

WHO WE ARE

VISION

A world that values and benefits from sustainably managed forests.

MISSION




To advance sustainability through forest-focused collaborations.

At the Sustainable Forestry Initiative, we believe that sustainable forests are critical to our collective future. SFI® is a sustainability leader through our work in standards, conservation, community, and education.

As an independent, non-profit organization, we collaborate with our diverse network to provide solutions to local and global sustainability challenges. SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous Peoples, governments, and universities.

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GROWING FUTURE
LEADERS



CLIMATE AND
CARBON



PACKAGING FOR
THE PLANET



SPECIES
RECOVERY



BETTER BUILDING
SOLUTIONS



GREEN JOBS



INDIGENOUS
CONNECTIONS



CIRCULAR
ECONOMY



WE HAVE A
GROWING
SOLUTION

BETTER CHOICES FOR THE PLANET

SFI OFFERS PRACTICAL, SCALABLE SOLUTIONS

SFI's work is supported by four pillars of interconnected activity

STANDARDS

To advance sustainable forestry and responsible purchasing globally through certification standards and certified products.

CONSERVATION

To advance credible and effective solutions to environmental challenges through the SFI standards and leadership initiatives.

COMMUNITY

To advance collaborations between local communities and the SFI network to increase mutual understanding of the values and benefits provided by sustainably managed forests.

EDUCATION

To advance environmental literacy, stewardship, and career pathways using trees and forests as windows on the world.



SETTING HIGH STANDARDS

SFI'S STANDARDS provide an important solution to the long-term sustainability of our forests. With more than 370 million acres/150 million hectares certified and tens of millions more positively influenced through fiber sourcing, SFI has the scale and growth trajectory to ensure positive, forest-based outcomes in the marketplace.

The SFI label provides a tool that allows producers to educate the market and consumers to make responsible purchasing decisions.

SFI sourcing solutions, from certification through to the SFI label, provide choices that help support a circular economy, green building, and contribute to a sustainable future.



IN YOUR COMMUNITY

SFI IS CLOSELY CONNECTED TO THE COMMUNITIES WHERE WE OPERATE. This informs SFI's work and helps SFI engage collaboratively on issues such as logger training, green career pathways, and Indigenous relations.

Thirty-four SFI Implementation Committees, that engage at the state, provincial or regional level, respond to local needs and issues and help deliver SFI's sustainability solutions across the U.S. and Canada. SFI's work aligns closely with Indigenous Peoples through shared values around the benefits of sustainably managed forests. Through networks and partnerships, we work across diverse communities, from urban to rural, to advance awareness of the social and health benefits of sustainable forests.

The SFI Community Grants Program promotes and supports collaboration with the SFI network to help drive community focused solutions.



HEALTHY FORESTS

SFI'S CONSERVATION WORK provides leadership, expertise and resources in order to measure and scale the conservation outcomes on forestlands influenced by the SFI standards.

SFI's conservation approach helps provide solutions to sustainability challenges such as species at risk, migratory bird decline, forest health, and climate change. The SFI Conservation Grants Program and Conservation Impact project focus on quantifying the biodiversity maintained and recovered, the water purified, and carbon sequestered on SFI lands, and through sustainable sourcing.

This work is guided by a network of conservation leaders and researchers to ensure credibility and transparency.



LEARNING IS IN OUR NATURE

SFI'S ENVIRONMENTAL EDUCATION PROGRAM, PROJECT LEARNING TREE educates teachers, community leaders, and youth about forests and the environment. PLT takes students outdoors to learn and connects youth to nature in urban, suburban, and rural settings. With PLT's focus on teaching kids how to think, not what to think, SFI is helping prepare the next generation of leaders to tackle global sustainability challenges like climate change.

Since 2018, PLT Canada has supported 8,100+ youth in green jobs across Canada, reaching gender balance and providing 15%+ of our green jobs to Indigenous youth.

SFI also provides professional development and training for the forest and green building sectors.

