

THE *decided*
FUTURE IS NOW.



SFI and the Forest Partners Program

August 15, 2013

Jason Metnick, SFI Inc.

Hans Wegner, National Geographic Society



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What is Forest Certification?



- A voluntary process to manage forest lands and promote sustainable forest management through principles, criteria and objectives consistent with government processes around the world
- Began in the 1990s in response to concerns about logging practices and forest conversion, especially in tropical regions
- Today there are more than 50 different standards worldwide



> Market Demand



Solid Wood



Office Supply



Catalogues/Magazines



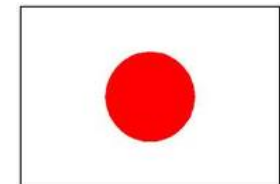
Retailers/Brands



Green Building



Governments



SUSTAINABLE FORESTRY INITIATIVE

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> Consumer Product Initiatives



> Credible Forest Certification



- Governance
 - Equal representation from environmental, economic, and social interests
- Forest Standard
 - Rigorous standard, developed by experts, reviewed every 5 years
- Accreditation/Certification
 - Third-party, fully independent, accredited certification bodies
- Chain of Custody/Labeling
 - Transparent claims





Multiple Standards Improve All Forest Certification Programs

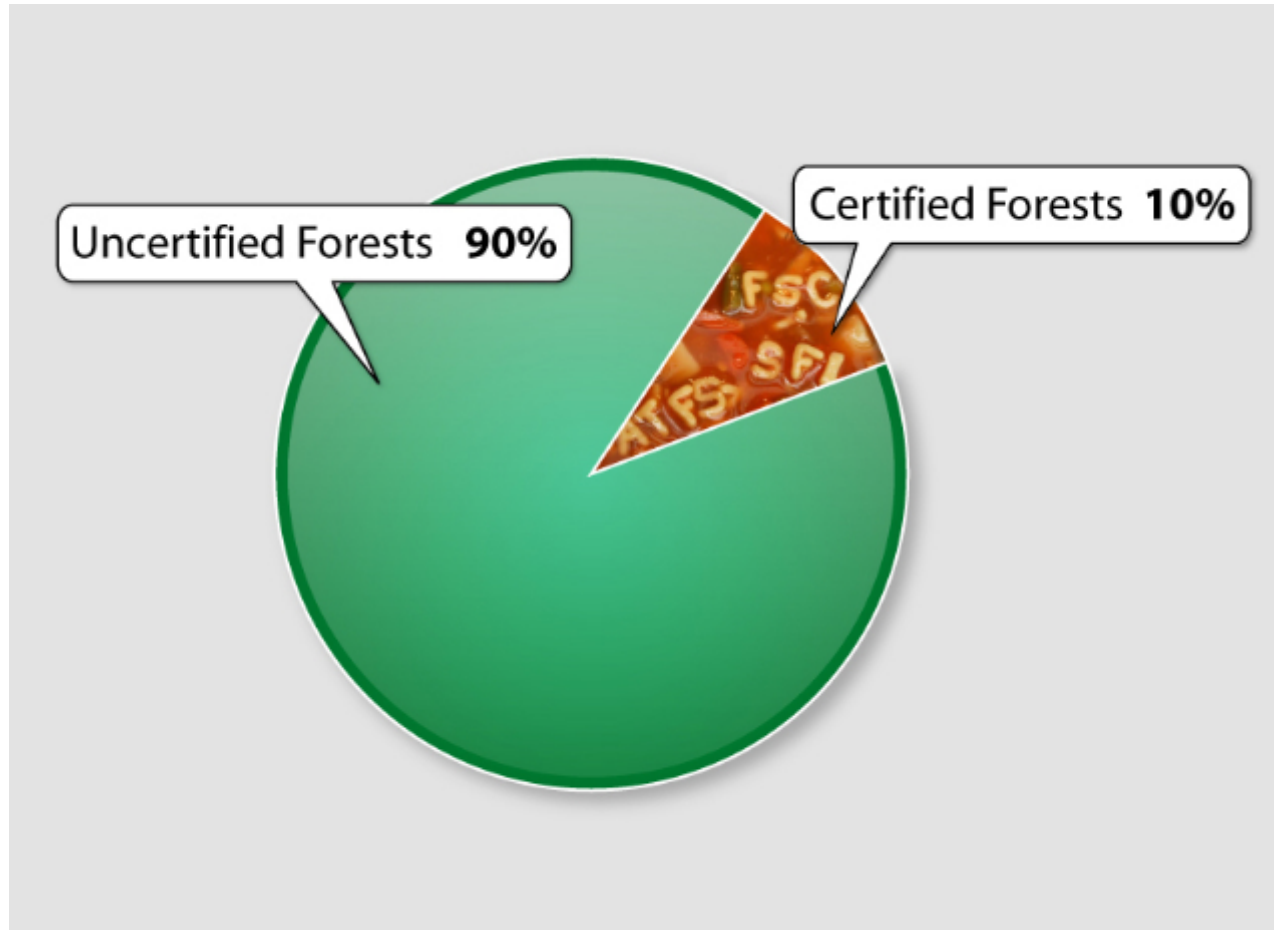
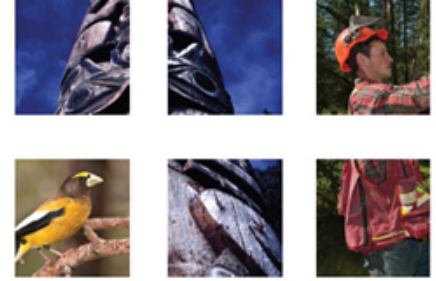


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10% of the World's Forests are Certified



