

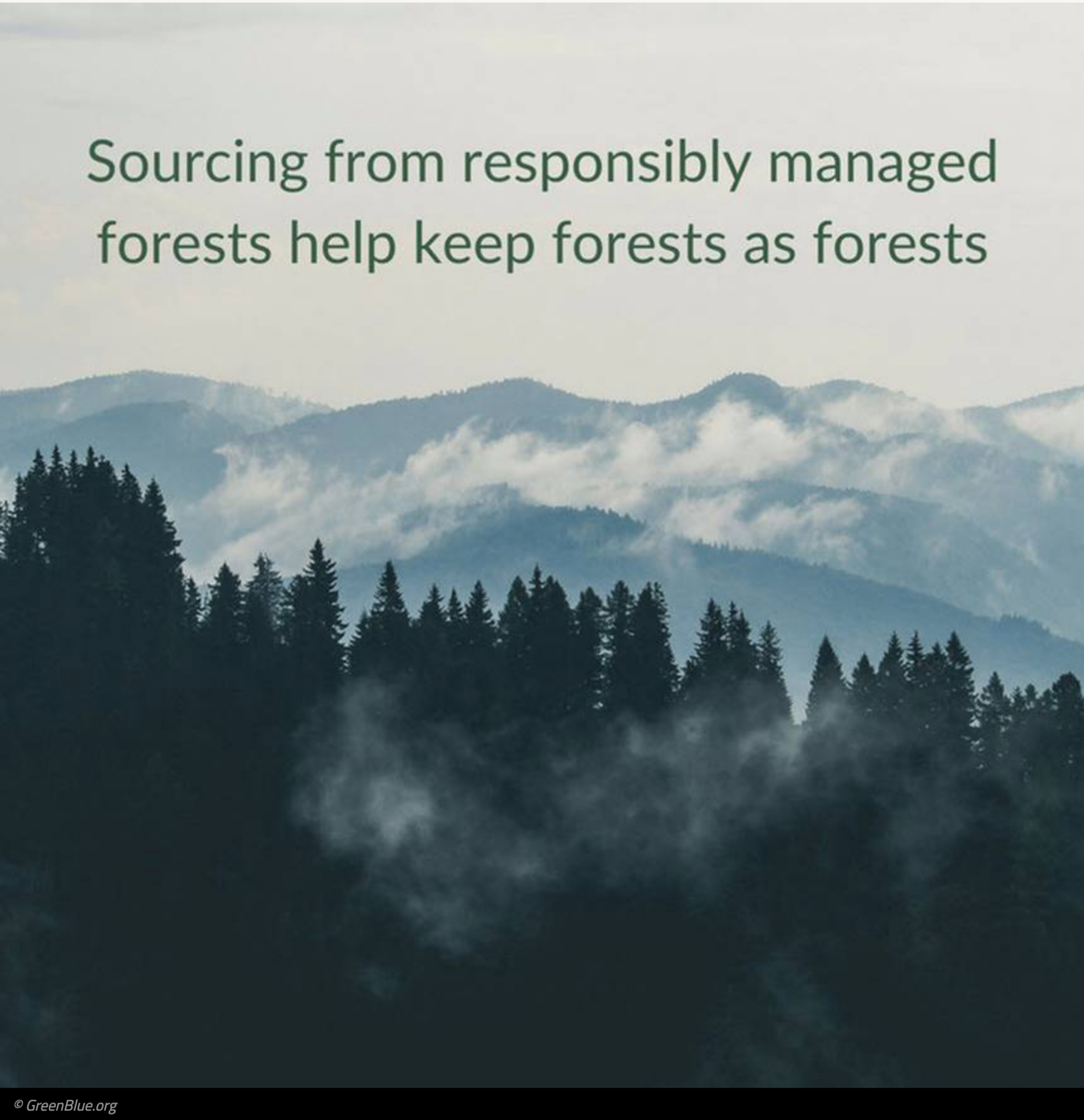


Business / Corporate Responsibility

New webinars engage the marketplace on responsible forest sourcing



Sustainable Forestry Initiative
February 26, 2019



GreenBlue is challenging companies throughout the United States and Canada to change their thinking about sustainable sourcing. The organization, which is the parent nonprofit of the Forest Products Working Group, and the Sustainable Packaging Coalition, created four new Webinars to educate brand owners about the benefits of buying materials from responsibly managed forests.

The webinars could be of interest to anyone interested in learning more about sustainable forestry, and the importance of sustainable supply chains. Check out the takeaway slideshows, recordings, and takeaway resources, including infographics and tip sheets.

1. **Module 1: Responsible Forest Management in the U.S. and Canada:** Get an overview of the importance of forest landscapes in North America and best practices for managing them responsibly..
2. **Module 2: The Role of Forest Certification:** Understand how forest certification promotes responsible forest management practices.
3. **Module 3: Supporting Family Woodland Owners:** Learn how family woodland owners play an important role in corporate supply chains.
4. **Module 4: Water, Climate Change & Biodiversity:** Take a deeper dive into the ecosystem services that forests provide, including clean air and water and mitigation of climate change.

These Webinars were supported by a Conversation and Community Partnerships Grant from the Sustainable Forestry Initiative (SFI) with the collaboration of Sappi North America, an SFI Program Participant that produces fine papers and other forest products sustainably. SFI is a sustainability leader that provides supply chain assurances, delivers conservation leadership, and supports environmental education and community engagement.

You can help too, by becoming aware of the issues and understanding what companies and consumers can do to support sustainability efforts. Take the next step in investigating the sourcing practices of the companies you buy from and give your purchasing power to the brands that care about sustainability.

To learn more about responsible forest management, and how companies and customers can contribute, visit <http://www.sfiprogram.org/>.



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