Change Risks and Vulnerabilities**

Risks and vulnerabilities that result from climate change impacts on managed forests and the values within them will vary from region to region and across forest stand types and ages. This variation may include differences in effects on tree mortality, forest infestation, wildfire, and species distributions<sup>4</sup>. Identifying risks and vulnerabilities based on best scientific and economic information is important to test the relevance or efficacy of a *certified organization's* existing risk management strategies under climate change or to help identify whether new or additional strategies may be warranted. Standard risk identification and assessment approaches exist that can be directly used in a forest management context (Edwards et al 2015<sup>5</sup>) or can be adapted from similar approaches (CoastAdapt 2020<sup>6</sup>).

#### **Indicator 9.1.1 - Prioritization of Risks and Vulnerabilities**

Risk or vulnerability assessment is the process of assessing the probabilities and consequences of potential risk events. Indicator 9.1.1 requires *certified organizations* to conduct an assessment to prioritize identified climate change risks. Management efforts can then be better allocated to reduce risks to forests and the values within them, as per Objectives 2 (Forest Health and Productivity), 3 (Protection and Maintenance of Water Resources), 4 (Conservation of Biological Diversity), 5 (Management of Visual Quality and Recreation Benefits) and 6 (Protection of Special Sites).

Determining the climate-related material risks to a *certified organization* may involve identifying, refining, and assessing numerous potential environmental, social and economic climate-related risks and vulnerabilities that could affect the organization or its stakeholders. These could then be distilled into a short-list of topics that inform forest management strategies, targets,

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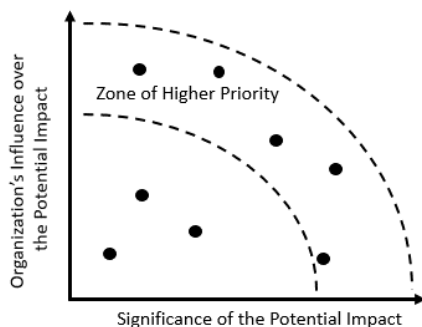
<sup>4</sup> Romero-Lankao et al 2014, Impacts, Adaptation, and Vulnerability. Part B: Regional Aspects. Contribution of Working Group II to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change.

<sup>5</sup> Climate change and sustainable forest management in Canada: a guidebook for assessing vulnerability and mainstreaming adaptation into decision making / J.E. Edwards, C. Pearce, A.E. Ogden, and T.B. Williamson.

<sup>6</sup> Plunket, J., Stanzel, K., Weber, R. and S. Lerberg. 2015. Climate Change Vulnerability Assessment Tool for Coastal Habitats: Guidance Documentation. Available: <http://www.ccvatch.com>

operations and reporting<sup>7</sup>. Determining which risks and vulnerabilities are the highest priority may involve considering the nature of the impacts, including whether they are positive or negative, actual or potential, direct or indirect, short-term or long-term, or intended or unintended. A further consideration may be given to the significance of the potential impact on the organization, its operations, or stakeholders, and the level to which the impact can be influenced (Figure 1).

Figure 1: Prioritization of climate-related risks to a certified organization based on the significance of the potential impact and the organization’s ability to influence the risks.



### Indicators 9.1.2 and 9.1.3 - Identifying *Adaptation* Strategies

Indicator 9.1.2 requires a *certified organization* to develop an *adaptation* plan to address priority climate change risks. Indicator 9.1.3 then addresses how these *adaptation* plans should be reviewed in the context of Regional Climate Change Adaptation Strategies (RCCAS), where they exist. RCCAS are useful tools that help governments and organizations conduct operations that are aligned with overall *adaptation* efforts that are sensitive to regionally specific climate change risks. RCCAS have been developed for several jurisdictions and municipalities and are readily available for downloading, such as those found in Table 1. *Adaptation* strategies may involve consideration of potential adjustments to account for altered timing of spring thaw, shorter winters, assisted tree migration through selective planting, and consideration of planting the right tree species in the right place, at the right time, to name a few.

Table 1: A non-exhaustive list of Regional Adaptation Strategies by relevant jurisdiction, with title and source URLs for locating the documents (accessed April 26, 2020).

Jurisdiction	Title	Source
California	California Adaptation Planning Guide: planning for adaptive communities	<a href="https://resources.ca.gov/CNRALegacyFiles/docs/climate/01APG_Planning_for_Adaptive_Communities.pdf">https://resources.ca.gov/CNRALegacyFiles/docs/climate/01APG_Planning_for_Adaptive_Communities.pdf</a>
New Hampshire	Climate Change Resilience Plan: resilience and preparedness in state government project	<a href="https://www.des.nh.gov/organization/divisions/water/dwgb/documents/wd-14-02.pdf">https://www.des.nh.gov/organization/divisions/water/dwgb/documents/wd-14-02.pdf</a>
U.S. Southeast	UE EPA Region 4 Adaptation Implementation Plan	<a href="https://www3.epa.gov/climatechange/Downloads/Region4-climate-change-adaptation-plan.pdf">https://www3.epa.gov/climatechange/Downloads/Region4-climate-change-adaptation-plan.pdf</a>

<sup>7</sup> KPMG 2014, Sustainable Insight: The essentials of materiality assessment.

