

SFI SUSTAINABILITY REPORT COPY CONTENT



SECTION: LONGER STATEMENTS

Audience 1: Label Users

[The customer of a certificate holder, companies that buy SFI certified product or that use the SFI label on a product. Example; Dunkin Donuts]

Our use of [the] Sustainable Forestry Initiative® [certified products/label] demonstrates [Brand Name's] commitment to sustainability and contributes to our achievement of specific sustainability-related goals. In doing so, we support measures that help assure the continued value of forests and help safeguard water quality, wildlife habitat, and species-at-risk, and contribute to the significant investments SFI makes in conservation research, education, and community engagement.

The SFI solutions-oriented approach to global sustainability challenges aligns closely with our own. Its standards help ensure the sustainability of our supply chain, contribute to local, regional and national conservation objectives and reduce the effects of climate change. Together, SFI and [Brand Name] work to keep forests healthy and communities thriving.

Audience 2: SFI-certified organizations

[Organization that get certified to SFI standards]

Our certification to the Sustainable Forestry Initiative® standards demonstrates our commitment to healthy forests and the many environmental, social and economic benefits they provide.

We specifically chose to certify to the SFI® standards because it demonstrates our dedication to conservation and continual improvement. SFI makes significant investments in conservation research, education, and community engagement, and its standards incorporate measures that protect water quality, wildlife habitat, and species-at-risk. Its interests and actions align closely with our own and those of our customers.

[Organization name] is proud of our SFI certification. It adds value to our forest products and supports our customers' own sustainability goals, including their commitment to a sustainable supply chain. We share SFI's dedication to finding solutions to global sustainability challenges. Together, SFI and [Organization name] work to keep forests healthy, communities thriving and a sustainable future for all.

SECTION: SHORTER, SPECIFIC-ISSUE STATEMENTS

1. WATER

a. Audience 1: Consumer-facing brands

Our choice of SFI®-certified products not only demonstrates our commitment to responsible purchasing, it also supports our efforts to help ensure clean, abundant water supplies. SFI's standards help ensure healthy, properly managed forests that minimize soil erosion, moderate water temperatures, reduce sediment and absorb polluting chemicals. They help conserve millions of acres of watersheds – which means better, cleaner water across North America. We are proud to display the SFI label on our products (or source SFI-certified products) to further assure our customers that [Brand Name] is dedicated to solutions to global sustainability challenges.

b. Audience 2: SFI-certified organizations

Our certification to SFI® standards not only demonstrates our commitment to responsible forestry, it also helps ensure clean, abundant water supplies. Healthy, properly managed forests like ours minimize soil erosion, moderate water temperatures, reduce sediment and absorb polluting chemicals. By adhering to SFI standards, we help conserve millions of acres of watersheds – which means better, cleaner water across North America. We are proud to be a part of that work and gratified that our forest products contribute to our customers' own water conservation efforts.

SECTION: SHORTER, SPECIFIC-ISSUE STATEMENTS CONTINUED

2. CONSERVATION/WILDLIFE HABITAT/ SPECIES-AT-RISK

a. Audience 1: Consumer-facing brands

Our [choice of SFI®-certified products/use of the SFI® label] has impacts far beyond the sustainability of forests and the forest products we purchase. SFI standards include specific actions that support biodiversity by protecting habitat for at-risk plant and animal species. They also incorporate measures to preserve ecosystems that provide oxygen, plant pollination, carbon sequestration, and natural water treatment systems. The SFI label on our products (or sourcing SFI-certified products) tells our customers [Brand Name] is committed to responsible purchasing, habitat conservation, and conservation research.

b. Audience 2: SFI-certified organizations

Our choice of SFI®-certification has impacts far beyond the sustainability of our own forests. The SFI standards include specific actions that help ensure habitat for at-risk plant and animal species and support biodiversity. They also incorporate measures to preserve the integrity of entire ecosystems that provide oxygen, plant pollination, climate change mitigation, and natural water treatment systems. The standards we adhere to directly support biodiversity, habitat conservation and conservation research, and we are proud to be a part of those efforts.

3. CLIMATE/CARBON

a. Audience 1: Consumer-facing brands

When we purchase raw materials from SFI®-certified organizations (or use the SFI on-product label), we do more than help ensure a sustainable supply of those materials. While they also protect vital ecosystems and water supplies, healthy forests are essential in reducing the amount of carbon in the atmosphere – they absorb it at impressive rates – which means they are integral to reducing the impacts of climate change. [Brand name] chooses SFI® certified products (or use the SFI on-product label) not only for the good SFI® does in promoting responsible forestry, but also as part of the journey toward our carbon reduction goals.

b. Audience 2: SFI-certified organizations

We adhere to the SFI® standards primarily to help ensure a sustainable supply of raw materials for our customers, but also because we understand that forests like ours are integral to reducing the impacts of climate change. Beyond protecting vital ecosystems and biodiversity, forests are essential in decreasing the amount of carbon in the atmosphere – they absorb it at impressive rates, and therefore, they play a central role in all climate change solutions. SFI certification represents climatesmart forestry, and our customers appreciate the contribution it makes toward their own carbon reduction goals.



SECTION: SHORTER, SPECIFIC-ISSUE STATEMENTS CONTINUED

4. FIBER SOURCING/SUPPLY CHAIN

a. Audience 1: Consumer-facing brands

[Brand name] believes healthy forests mean a healthy future for us all. That's why we use SFI® certified products (or use the SFI on-product label). We believe strongly in responsible purchasing and transparency – to ensure that the raw materials we use come from legal and responsibly managed sources. Our use of the SFI label (or sourcing SFI-certified products) demonstrates the [Brand Name] commitment to sustainability, and it contributes to our achievement of specific sustainability-related goals. It also tells our customers that we support measures that not only maintain healthier forests, but also safeguard water quality, wildlife habitat, and species at risk.

b. Audience 2: SFI-certified organizations

Our certification to the SFI® Standard makes our forest products an attractive choice for the growing number of companies seeking higher levels of responsibility and transparency throughout their supply chains. They know healthy forests mean a healthy future for us all. It is no longer enough for their customers to know that the products they purchase are made from renewable or recyclable materials – they want to know those materials were grown and processed responsibly. Our SFI certification enables manufacturers to demonstrate their responsible fiber sourcing, which in turn makes their products more appealing to customers.

5. COMMUNITY ENGAGEMENT AND EDUCATION

a. Audience 1: Consumer-facing brands

Our [choice of SFI®-certified products/use of the SFI® label] supports the [Brand Name] commitment to the communities in which our employees live and work. SFI shares our dedication to human wellbeing and quality of life. It actively demonstrates that dedication through educational programs like Project Learning Tree, supporting green jobs, and grants and programs that advance environmental literacy. It also promotes collaboration between its network and local communities – including the indigenous and underserved. All of this work helps increase mutual understanding, particularly around the benefits of sustainably managed forests, while it inspires the next generation to be good environmental stewards.

b. Audience 2: SFI-certified organizations

We are as dedicated to our communities as we are to our forests, and that gives us yet another reason to choose SFI® certification. The Sustainable Forestry Initiative® shares our commitment to human wellbeing and quality of life. It actively demonstrates that commitment through educational programs like Project Learning Tree, supporting green careers, and grants that build and improve environmental literacy. It also advances collaborations between the SFI® network and local communities – including the indigenous and underserved – to increase understanding around the benefits of sustainably managed forests while inspiring the next generation to be good environmental stewards. That is valuable work – to us, our communities, and our customers.

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