

# WHY SFI MATTERS TO THE SUSTAINABILITY SUPPLY CHAIN



## IT IS CRITICAL THAT WE WORK TOGETHER TO ENSURE THE SUSTAINABILITY OF OUR PLANET.

People and organizations are seeking solutions that don't just reduce negative impacts but ensure positive contributions to the long-term health of people and the planet. SFI-certified forests and products are powerful tools to achieve shared goals such as climate action, reduced waste, conservation of biodiversity, education of future generations, and sustainable economic development.

**SFI PROVIDES PRACTICAL, SCALABLE SOLUTIONS FOR MARKETS AND COMMUNITIES WORKING TO PURSUE THIS GROWING COMMITMENT TO A SUSTAINABLE PLANET.** When companies, consumers, educators, community, and sustainability leaders collaborate with SFI, they are making active, positive choices to achieve a sustainable future.

**SFI PROGRAM PARTICIPANTS HARVEST LESS THAN 2% OF THEIR FORESTS EVERY YEAR AND PLANT MORE THAN 2 MILLION TREES EVERY DAY.**

## DOING WHAT'S BEST FOR FORESTS

Supporting forest certification programs is one of the best things you can do for forests. And choosing SFI shows you care in so many ways. SFI's commitment to forests is exemplified not only by our standards, but in the work we do that benefits conservation, communities and education. We are the only certification program that takes such a holistic approach to the dynamic values of our forests.

## AN INCLUSIVE APPROACH TO FOREST CERTIFICATION HELPS FORESTS

At SFI we support an inclusive approach to forest certification. A specific focus on one certification, to the exclusion of others, can lead to confusion in the marketplace. Preferences may actually lead to lower rates of certification and therefore are detrimental to a shared goal of sustainable forest management.

Increasingly, large consortiums are staying away from single-certification preferences and instead asking for and recognizing an inclusive approach to forest certification that recognizes all certification standards. SFI is recognized by market leaders and government organizations.



# WHY CHOOSE SFI?

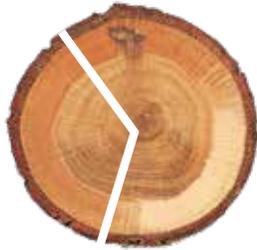


**SCALE:** Over 375 million acres/150 million hectares in the U.S. and Canada are certified to the SFI Forest Management Standard. Tens of millions more are impacted by Fiber Sourcing – a proactive approach that rewards good forestry practices on non-certified lands.

SFI accounts for almost

**35%**

of global certified forests



and **46%** of PEFC certifications worldwide

**LOW RISK:** SFI's standards are specific to the U.S. and Canada where forests are considered low risk for deforestation and activities like illegal logging. This means that our work, and the companies that support it, can focus on elevating the many benefits that come from forests



**RESEARCH:** The SFI standards require forest research making forests certified to SFI a living laboratory for conservation related research.

**\$1.8 BILLION**

Since 1995, SFI-certified companies have directly invested nearly **\$1.8 billion** in forest research. In 2019, 70% of these investments were allocated to conservation-related objectives.

**TRAINING:** SFI has 34 grassroots Implementation Committees made up of diverse stakeholders that support local communities and provide support and training of resource and harvesting professionals.

**96% OF THE FIBER** DELIVERED TO SFI PROGRAM PARTICIPANT MILLS IS DELIVERED BY **TRAINED HARVESTING PROFESSIONALS**

**RECOGNITION:** SFI standards and on-product labels help consumers make responsible purchasing decisions.

**54% OF U.S. CONSUMERS ARE AWARE OF THE SFI LOGO**  
**MORE THAN ANY OTHER CERTIFICATION STANDARD**

according to a 2020 survey conducted by Two Sides



**74% OF MILLENNIALS WHO ARE AWARE OF THE SFI LABEL SAY IT IS A POSITIVE INFLUENCE WHEN THEY ARE MAKING PRODUCT DECISIONS COMPARED WITH 62% OF BOOMERS**



according to a 2020 survey conducted by EcoFocus Worldwide

## THREE CERTIFICATION STANDARDS

Choosing certified sustainable forest products is a great way to protect species, combat climate change, reduce plastic pollution, and protect water supplies.

SFI standards have become the fastest growing, highly trusted solution that can support a growing need for products from the forest, as the drive to reduce carbon pollution and waste intensifies. We are working to shape markets today and ensure that properly managed forests will continue to play a crucial role in keeping the planet healthy.

**The SFI Forest Management Standard** is the largest single certification standard in the world. Among its requirements are measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

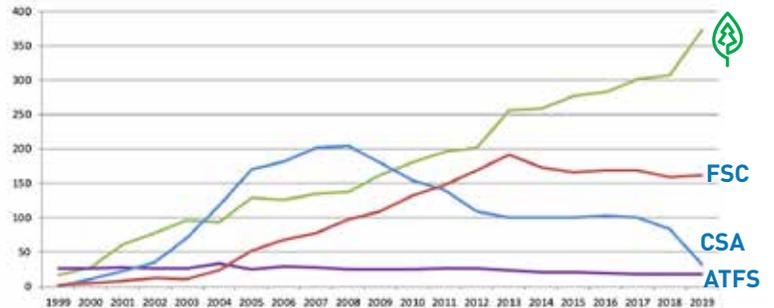
**The SFI Fiber Sourcing Standard** is designed for manufacturers that don't own forestland. It distinguishes SFI from all other forest certification programs in that it governs how SFI Program Participants procure fiber from non-certified forestland in a responsible way.

