



## **SFI's Virtual Conservation Impact Sounding Board E-Workshop: *Conservation Impact Project's 5-Year Mark: Exploring Results and Future Direction***

### **Draft AGENDA**

**Friday, May 14, 2021**

***E-Workshop:*** Friday, 1:00 p.m. to 4:00 p.m. (EDT)

[Register Here](#)

This agenda is for the virtual meeting of the **SFI Conservation Impact Sounding Board**. Conservation Impact helps evaluate, support, and enumerate outcomes related to climate change, biodiversity, and water on lands influenced by the SFI Forest Management Standard and the SFI Fiber Sourcing Standard. The "Sounding Board" is open to everyone and was formed to bring together the community of partners engaged in or seeking to inform SFI's Conservation Impact work. Each Sounding Board meeting is characterized by a review of selected projects, and facilitated discussions related to key topics and future direction. More information regarding the Sounding Board is included at the bottom of this agenda. Due to travel constraints, the Spring 2021 meeting of the Conservation Impact Sounding Board will be conducted via [virtual platform](#).

#### **Objectives of this Sounding Board E-Workshop:**

This virtual meeting of the Sounding Board is being held in concert with SFI's 2021 Virtual Annual Conference scheduled from May 12 - 14, which features the theme of "Better Choices for the Planet". This Sounding Board workshop marks five years since the commencement of SFI's Conservation Impact project, announced at the World Conservation Congress in 2016. This meeting will therefore focus on a review of principal outcomes from this work, the messages we can derive from it, and the analysis of gaps to guide the future direction of Conservation Impact efforts, and the related Conservation Grants program. The meeting will feature an interactive format, to enable participants to discuss current results, and desired program direction.

- Explore the latest results from Conservation Impact projects relative to climate change, biodiversity, and water;
- Examine key messages arising from the collective results of the Conservation Impact work and their relevance for communicating to broad audiences about SFI's conservation-related outcomes;
- Review and discuss remaining gaps in the research, to identify research needs for the future direction of Conservation Impact efforts, and the Conservation Grants program.

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<b>I. Introduction – A Review of Conservation Impact at the Five-Year Mark</b>	
1:00 p.m. – 1:15 p.m.	<b>Welcome:</b> A review of Conservation Impact history and messaging. SFI’s Conservation Impact Project – <i>Paul Trianosky, Chief Conservation Officer, SFI</i>
1:15 p.m. – 1:25p.m.	<b>The Conservation Impact Storymap:</b> A new tool for conveying the purpose of SFI’s Conservation Impact approach – <i>Carley Archibald, Intern, Conservation Programs, SFI</i>
1:25 p.m. – 1:35 p.m.	<b>Q&amp;A</b>
<b>II. Conservation Impact Results</b>	
1:35 p.m. – 1:50 p.m.	<b>Compendium of Conservation Impact Results -</b> <i>Darren Sleep, Senior Director, Conservation Science and Strategies, SFI</i>
1:50 p.m. – 2:05 p.m.	<b>Conservation Impact Project: Climate Change</b> Carbon Stocks and Stock Changes on SFI-Certified Landscapes in Canada – <i>Dr. Werner Kurz, Senior Research Scientist, Canadian Forest Service</i>
2:05 p.m. – 2:20 p.m.	<b>Conservation Impact Project: Biodiversity</b> Managed Forests for the Birds – <i>Emily Jo Williams, Vice President, Southeast Region, American Bird Conservancy</i>
2:20 p.m. – 2:30 p.m.	<b>Q&amp;A</b>
2:30 p.m. – 2:40 p.m.	<b>BREAK</b>
2:40 p.m. – 2:55 p.m.	<b>Conservation Impact Project: Water</b> NCASI water quantity tool for managed forests in the U.S. - <i>Dr. Erik Schilling, Director of Forestry Research, Southeastern U.S., NCASI</i>
2:55 p.m. – 3:05 p.m.	<b>Q&amp;A</b>
3:05 p.m. – 3:50 p.m.	<b>Gap Analysis and Facilitated Discussion on Future Focus of Conservation Impact -</b> <i>Leo Viana, Senior Director, Conservation Impact, SFI</i>
3:50 p.m. – 4:00 p.m.	<b>Next Steps and Wrap Up</b>

*The Conservation Impact Sound Board E-workshop is eligible for continuing education credits with the Canadian Institute of Forestry (CIF), Society of American Foresters (SAF), and The Wildlife Society (TWS).*

## **Conservation Impact Background:**

To aid in better decision-making, and to demonstrate the value of sustainably managed forests, the Sustainable Forestry Initiative sought to quantify the conservation benefits of SFI Forest Management certification and Fiber Sourcing, and the connection between sustainable supply chains and important conservation outcomes. By clarifying these conservation attributes, SFI will help make the link between well-managed forests affected by the SFI program standards, and the public benefits that those forests provide.

Formally announced at the World Conservation Congress in September of 2016, The Conservation Impact Project works to assess issues around three thematic areas: climate change/carbon, biodiversity, and water across more than 360 million acres certified to the SFI Forest Management Standard and many millions of additional acres positively influenced by the SFI Fiber Sourcing Standard. This research helps build understanding of the critical conservation value of forests managed to these standards and will facilitate continual improvement. Ultimately, Conservation Impact will enable Certified Organizations to convey and leverage conservation outcomes knowledgably and effectively, help conservationists have a deeper insight into the value of sustainable forest management, and help consumers make better choices for the planet.

The Conservation Impact effort supports research that seeks to identify best practices in pursuit of sustainability outcomes, and generates new partnerships throughout the research, academic and conservation communities. In turn, the results help inform the SFI Program Standards, and help make the case for the value of sustainably managed forests toward conservation.

## **The Conservation Impact Sounding Board:**

The “Sounding Board” was formed to harness and focus the community of partners engaged in or seeking to inform SFI’s Conservation Impact work, to help SFI identify specific pathways to clarify and enumerate our conservation contributions. The Sounding Board has an “open-door” policy with little formal structure in order to facilitate the broadest engagement; in this way, it helps shape Conservation Impact work and promote interaction directly between project leaders and experts from a diversity of backgrounds. The Sounding Board helps to ensure credibility of the science and the resonance of results with key audiences.

Since 2015, Sounding Board workshops have provided useful input to the direction of Conservation Impact studies, including encouraging SFI to utilize the Conservation Grants program to help drive research. Each Sounding Board meeting is characterized by a review of selected projects, and facilitated discussions related to key topics, or future direction. Recent workshops have consistently included attention to communications strategies, in response to requests from participants.

To learn more about the Conservation Impact Project and Sounding Board, please visit the [SFI website](#).

If you have any questions about the Sounding Board or the Conservation Impact Project, please contact Leo Viana, SFI Senior Director, Conservation Impact at [Leonardo.Viana@forests.org](mailto:Leonardo.Viana@forests.org) or 202-719-1390.

If you would like to join the Conservation Impact Sounding Board distribution list, please contact Rachel Hamilton, SFI Senior Coordinator, Conservation Partnerships at [Rachel.Hamilton@forests.org](mailto:Rachel.Hamilton@forests.org) or 343-803-0590.