



## BETTER CHOICES FOR THE PLANET



Every year, Earth Day is celebrated on April 22. This year's theme is **Invest in our Planet**—because a green future is a prosperous future!

At **SFI**, we believe that sustainable forests are critical to our collective future. As a solutions-oriented sustainability leader, we work to address global issues such as climate action, conservation of biodiversity, and sustainable community development through forest-focused collaboration.

In addition, **Project Learning Tree (PLT)** and **PLT Canada**, both educational initiatives of SFI, work to develop forest literacy, educate future forest and conservation leaders, and build green career pathways for a diverse and resilient workforce.

So join us in celebrating Earth Day with some of our resources and in committing to make a difference year-round.

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### MAKE A GIFT TO SUPPORT EDUCATION AND FOREST LITERACY

A leader in teaching students how to think about environmental issues, more than 675,000 educators have become **PLT-trained** over the last 45+ years. Support environmental education and outdoor learning this Earth Day with a **charitable donation** to Project Learning Tree.



PLT gives natural resource professionals, teachers, families, and other educators the tools and training to feel comfortable teaching outdoors and through the lens of trees and forests.

Discover **PLT curriculum and training** to support your work and consider a **one-time or recurring gift** to advance environmental literacy and green career pathways.

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### LEARN AND TEACH ABOUT TREES, FORESTS, AND SUSTAINABLE MANAGEMENT

Are you looking to share information with your community about sustainable forest management?

Use the Forest Literacy Framework, tailored to **American** and **Canadian** audiences, to translate the complex language of forests, trees, and sustainable forest management into concepts that everyone should know by the time they graduate from high school.

Be sure to also check out the **Learn About Forests Toolkit** and Teaching with i-Tree, great for non-formal **American** and **Canadian** educators and community outreach professionals working with middle and high school students.



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## EXPLORE DIFFERENT GREEN CAREER PATHWAYS FOR A MORE SUSTAINABLE PLANET

There are so many diverse, exciting jobs in the forest and conservation sector. Explore just a few possibilities with [A Guide to Green Jobs in Canada: Voices of Indigenous Professionals](#), which features the career factsheets and first-person stories from 12 Indigenous leaders.

Watch the [Green Jobs video series](#), to see a few spotlights of the amazing men and women working in and caring for our forests.

To share even more possibilities with the young adults in your life, have them answer a series of questions online to be matched with the professions best suited for them. Check out the Green Jobs Career Personality Quiz, available from [PLT](#) and [PLT Canada](#).

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## EXPLORE CARBON STOCKS AND WATER QUALITY ON SFI'S U.S. FOOTPRINT

Check out [SFI's Carbon Benefits Tool](#), which allows users to tailor custom queries to learn about carbon stocks, rates of sequestration, and long-term carbon storage across SFI's U.S. footprint, and the [Water Benefits Tool](#) which explores the water quantity and quality-related benefits of SFI-certified forests in the U.S.



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## JOIN US AT THE 2022 SFI AND PLT ANNUAL CONFERENCE

Join [SFI](#) and [PLT](#) from June 14–17 in Madison, Wisconsin, to engage with leaders in the forest, conservation, and education sectors.



[Learn more about the 2022 SFI/PLT Annual Conference here.](#) This year's theme is Collaborating for Communities and Forests. Join us to connect with leaders from the forest and conservation sector, community and educational professionals, and PLT coordinators to discover even more ways to work together and learn from each other.

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