



# FORESTS OF OPPORTUNITY

2019 PROGRESS REPORT

# WHO WE ARE

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## VISION

**A world that values and benefits from sustainably managed forests.**

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## MISSION

**To advance sustainability through forest-focused collaborations.**

**At the Sustainable Forestry Initiative® Inc., we believe that sustainable forests are critical to our collective future. SFI® is a leader in sustainable forestry through our work in standards, conservation, community, and education.**

As an independent, non-profit organization, we collaborate with our diverse network to provide solutions to local and global sustainability challenges. SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous Peoples, governments, and universities.



# SFI's work is supported by four pillars of interconnected activity



## STANDARDS

SFI standards and certified products advance sustainable forestry and responsible purchasing globally.

## CONSERVATION

SFI's conservation programs deliver credible and effective forest-focused solutions to sustainability challenges.

## COMMUNITY

Local communities value and benefit from sustainably managed forests through collaboration with the SFI network.

## EDUCATION

SFI's education programs expand the knowledge, skills, and opportunities to sustain forests and the environment.





# SFI STANDARDS AND CERTIFIED PRODUCTS



STANDARDS



ADVANCE SUSTAINABLE  
FORESTRY AND

RESPONSIBLE  
PURCHASING  
GLOBALLY

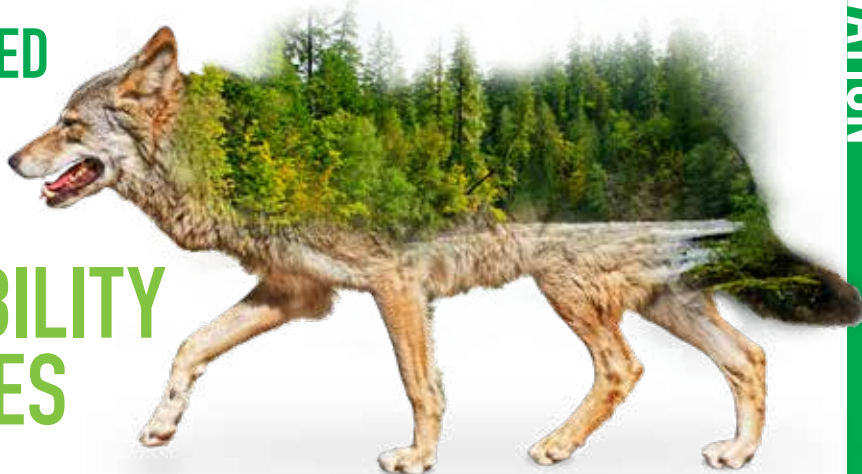
# SFI'S CONSERVATION PROGRAMS



CONSERVATION

DELIVER CREDIBLE AND EFFECTIVE  
FOREST-FOCUSED  
SOLUTIONS

TO  
SUSTAINABILITY  
CHALLENGES



# LOCAL COMMUNITIES VALUE AND BENEFIT FROM

SUSTAINABLY MANAGED  
FORESTS  
THROUGH COLLABORATION  
WITH THE SFI  
NETWORK



## SFI EDUCATION PROGRAMS

EXPAND THE KNOWLEDGE,  
SKILLS, AND  
OPPORTUNITIES

TO SUSTAIN COMMUNITIES,  
FORESTS, AND THE  
ENVIRONMENT

A photograph of a forest with tall, thin trees and a dense canopy, overlaid with a semi-transparent blue filter.

**STANDARDS**

A close-up photograph of a deer's head with large antlers, set against a green background, overlaid with a semi-transparent green filter.

**CONSERVATION**

A group of students wearing yellow hard hats and orange safety vests, gathered around a table and looking at a document, overlaid with a semi-transparent orange filter.

**COMMUNITY**

Four students smiling and posing in a garden area with many small potted plants, overlaid with a semi-transparent purple filter.

**EDUCATION**





## MESSAGE FROM THE PRESIDENT AND CEO

SFI believes there are many opportunities to advance sustainability through the values, goods, and services provided by sustainably managed forests. Forests provide an important opportunity to bring communities together to promote trust, advance conservation priorities and create new economic opportunities. Forests sustain rural, Indigenous and urban communities. Forests provide a window on the world for youth and educators to learn about the natural environment through the Project Learning Tree network. Forests also provide an opportunity to catalyze landscape-scale climate solutions because they sequester carbon and store carbon in the building products made from trees. Forests provide an opportunity to maintain and recover biodiversity and sustain a variety of conservation values including clean water. But to seize these opportunities, forests must be sustainably managed and forest products must be responsibly sourced.

For all these reasons and more, the theme of this year's report is ***Forests of Opportunity***.

To continue to make sure we all benefit from the opportunities that forests provide we are launching a new strategic direction that will guide our work over the next five years. This plan is supported by our four pillars: Standards, Conservation, Community, and Education. Our work in these pillars, and importantly, the connections between them, will help us seize the opportunities in front of us and create new opportunities for all of us.

To continue delivering on this promise, I'm pleased to introduce SFI's new vision and mission.

**VISION:** A world that values and benefits from sustainably managed forests.

**MISSION:** To advance sustainability through forest-focused collaborations.

**THIS IS WHAT SFI DELIVERS.** SFI is a collaborative community committed to high standards, conservation of our forests, sustainable communities, and an understanding that environmental education can empower a world that values and benefits from sustainably managed forests. With so many opportunities for us all, it's important we come together and take collective action in order to deliver results for forests and for ourselves.

**Kathy Abusow**  
PRESIDENT AND CEO  
SFI INC.

A blue-tinted photograph of a forest floor with many thin tree trunks and some green foliage.

# STANDARDS

A photograph of a deer's head with large antlers, looking directly at the camera, set against a background of green grass and trees.

# CONSERVATION

A group of students wearing yellow hard hats and orange safety vests, gathered around a table and looking at a document.

# COMMUNITY

Four students wearing hats and sunglasses, smiling and posing in front of a chain-link fence. There are several black pots with small plants in the foreground.

# EDUCATION



# STANDARDS



Through innovation and strategic partnerships, SFI is committed to taking a leadership role in local and global initiatives relating to sustainable forest management. We engage and communicate proactively with customers to ensure they understand the value of SFI standards and our commitment to continuous improvement. SFI is growing certification across all three SFI standards in existing and emerging markets through the standard revision process, technology and innovation, and strategic partnerships.



## FORESTS OF OPPORTUNITY

Forest management **standards** are an **opportunity** to reduce risk in the supply chain and generate innumerable benefits such as clean water, clean air, enhanced biodiversity, recreational opportunities, and green jobs.

### THREE CERTIFICATION STANDARDS

**The SFI Forest Management Standard** is the largest single forest certification standard in the world. Among its requirements are measures to protect water quality, biodiversity, wildlife habitat, species at risk, the rights of Indigenous Peoples, workers' rights, including gender equity, and forests with exceptional conservation value.

**The SFI Fiber Sourcing Standard** is designed for manufacturers that don't own forestland. It distinguishes SFI from all other forest certification programs in that it governs how SFI Program Participants procure all the wood fiber that is used in their manufacturing facilities.

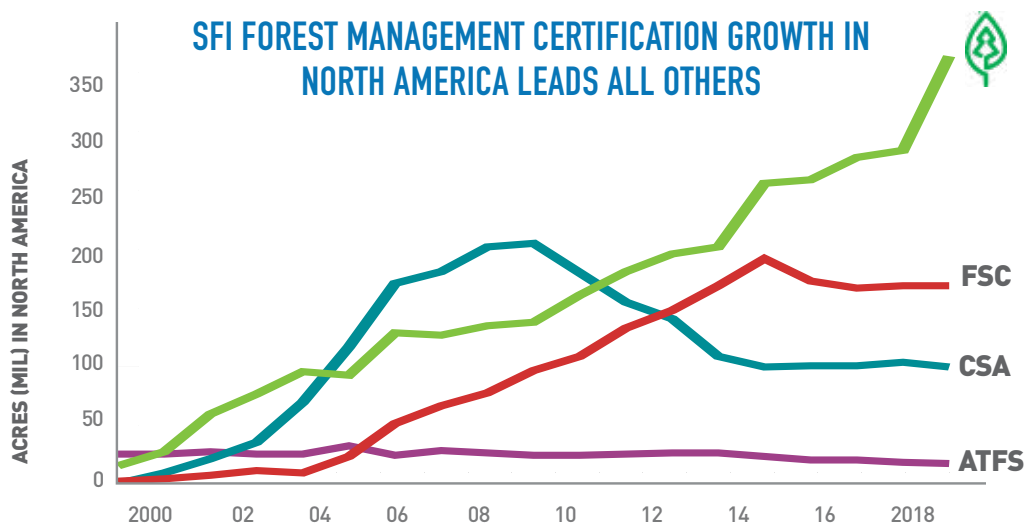
**The SFI Chain-of-Custody Standard** is an accounting system that tracks forest fiber content through production and manufacturing to the end product. This standard also has measures to avoid controversial sources in the supply chain.

All three certifications require third-party independent certification audits by competent and accredited certification bodies.