**The SFI Chain-of-Custody Standard** is an accounting system that tracks forest fiber content through production and manufacturing to the end product. This standard also has measures to avoid controversial sources in the supply chain.

## PROVIDING SUPPLY CHAIN ASSURANCES

SFI is the leader in providing supply chain assurances. There are more than 375 million acres/150 million hectares of forestland in the U.S. and Canada certified to the SFI Forest Management Standard. And we are still growing.

### SFI FOREST MANAGEMENT CERTIFICATION GROWTH IN NORTH AMERICA LEADS ALL OTHERS



## INCREASING THE SOURCE OF CERTIFIED SUPPLY

The SFI Forest Partners® Program, which is composed of National Geographic, Macmillan Publishers, and Hearst Enterprises, is investing in the future of our forests by making multi-year commitments to increase certification throughout the forest supply chain. The program recently saw the launch of two innovative solutions — the SFI Small Lands Group Certification Module and the SFI Small Scale Forest Management Module for Indigenous Peoples, Families and Communities.



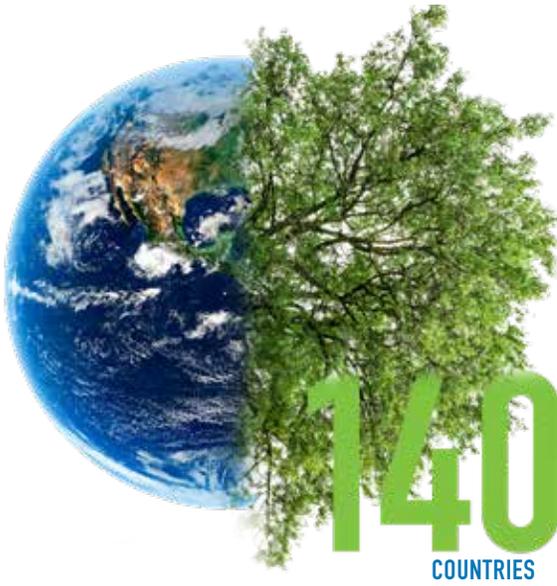
BETTER CHOICES FOR THE PLANET

## DO YOU WANT TO REDUCE RISK?

Choose SFI — 98% of all fiber SFI Program Participants procure comes from the U.S. and Canada, where there is virtually no deforestation.

## EXPAND YOUR GLOBAL REACH

Forests certified to SFI represent 35% of all the certified forests in the world. In addition, products certified to SFI are sold in 140 countries.



## DELIVERING CONSERVATION LEADERSHIP

Unique among certification standards, SFI mandates innovative and impactful conservation research that builds knowledge and improves forest outcomes. We provide a value-added solution for customers of forest products who want to know that the companies they source from are contributing to conservation results that improve the health of the planet.

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DIFFERENT CONSERVATION AND RESEARCH PROJECTS REPORTED BY SFI-CERTIFIED COMPANIES IN 2019

### The SFI Conservation Impact Project

The SFI Conservation Impact Project aims to quantify the conservation benefits of SFI's work, and the connection between well-managed forests, sustainable supply chains and important conservation outcomes. SFI is focusing on quantifying the impact of our footprint in three key areas where well-managed forests play a central role: carbon sequestration, water quality and biodiversity.

For guidance on this work, SFI has convened the SFI Conservation Impact Sounding Board — a diverse group of scientists, drawn from academia, public agencies, the non-profit conservation community, SFI Program Participants and SFI's leadership.



## SUPPORTING EDUCATION AND COMMUNITY ENGAGEMENT

### Creating the next generation of forest and conservation leaders

Project Learning Tree (PLT) became an SFI initiative in 2017. PLT is an award-winning environmental education initiative that has reached nearly 140 million students in its four-decade history. It helps educators integrate environmental education into lesson plans and use the outdoors to engage students in learning about the world around them.



## SFI VALUES THE IMPORTANT RELATIONSHIPS BETWEEN FORESTS AND INDIGENOUS COMMUNITIES

SFI supports community-led forest-focused initiatives and partners with leading Indigenous organizations so that all communities are able to fully value and benefit from sustainably managed forests. Through growing and strengthening our relationships, SFI maintains strong alignment between SFI standards and the values, rights, and traditional knowledge of Indigenous Peoples.



AND THEIR BUSINESSES HAVE ADOPTED, SUPPORT, AND ACTIVELY UTILIZE THE SFI FOREST MANAGEMENT STANDARD

## SFI IMPLEMENTATION COMMITTEES ARE AT THE HEART OF THE SFI COMMUNITY

SFI responds to local needs through SFI Implementation Committees at the state, provincial, and regional levels. These committees work with local, forestry, and professional associations, universities, government agencies, landowner groups, conservation groups, and many others to promote SFI standards as a means to broaden the practice of responsible forestry and achieve on-the-ground progress

Since 1995, these SFI Implementation Committees have invested over \$77 million to support training of resource and harvesting professionals, outreach to family forest owners and environmental education.



BETTER CHOICES FOR THE PLANET

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