

SFI LABEL STATEMENTS/ SOFT CLAIMS



The statements in this document are for use in combination with SFI on-product labels and with promotional materials that may or may not include the SFI label.

GENERAL BENEFIT STATEMENTS

- [Organization] believes healthy forests mean a healthy future for us all. That's why we use SFI certified products.
- [Organization] values sustainably managed forests and the [clean water/wildlife habitat/climate solutions/pick your benefit] they provide.
- Thank you for supporting...
 - healthy North American forests.
 - healthy American forests.
 - healthy Canadian forests.
- We work to keep forests healthy and communities thriving.
- By choosing SFI certification, we invest in conservation research, community engagement and environmental education.
- We choose SFI certified products because a sustainable supply chain is a smart climate solution.
- SFI certified forests play an important role in water conservation, healthy animal and plant populations, and climate solutions.
- SFI certified forests contribute to local, regional and national conservation goals.
- By choosing SFI, [Brand name] helps achieve multiple United Nations Sustainable Development Goals, including:
 - Goal 4, Quality Education
 - Goal 6, Clean Water and Sanitation
 - Goal 12, Responsible Production & Consumption
 - Goal 13, Climate Action
 - Goal 15, Life on Land
 - Goal 17, Partnerships for the Goals
- Choosing SFI provides an assurance that our supply chain supports our environmental, social and governance commitments.
- SFI offers solutions to global sustainability challenges.
- SFI offers a growing solution to global sustainability challenges.



CONSERVATION FOCUSED STATEMENTS

Habitat/Plants and Animals

- [Organization] chooses SFI certified products to help conserve habitat for at-risk plant and animal species
- SFI certified lands provide a home for hundreds of plant and animal species.
- SFI conservation initiatives and sustainable forestry management practices help ensure habitat for at-risk plant and animal species.
- In SFI certified forests, specific actions are taken to conserve at-risk species.
- SFI promotes research to help determine how forest management can reverse the decline for North American bird populations.

Water

- SFI certified forests help protect millions of acres of watersheds – which means more clean water across [North America, America, Canada].
- SFI helps protect water quality by ensuring practices that promote healthy forests and minimize erosion.

COMMUNITY FOCUSED STATEMENTS

- SFI respects Indigenous Peoples' rights and traditional knowledge and promotes forest-focused collaboration to support certification.
- SFI grants support forest-focused collaborations and partnerships that help to grow a world that values and benefits from sustainably managed forests.
- SFI proudly supports future forest and conservation leaders through environmental education and career development.
- The SFI standard's training requirements ensure that SFI certified forests are managed using leading on-the-ground sustainability practices.
- SFI creates experiential learning opportunities for youth through work placements, mentorship, and environmental education.

Climate

- [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.

Research (General)

- SFI promotes research to better understand the benefits that sustainably managed forests provide us all.
- SFI supports sustainable forests and healthy communities through grant programs, carefully targeted research and conservation partnerships.



EDUCATION FOCUSED STATEMENTS

- SFI helps educators teach about climate change and sustainability (through its Project Learning Tree initiative).
- SFI reaches 14,000 educators and 3.2 million students every year with environmental education activities.
- SFI teaches students how to think, not what to think, about forests and the environment.
- SFI helps the next generation to explore green jobs and prepare them to become environmental stewards.

CONTACT US

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