



SFI MID-YEAR UPDATE FOR SFI-CERTIFIED ORGANIZATIONS

JUNE 2022

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MARK YOUR CALENDARS

June 14-17, Madison, Wisconsin – PLT/SFI Annual Conference: [Register for virtual or in-person attendance](#)

Join leaders from the forest sector including conservation, community, and educational professionals, to discuss the power of our forests in addressing global sustainability challenges. Participants will come away with:

- Best practices on climate smart forestry and fire resiliency
- Knowledge and tools to meet and report on Environmental, Social, and Governance (ESG) targets
- Key initiatives for your organization to be a forest sector leader on Diversity, Equity, and Inclusion (DEI)
- Pathways to grow your organization’s commitment to the next generation of forest sector leaders through Project Learning Tree (PLT)
- Increased opportunities to advance sustainability through forest-focused collaborations

NEW TOOLS AND RESOURCES

SFI

- [SFI 2021 Progress Report](#): Presents stats, facts, and stories across the breadth of SFI's work.
- [SFI-NCASI Water Benefit Tool](#): The tool is useful for SFI-certified organizations to quantify water-related benefits in SFI-certified forests,
- [SFI-NCASI Carbon Benefit Tool](#): This tool is useful for SFI-certified organizations to quantify carbon sequestration and storage in SFI-certified forests.

PLT – Environmental Education

- [Trees & Me: Activities for Exploring Nature with Young Children](#): The guide offers hundreds of ideas for fun, indoor and outdoor, learning experiences for toddlers and preschoolers to explore nature through their senses, experience trees throughout the seasons, and connect with their community.

PLT – Career Pathways

- [How to communicate professionally](#) (webinar)
- [How to create a personal elevator pitch](#) (webinar)
- [Maximizing your Green Jobs search](#) (webinar)
- [Best practices in recruiting and retaining newcomers in Green Jobs](#) (webinar)

SENIOR STAFFING UPDATES

- SFI [announced Bettina Ring](#) as our new Chief Sustainability and Diversity Officer in February. Ring will provide leadership internally and externally on strategic initiatives related to sustainability and diversity. She will also seek to leverage SFI's scale to drive meaningful change in the forest and conservation sector through collaboration with SFI's network.
- SFI [announced Paul Trianosky](#), Chief Conservation Officer, will retire on July 1. Trianosky helped position SFI as an important contributor to forest conservation and elevated the role that sustainable forest management plays in conversation outcomes. Over the coming months, SFI will be evaluating candidates to continue and expand SFI's collaborative efforts in conservation leadership. Ideal candidates will have a strong network, value partnerships, and have knowledge related to the power of sustainably managed forests in driving positive conservation outcomes.
- **Daniel Pellegrum** accepted a new job offer and his last day with SFI as our VP of Communications was on March 25. During his 5 years with SFI, he was instrumental in leading a refresh of our branding and messaging to better address sustainability challenges, including a new website and URL, overseeing our first targeted ad campaign to reach key influencers, and ensuring that our Progress Reports and collateral have remained top in class.
- **David Folkerson** has been promoted to VP of Communications. David has been instrumental in growing PLT Canada and overseeing communications for significant achievements like the Green Ride for Green Jobs, PLT Canada website, Green Mentor platform, and Indigenous Green Jobs guide. David has also led SFI-wide government relations efforts in Canada and supported our brand elevation and outreach work. David has an MBA, with a concentration in marketing, and over 20 years of communications experience.

ADDITIONAL STAFFING UPDATES

- **Manu George**, Director, Information and Technology: 1/12/2022
- **Jacob Handel**, Senior Director, Indigenous Relations: 5/24/2022
- **Jennifer Bean**, Executive Assistant: 5/24/2022
- **Steve Wilent**, Director, Sustainability Communications: 5/25/2022
- **Wendy Wong**, Program Accountant: 6/1/2022

STANDARDS PILLAR UPDATES



2022 SFI STANDARDS & RULES

- On January 24th, SFI officially launched the 2022 Standards. This announcement was the culmination of over two years of extensive consultations with input from more than 2,300 stakeholders. You can view the complete SFI 2022 Standards and Rules [here](#).
- SFI developed in depth documents to describe the major enhancements to the [SFI Forest Management Standard](#) and [SFI Fiber Sourcing Standards](#). Shorter versions of these documents were also developed which you can download [here](#).
- To further our international recognition, SFI staff finalized the PEFC endorsement of the 2022 SFI Forest Management Standard and received word that the 2022 SFI Chain of Custody standard was endorsed by PEFC on May 17. The press release can be viewed [here](#).
- An article was published in [GreenBiz](#) which communicates how the new SFI forest certification standard offers nature-based solutions to the climate crisis.
- SFI has aligned with PEFC on categorizing fiber from Russia and Belarus as Conflict Timber as defined in SFI's Fiber Sourcing and SFI's CoC standards. As a member of PEFC, SFI and PEFC share the same prohibition on conflict timber and the same definition. Our [full statement is posted on our website](#) and was communicated to our network.