December 31, 2012

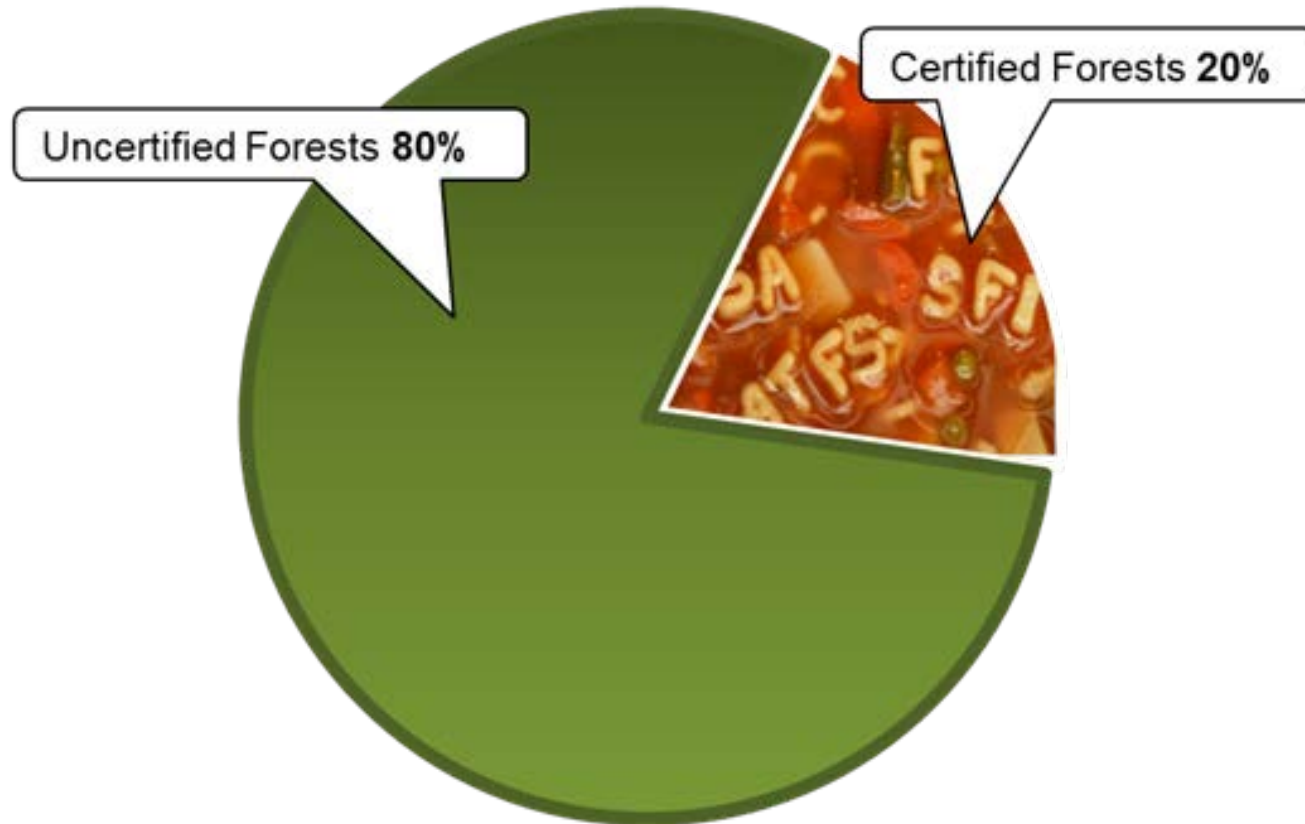
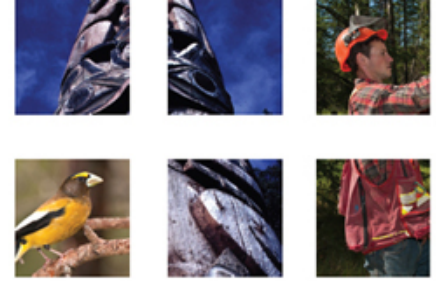


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20% of the US Timberlands are Certified



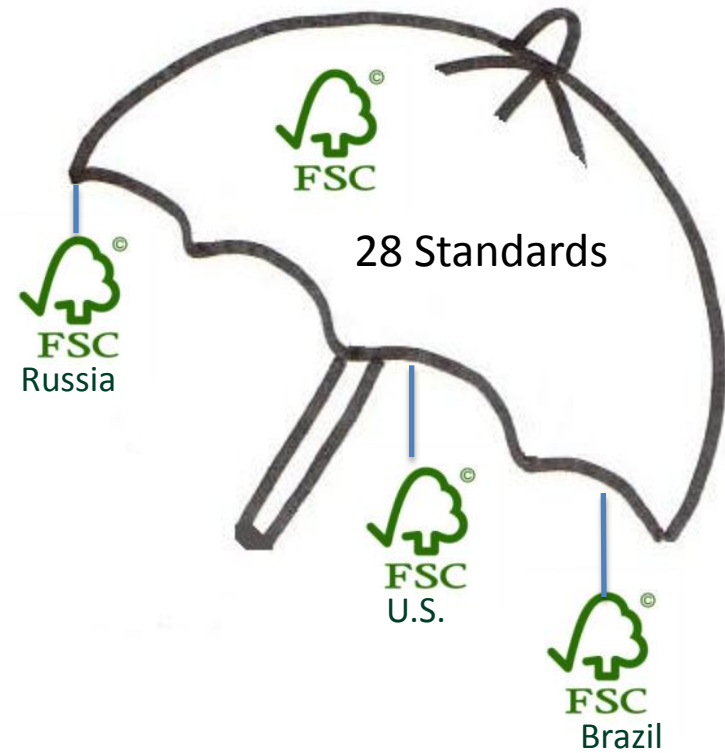
December 31, 2012



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> Global Context





SUSTAINABLE
FORESTRY
INITIATIVE

- As the single largest forest certification standard in the world, SFI is committed to promoting responsible forestry and buying decisions in North America and the world
- SFI is grounded in science, research and regional expertise to promote responsible forest management
- A registered nonprofit, governed by a three-chamber board
- More than 2,500 organizations involved in the SFI program

> SFI Board of Directors

Environmental Sector

includes non-profit environmental or conservation organizations:

Larry Selzer (CHAIR)

President and CEO

The Conservation Fund

Tom Franklin

Senior Vice-President

Theodore Roosevelt Conservation Partnership

Roger Sedjo, Ph.D.

