

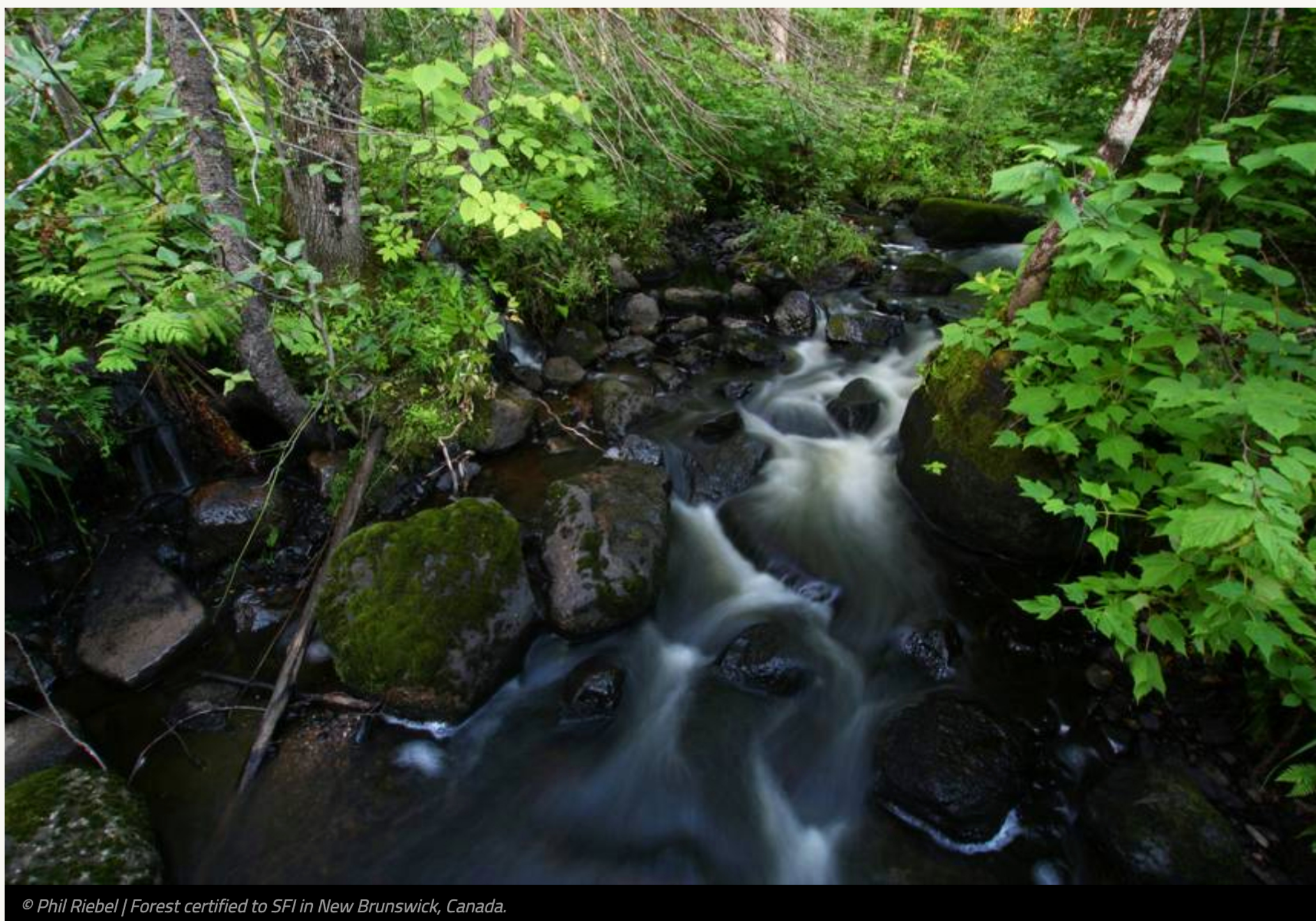
For The Love Of Curves.
Lane Bryant

Business / Corporate Responsibility

What on Earth are you doing ... for World Water Day?



Sustainable Forestry Initiative
March 22, 2018



© Phil Riebel | Forest certified to SFI in New Brunswick, Canada.

World Water Day focuses attention on the importance of water to healthy ecosystems, sustainable development, social and economic stability, health, and human survival. World Water Day was made official by the United Nations General Assembly and takes place every year on March 22. In fact, this year, it turns 25.

The theme for 2018 is “nature for water,” an exploration of nature-based solutions to the water problems of this century, including floods, droughts, and water pollution. The World Water Day challenge is: Wherever you are and whatever you do on March 22, make it about nature and water.

Did you know that well-managed forests conserve sources of clean water? Over half the drinking water in the U.S. and nearly two-thirds in Canada comes from forests.

4 Easy Ways to Take Part

1. Find a [World Water Day event](#) or add your own.
2. [Download](#) free images, stats, facts, and articles to share online and off.
3. Learn something new and get inspired by [water stories](#).
4. Gain a better understanding of the connection between healthy forests and healthy water from the [Sustainable Forestry Initiative \(SFI\)](#), a sustainability leader that stands for future forests. SFI® is an independent, non-profit organization that provides supply chain assurances, produces conservation outcomes, and supports education and community engagement.

Bonus Forest Booster

More than 305 million acres (123 million hectares) of forestland throughout the United States and Canada have been certified to the SFI Forest Management Standard. Forest products and packaging that meet the rigorous sustainability standards of SFI carry the SFI label. Look for the label on hundreds of everyday products, furniture, and building materials.

Every time you choose a sustainably sourced product, you’re supporting the future of forests and our shared quality of life. In addition to setting standards and providing clear product labeling, SFI has awarded more than \$3.4 million in Conservation and Community Grants since 2010. In 2018, Conservation Grants will support the efforts of 45 conservation organizations across North America focused on improving water quality and quantity in forests, protecting steelhead trout habitat, and aligning best practices for forests with best practices for water.

Visit sfiprogram.org to learn more about sustainable forestry, water quality, conservation, and sustainable choices.



The sponsored content above was provided by Sustainable Forestry Initiative and is not subject to TreeHugger Editorial Review. TreeHugger is not responsible for the accuracy, objectivity or balance of this content.