CUSTOMER OUTREACH

- To ensure key customers are aware of the value of the new SFI standards, SFI held calls and meetings to discuss the new enhancements. The following meetings have taken place since January of this year.
 - Aldi
 - Amazon
 - Andersen Windows
 - Banza
 - Clorox
 - HGA (AEC firm)
 - Irish Distlers
 - Johnson and Johnson
 - Land O'Lakes
 - Lowes
 - mindfulMaterials
 - Molson/Coors
 - Newell Brands
 - Pella Windows
 - Ryan Companies
 - SmartLam
 - StructureCraft
 - Structurlam
 - Swinerton/Timberlab
 - Target
 - The Home Depot
 - Walmart
 - Wayfair



LABEL USE AND NEW CERTIFICATIONS

- Over 2,300 SFI logo use requests were approved between January and May from 211 certified organizations.
- A [new video](#) was created to provide a step-by-step guide on how to request logo use for certified companies making it easier for organizations
- 17 new organizations were certified to SFI standards. They include:
 - Blackhawk Corrugated
 - Dominion Packaging, Inc.
 - IM FD Timber, LLC C/O Bank of America
 - Independent Stave Company
 - Ingersoll Paperbox Co. Limited
 - Interpress technologies, Inc.
 - Lithoarts Management LLC dba Lithostock
 - M C Packaging Corporation
 - New-Indy Containerboard Hartford City
 - Pac Worldwide
 - Pella Windows and Doors
 - Premier Packaging
 - Quest Graphics
 - Sealed Air Corporation
 - Skybox Packaging LLC
 - Specialty Asset Management
 - Sumter Packaging
 - Vermont Wide Plank Flooring LLC

SFI ANNUAL SURVEYS

- In late 2021, SFI started a process to revisit the questions we ask on **SFI's annual survey**. This survey is a requirement to complete for organizations certified to the SFI Forest Management and Fiber Sourcing Standards. SFI conducted webinars on April 20th and April 22nd with SFI-certified organizations to inform them how we addressed their feedback from last year. You can view the webinars here:

Forest Management Survey Questions

Webinar Recording: [Revised SFI Annual Survey for Forest Management Certified Organizations](#)

Fiber Sourcing Survey Questions

Webinar: [Revised SFI Annual Survey for Fiber Sourcing Certified Organizations](#)

The annual surveys will be released by June 20th.

- SFI sent out the annual **SIC survey** and the **net sales survey**.

SFI URBAN AND COMMUNITY FOREST SUSTAINABILITY STANDARD

- In late 2021, SFI released a [first draft](#) of the SFI Urban and Community Forest Sustainability Standard. The Standard was developed through an [Urban and Community Development Task Group](#). The first draft was open for public comment during the entire month of November. We received 121 unique responses of which 18% were from municipal, 28% from non-profits, 16% from private or corporate, 24% from Federal, state, or county government, 7% from university or students, and 6% unknown. 8% of the commenters were from Canada.
- The task group reconvened in 2022 and broke out into subgroups to review the comments and revise the standard as needed. During this process we are also developing a guidance document and definitions document to accompany the next draft. We expect our second draft, ready for public comment, in late June 2022. During the 2nd comment period, we will also host a series of webinars to elicit more input and comments.

CONSERVATION PILLAR UPDATES



SFI CONSERVATION GRANTS

- SFI [announced seven conservation grants on International Day of Forests](#) (March 21) that will build on SFI's commitment to conservation research and increase knowledge about the conservation benefits associated with forests influenced by the SFI 2022 Forest Management Standard and the SFI 2022 Fiber Sourcing Standard. The grants reflect the priorities of the SFI Conservation Impact Project, which advances understanding of climate change, biodiversity, and water in sustainably managed forests. The grants also highlight the key role that SFI certified organizations and other members of the SFI network play in collaborating on conservation projects. Many of these grants have already commenced work and we'll be sharing results as the work progresses.

SFI'S CONSERVATION IMPACT: A DECADE OF SUCCESS

- A draft of a new publication entitled "SFI's Conservation Impact: A Decade of Success" is nearing completion and will be launched, in time for the Conservation Impact Sounding Board Workshop taking place during the SFI/PLT Annual Conference in Madison, Wisconsin. The publication represents the development of metrics describing the impacts of SFI certification programs with a focus on climate change (particularly carbon), biodiversity, and water quality.