Senior Fellow

Resources for the Future

George Finney, Ph.D.

President

Bird Studies Canada

John Hagan, Ph.D.

President

Manomet Center for Conservation Sciences

Gregory Siekaniec

President and CEO

Ducks Unlimited Canada

Social Sector

Includes community or social interest groups such as universities, labor, family forest owners or government agencies:

Richard W. (Dick) Brinker, Ph.D.

(SECRETARY-TREASURER)

Dean Emeritus

School of Forestry and Wildlife Sciences, Auburn University

Steven W. Koehn

Director/State Forester

Maryland Forest Service

Charles Tattersall (Tat) Smith Jr., Ph.D.

Professor

Faculty of Forestry, University of Toronto

Dr. Skeet Burris

Family Forest Owner

Cypress Bay Plantation

Mark Rodgers

COO

Habitat for Humanity Canada

Open Seat

Economic Sector

includes the forest, paper and wood products industry or other for-profit forest ownership or management entities:

Craig Blair (VICE CHAIR)

President and CEO

Resource Management Service LLC

John Crowe

Chairman and CEO

Buckeye Technologies Inc.

Daniel Christensen

CEO

Hancock Natural Resource Group

Henry Ketcham

Chairman, President and CEO

West Fraser Timber Co. Ltd.

Robert Luoto (IMMEDIATE PAST CHAIR)

Representing Loggers and the American Loggers Council

David Walkem

Chief, Cooks Ferry Indian Band

President, Stuwix Resource Joint Venture



> SFI 2010-2014 Standard

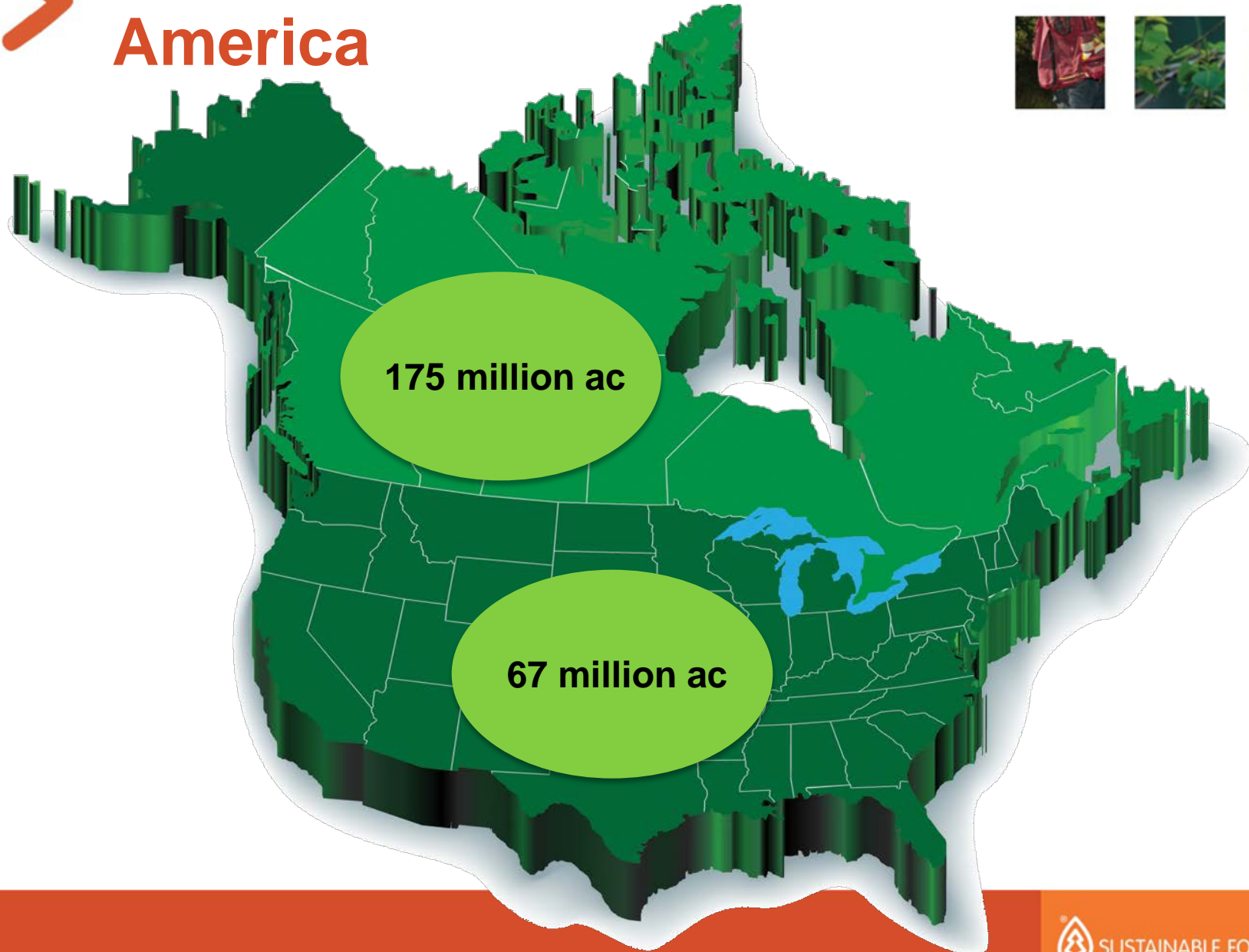


- 14 Principles
 - 20 Objectives
 - 38 Performance Measures
 - 115 Indicators
-
- SFI Standard covers environmental and social issues at the forest management unit, as well as sourcing of non-certified forest content