# SFI FOREST MANAGEMENT STANDARD

More than **364 MILLION ACRES/147 MILLION HECTARES** certified to the SFI Forest Management Standard



## INNOVATION IN CERTIFICATION

**THE SFI SMALL-SCALE FOREST MANAGEMENT MODULE FOR INDIGENOUS PEOPLES, FAMILIES AND COMMUNITIES** applies in Canada and is designed for individual small-scale forests and for groups of small-scale forests co-operating for the purposes of obtaining sustainable forest management certification. The K'ómoks and Qualicum First Nations piloted the module in 2018 and successfully certified in January 2019.



### THE SFI SMALL LANDS GROUP CERTIFICATION MODULE

SFI and American Forest Foundation (AFF) collaboratively developed the SFI Small Lands Group Certification Module, which is a cost-effective way for mills or wood-procurement organizations certified to the SFI Fiber Sourcing Standard to serve as group managers and engage small landowners in certification under one group certificate. This module applies in both the U.S. and Canada. Lands certified in the United States will be certified under the American Tree Farm System (ATFS), and lands certified in Canada will be certified to SFI.



# THE TREND TOWARD RECOGNIZING ALL FOREST CERTIFICATION STANDARDS IS ON THE RISE

More and more buyers, including governments, businesses and individuals, are asking for wood products from responsible sources. Products certified to SFI standards, by independent third-party auditors, are recognized by many leading sustainability groups around the world.



## GREEN BUILDING



including LEED and Green Globes offer credits for products certified to SFI



## SFI FOREST PARTNERS PROGRAM

The SFI Forest Partners® Program, which includes National Geographic, Meredith, Macmillan Publishers, Hearst Enterprises and Boy Scouts of America, makes multi-year commitments to increase certification throughout the forest supply chain.



# 364 MILLION ACRES

# 147 MILLION HECTARES

— CERTIFIED TO THE SFI FOREST  
MANAGEMENT STANDARD AND

# TENS OF MILLIONS MORE

— POSITIVELY INFLUENCED BY THE —

# SFI FIBER SOURCING STANDARD

# UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Well-managed forests support the UN Sustainable Development Goals and at SFI we are committed to doing our part to contribute to the goals. Our work touches all 17 of the goals, but there are several in particular where we have the greatest impact.



**GOAL 6: ENSURE ACCESS TO WATER AND SANITATION FOR ALL**



**GOAL 12: ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS**



**GOAL 13: TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS**



**GOAL 15: SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, HALT AND REVERSE LAND DEGRADATION, HALT BIODIVERSITY LOSS**



**GOAL 17: STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT**





## SFI LABELS

SFI on-product labels help customers and consumers identify exactly what they are buying. These labels indicate the product comes from an organization certified to an SFI standard.



In 2018, Metsa, a leading European producer of paperboard, became the first company to use the *SFI Label Recognizing Global Standards*



OVER  
**25%** OF  
FORTUNE  
**100**  
COMPANIES

USE THE SFI  
ON-PRODUCT LABEL

INCREASING YEAR OVER YEAR



## A GLOBAL REACH

SFI's international recognition is increased by the endorsement of the Programme for the Endorsement of Forest Certification (PEFC). PEFC has also endorsed the American Tree Farm System (ATFS) and the Canadian Standards Association (CSA). In turn, SFI recognizes both ATFS and CSA certified content in its supply chain.



**SFI ACCOUNTS FOR ALMOST**

**25% OF GLOBAL  
CERTIFIED FORESTS**

**AND 40% OF PEFC  
CERTIFICATIONS  
WORLDWIDE**

## SFI IS LOW RISK

**LESS THAN  
2%**

of supply procured by SFI Program Participants in the U.S. and Canada comes from offshore – making it compliant with the Lacey Act and the EU Timber Regulation, which carry stiff penalties for procuring illegally harvested timber.



Sustainable Forestry Initiative

**PRODUCTS THAT ARE CERTIFIED  
TO SFI STANDARDS ARE SOLD IN**

**MORE THAN  
120  
COUNTRIES**



## SFI PROGRAM PARTICIPANTS RESULTS FROM ANNUAL SURVEY

**Top 3 reasons why SFI Program Participants choose to become certified:**

MEET CUSTOMER SUSTAINABILITY OBJECTIVES

PROOF POINT FOR RESPONSIBLE FOREST MANAGEMENT

MEET ORGANIZATION'S SUSTAINABILITY OBJECTIVES



**Top 3 reasons why SFI Program Participants use the SFI logo:**

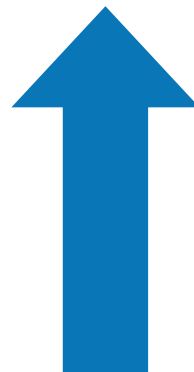
1. COMMUNICATES OUR CORPORATE SOCIAL RESPONSIBILITY

2. PROUD TO BE AFFILIATED WITH SFI

3. PROOF POINT FOR RESPONSIBLE SOURCING

**83%+** of SFI Program Participants representing all sectors in SFI's 2018 Market Survey

**REPORTED STEADY OR INCREASED DEMAND FOR CERTIFIED PRODUCTS OVER THE LAST 12 MONTHS**



**67%** REPORTED INCREASED OR SAME DEMAND FOR SFI CHAIN-OF-CUSTODY

**72%** REPORTED INCREASED OR SAME DEMAND FOR SFI CERTIFIED SOURCING



A photograph of a stream flowing through a forest with trees and rocks.

**STANDARDS**

A photograph of a deer's head in a green field, overlaid with a solid green color.

**CONSERVATION**

A photograph of a group of students wearing yellow hard hats and orange safety vests, looking at a document.

**COMMUNITY**

A photograph of four students in a garden, wearing hats and smiling, with many potted plants in the background.

**EDUCATION**

# CONSERVATION

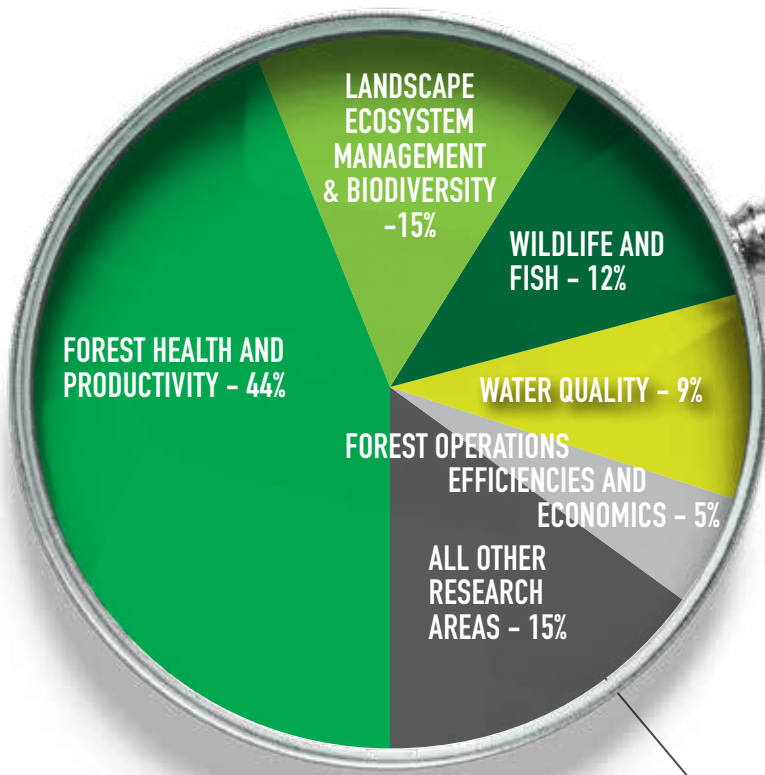
SFI is working to be a global leader in forest-based conservation. We collaborate on conservation initiatives in sustainably managed forests and support research focused on climate, water, and biodiversity. Our vast footprint across the landscapes certified to SFI or affected by SFI Fiber Sourcing provide leverage to identify, measure and promote critical conservation outcomes. Our diverse partnerships with world-class environmental organizations, and the SFI Conservation Grant Program make this work possible.



## FORESTS OF OPPORTUNITY

**Conservation efforts** in responsibly managed forests create an **opportunity** to deliver effective solutions to sustainability challenges relating to clean air and water, biodiversity, climate change, and sustainable products.

## SFI PROGRAM PARTICIPANTS INVEST IN RESEARCH



### DISTRIBUTION OF SFI PROGRAM PARTICIPANT RESEARCH DOLLARS IN 2018

Since 1995, SFI Program Participants have directly invested nearly **\$1.7 billion** in forest research. In 2018, **about 80% of these investments were allocated to conservation-related objectives.**

Other research areas include: Air quality • Bioenergy research • Sustainable management education • Recreation • Bioenergy research • Market expansion • Cultural and archaeological assessments

## NO OTHER FORESTRY STANDARD HAS A RESEARCH REQUIREMENT

In 2018, SFI Program Participants reported

# 423 DIFFERENT

CONSERVATION & RESEARCH PROJECTS

AND

# DIRECTLY INVESTED

NEARLY

# \$50 MILLION

in research

— THAT'S SOMETHING WORTH —

# CELEBRATING

**PROJECTS ON THE GROUND:** In 2018, SFI Program Participants engaged with over 600 organizations in multiple sectors including research, conservation, government, academic and community.



