Call to Action

SFI Annual Conference

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American Wood Council
President & CEO



2025 ANNUAL REPORT

AMERICAN WOOD COUNCIL

Core Programs

- Codes
- Standards
- Fire Service Engagement
- Sustainability
- Environmental Regulation
- Outreach
- Advocacy

AWC Sustainability Program

LCI Data Collection

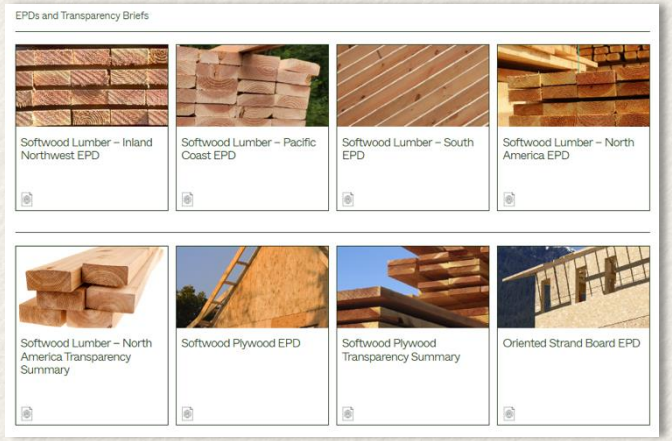
- Annual reporting
- Complete EPDs Updates (national, regional)

Standards (Domestic, International)

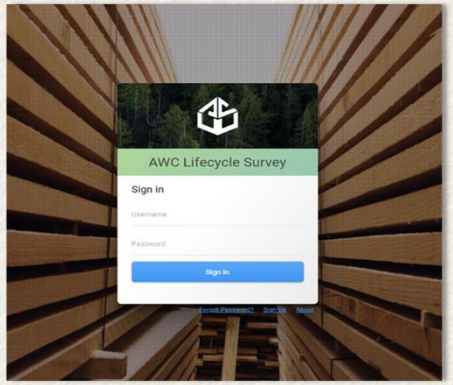
- Carbon accounting, green building, circular economy, mill sourcing certification

Strategic Partnerships

- Deepen/develop relationships with key players







EDF ENVIRONMENTAL DEFENSE FUND
Finding the ways that work

SUSTAINABLE FORESTRY INITIATIVE
SFI-00001



Building Transparency

U.S. GREEN BUILDING COUNCIL LEED CERTIFIED USGBC

EUDR EFFECT



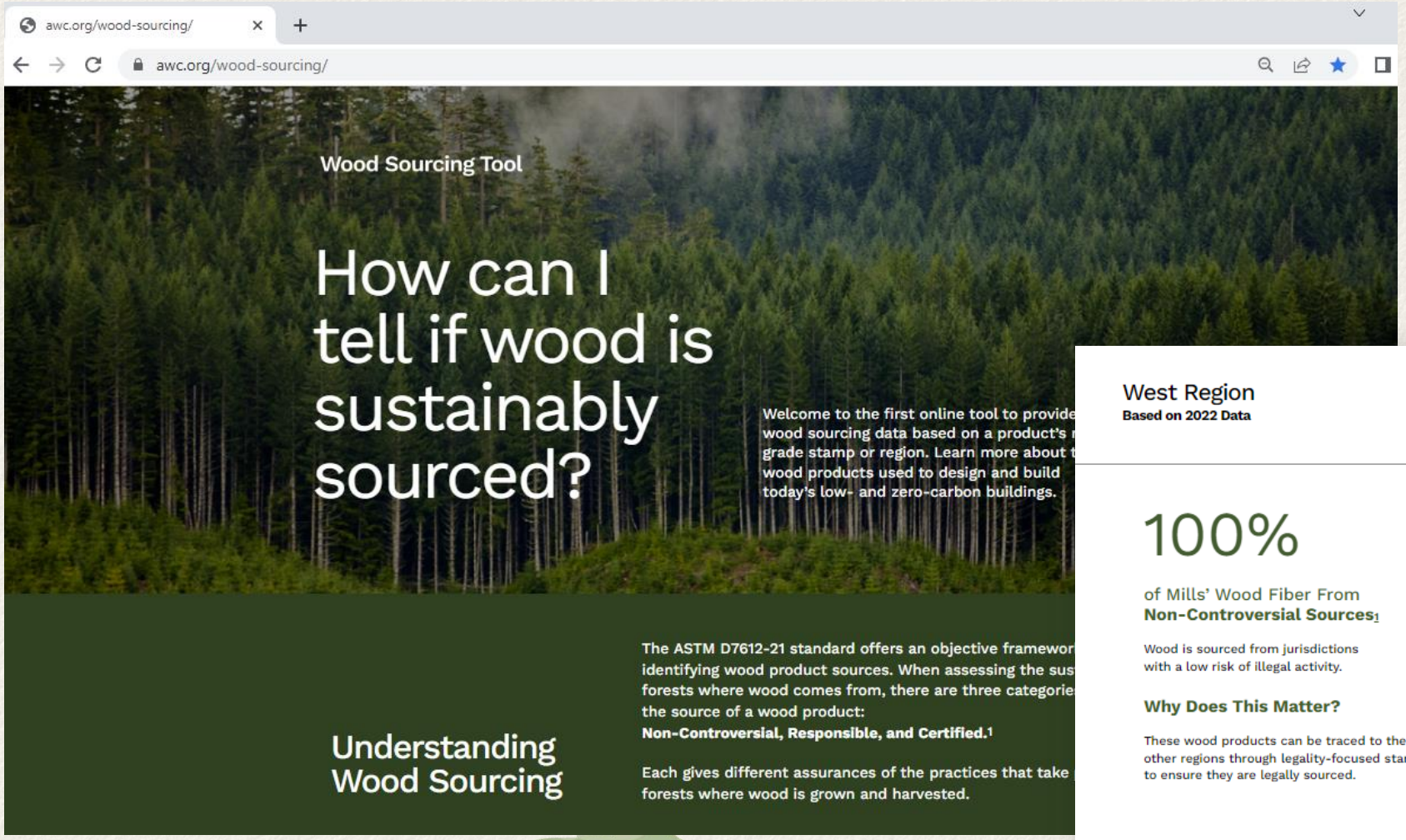
Raised profile for fiber sourcing transparency