SFI Certified Land in North America



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> SFI's Unique and Proactive Fiber Sourcing Program



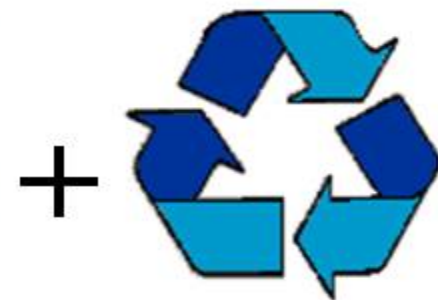
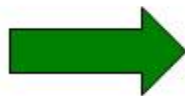
- SFI was developed with landowner patterns in mind
 - 60% of the fiber in U.S. comes from family forest landowners
 - 30% of the fiber in Eastern Canada comes from small woodlots
- Fiber Sourcing Requirements.
 - Landowner outreach to promote sustainable forestry
 - Logger training (over 100,000 trained since 1995)
 - Support for forest research (\$1 billion since 1995)
 - Best Management Practices to Protect Water Quality



➤ SFI Chain of Custody



**SFI, CSA and/or ATFS
Certified Forest**



**Certified, Non-Certified and
Recycled Material**



**SFI Certified
Packaging**



**SFI Certified
Converter**



**SFI Certified
Paper**



SFI Forest PartnersSM Program

Time Inc.



NATIONAL
GEOGRAPHIC



MACMILLAN

PEARSON



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> Maine Pilot Project



Phase I



TIME HEARST
sappi



VERSO



NewPage™

620,000 acres under SFI
100,000 acres under ATFS

Phase II

TIME HEARST sappi



VERSO



780,000 acres under SFI

- Coordinated audits for cost effectiveness
- Good synergies found with pre-assessment meetings, and timing of audits back to back
- Total project certified about 1.5 million acres



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> SFI Forest PartnersSM Program



Through SFI Forest PartnersSM Program, SFI is partnering with market leaders to help provide the resources needed for more manufacturers and landowners to certify their lands and operations – and fuel the growth of forest certification and responsible sourcing of forest products. Together, our collective efforts will keep our forests healthy and our forest communities strong.





SFI Forest Partners Program Goals & Objectives



- Build on experiences of the Maine Pilot Project
- Grow the certified forestland base
- Facilitate the uptake of fiber from certified forestlands through the supply chain

End of 2014

 5 million
acres

End of 2017

 10 million
acres



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A 2x3 grid of photographs showing various autumn scenes. The top row includes a close-up of yellow and orange leaves, a dense canopy of bright orange leaves, and a view looking up at a tree trunk against a green canopy. The bottom row features a cluster of white-barked trees (likely birches) surrounded by orange and yellow leaves, a dense forest of trees with vibrant red and orange foliage, and another view looking up at a tree trunk against a green canopy.





Why SFI is a Great Fit for the Forest Partners Program



- Supporting domestic jobs, fiber and communities
- Supporting conservation work, research, and logger/forester training and education
- Avoiding risk of illegal logging, deforestation, global forestry concerns....buy SFI, buy domestic, buy North America
- International markets are increasingly seeking low risk fiber
- Recycled products are not the only responsible paper products.
- Third-party certification assures that choosing fiber from well-managed North American forests keeps our forests healthy and our rural communities strong.





Why Join as a SFI Forest Partner?



- SFI Forest PartnersSM Program brings together forest landowners, manufacturers, customers, and government agencies across the U.S.
- Shows landowners and mill operators the direct connection to the customer.
- Helps corporations deliver on their procurement policies (certified forest content/certified sourcing)
- Gives customers/buyers an active role to claim and first hand knowledge of forest certification – moving beyond just a paper policy, and putting words to action.

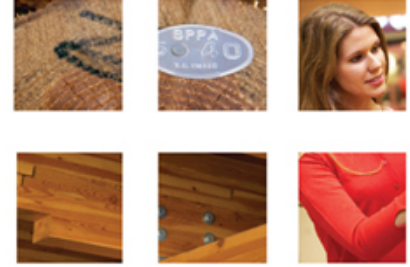


> Get the Facts About SFI

Get The Facts

www.sfiprogram.org/facts

- Resource for anyone with questions about forest certification or SFI that explains:
 - Values SFI Program is grounded in
 - Importance of promoting responsible forest management
 - Helps consumers make informed purchasing decisions
- Three key focus areas:
 - Independence & Inclusion
 - Rigorous 3rd Party Audits
 - Understanding Eco Labels



IN CASE YOU WERE WONDERING...
Responsible forestry. Let's start with the facts.

HOME | INDEPENDENCE & INCLUSION | RIGOROUS 3RD PARTY AUDITS | UNDERSTANDING ECO LABELS

Let's raise the standard of the discussion.
"Responsible forestry starts with integrity, constructive partnerships, open discussion and solid facts. We all value our forests so it is time to start a responsible dialogue about how they are managed. Our forests – and independent forest certification – are too important for anything less."

[Share](#) [Watch the video](#)

Kathy Alexander - President and CEO, Sustainable Forestry Initiative

Independence & Inclusion
Members of the SFI Board of Directors are proven leaders – they include forest sector representatives, as well as academics, wildlife ecologists, government officials, landowners, forest managers, and others. They are credible, knowledgeable, and independent. They represent a wide range of perspectives and interests. They are not just "the board."

Rigorous 3rd Party Audits
Independent, accredited certification bodies with appropriate knowledge and skills conduct the thorough, consistent audits needed to make sure forest operations meet SFI's comprehensive standard requirements. They start by examining internal records; then visit the sites to see what is happening in the forest. If they are not satisfied the

Understanding Eco Labels
Consumers who want to make responsible buying decisions welcome advice about the choices available to them. They seek out expert guidance from respected and independent organizations that can deliver well-researched, rational and recent data. They rely on these objective facts to support credible claims.