**27% GOVERNMENT PARTNERS**

**19% CONSERVATION PARTNERS**

**14% ACADEMIC PARTNERS**

**14% COMMUNITY PARTNERS**

**6% RESEARCH PARTNERS**

**20% OTHER**

Other includes:

Brand owners • Consultant firms •  
Consultant groups • Non-SFI landowners •  
Other SFI Program Participant associations



# THE SFI CONSERVATION IMPACT PROJECT

To facilitate good decision-making, and to help make the case for the value of sustainability, SFI is working to quantify the conservation benefits of its work, and the connection between sustainable supply chains and important conservation outcomes. Our goal is to help make the link between well-managed forests and the public benefits that affect us all.

The motivations to measure conservation values are diverse: brand owners seek to understand the impact of their sourcing, conservation stakeholders can engage more effectively if they understand the values that certification can provide, and improved tracking will better equip SFI to provide sustainability related metrics and contribute meaningfully to conservation outcomes.

Guided by the **Conservation Impact Sounding Board** and supported by SFI Program Participants, we are using grant projects to build understanding of the conservation attributes of SFI managed forests and forests affected positively by SFI Fiber Sourcing relative to water, climate change and biodiversity. The Sounding Board helps ensure conservation impact results are founded in credible science and also resonate with key audiences.

*Two Sounding Board meetings in 2018 attracted a wide range of participants, including many prominent conservation organizations.*



## SFI CONSERVATION GRANTS

The SFI Conservation Grant Program fosters partnerships between organizations interested in improving forest management, understanding the role of SFI forests and SFI Fiber Sourcing Standard in advancing conservation outcomes, and clarifying the connections between critical outcomes and responsible management and procurement.

**63**  
**CONSERVATION  
GRANTS**

Since 2010, SFI has awarded 120+ SFI Conservation and Community Partnerships Grants, totaling more than \$4.4 million, to foster conservation and community-building projects.

# THE SFI CONSERVATION AND COMMUNITY PARTNERSHIPS GRANT PROGRAM

**WHEN LEVERAGED WITH PROJECT  
PARTNER CONTRIBUTIONS**

**TOTAL INVESTMENT**  
— **EXCEEDS** —  
**\$16 MILLION**



## GRANT HIGHLIGHT

### **BIRD CONSERVATION GOES CONTINENTAL WITH ABC – LINKING MANAGED FORESTS AT AN UNPRECEDENTED SCALE**



Examining the needs of a wide variety of birds helps build understanding of broader ecosystem health and sustainable forest management, which provides wider environmental

benefits like clean water and carbon storage. This collaborative project between SFI, the American Bird Conservancy (ABC), and six SFI Program Participants is producing data and establishing methodologies to demonstrate the conservation values of forestlands certified to SFI. It is also measuring the conservation values associated with the application of the SFI Fiber Sourcing Standard. The project operates across five pilot areas in the U.S. Southeast and incorporates robust bird and habitat data from the Cornell Lab of Ornithology's eBird citizen-science database.

**SFI PROGRAM PARTICIPANT PARTNERS:** Hancock Timber Resource Group, International Paper, Rayonier, Resource Management Service, The Westervelt Company, Weyerhaeuser

# SFI CONSERVATION GRANT HIGHLIGHTS

## MEASURING THE CONSERVATION VALUE OF FORESTS CERTIFIED TO SFI IN A BI-NATIONAL PILOT AREA IN THE U.S. AND CANADA



This collaborative project involving NatureServe, SFI, and three SFI Program Participants builds on previous work to establish biodiversity metrics to quantify conservation values at a large spatial and ecological scale. This work will help clarify the contribution of forests certified to SFI across multiple biodiversity-related values including landscape condition, connectivity, and imperiled species. Results from past work showed that forestlands certified to SFI in three study areas provide important biodiversity and conservation values, with a mix of ecosystem types and successional stages supporting a diversity of conditions and habitat for a wide range of species.

**SFI PROGRAM PARTICIPANT PARTNERS:** Resource Management Service, Hancock Natural Resource Group, J.D. Irving

## THE CANADIAN FOREST CARBON ASSESSMENT



Climate change is consistently recognized as one of the world's greatest environmental challenges. This project, led by the Saskatchewan Research Council, and directly supported by SFI and three SFI Program Participants, will provide a roadmap for conducting a comprehensive carbon-stock assessment for the entire land base certified to SFI in Canada. Given the scale of lands certified to SFI, this project has the potential to offer land managers, and stakeholders throughout the forest product supply chain, data to build understanding of forest carbon at grand scales. By quantifying carbon storage in different forest ecosystems using national and regional data, and examining forest management practices that influence carbon stocks, this project will set the stage for a new level of understanding of the value of managed forests in mitigating climate change impacts.

**SFI PROGRAM PARTICIPANT PARTNERS:** Louisiana-Pacific Canada Ltd., Tolko, Weyerhaeuser

## LINKING CLIMATE CHANGE, FORESTS, AND CERTIFICATION

### MICHIGAN STATE UNIVERSITY

The Michigan State University Forest Carbon and Climate Program, with the support of SFI, two SFI Program Participants, and the Michigan SFI Implementation Committee, undertook a study to assess the relationship between the SFI Program standards and climate and carbon values in managed forests. This analysis found that climate-smart forestry concepts, management practices, and other best practices were embedded in the SFI standards, training materials, and SFI Program Participant behavior. Climate-smart forestry incorporates adaptive forest management to build resilient forests, and uses active forest management to enhance productivity and all the other benefits that forests can provide.

**SFI PROGRAM PARTICIPANT PARTNERS:** Weyerhaeuser, International Paper

## QUANTIFYING IMPACTS OF SFI'S FIBER SOURCING STANDARDS IN GEORGIA



This collaborative project, involving the University of Georgia, SFI, and the Georgia SFI Implementation Committee, analyzed the role of SFI's Fiber Sourcing Standard in influencing the implementation rate of forestry best management practices (BMPs) within the harvest areas of mills certified to the standard. These practices ensure the protection of water quality downstream, helping to sustain both ecological and human communities dependent on those services. Results suggest that BMP implementation rates are higher within the supply areas of mills certified to the SFI Fiber Sourcing Standard, and that increases in BMP implementation over time can be linked to SFI's logger education efforts.

## COLLABORATING ON WOODLAND CARIBOU RESEARCH



**fRI Research**  
Informing Land & Resource Management

One of the ways SFI is contributing to the conservation of species at risk in Canada is through collaborating on woodland caribou research. The woodland caribou, a subspecies of reindeer that ranges across Canada's vast boreal landscape, is considered threatened through much of its territory. In recent years, the importance of caribou conservation has come to the fore, owing to the complex relationship relative to human and natural disturbance, predators, and and climate change. fRI's partnership work with SFI has helped clarify the varied and important relationships between caribou and their habitat, building understanding and developing tools to help conserve caribou across the boreal forest.

**SFI PROGRAM PARTICIPANT PARTNERS:** West Fraser Timber, Weyerhaeuser







**STANDARDS**



**CONSERVATION**



**COMMUNITY**



**EDUCATION**

# COMMUNITY

SFI understands that many diverse communities rely on forests for their well-being, including for the recreational and health benefits they provide. Working with our grassroots network and a diversity of other partners, including Indigenous communities and the SFI Community Partnerships Grant Program, we help communities value and benefit from their relationship with forests.





## FORESTS OF OPPORTUNITY

Working with local **communities** is an **opportunity** to improve lives and build mutual understanding about the benefits of sustainably managed forests.

## SFI IMPLEMENTATION COMMITTEES

**34** STATE, PROVINCIAL,  
AND REGIONAL SFI  
IMPLEMENTATION  
COMMITTEES

These committees support training of resource and harvesting professionals, outreach to family-forest owners and environmental education



## UNIQUE GRASSROOTS NETWORK

includes private landowners, independent loggers, forestry professionals, local government agencies, academics, scientists and conservationists



SINCE 1995

# SFI PROGRAM PARTICIPANTS

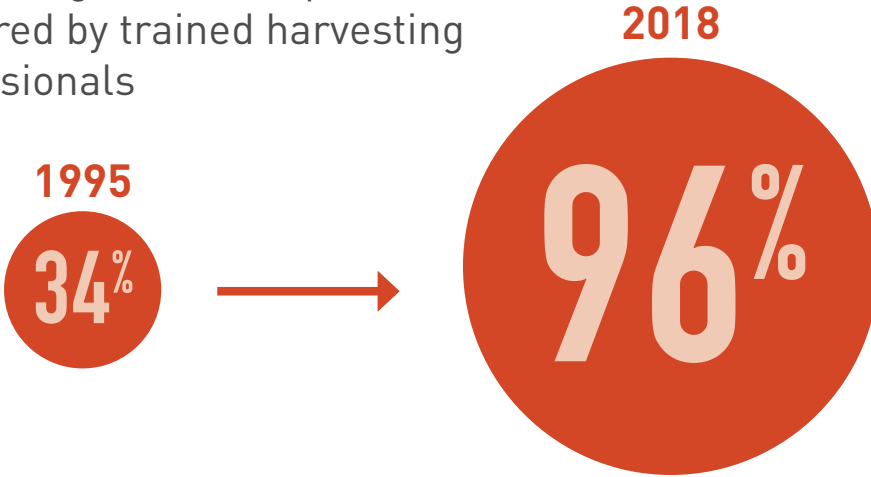
have contributed nearly

# \$75 MILLION

FOR SFI IMPLEMENTATION COMMITTEE ACTIVITIES

## TRAINED HARVESTERS

In 2018, 96% of all fiber supplied to SFI Program Participant mills delivered by trained harvesting professionals