British Columbia	Strategic Climate Risk Assessment Framework for British Columbia	<a href="https://www2.gov.bc.ca/assets/gov/environment/climate-change/adaptation/climate-risk-assessment-framework.pdf">https://www2.gov.bc.ca/assets/gov/environment/climate-change/adaptation/climate-risk-assessment-framework.pdf</a>
Ontario	Climate Ready: Ontario's adaptation strategy and action plan	<a href="http://www.climateontario.ca/doc/publications/ClimateReady-OntariosAdaptationStrategy.pdf">http://www.climateontario.ca/doc/publications/ClimateReady-OntariosAdaptationStrategy.pdf</a>
Canada	Adapting Sustainable Forest Management to Climate Change: preparing for the future	<a href="https://www.ccfm.org/pdf/Edwards_PreparingForFuture_FinalEng.pdf">https://www.ccfm.org/pdf/Edwards_PreparingForFuture_FinalEng.pdf</a>
U.S.	Climate Hubs – U.S. Department of Agriculture	<a href="https://www.climatehubs.usda.gov/">https://www.climatehubs.usda.gov/</a>

**Indicator 9.2.1 - Identifying options for addressing stored carbon and greenhouse gas emissions**

Adapting forest practices to address potential risks (identified in 9.1) involves understanding the potential range of variability in future climate scenarios, and adapting management and silvicultural practices to those conditions in order to sustain a thriving forest with all of its inherent values. Larger forest land owners and managers may have the capability to conduct a more wholistic adaptation plan and incorporate a broader range of options, whereas it is reasonable to expect that smaller land owners and managers may have a narrower range of feasible options for purposes of developing an adaptation strategy.

Resulting activities may range from assessing the impact of the forest management plan on overall carbon balance, to assessing the impact of different silvicultural and operational practices on live tree carbon to support the maintenance of forest benefits, potentially including target-setting for reduced net emissions or increased sequestration. Some examples may include:

- Consideration of equipment age, operability and maintenance;
- Selecting the correct equipment size (most efficient machine for the job);
- Finding alternative uses for logging waste to minimize open burning; and/or
- Modifications to site preparation techniques.

**Indicator 9.2.2 - Quantifying GHG emissions in forest management operations**

Understanding the overall impact of forest operations on forest carbon balance can encompass analysis of carbon pools and fluxes or the identification and management of the most significant fluxes over which *certified organizations* have an influence. Larger forest land owners and managers may have the capability to conduct a full inventory of greenhouse gas emissions whereas it is reasonable to expect that smaller land owners and managers can make use of regional averages for greenhouse gas emissions estimates for purposes of quantifying GHG emissions and informing forest management operations.

Sources of models and tools to quantify local, regional and national level forest carbon storage that may assist in addressing carbon storage or emission calculations are available from a variety of sources. The USDA Forest Service website maintains a list of tools for carbon inventory, management and reporting here. Some freely available data sources include the



USFS Forest Inventory and Analysis (FIA) National Program, as well as resources available from Natural Resource Canada’s (NRCan) Carbon Accounting Program, such as the CBM-CFS3 model (available here). Other more regionally-specific resources are available from industry-specific vendors (e.g., NCASI, Silviaterra), or through available tools such as FORECAST or FORCARB. Selection of tools and approaches may consider resolution, accuracy and scalability. Irrespective of the source, accounting tools should be characterized by sensitivity to forest types and employ the appropriate scale and climate modelling analysis suitable to the forest management area in question.

Resources to develop programs (Indicator 9.2.2) are related to the tools and methods developed to address carbon and greenhouse gas emissions (Indicator 9.2.1), combined with approaches to prioritize the most significant emission sources for management. Tools and models developed to quantify emissions are listed in Table 2.

Table 2 – Forest carbon emission and storage estimation models and tools, with references to geographic applicability. Note this is not an exhaustive list of possible tools.