[get the facts](#)

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Independence and Inclusion

Larry Belsar - CEO of The Conservation Trust and a member of SFI Board of Directors

Many voices. Balanced decisions.

Rigorous 3rd Party Audits

Mike Ferrucci - NSF-ISR Forestry Program Manager and Lead Auditor

Tough standard. Independent audits.

Understanding Eco Labels

Russell McQuigge - President and CEO, TerraChoice, part of Underwriters Laboratories Global Network

Careful choices. Trusted sources.



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SAVE THE DATE

Sustainable Forestry Initiative® (SFI) Program

2013 ANNUAL CONFERENCE

SEPTEMBER 17-19, 2013
San Antonio, Texas



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Thank You!



National Geographic Society

An SFI Forest Partner

Hans Wegner
Chief Sustainability Officer

Why We Joined Forest Partners

1. We are forest product users
2. Concern about climate change
3. Concern about deforestation
4. Need for more certified forest—world wide

1. We Are a Forest Product User

NGM	—	5,000,000 / month
Traveler	—	700,000 / 8 x year
Kids	—	1,300,000 / 10 x year
Little Kids	—	420,000 / 6 x year
Books	—	300 titles / year
Catalogs	—	
Direct Mail	—	

1. We Are a Forest Product User

- Policy: No old growth; no illegal source; BFMP
- Started specifying certified fiber content in 2009
- Today – 100% PEFC certified fiber
 - All Magazines
 - All Catalogs
- Next – Direct Mail

2. Concern About Climate Change

- 2007 NGS made a commitment to become a carbon-neutral company
- Healthy forests are part of the solution

2. Concern About Climate Change

- Green Initiative started in 2007

Vision:

The National Geographic Society should be a leader in environmentally sustainable practices, doing all it can reasonably do to “walk the talk” and thereby have credibility in communicating the message to others.

Walk the Talk!

2. Concern About Climate Change

Goals:

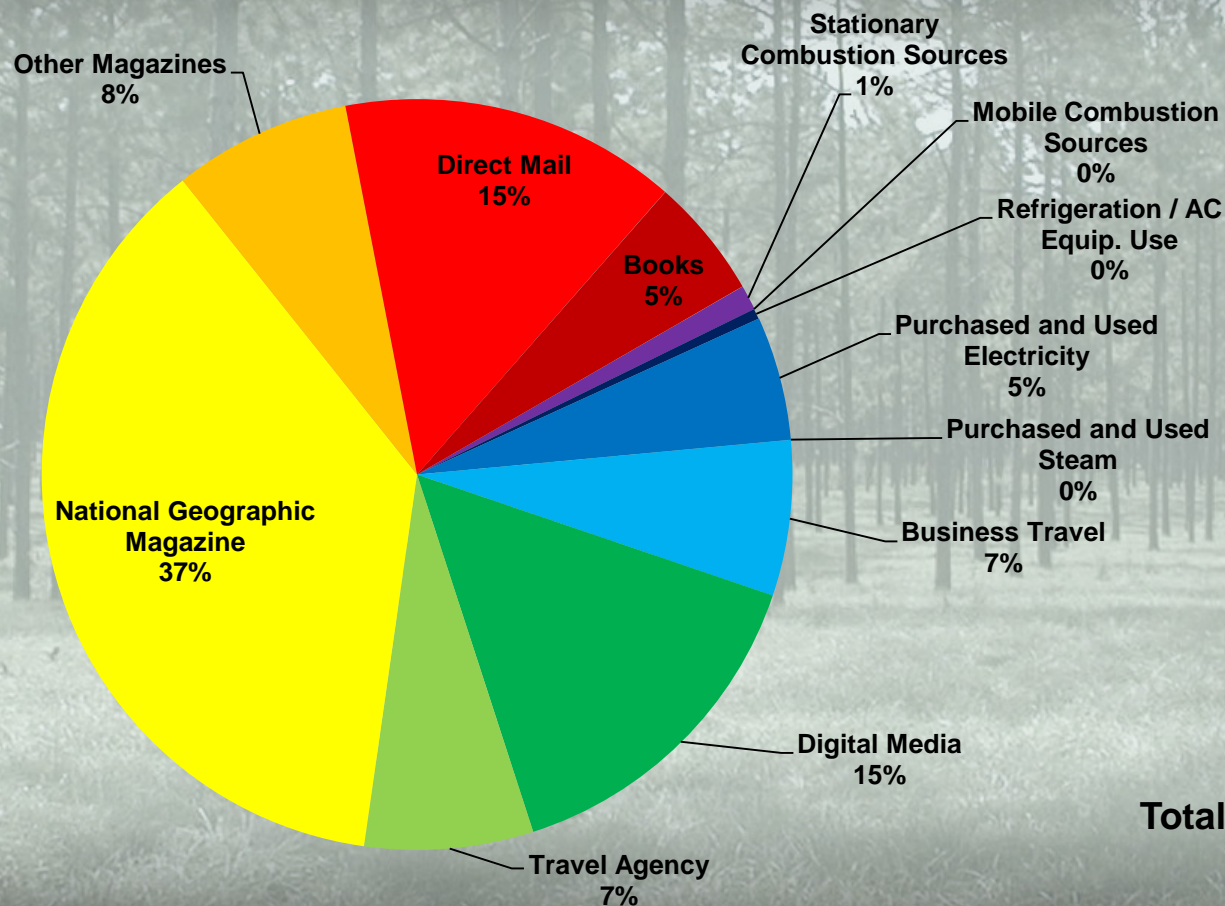
- Carbon Neutrality
- Zero waste to landfill

2. Concern About Climate Change

NGS has:

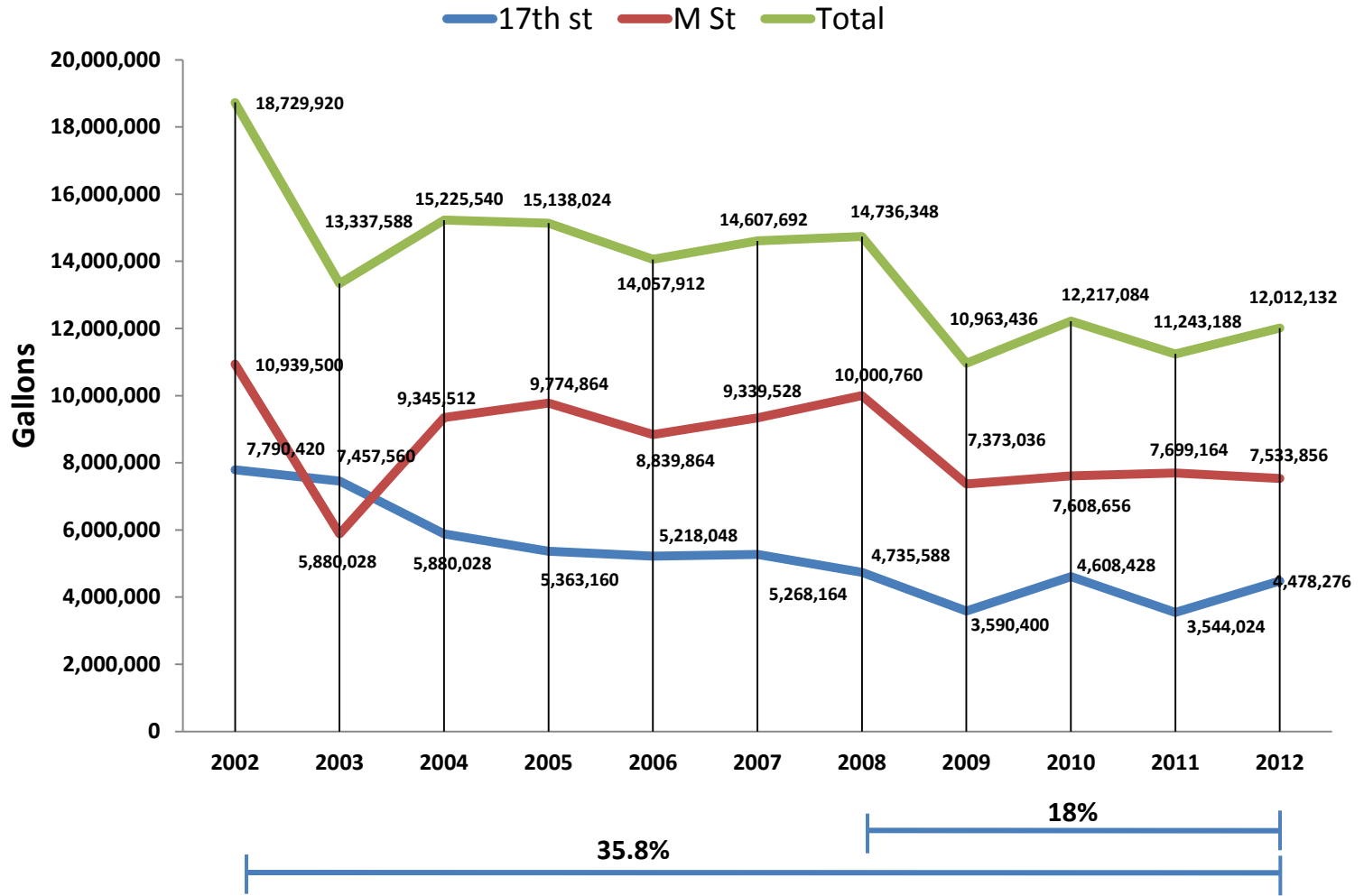
- Calculated our total carbon footprint – 2007
- Certified its building complex Energy Star compliant – 2007
- Wind-powered (RECs) its complex – 2008
- Certified our building LEED-EB Gold – 2009
- Achieved carbon-neutral complex – 2009
- Committed the Society to TBL accountability – 2012
- Update our carbon footprint – annually