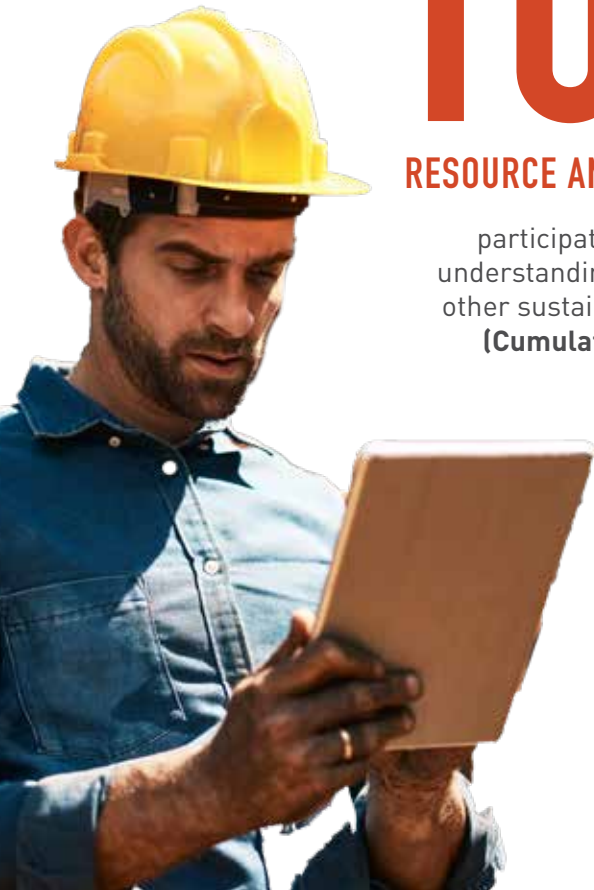


# 10,628

## RESOURCE AND HARVESTING PROFESSIONALS

participated in training in 2018, to ensure understanding of water quality, biodiversity and other sustainable forest practice requirements  
(Cumulative total since 1995: 203,012\*)

\*This total may include individuals who have completed training programs more than once.  
Data provided by the Forest Resources Association.







# 40+

# INDIGENOUS GROUPS

across the U.S. and Canada  
adopt, support and actively  
utilize the SFI Forest  
Management Standard

## INDIGENOUS RELATIONS

SFI recognizes forest operations may have an impact on Indigenous communities around the world. Indigenous Peoples have long relied on forests for cultural, spiritual and material needs. SFI standards are all the more powerful because they were developed in collaboration with Indigenous communities.



Namgis First Nation  
• Wei Wai Kum First Nation, Kitasoo Band •  
Wuikinuxv Nation • Lower Similkameen Indian Band •  
Mowachat/Muchalaht First Nations • Mamalilikulla-Qwe'Qwa'Set'Em Band •  
Sechelt First Nation



Muckleshoot  
Indian Tribe



Anishnabeg of Naongashing  
• Naotkamegwanning First Nation •  
Northwest Angle #33 •  
Ochiichagwe'Babigo'ining First Nation • Ojibways of Onigaming • Shoal Lake #40 • Wabaseemoong Independent Nation



Montreal Lake  
Cree Nation



Yakama Nation



Antoine Algonquin First Nation • Mattawa/North Bay Algonquin First Nation • Dokis First Nation • Nipissing First Nation



Lac Seul First  
Nation



Couchiching First Nation  
• Mitaanigamiing First Nation • Naicatchewenin First Nation •  
Nigigoonsiminikaaning First Nation • Rainy River First Nation •  
Seine River First Nation



Cook's Ferry Indian Band • Coldwater Indian Band • Nooaitch Indian Band • Shackan Indian Band • Siska Indian Band • Upper Similkameen Indian Band • Lower Nicola Indian Band • Upper Nicola Band



K'ómoks First  
Nation •  
Qualicum First  
Nation

**OVER  
10 MILLION ACRES/  
4 MILLION HECTARES**  
**of forests owned or managed by  
Indigenous Peoples are certified  
to SFI standards**

## OUTLAND YOUTH EMPLOYMENT PROGRAM

Outland Youth Employment Program (OYEP) is a six-week land-based employment, education and training experience for Indigenous youth, aged 15 to 22, that replicates various work environments in the natural resources sector. Since 2018, the SFI and Project Learning Tree Canada (PLT Canada) networks have contributed over \$1.48 million to Outland, supporting OYEP's growth from three to six camps, employing 175 Indigenous youth annually. PLT Canada has funded 261 Indigenous youth in the summers of 2018 and 2019 in Outland camps.

SFI Program Participants who support OYEP: Resolute Forest Products, Domtar, Weyerhaeuser, Eacom Timber Corporation, Georgia-Pacific, BCTS, Canfor, Carrier Lumber, Conifex, Dunkley Lumber Ltd., Paper Excellence, Sinclair Group, West Fraser, Daishowa-Marubeni International Ltd., Millar Western, Vanderwell Contractors

## CANADIAN COUNCIL FOR ABORIGINAL BUSINESS

SFI has a memorandum of understanding with the Canadian Council for Aboriginal Business to assist in growing our relationship, engagement and outreach with Indigenous communities by encouraging SFI Program Participants to seek certification under their Progressive Aboriginal Relations program and support a dual-logo process.

**Objective 8 of the SFI Forest Management Standard recognizes and respects Indigenous Peoples' rights and traditional knowledge. This includes understanding and respecting traditional forest-related knowledge, protecting spiritual, historical and cultural sites, and using non-timber forest products.**



# CONNECTING PEOPLE TO THE OUTDOORS

EVERY YEAR MILLIONS OF HUNTERS  
AND ANGLERS, HIKERS, BIRDWATCHERS,  
CAMPER AND OTHER OUTDOOR  
ENTHUSIASTS USE FORESTLANDS THAT  
ARE CERTIFIED TO THE SFI STANDARD.



**95%** OF **364 MILLION ACRES**  
**147 MILLION HECTARES**

IS AVAILABLE TO  
THE PUBLIC FOR

# OUTDOOR RECREATION



## HEALTHY FORESTS, HEALTHY PEOPLE

Spending time in a forest is good for your health. Research shows benefits like lowered blood pressure and blood glucose levels, and a reduction in stress hormones. Now science shows that it doesn't just feel fresher and better – inhaling phytoncides, an essential oil emitted by trees, seems to boost the human immune system.

## SFI AND BOY SCOUTS OF AMERICA

Boy Scouts of America (BSA) and SFI have a shared mission to help kids become the next generation of forest stewards. SFI has helped engage Scouts with a conservation trail at the Scouts' National Jamboree, attended the Scouts' sustainability summit, and donated race kits for Pinewood Derby cars. The sustainability merit badge highlights certification to SFI and is a required merit badge for Eagle Scout.

## 24<sup>TH</sup> WORLD SCOUT JAMBOREE

More than 50,000 Scouts from over 150 countries gathered from July 22 to August 2, 2019, at the Summit Bechtel Reserve in West Virginia for the World Scout Jamboree, and SFI was there working with local and international partners, like the International Union for the Conservation of Nature, and the SFI Forest Partners Program, to share the story of forest sustainability. Scouts were able to learn more about and experience SFI. The Summit Bechtel Reserve is certified to the SFI Forest Management Standard.



