

# SFI STRATEGIC DIRECTION SUMMARY: 2020–2024

October 7, 2019



## 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 customers to ensure they understand the value of SFI Standards and our commitment to continual improvement.
2. Grow certification across all three SFI Standards in existing and emerging markets through the standard revision process, technology and innovation, and strategic partnerships.
3. Collaborate with SFI Program Participants and other interested parties to demonstrate the value and relevancy of SFI Standards to local, national, and global issues, and elevate global relevancy with PEFC.



### 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 curriculum and an engaged network.
11. Grow professional development for educators, loggers, architects, and other influencers to enable them to make informed decisions and take responsible actions.
12. Strengthen outdoor opportunities as well as green career pathways for youth.