NGS GHG Inventory by Source

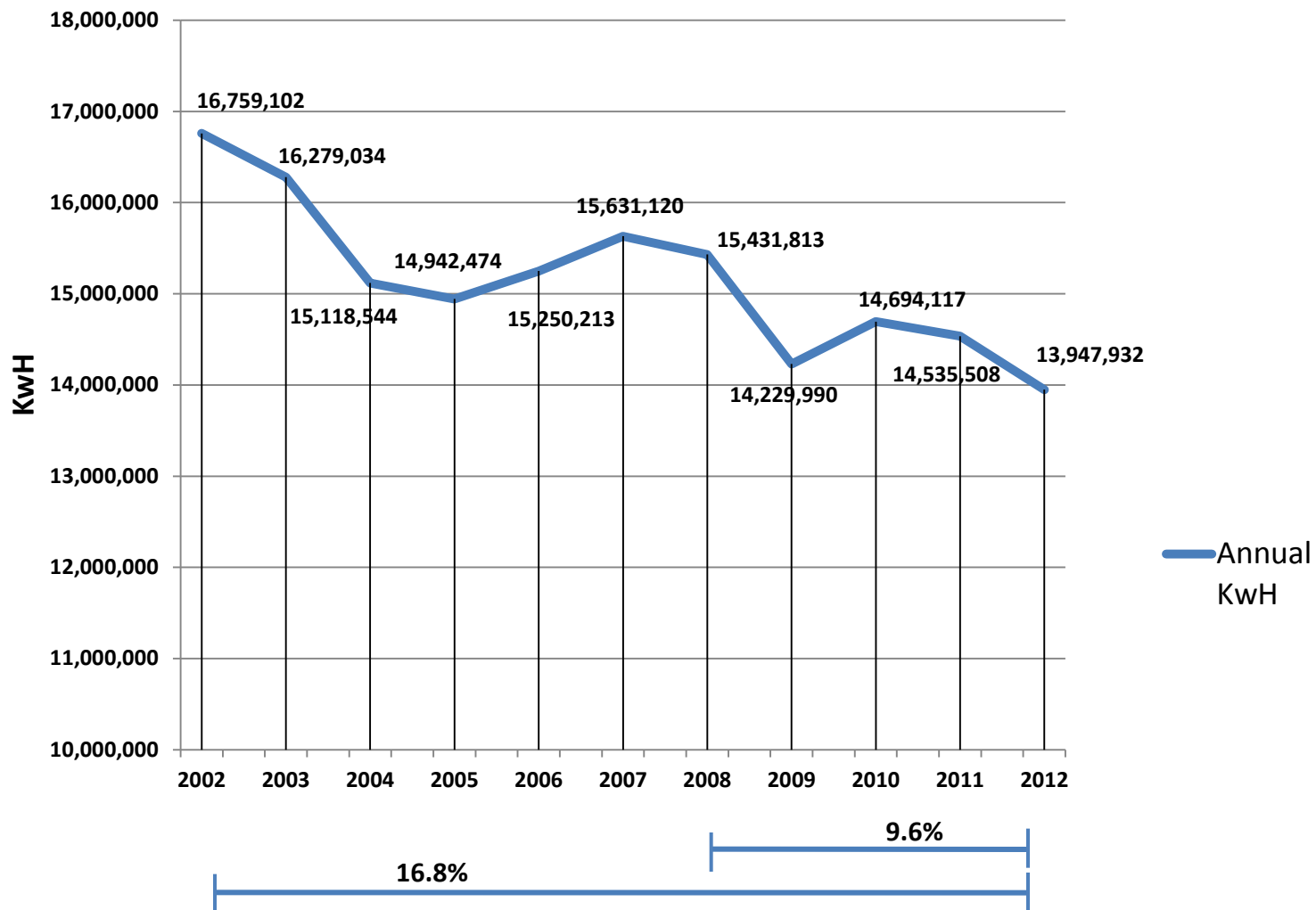


Total: 139,000 MT

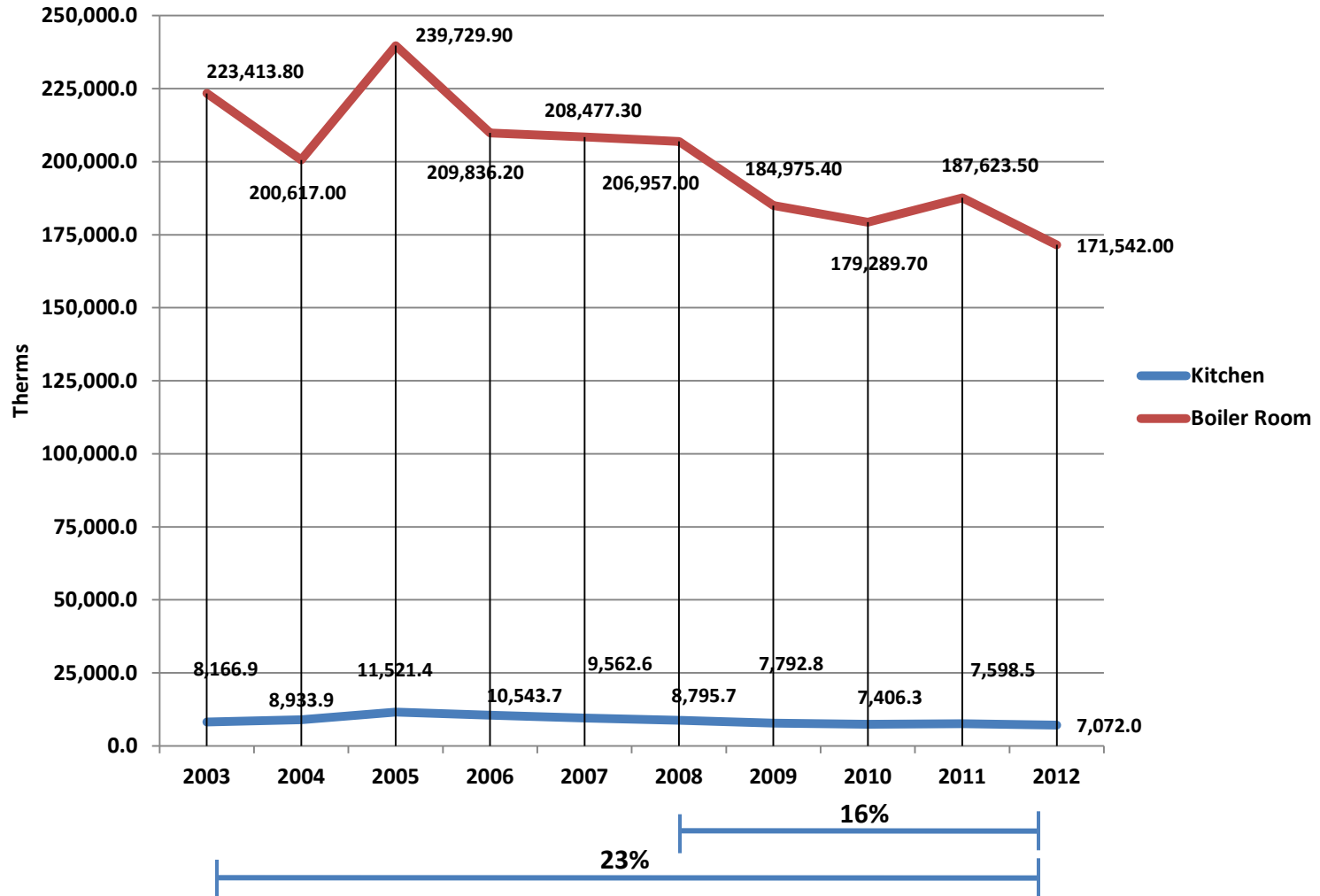
Annual Water Usage at NGS HQ



Annual Electricity Consumption at NGS HQ



Annual Natural Gas Usage - Kitchen and Boiler Room



3. Concern About Global Deforestation

Deforestation Facts






- 50% of world's forest lost since 1850
- Tropical forests continue to decline 1.8 - 2.0% year
- Sequestration loss causes 20% of climate change
- Concerns
 - Resource use not sustainable
 - Climate change threat
 - Conversion of land to alternate uses