Tool	Country, State/Province	Description	Source
CBM-CFS3	Canada (all)	The operational-scale Carbon Budget Model of the Canadian Forest Sector (CBM-CFS3) is an aspatial, stand- and landscape-level modeling framework that simulates the dynamics of all forest carbon stocks required under the Kyoto Protocol (aboveground biomass, belowground biomass, litter, dead wood and soil organic carbon). It complies with the carbon estimation methods outlined by the Intergovernmental Panel on Climate Change (IPCC)	Link
Generic Carbon Budget Model (GCBM)	Canada (all)	The GCBM is the next generation, fully spatial version of the CBM-CFS3 that the federal government is currently using for various internal research and collaborative projects.	Contact
FORECAST model	Canada (BC, AB, SK, S. ON, NS)	FORECAST is an ecosystem-based, stand-level, forest growth simulator. The model was designed to accommodate a wide variety of harvesting and silvicultural systems in order to compare and contrast their effect upon forest productivity, stand dynamics, and various biophysical indicators of non-timber values. Forest carbon is one of the outputs that can be modeled.	Link
FORCARB model	Canada (ON)	FORCARB is a U.S. developed model that the government of Ontario has modified for provincial use. The Ontario model is referred to as FORCARB-ON. The model can be used to project carbon storage in harvested wood products.	Link
i-Tree Harvest	US	The i-Tree Harvest Carbon Calculator (originally known as the PRESTO Wood Calculator) allows land	Link

Carbon Calculator		managers and landowners to estimate the amount of carbon stored in harvested wood products. Carbon estimates are based on harvest volume, geographic region, and wood type.	
Methods for calculating ecosystem and harvested carbon	US	A publication with guidelines and default tables for estimating forest ecosystem carbon pools in the US and storage of harvested wood products in use and in landfills	Link
FORCARB2	US and Ontario	FORCARB2 produces estimates of carbon stocks and stock changes for forest ecosystems and forest products at 5-year intervals; it includes a new methodology for carbon in harvested wood products, updated initial inventory data, a revised algorithm for dead wood, and now includes public forest land, reserved forest land, and forest land of low productivity.	Link
US Forest Carbon Calculation Tool	US	The Carbon Calculation Tool 4.0, <i>CCTv40.exe</i> , is a computer application that reads publicly available forest inventory data collected by the U.S. Forest Service's Forest Inventory and Analysis Program (FIA) and generates state-level annualized estimates of carbon stocks on forest land based on FORCARB2 estimators.	Link
EVALIDator	US	Generates user-specified reports on forest inventory estimates, including forest carbon stocks and changes in dry biomass over time, using US Forest Inventory and Analysis (FIA) data.	Link

## DEFINITIONS

*Adaptation* - **Climate change adaptation** refers to actions that reduce the negative impact of climate change, while taking advantage of potential new opportunities. It involves adjusting policies and actions because of observed or expected changes in climate.

Richardson, G.R.A., 2010. Adapting to Climate Change: An Introduction for Canadian Municipalities. Ottawa, Ontario. Natural Resources Canada, 40 p.

*Mitigation* – **Climate change mitigation** consists of actions to limit the magnitude or rate of global warming and its related effects. This generally involves reductions in human emissions of greenhouse gases.

IPCC AR4 WG3 (2007), Metz, B.; Davidson, O.R.; Bosch, P.R.; Dave, R.; Meyer, L.A. (eds.), Climate Change 2007: Mitigation of Climate Change, *Contribution of Working Group III (WG3) to the Fourth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC)*, Cambridge University Press.



## **SFI Implementation Committee Engagement June 2020**

### Background

Following input through SIC surveys and meetings, a Resources Committee task group, and discussions with the Board, SFI staff developed a strategy in late 2019 for leveraging SFI Implementation Committees (SICs). The strategy focuses on greater alignment with SFI's strategic direction and ensuring a consistently strong network while still enabling local decision making and customization.

Several actions were identified in the 2020 workplan that support the SIC strategy, including

- Action 7b (Community): Increase capacity of SICs to have a positive impact in their local communities and to support delivery of priority #11, through SFI grants, tools, and partnerships.
- Action 9a (Community): Implement new strategy for grant giving and partnership development that demonstrate alignment with SFI strategic priorities, focus our impact, and build capacity in our networks.
- Action 11b (Education). Work with SICs to further enhance the delivery of logger training through regional coordination and online modules and to strengthen the outreach to architects and builders about responsibly sourced materials and SFI's value in mass timber markets.
- Action 13b (Communications): Create messages and tools that help support pillar priorities [including] storytelling about the great work the SFI community does at the local level to address sustainability challenges

### Recent Efforts

This spring, SFI has been hosting virtual regional SIC meetings to provide an opportunity for SIC members to learn about the latest developments at SFI, share SIC best practices, and engage in dialogue about SIC priorities.

Six virtual meetings have taken place so far – Southern US, Central US, Eastern/Central Canada, Quebec (in French), Western Canada, and Eastern US – with one more still to be held in the Western US. Participation has been strong, with close to 220 people registered for these virtual meetings.

Participants have appreciated the opportunity to learn from the Michigan SIC about how they have transitioned to online logger training, in light of COVID-19 restrictions making in-person logger training impossible this spring. There has also been strong interest in the communications tools that SFI has begun producing and sharing with SICs, including new SIC logos that align with SFI's logo, website support, and PowerPoint templates for their use at workshops.

Looking ahead, SFI staff are working on a SIC fact sheet that highlights the important work of the SICs and how SICs support SFI's mission, creating updated content for SIC websites, and planning more virtual SIC meetings in October.

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