

SFI STRATEGIC DIRECTION SUMMARY: 2020–2024

Board approved October 2019.

Several priorities were updated with 2022 workplan in September 2021



VISION

A world that values and benefits from sustainably managed forests.

MISSION

To advance sustainability through forest-focused collaboration.

STANDARDS



GOAL

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

PRIORITIES

1. Engage and communicate proactively with SFI-certified organizations, customers, and investors to ensure they understand how the new 2022 SFI Standards advance material sustainability topics relative to forests and procurement.
2. Grow certification across the new 2022 SFI Standards, reaching existing and underrepresented communities, through collaboration, innovation, and strategic partnerships.
3. Collaborate with SFI-certified organizations and other interested parties including PEFC, WBCSD, IUCN, CGF to collect relevant data and apply technology to better demonstrate the value and relevancy of certification in solving for global sustainability issues in a Forest Positive manner.



CONSERVATION



GOAL

To advance credible and effective solutions to environmental challenges through the SFI standards and leadership initiatives.

PRIORITIES

4. Ensure SFI Standards contribute to and are recognized for positive conservation outcomes at scale.
5. Generate, measure, and communicate conservation outcomes (water purified, biodiversity maintained/recovered, carbon stored) that demonstrate the contribution of SFI's footprint to overall ecosystem health and sustainability
6. Leverage SFI's scale, data, research, and collaboration to catalyze landscape-scale climate solutions and maintain/recover biodiversity and species habitat, on a global scale as appropriate, with SFI Program Participants and others (e.g., migratory birds).



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COMMUNITY



GOAL

To advance collaborations between local communities and the SFI network to increase mutual understanding of the values and benefits provided by sustainably managed forests.

PRIORITIES

7. Communicate with and leverage the SFI network to build mutual understanding in the communities where they operate about the benefits of sustainably managed forests and products
8. Grow meaningful relationships with Indigenous, African American, and underserved communities to advance social, economic, and environmental opportunities.
9. Focus partnerships, grant giving, and communications to build greater understanding of the role of forests and trees in our everyday lives.



EDUCATION



GOAL

To advance environmental literacy, stewardship, and career pathways using trees and forests as windows on the world.

PRIORITIES

10. Develop a sustainable PLT program built on a learning framework that uses trees and forests as a window on the world, delivered through a variety of distribution channels and an engaged network
11. Modernize and expand PLT's professional development and educational products to create new audiences and revenue sources.
12. Provide tools and services to grow a diverse and resilient workforce.