3. Concern About Global Deforestation

Certification is one answer

- Certified forests are replanted
- Certified forests are not converted to alternate uses
- Certification assures the buyers they are not contributing to deforestation

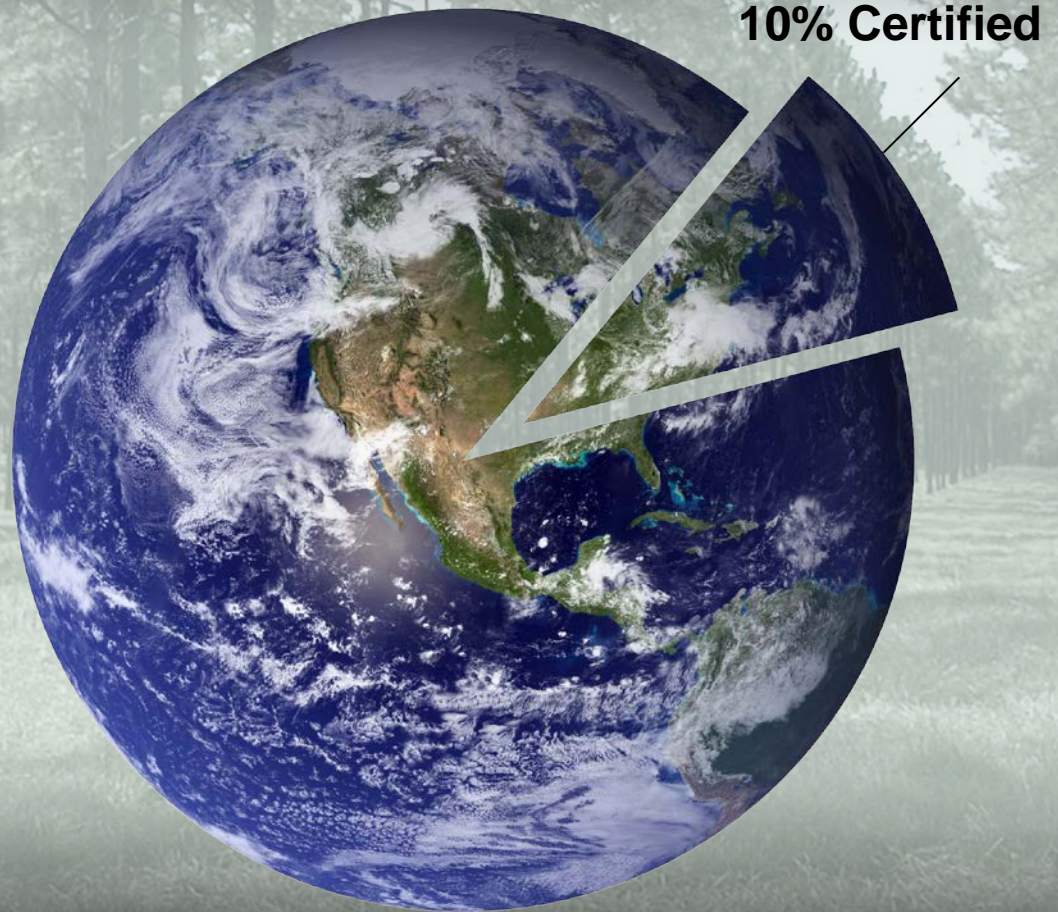
Who Certifies?

- FSC–1994 
- SFI– " 
- CSA– " 
- ATFS– 
- PEFC-umbrella–1999 
- Which is best?

World Picture

Worldwide 10%

- NA 30%
- EU 50%
- Asia .2%
- LA .2%



What is Forest Certification

- Assessment of the forest
 - Inventory of tree stand
 - Identify:
 - Unique ecosystems
 - Endangered flora and fauna
 - Riparian zones and vernal pools
 - Impact on indigenous people
 - Establishes management regimen
 - Creates harvesting plan
 - Requires reforestation of harvested land

Paper-Sustainability Challenge

- Is it made from legal wood?
- Are forests being converted?
- Is it made from endangered species?
- Lacey Act
- NGS has been challenged.
- International partners issue

Certification Challenge

- Where is the supply to meet demand?
- It is not enough for us to specify
- We must all work to get more forest certified
- NGS
 - 800,000 acres in Maine – 2011
 - Joined Forest Partners – 2012

Why Forest Partners?

1. Target goal of 10,000,000 areas by 2017
2. Need to help fund the initial audit certification.
It is costly
3. We cannot just demand certified fiber—we
have to help create supply
4. We want to be sure we can get 100%
certified fiber tomorrow

Why Forest Partners?

Because

- SFI has a goal – 10 million acres
- SFI is working aggressively to recruit forest owners
- SFI is focused on 7 southeastern states
- We want to do our part

We need to grow and certify more forest

- Pressure from forest product users
- Increased public awareness
- Competition for certified fiber as a fuel (wood pellets)
- Climate change imperative

With pressure for more certification

- We must all do our part to make it happen
- We at NGS have decided to do our part

I hope that you will join us in this effort



Thank you

Sustainable Forest Challenge