MORE THAN

100,000

ACRES OF BSA HIGH ADVENTURE  
BASES ARE CERTIFIED TO SFI



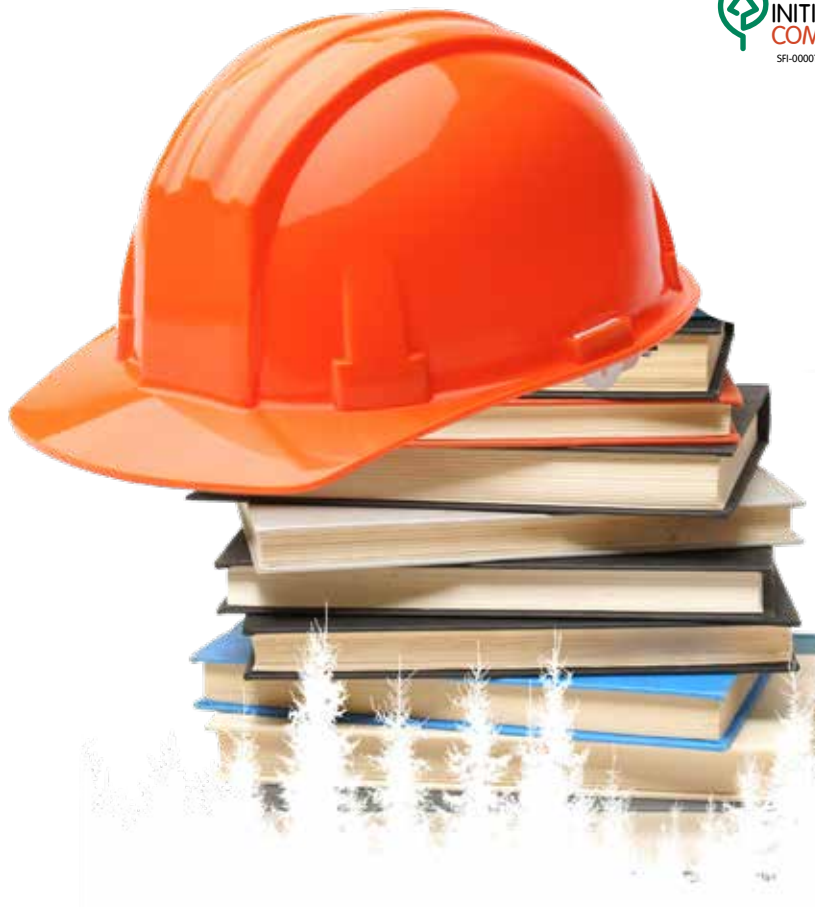
# HABITAT FOR HUMANITY

**THE SFI COMMUNITY DONATES COUNTLESS  
VOLUNTEER HOURS AND CERTIFIED PRODUCTS TO  
HABITAT FOR HUMANITY BUILDS**



Since 2008, SFI Inc. and SFI Implementation Committees have partnered with Habitat for Humanity. SFI partners with both Habitat for Humanity International and Habitat for Humanity Canada and works on both sides of the border to improve quality of life, raise awareness of sustainable forestry, and encourage green building using products certified to SFI.

SFI and Habitat for Humanity Canada have a memorandum of mutual support to encourage affordable housing. As part of this agreement, SFI funding and volunteers support collaborative solutions including Habitat Canada's Indigenous Housing Partnership. This partnership also goes beyond just helping individual families – the wider community benefits from the addition of affordable housing.



## SFI COMMUNITY GRANTS

The SFI Community Partnerships Grant Program helps communities across the United States and Canada grow their relationship with forests and improve their quality of life. Through these grants, SFI brings together a diverse range of organizations to engage and educate youth, train and educate current and future forestry practitioners, promote Indigenous values, and support underserved communities, like African American family forest owners, through forestry. Projects assist local communities through forest education programs and green building projects for low-income families in partnership with Habitat for Humanity.

**63**  
COMMUNITY  
GRANTS

# SFI COMMUNITY GRANT HIGHLIGHTS

## PARTNERING WITH THE AMERICAN BIRD CONSERVANCY FOR BIRDS AND SUSTAINABLE FORESTRY



Fostering a better understanding of the conservation value of managed forests for bird populations delivers myriad benefits. These benefits include enhancing sustainable forest management techniques and building support for the role of managed forests in bird conservation. This project, led by the American Bird Conservancy, and directly supported by SFI, the Louisiana SFI Implementation Committee, and two SFI Program Participants, delivered a workshop in Louisiana to facilitate an open discussion of forest management and bird habitat conditions among SFI Program Participants, forest owners, and wildlife, forestry, and harvesting professionals.

**SFI PROGRAM PARTICIPANT PARTNERS:** International Paper, West Fraser Timber Company

## CREE FIRST NATION OF WASWANIPi PARTNERS FOR SUSTAINABLE MANAGEMENT OF THE AMERICAN MARTEN



Indigenous youth are Canada's fastest-growing demographic group. At the same time, many of these Indigenous youth feel unsure of the opportunities they will be able to enjoy as adults. This project, led by the Cree Trappers Association and the Cree First Nation of Waswanipi, and directly supported by SFI and the Quebec SFI Implementation Committee, is helping youth see how the Cree way of life still connects very strongly to the land. It is passing on the values that teach the Cree to take only what they need from the land and ensure the continued existence of forests, rivers, and wildlife. The program is also introducing Cree youth to scientific concepts and encouraging them to consider careers as wildlife and resource professionals.

## GEORGIA LANDOWNER ACADEMY SUPPORTS AFRICAN AMERICAN COMMUNITIES IN GEORGIA



This program, led by the Georgia Heirs Property Law Center, in collaboration with SFI and the Georgia SFI Implementation Committee, is focused on using forestry to help address the challenges families face relating to heirs' property. Heirs' property is the untold story behind blight and generational poverty throughout Georgia. Heirs' property refers to a home or land that passes from generation to generation without a legally designated owner. This unstable form of ownership limits a family's ability to build generational wealth. Managed forestry can help landowners prosper in retirement and through multiple generations. It can also be a powerful tool to help resolve heirs' property issues and ownership questions and offers a means to help preserve the important social and cultural heritage of African American land ownership.

## FORESTRY PROFESSIONALS ACROSS CANADA RECEIVE WORLD-CLASS PROFESSIONAL DEVELOPMENT



**Canadian Institute of Forestry**  
**Institut forestier du Canada**

This project, funded in part by SFI, provides an effective way to support ongoing training of forest professionals who in many cases work in remote areas with limited access to professional development. Forest practitioners who are involved in on-the-ground resource decision-making or who do not have direct access to professional development opportunities will greatly benefit from the Canadian Institute of Forestry's National Knowledge Exchange Program. The program also has a strong focus on engaging and educating youth, because many of the targeted forestry professionals are in the early stages of their careers.

## PARTNERING WITH WOW TO PREPARE WOMEN FOR ACTIVE ROLES IN MANAGING WOODLANDS



**WOMEN OWNING WOODLANDS**

In collaboration with SFI, a Women Owning Woodlands (WOW) Network in South Carolina is recruiting, engaging, and teaching female participants about sustainable forest management. Preparing women to take a more active role in management of family forests will provide the skills needed to manage forests sustainably. In the United States, private families and individuals own 58% of the nation's forested land, and for 22% of private family or individual woodland ownership, a woman is the primary decision-maker. Evidence suggests that women will play a large role in the future of forests, making final end-of-life land use decisions that could lead to conservation or development.







**STANDARDS**



**CONSERVATION**



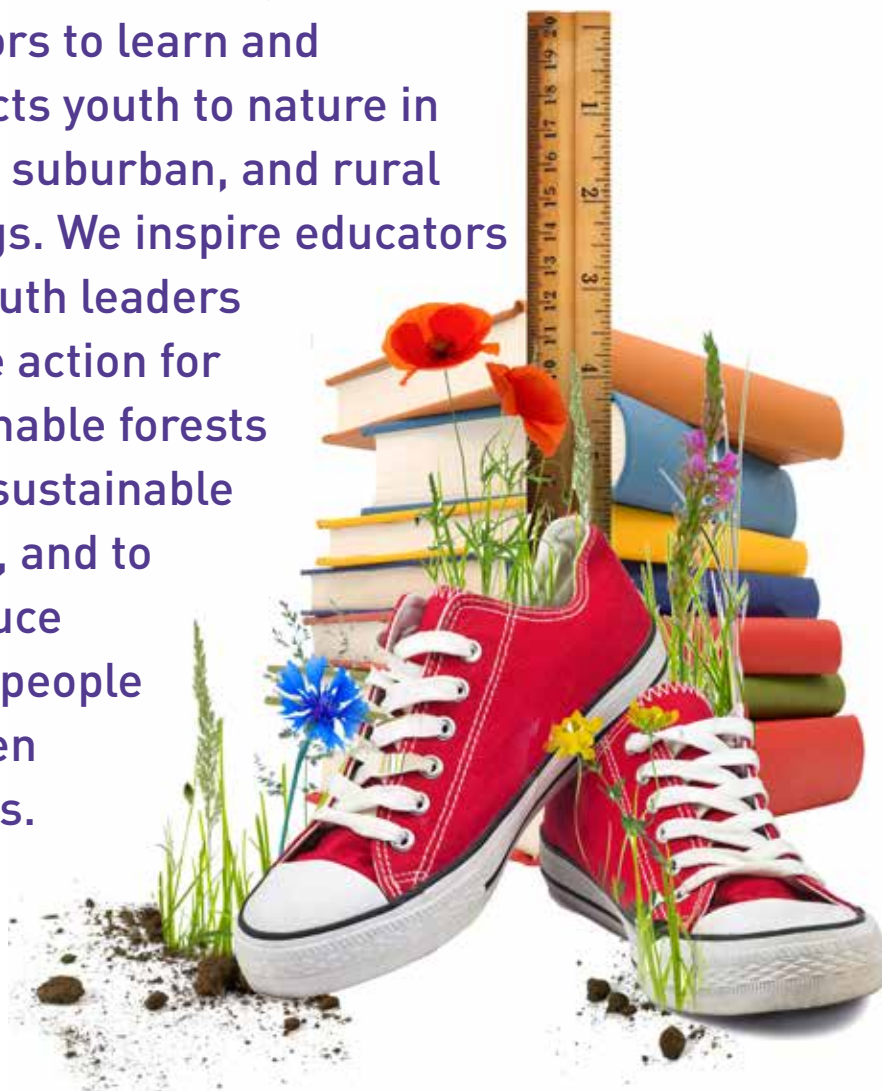
**COMMUNITY**



**EDUCATION**

# EDUCATION

SFI is a leader in environmental education through professional development and curriculum resources that use trees and forests as a window on the world. Project Learning Tree® (PLT), our environmental education initiative, takes students outdoors to learn and connects youth to nature in urban, suburban, and rural settings. We inspire educators and youth leaders to take action for sustainable forests and a sustainable planet, and to introduce young people to green careers.