THE WORLD FORESTRY CONGRESS

- The World Forestry Congress in Seoul, Korea featured a published paper (authored by Darren Sleep and Paul Trianosky) about SFI's Conservation Impact work entitled "The SFI Conservation Impact Project: Supporting Forest-Based Solutions for Climate-Change Mitigation and Biodiversity Conservation."

SFI CONSERVATION SOUNDING BOARD

- The Sounding Board meeting to be held at the SFI/PLT Annual Conference in June. Key elements will include a look at the new publication "SFI's Conservation Impact: A Decade of Success" and discussion of communications approaches and other potential use of this information. The meeting will feature forward-looking discussions about research toward the new standard requirements and ensuring relevancy of Conservation Impact work into the future.

COMMUNITY PILLAR UPDATES



- With the [release](#) of the SFI 2022 standards, SFI is encouraging SFI Implementation Committees (SICs) to coordinate among their members on several objectives where collaboration may be efficient and impactful and where such collaboration is specifically called out as an option in the Performance Measures or Indicators.
- SFI also hosted **virtual workshops** on Climate Smart Forestry (March 31) and on Biodiversity in Fiber Sourcing (May 3), with over 330 total registered participants.
- SFI has distributed the first two “**SIC Playbooks**” – on Climate Smart Forestry (2022 SFI Forest Management Standard, Objective 9) and on Biodiversity in Fiber Sourcing (2022 SFI Fiber Sourcing Standard, Objective 1) – to outline steps for SFI Implementation Committees to take to coordinate on SFI standard requirements. The SIC Playbooks draw from and build on the resources and information provided in the [SFI Standard Guidance](#) but go further in outlining specific steps and resources that could be mobilized by SICs.

EDUCATION PILLAR UPDATES



PLT Canada Green Mentor Program

- PLT Canada-World Forestry Congress Cohort (January 1 - June 30, 2022): First-ever international cohort hosted by PLT Canada. The six-month program involves 100 mentorship participants from all over the world who attended the 2022 World Forestry Congress in the Republic of Korea.
- SFI Annual Conference Green Mentor Cohort (May 1 - August 31, 2022): SFI will be sponsoring a small delegation of students and young professionals to attend the SFI/PLT Annual Conference from June 14-16, 2022 in Madison, Wisconsin and participate in a four-month mentorship program hosted by PLT Canada.

SFI “ON THE ROAD” (RECENT AND UPCOMING)

- Presented at International Builders’ Show (IBS) in Orlando, FL, in February in a session titled “Triple Threat: Re-imagining Home Building from the Ground Up in Response to Three Foundational Crises - Attainability, Efficiency, and Sustainability”. Approximately 100 attendees. We were part of the [Builder Online](#) article highlighting SFI’s role at IBS Conference
- Attended and participated in GreenBiz22 in February with over 1,300 participants. The event was in person and had a strong focus on ESG from a reporting and communications perspective.
- Presented at the ForestEd West conference in March in Alberta.
- Attended the Sustainable Packaging Coalition Impact Conference, April 4-6
- Attended and exhibited at the International Mass Timber Conference, April 12-14, Portland, Oregon.
- Spoke at Auburn University’s CLT Conference, April 27-29, Alabama.
- Spoke at the BC Council of Forest Industries (COFI), April 27-29, Vancouver, British Columbia.
- Attended and presented at PEFC Members Meeting, May 9-12, Dublin, Ireland.

HIGHLIGHTS OF APRIL 2022 SFI BOARD MEETING

- The Board met in-person in Washington, DC, on April 12. The Board used the opportunity to review the 2020-2024 strategic direction to ensure alignment with current developments and set SFI up for success for the remainder of the 5-year plan.
- A key focus of the discussion was on ESG, including an examination of how SFI addresses critical ESG themes through our standards and other programmatic work. The Board emphasized the importance of ESG with investors and suggested ESG is a significant framing opportunity for SFI to show positive impact. SFI will continue to distribute materials that show how our standards deliver on these themes.
- The Board reviewed Project Learning Tree’s current work related to environmental education, forest literacy, and workforce development, and discussed videos under development on SFI’s work across its four pillars.
- The Board elected one new Board member, Terry Baker, CEO of the Society of American Foresters, and thanked departing board members Karla Guyn from Ducks Unlimited Canada and Kevin Edgson, formerly EACOM.

GRANT APPLICATIONS

- SFI secured a [USDA Forest Service Wood Innovation Grant](#) in the amount of \$249,108. The grant will help SFI and its partners tell the story of how building with wood, procured from responsibly managed forests, helps address numerous benefits in and beyond the forest. SFI and project partner Ecotone Analytics will quantify the social and environmental benefits related to sourcing of forest fiber and widely communicate, educate, and promote project results through numerous communication channels.
- Applied for the **2 Billion Trees Capacity Building Grant** in Canada to increase available resources to test and implement the new Urban and Community Forest Sustainability Standard.