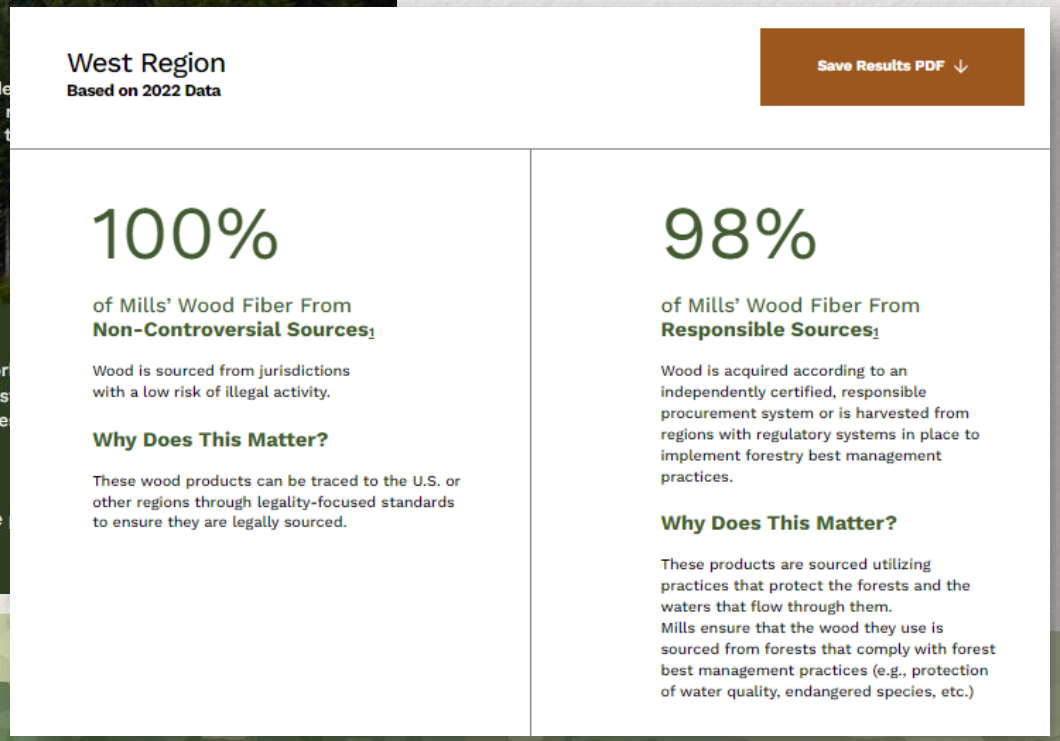
Fiber sourcing front and center now in:

Green building standards	LCA	Government policies	Market demands

Critical challenge for our sector: must engage meaningfully in defining fiber sourcing requirements

AWC Fiber Sourcing Website





Call to Action

- Shift focus from forest to mill
- Harness existing mill-level fiber sourcing certification and actively promote it!
- Seek to incorporate by reference into:
  - Standards
  - Government policies
  - Market sourcing requirements
- **Opportunity for SFI to provide leadership**