## FORESTS OF OPPORTUNITY

SFI's **education** programs are an **opportunity** for educators and youth leaders to expand the knowledge, skills, and opportunities to sustain communities, forests and the environment.

## PROJECT LEARNING TREE

PLT is an award-winning environmental education program designed for educators, parents, and community leaders working with youth from preschool through college and university – we are developing the critical-thinking, problem-solving, and effective decision-making skills the next generation needs to sustain our forests and natural resources. SFI and PLT are working to ensure educators and youth leaders understand and value the benefits of forests and what our environment needs to remain healthy and sustainable.

### PLT HAS REACHED



# 138 MILLION

STUDENTS THROUGH

# 765,000 EDUCATORS

SINCE ITS FOUNDING

## PLT PROGRAM MODEL

The PLT program is characterized by three equally important components:

- high-quality instructional materials for grades PreK-12
- carefully designed professional development
- an extensive distribution and support network



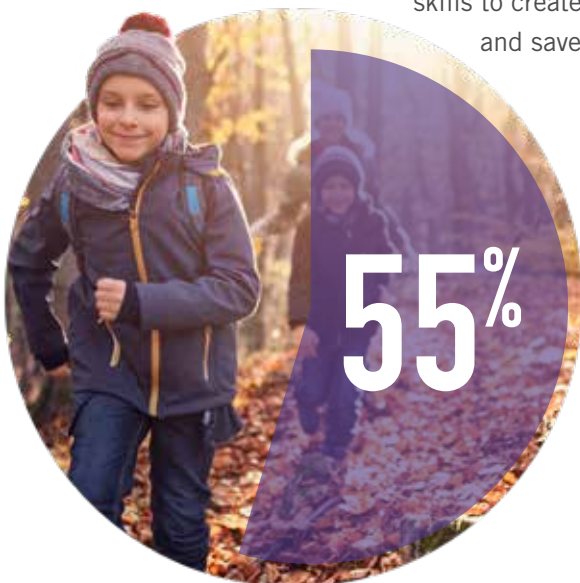
## HOW TO THINK, NOT WHAT TO THINK

By teaching students how to think, not what to think, about complex environmental issues, PLT helps young people learn the problem-solving skills they need to make informed choices about the environment. We are also helping to prepare a 21<sup>st</sup> century workforce faced with devising solutions to increasingly complex environmental issues, like climate change and green energy.

PLT provides educators with high-quality professional development, hands-on activities, and multi-disciplinary supplemental curriculum that can be easily integrated into lesson plans for all grades and subject areas to help teach youth about trees, forests, and the environment.

Through the community action components of many PLT activities, plus PLT's service-learning programs GreenSchools and GreenWorks!, PLT encourages students to improve their school, home, and neighborhood based on what they learn in the classroom.

PLT's GreenSchools program inspires students to apply STEM and investigative skills to create greener and healthier schools – and save schools money.



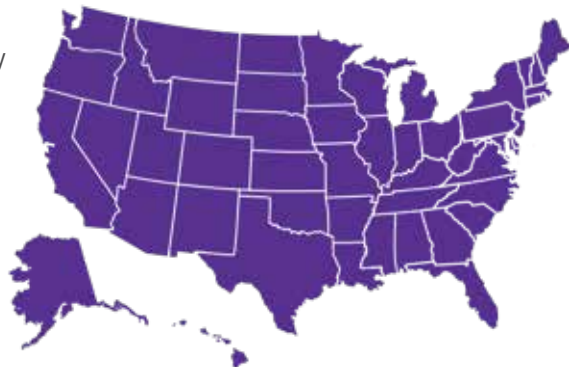
**55%**  
OF PLT'S LESSONS  
TAKE STUDENTS  
OUTDOORS



# THE PLT NETWORK

The PLT network consists of education and natural resource partners with a common purpose – helping children learn. Our partners support our goals to reach the next generation.

PLT is delivered in all 50 states and internationally through a large and diverse network of partners.



## INTERNATIONAL PLT NETWORK

FORMALIZED LICENSING AGREEMENTS IN CHILE, JAPAN, MEXICO, URUGUAY

PLT IS DELIVERED IN ALL 50 STATES

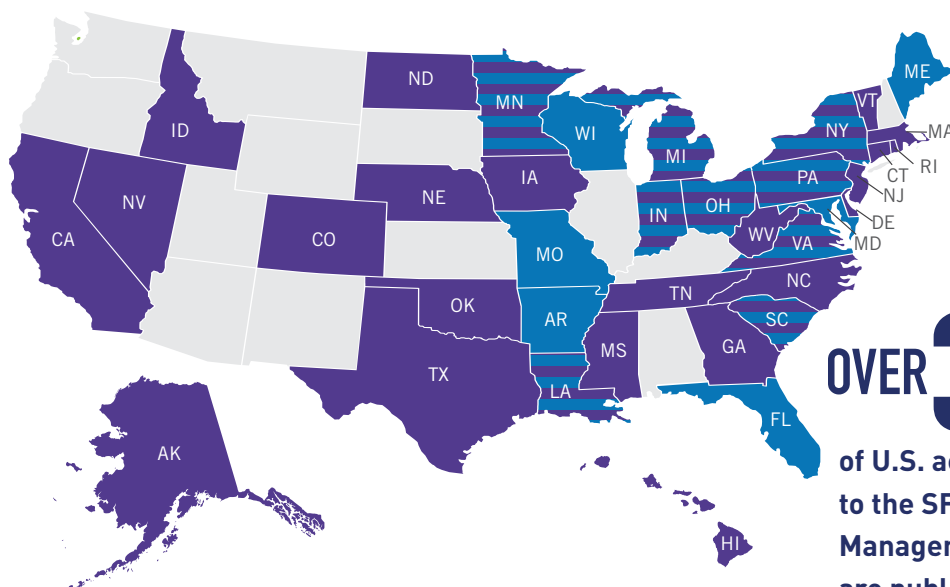


- 45% GOVERNMENT AGENCIES
- 21% ENVIRONMENTAL EDUCATION ASSOCIATIONS AND NON-PROFITS
- 18% FORESTRY ASSOCIATIONS
- 16% UNIVERSITIES

FOR EVERY \$1 SPENT BY SFI/PLT \$3.50 IS LEVERAGED

\$1 → \$3.50

## STATE AGENCIES' SUPPORT FOR PLT AND SFI



**OVER 30%**  
of U.S. acres certified  
to the SFI Forest  
Management Standard  
are publicly owned  
across 15 states.

- **PLT STATE AGENCY PARTNERS**
- **STATE AGENCIES THAT HAVE CERTIFIED TO SFI**

State agencies are partners and sponsors who provide personnel, financial, and other resources to help deliver PLT in their state, often in collaboration with universities, non-profit organizations, and forestry associations.

## CONNECTING THROUGH CURRICULUM

In 2018, PLT launched **Teaching with i-Tree** to support educators in using the online i-Tree software created by the U.S. Forest Service and partners. Hands-on activities help middle and high school students analyze the environmental benefits and calculate the dollar value of trees. The new curriculum is also available in French, Spanish, and Mandarin, plus PLT created four associated activities for families.



## PLT, SCOUTS AND 4-H DEVELOP YOUTH LIFE SKILLS

PLT works with **Boy Scouts of America** and **4-H** to support positive youth development goals. Many PLT activities are now linked to provide support for Cub Scouting Adventures, Scouts BSA Merit Badges, and 4-H Life Skills.



## AWARD WINNING

PLT consistently receives prestigious awards and recognition. For example, PLT's Energy in Ecosystems curriculum for grades 3 to 5 and PLT's Environmental Experiences for Early Childhood curriculum have won Teachers' Choice Awards for the Classroom from Learning® Magazine.



Many PLT State Coordinators, Workshop Facilitators, and Outstanding Educators are also recognized with individual achievement awards at the state and national levels including, for example, the Presidential Award for Excellence in Mathematics and Science Teaching and the Presidential Innovation Award for Environmental Educators.



**PLT is working with the U.S. Green Building Council to offer Change Maker and Green Builder Scholarships to PLT GreenSchools seniors.**

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# 6

**PLT GreenSchools recognized  
as U.S. Department of Education  
Green Ribbon Schools in 2018**

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**75 SCHOOLS  
14 SCHOOL DISTRICTS**  
— SINCE 2012 —



# THANK YOU

## TO OUR FUNDERS

## FOR HELPING TO GROW PLT

NAAEE WITH FUNDING FROM U.S. EPA

INTERNATIONAL PAPER

U.S. FOREST SERVICE

WEYERHAEUSER

HANCOCK NATURAL RESOURCE GROUP

ARBOR DAY FOUNDATION

NEIMAN ENTERPRISES

ALBERT I. PIERCE FOUNDATION





# PROJECT LEARNING TREE GREENWORKS! GRANTS

Every year since 1992, PLT has awarded GreenWorks! grants to schools and community organizations across the U.S. for environmental service-learning projects. **Over 247,000 students have been involved** in a variety of action projects they help design and lead to improve the environment. **More than \$1.2 million has been distributed to fund more than 1,200 PLT GreenWorks! projects** in communities across the country.

