

SFI STANDARDS

GOAL: To advance sustainable forestry and responsible purchasing globally through certification standards and certified products.

5 YEARS OF PROGRESS FROM SFI'S 2020-2024 STRATEGIC DIRECTION

63% OF CONSUMERS SURVEYED HAVE HEARD OF SFI

UP FROM 52% IN 2020

93% OF CONSUMERS WHO HAVE HEARD OF SFI TRUST SFI

UP FROM 90% IN 2020

Source: ERM Shelton's 2024 Global Eco Pulse® Survey

ALMOST 30% OF FORTUNE COMPANIES USED AN SFI ON-PRODUCT LABEL IN 2023 UP FROM 20% IN 2020

370 MILLION ACRES CERTIFIED TO THE SFI FOREST MANAGEMENT STANDARD 150 MILLION HECTARES

AND MILLIONS MORE POSITIVELY INFLUENCED BY THE SFI FIBER SOURCING STANDARD

SFI REPRESENTS OVER ONE-THIRD OF THE GLOBAL CERTIFIED FOREST AREA



SFI IS ENDORSED BY PEFC

80% OF SFI-CERTIFIED ORGANIZATIONS REPORTED STEADY OR INCREASED DEMAND FOR SFI-CERTIFIED PRODUCTS – MORE THAN ANY OTHER FOREST CERTIFICATION STANDARD

UP FROM 67% IN 2020



SFI PROVIDED LEADERSHIP ON CRITICAL TOPICS SUCH AS PREVENTING DEFORESTATION AND FOREST DEGRADATION



DEVELOPED MODULES TO SUPPORT EUDR REQUIREMENTS

SFI URBAN AND COMMUNITY FOREST SUSTAINABILITY STANDARD LAUNCHED IN 2023



WITH SUPPORT FROM OUR PARTNERS



AVAILABLE IN 3 LANGUAGES: EN, FR, AND SP

IN 2024

SFI CELEBRATED RECEIVING \$5 MILLION OVER 4 YEARS FROM USDA TO SUPPORT URBAN AND COMMUNITY FOREST MANAGEMENT