



BETTER CHOICES FOR THE PLANET



NEWS

SFI'S E-SUMMIT IS TOMORROW

There is still time to join SFI's E-Summit, Growing Solutions, on October 22 to hear and share ideas about how sustainably managed forests, and products sourced from those forests, are great tools to support shared sustainability goals. SFI is offering free registration to students and youth, with support for Canadian youth through Project Learning Tree Canada. Continuing education credits and discounts for multiple staff are available.



CONSUMER GOODS FORUM CEO INTERVIEW SERIES FEATURES SFI

Kathy Abusow, President and CEO, SFI participated in the Consumer Goods Forum (CGF) CEO Interview Series where she spoke about the benefits of being a CGF member, the importance of collaboration for our forests, and why we should invest in forest education in 2021. [Watch the video here.](#)



CERTIFICATIONS MATTER MORE THAN EVER AND BRANDS SHOULD BE PROMOTING THEM

Suzanne Shelton, President and CEO of Shelton Group, shares recent research showing that Americans are increasingly working to manage their environmental concerns via their purchases. The research also shows that 52% of Americans have heard of the SFI label, and 90% of those people say they trust it. Read more recent findings and learn how SFI certification offers consumer solutions in this [GreenBiz article](#).

THIRD-PARTY CERTIFICATIONS ARE MORE TRUSTED THAN LARGE CORPORATIONS

THIS MEANS THAT THE SFI LABEL HELPS BUILD TRUST BETWEEN BRANDS AND CONSUMERS

CONSERVATION

SFI CONSERVATION GRANT HELPING NORTH CAROLINA STATE UNIVERSITY STUDY CLIMATE CHANGE AND BIODIVERSITY IN FORESTS

With the help of an SFI Conservation Grant, North Carolina State University is investigating the crucial role that SFI-certified forests play in facilitating the ability of plants and animals to move across the landscape in a changing climate.



EDUCATION

PROJECT LEARNING TREE DISCOVER YOUR URBAN FOREST ACTIVITY NOW AVAILABLE

Discover Your Urban Forest is the first in a new series of theme-based activity collections from Project Learning Tree. It features three brand new PLT activities for educators of students in grades 6-8 that invite learners to explore their urban environment and investigate environmental issues that affect their urban community. Download activities at [Shop.PLT.org](#).



#FORESTFRIDAYS WITH PLT CANADA AND ALTERNATIVES JOURNAL

In a recent collaboration between Project Learning Tree Canada and Alternatives Journal (Canada's oldest environmental studies magazine), Paul Robitaille, SFI's Director of Indigenous and Youth Relations, shared four stories about his personal experiences as a young professional navigating his career path: [Forging a Career Path in the Forest Sector](#), [Growing Partnerships](#), [Prosperity and a Brighter Future for Us All](#), [What do you call this?](#), [Let's Paddle Together](#).



EXPLORE GREEN JOB PATHWAYS WITH PLT CANADA'S "A DAY IN THE LIFE" VIDEO SERIES

Project Learning Tree Canada developed its "Day in the Life" video series to introduce youth to the many forest and conservation jobs available. Viewers hear directly from wildlife biologists, forest protection interns, environmental educators, and others about green career paths.