In 2018, **GREENWORKS! GRANTS** explored these themes:

- **PLANTING TREES**
- **RESTORING HABITATS**
- **IMPROVING WATER QUALITY**
- **PRESERVING WETLANDS**
- **DESIGNING AND BUILDING NATURE TRAILS**
- **CREATING SCHOOL GARDENS AND OUTDOOR CLASSROOMS**
- **GREENING SCHOOLS**
- **HELPING BIRDS, BEES, BUTTERFLIES, AND BATS**



**5,000** STUDENTS IMPROVED  
THEIR SCHOOL AND  
COMMUNITY

through **28 GREENWORKS!  
PROJECTS** across 20 states  
in 2018.

## 2018 EDUCATIONAL GRANTS



In partnership with the U.S. EPA & the North American Association for Environmental Education, SFI managed **\$295,000 including grants to 22 states** for training educators and student teachers and reached over

**474,000 YOUNG PEOPLE**  
AND  
**3,350 EDUCATORS**  
THROUGH THESE  
**EE360 GRANTS**

### MODEL PROGRAM INITIATIVE GRANTS

AWARDED TO

**27 STATES**

ALMOST

**\$225,000**

TO INCREASE

**CAPACITY**

OF PLT  
PROGRAMS

## EDUCATORS GIVE PLT TOP MARKS

### Top 5 reasons for using PLT

1. TEACH ABOUT THE ENVIRONMENT 92%
2. MAKE LEARNING FUN 92%
3. GET KIDS OUTSIDE 91%
4. TEACH STEM TOPICS 81%
5. MEET ACADEMIC STANDARDS 67%



### Top 4 student outcomes:

1. INCREASED  
KNOWLEDGE  
ABOUT THE  
ENVIRONMENT

2. INCREASED  
ENGAGEMENT IN  
LEARNING

3. BETTER  
PERFORMANCE  
ON SCIENCE  
STANDARDS

4. INCREASED  
KNOWLEDGE  
ABOUT FOREST  
MANAGEMENT

### QUALITY OF PLT'S PROFESSIONAL DEVELOPMENT

**87%**

VERY HIGH

**86%**

WORTH THE  
TIME AND  
MONEY

**86%**

WOULD  
RECOMMEND  
IT TO OTHERS

*2018 Survey of Use prepared by PEER Associates*



# PROJECT LEARNING TREE CANADA

Project Learning Tree Canada (PLT Canada) believes in a society that values and benefits from sustainably managed forests and the great outdoors. PLT Canada is committed to using the outdoors to engage youth in learning about the world around them – in rural, Indigenous and urban communities – and to using trees and forests as windows on the world to inspire action and grow the next generation of future forest and conservation leaders.



## PLT CANADA GREEN JOBS

Working closely with SFI and the Canadian Parks Council, the Green Jobs program was launched in 2018 with support from the Government of Canada. The program is administered by PLT Canada, to instill a passion for the outdoors and provide youth with the knowledge, skills and experience that will help them pursue careers in the forest and conservation sectors.

In the summers of 2018 and 2019, PLT Canada has placed approximately 2,000 youth in outdoor jobs in forest management, ecosystem and wildlife management, Indigenous forest-based programs, recreation and interpretation, conservation and research, education, and jobs with provincial and territorial parks.

PLT Canada has achieved gender balance in its job placements and by end of 2019 will have funded over 250 Indigenous youth in outdoor jobs – that's over 10% of all total job placements.

## AFTER PARTICIPATING IN THE GREEN JOBS PROGRAM

# 90%

OF STUDENTS FELT  
**MORE KNOWLEDGEABLE**  
ABOUT THE ENVIRONMENT AND  
ACTIONS THEY COULD TAKE TO BE  
MORE SUSTAINABLE



## THE GREEN RIDE FOR GREEN JOBS

PLT Canada's Zac Wagman, Manager of Green Jobs, is cycling across Canada this summer on a wooden bicycle made by Montreal's Pico Vél. He will travel more than 8,750 km in four months. Zac started on May 13, 2019, in Victoria, B.C., and he will finish on September 24 in St. John's, Newfoundland.



Zac is meeting with Green Jobs employers in different communities across nine provinces. The ride is elevating the types of careers that exist in the forest, conservation and parks sectors, and the great outdoors by showcasing youth employed in the Green Jobs program across Canada. The Green Ride is raising awareness, and building and strengthening a network of youth and employers across Canada for engagement in future PLT Canada programming.





**“Support from SFI matters because it’s helping us create opportunities for youth from West Coast communities to engage in local restoration efforts and learn about ecology and conservation.”**

**— TOM BALFOUR,  
PROJECT MANAGER,  
CENTRAL WESTCOAST  
FOREST SOCIETY**

**“Robust science, co-produced with on-the-ground operators, gives us the opportunity to contribute to meaningful conservation gains. SFI grants help support that.”**

**— FIONA SCHMIEGELOW,  
PROFESSOR, NORTHERN  
ENVIRONMENTAL AND  
CONSERVATION SCIENCE,  
UNIVERSITY OF ALBERTA**

**“Project Learning Tree is recognized for the quality, commitment, and extent of its network of national and state partners, as well as sponsoring organizations. I deeply value the partnership my agency holds with PLT as it enables us to contribute to meaningful and substantive accomplishments in education while broadening our outreach to diverse audiences.”**

**— TINELLE BUSTAM, ACTING  
DIRECTOR, CONSERVATION  
EDUCATION, USDA FOREST  
SERVICE**

**“We are one of the largest manufacturers and distributors of office and school paper products. Our business consists of retailers – from big-box, to office superstores, drugstores, any mass market dollar stores. Sustainability is incredibly important to them and their customers. When consumers see an SFI label, there is an instant level of comfort that they are buying from a well-managed forest.”**


**— DEE ANDREWS, DIRECTOR  
OF LEGAL, ENVIRONMENTAL  
AND CORPORATE AFFAIRS,  
NORCOM INC.**

**“Fifteen years ago, my life changed. It happened when I met Pat Maloney, the Project Learning Tree State Coordinator in Maine. Throughout the years, she has worked to connect me to other teachers in Maine who have been able to accomplish things in their classrooms that I had only dreamed possible.”**

**— OLIVIA GRISET, FORMER HIGH SCHOOL TEACHER AND NOW THE EXECUTIVE  
DIRECTOR, MAINE ENVIRONMENTAL EDUCATION ASSOCIATION**



# VOICES OF SFI



“SFI is such a diverse group of people who are really committed to sustainable forestry. The enthusiasm, the commitment is really astounding.”

— VICKI CHRISTIANSEN,  
CHIEF OF THE USDA FOREST  
SERVICE

“I coach the 4-H forestry team. I used the PLT curriculum a lot. The older members of the team are now teaching forestry on their own and using many of the activities for short sessions! That’s pretty cool!”

— EMILY EUBANKS, YOUTH  
GROUP LEADER, FLORIDA

“Obtaining certification to SFI is a good long-term decision for the benefit of our community and the future generations that will be managing the forests in the years to come.”

— NICOLE REMPEL, CHIEF OF  
THE K’ÓMOKS FIRST NATION  
IN BRITISH COLUMBIA

“While gaining market share may be a side benefit of certifying, it was not what motivated the forestry division to pursue certification. It is about leadership in sustainability!”

— LISA ALLEN, STATE  
FORESTER, MISSOURI  
DEPARTMENT OF  
CONSERVATION

“The SFI Community Engagement Fund has supported many of our new programs, like the Women Owning Woodlands (WOW) Network. This gives us the opportunity both to prepare women for active roles in managing family forests and inspire women to engage in sustainable forest management practices.”

— EMILY OAKMAN, SOUTH  
CAROLINA FORESTRY  
ASSOCIATION DIRECTOR OF  
LANDOWNER OUTREACH,  
EDUCATION AND PROGRAMS

“Collaborating with SFI offers unmatched scale in terms of major forest regions and forest types. We also get an opportunity to partner with a wide range of SFI Program Participants in grassroots, practical ways. Our partnership is helping declining birds such as the Prairie Warbler to find new habitat on managed forestland.”

— MICHAEL PARR, PRESIDENT, AMERICAN BIRD CONSERVANCY

The SFI Program Participants include

OVER

**800 ORGANIZATIONS**

LOCATED IN

**49 U.S. STATES,  
9 CANADIAN PROVINCES**

AND

**TWENTY FOUR**

OTHER

**COUNTRIES**

FOR A LIST OF SFI PROGRAM PARTICIPANTS

VISIT: [SFIPROGRAM.ORG/PPS](https://sfiprogram.org/pps)

OR SEARCH OUR DATABASE FOR MORE  
SPECIFICS AT: [SFIDATABASE.ORG](https://sfidatabase.org)



# SFI FUNDING

SFI is primarily supported financially by fees from SFI Program Participants who use the program's forest management and fiber sourcing standards. These SFI Program Participants include private landowners, forest product companies, managers of public lands, Indigenous groups, conservation organizations, state and local public agencies, community interests and universities.

