

# SFI-CERTIFIED FORESTS AND PRODUCTS HELP ACHIEVE SHARED SUSTAINABILITY GOALS



# 366 MILLION ACRES /150 MILLION HECTARES

## CERTIFIED TO SFI

AND TENS OF MILLIONS MORE POSITIVELY  
INFLUENCED BY SFI FIBER SOURCING



**52%** OF CONSUMERS  
SURVEYED HAVE  
**HEARD OF SFI**

→ **90%** OF CONSUMERS THAT  
HAVE HEARD OF SFI  
**TRUST SFI**

Source: Shelton Group Eco Pulse@ Wave 12. 2020



## THE NUMBER OF ORGANIZATIONS USING SFI ON-PRODUCT LABELS IN THE MARKETPLACE

# INCREASED BY 21%

SINCE 2018



# 400 PROJECTS REGISTERED FOR THE LEED ACP

11% INCREASE FROM 2019



## REPRESENTING MORE THAN 1.1 MILLION SKUs



# SFI CONSERVATION IMPACT PROJECTS MEASURE OUTCOMES FROM SFI CERTIFIED FORESTS



## SFI CONSERVATION IMPACT PROJECT PARTNERS



## MITIGATING CLIMATE IMPACTS



### PARTNERING TO ASSESS CARBON SEQUESTERED ON SFI-CERTIFIED FORESTS

Based on FIA\* data, estimates suggest 5.3 billion tons of carbon sequestered on the SFI footprint in the US.

\* Forest Inventory and Analysis Program of the U.S. Forest Service

## IMPROVING WATER QUALITY



**THE SFI FIBER SOURCING STANDARD REACHES ABOUT 80% OF THE FORESTLANDS IN GEORGIA**

## MEASURING AND RECOVERING BIODIVERSITY



**SFI IS WORKING WITH ABC AND NATURESERVE TO RECOVER AND MEASURE BIODIVERSITY AND BIRD SPECIES AT RISK ON OVER 30 MILLION ACRES**

# THE SFI NETWORK LEADS FOREST-FOCUSED COLLABORATIONS THAT MAKE AN IMPACT

## SFI'S 34 GRASSROOTS IMPLEMENTATION COMMITTEES HELP SUPPORT COMMUNITY GRANTS



**NEW MASS TIMBER SPORTS ARENA BUILDING WITH LOCAL SFI-CERTIFIED WOOD**



**PROMOTING SAFE AND ENVIRONMENTALLY RESPONSIBLE TETHERED LOGGING IN THE WEST**



**WORKING WITH BOY SCOUTS TO PROVIDE HEALTHY FOREST BAT HABITAT**

## INDIGENOUS

**SFI AND PLT CANADA HAVE PARTNERED WITH AND INVESTED IN OVER**

**120 INDIGENOUS COMMUNITIES**



**40+ INDIGENOUS COMMUNITIES**

**ARE CERTIFIED TO THE SFI FOREST MANAGEMENT STANDARD**



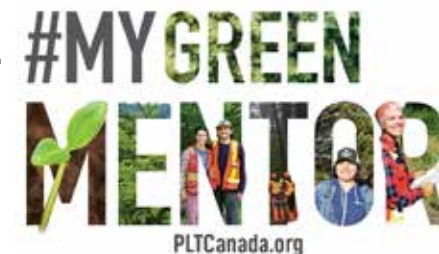
**A GUIDE TO GREEN JOBS IN CANADA: VOICES OF INDIGENOUS PROFESSIONALS**



## PLT CANADA'S MENTORSHIP PROGRAM

**Connects youth (ages 18-30) with Green Jobs professionals.**  
#MyGreenMentor

**26 MENTORSHIP PAIRS IN 2020, 100 PAIRS SCHEDULED FOR EARLY 2021**





# USING TREES AND FORESTS AS WINDOWS ON THE WORLD



## LEARNING IS IN OUR NATURE



**2 MILLION**  
STUDENTS REACHED

THROUGH  
NEARLY  
**7,800** EDUCATORS AND  
390 PROFESSIONAL  
DEVELOPMENT EVENTS

ADVANCING ENVIRONMENTAL LITERACY FOR  
**2,400 EDUCATORS AND 800,000 YOUTH** WITH NAAEE AND EPA



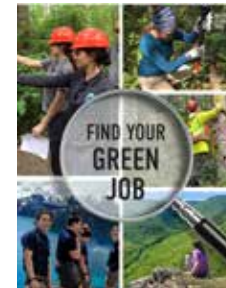
**OUTDOOR CLASSROOMS REENERGIZE KIDS DURING THE PANDEMIC**

PARTNERSHIP WITH PBS PLT CONTENT SUPPORTING



FEATURED IN NATIONAL GEOGRAPHIC

## GREEN JOBS



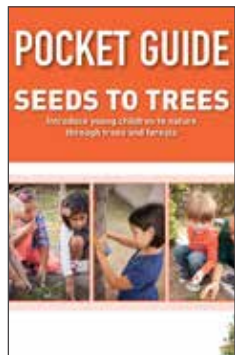
INTERACTIVE QUIZ

ONLINE PROFESSIONAL DEVELOPMENT



Thanks to our supporters

## NEW MATERIAL LAUNCHED IN 2020



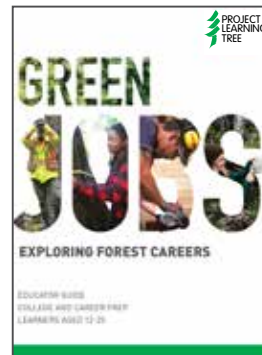
SEEDS TO TREES  
POCKET GUIDE



LEARN ABOUT FORESTS  
ACTIVITIES



THEME-BASED  
ACTIVITY  
COLLECTIONS



EXPLORING FOREST CAREERS



PLACED YOUTH IN  
**3,500+ GREEN JOBS**  
SINCE 2018

WORKING WITH 200+ ORGANIZATIONS COAST TO COAST TO COAST ACROSS THE SFI AND CANADIAN PARKS COUNCIL NETWORKS



GENDER BALANCE ACHIEVED AND 500+ WERE INDIGENOUS YOUTH FROM OVER 80+ FIRST NATIONS



Funded in part by the Government of Canada