In 2018, SFI Program Participants provided 78% of the funding for SFI. The remaining 22% came from federal grants, publications, service agreements, contributions, annual conference revenue, and other sources.

SFI funding is not tied to the certification decision. Certified SFI Program Participants are audited by independent certification bodies accredited by the American National Standards Institute (ANSI), the ANSI National Accreditation Board and/or the Standards Council of Canada. SFI has no role in determining whether a certificate is granted – this decision is made independently by the certification bodies.





# LETTER FROM THE ERP

The External Review Panel (ERP) has reviewed the data used in this report, and believes it to be objective, meaningful and credible.

We are encouraged to see improvements in the overall SFI Program efforts on several fronts. The increased support and understanding of the needs of the SFI Implementation Committees is commendable. These local implementation committees do critical work for the SFI Program in landowner and logger education, monitoring and resolving reports of inconsistent practices, providing outreach to communities and the public, and more.

A pillar of the SFI Program is a commitment to continuous improvement which we believe has led to significant benefits of SFI across the board each and every year. The strategic positioning process the SFI Staff and Board are working through in 2018-2019 demonstrates this continuous improvement commitment and will help refocus SFI as new programs like Project Learning Tree are incorporated into the overall mission. As part of the strategic positioning, the future of this Panel is being considered and we envision there will be changes in the structure and function of the ERP moving forward. We will report more on this in next year's letter.

We commend the SFI Program's continued support of the SFI Conservation and Community Grants Program and the tremendous value this investment provides to scores of partners and to the SFI Program. The creative intellect and passion of those who propose new and innovative approaches to managing North America's forests cannot be underestimated and the benefits of these investments will be seen for years to come.

SFI is now involved with over 40 Indigenous groups across the United States and Canada. This is directly related to the outreach efforts SFI staff have made and is a significant accomplishment. With many of these groups in Canada, we believe more outreach could be done in the United States to expand participation in the SFI Program.

We are pleased to see SFI working closely with the American Forest Foundation on the challenges of certification of small ownerships in the U.S. and encourage the SFI Program to do more in this area in the coming years.

The SFI standard revision process will begin later this year and we look forward to the opportunity to engage as independent reviewers of the work that will be done to gather, review and act on comments received on ways to improve the SFI standards. This is a necessary process to ensure the SFI standards remain relevant, effective and efficient and that continuous improvement leads to better managed forests.

**Bill Hubbard**

**Chair of the External Review Panel**

**Assistant Director and Program Leader, University of Maryland Extension**

# EXTERNAL REVIEW PANEL

The SFI External Review Panel is a distinguished group of independent experts representing U.S. and Canadian conservation, professional, academic and public organizations. The panel provides external input and operates independently from SFI.

The panel oversees the SFI standards review process and conducts an annual independent review of the SFI Program to ensure the annual SFI progress report objectively and credibly states the status of SFI Program implementation.

**Bill Hubbard, Ph.D. (Chair)**

Assistant Director & Program Leader  
University of Maryland Extension,  
College AGNR

**Bob Tomlinson (Vice-Chair)**

Independent Natural Resource  
Professional & Retired MN DNR

**Alice Ewen (Vice-Chair)**

Acting Chief of Staff, State and  
Private Forestry  
USDA Forest Service

**Jeremy Bauer\***

Regional Coordinator, Border  
Environmental Health  
U.S. EPA

**Jim Brown**

Member, Jim Brown Consulting  
Forestry, LLC

**Gary Bull, Ph.D.**

Head, Forest Resources Management  
University of British Columbia

**Jad Daley**

President & CEO  
American Forests

**Kathryn (Katie) Fernholz**

President and CEO  
Dovetail Partners

**Scott Phillips**

State Forester  
South Carolina Forestry Commission

**Mike Sullivan**

Manager, Coastal Ecosystem Science  
Division and Director  
SABS for Fisheries and Oceans Canada

**Lena Tucker**

Deputy State Forester  
Oregon Dept. of Forestry

**ERP Executive Secretary**

Rick Cantrell  
President  
BlackBriar Environmental LLC

June 30, 2018–May 1, 2019

\*Left panel in March 2019



# PLT EDUCATION OPERATING COMMITTEE

The PLT Education Operating Committee is a committee of the SFI Board. It is responsible for providing leadership, direction and strategy development for PLT. This diverse committee works with educators, resource management professionals, youth leaders, citizen conservationists and others.



**Laura Downey, Ph.D. (Co-Chair)**

Executive Director  
Kansas Association for  
Conservation and Environmental  
Education  
Kansas

**Heidi McAllister (Co-Chair)**

Assistant Director  
Conservation Education  
USDA Forest Service  
Washington, D.C.

**Janet Ady**

Division Chief  
Bureau of Land Management  
Washington, D.C.

**Nicole Ardoin, Ph.D.**

Assistant Professor  
Stanford University  
California

**Wanda Barrs**

Tree Farmer  
Due South Investments  
Georgia

**Daniel Benavidez**

Superintendent  
Zuni Public School District  
New Mexico

**Denise Buck****PLT State Coordinator Rep**

Program Director  
Pacific Education Institute  
Washington

**Andrew Burnett**

Branch Chief (Retired)  
U.S. Fish and Wildlife  
Service  
Washington, D.C.

**Peter Church**

State Forester  
Department of Conservation  
and Recreation  
Massachusetts

**Mary Ford**

Education Program Manager  
National Geographic Society  
Washington, D.C.

**Beth Marchand**

Director of Marketing  
Bearthmark Digital  
New Hampshire

**Karen Ostlund, Ph.D.**

Lecturer  
University of Texas at Austin  
Texas

**Robert Raze, Ph.D.**

Professor  
St. Petersburg College  
Florida

**Thelma Redick**

Conservation Content &  
Partnerships  
Wildlife Habitat Council  
Maryland

**Susan Schultz**

Independent Consultant  
SMS Consulting  
Indiana

**Michelle Scribner**

Program Director  
Arbor Day Foundation  
Nebraska

**Rahul Singh**

CEO & Founder  
Anant Corporation  
Washington, D.C.

**Laura Six**

Plant Ecologist  
Weyerhaeuser Corporation  
Washington

**Ashley Smith****SFI Implementation****Committee Rep**

Director of Education  
Programs  
Alabama Forestry Association  
Alabama

**Ada Takacs****PLT State Coordinator Rep**

Michigan Department of  
Natural Resources  
Michigan



# SFI BOARD

SFI® Inc. is governed by the 18-member SFI Board, which sets SFI's strategic direction and is responsible for overseeing and improving the internationally recognized SFI Program and SFI standards. The Board's three chambers represent environmental, social, and economic sectors equally.

"The independence and diversity of the SFI Board of Directors is one of SFI's defining characteristics and a foundation for our success. Each board member brings a range of remarkable skills and perspectives to our work. I'm excited about the opportunities we have to advance our mission on behalf of sustainable forests."

## Guy Gleysteen (SFI Chair)

Chairman,  
**GREENBLUE**

### ECONOMIC



### ENVIRONMENTAL



### SOCIAL



**ECONOMIC SECTOR**

Board members representing the economic sector, which includes the forest, paper and wood products industry or other for-profit forest ownership or management entities.

**Guy Gleysteen (SFI Chair)**  
Chairman,  
GreenBlue

**Michael P. Doss**  
President and CEO,  
Graphic Packaging Holding  
Company

**Kevin Edgson**  
President and CEO,  
EACOM Timber Corporation

**Jim Irving**  
Co-CEO,  
J.D. Irving, Limited

**Brent Keefer**  
President, Hancock Timber  
Resource Group

**Jaime Yraguen**  
President,  
Associated Oregon Loggers

**ENVIRONMENTAL SECTOR**

Board members representing the environmental sector, which includes non-profit environmental or conservation organizations.

**Karla Guyn, Ph.D.**  
**(SFI Vice-Chair)**  
CEO,  
Ducks Unlimited Canada

**Jonathan (Jon) Haufler, Ph.D.**  
**(SFI Secretary-Treasurer)**  
Executive Director,  
Ecosystem Management  
Research Institute

**Robert Abernethy**  
President,  
Longleaf Alliance

**Dan Lambe**  
President,  
Arbor Day Foundation

**Mike Parr**  
President,  
American Bird Conservancy

**Gail Wallin**  
Co-Chair, Canadian Council on  
Invasive Species

**SOCIAL SECTOR**

Board members representing the social sector, which includes community or social interest groups such as universities, workers, family-forest owners or government agencies.

**Mark Rodgers, Ph.D., CEC,**  
**RODP (Immediate Past Chair)**  
President and CEO,  
Habitat for Humanity Canada

**Ebonie Alexander**  
Executive Director,  
Black Family Land Trust, Inc.

**Laura Downey**  
Executive Director, Kansas  
Association for Conservation  
and Environmental Education

**Lennard Joe**  
President,  
Nicola Tribal Association

**Bettina Ring**  
Secretary of Agriculture and  
Forestry, State of Virginia



As of June 1, 2019



**SUSTAINABLE  
FORESTRY  
INITIATIVE**

SFI-00001

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