The Benefits of Responsible Forest Management
2017 Distribution of Program Participant Research Dollars

- Forest Health & Productivity - 43%
- Wildlife & Fish - 14%
- Landscape/Ecosystem Management & Biodiversity - 9%
- Forest Operations Efficiencies & Economics - 7%
- Water Quality - 6%
- All Other Research Areas - 19%

Includes: Energy efficiency, Life cycle assessment, Avoidance of illegal logging, Avoidance of controversial sources

$1.6 BILLION
Since 1995, SFI Program Participants have directly invested nearly $1.6 billion in forest research. In 2017, more than 75% of these investments were allocated to conservation-related objectives.
ROADMAP

Module 1
Responsible Forest Management in the U.S. and Canada

Module 2
The Role of Forest Certification

Module 3
Supporting Family Woodland Owners

Module 4
Water, Climate Change & Biodiversity
ROADMAP

Module 1
Responsible Forest Management in the U.S. and Canada

Module 2
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Module 3
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Module 4
Water, Climate Change & Biodiversity
Forests in the U.S. & Canada
15.5% of the world’s forests are in the United States and Canada.
North American forests are plentiful & diverse
U.S. and Canadian forests are some of the most responsibly managed and highly productive in the world.
Vast areas of forest are reserved for non-commercial use & managed for conservation.
North America has the most forest certifications globally

- North America: 47%
- Europe: 38%
- Oceania: 5%
- Asia: 5%
- Latin America: 4%
- Africa: 1%

Only a small percentage of “working forests” are harvested annually.
We use these forest products in our everyday lives

- Pulp for paper & packaging
- Textile fiber
- Lumber products
- Biomass energy

FAO, 2016
Sustainable Forestry

“To meet the needs of the present without compromising the ability of future generations to meet their own needs by practicing a land stewardship ethic that integrates reforestation and the managing, growing, nurturing and harvesting of trees for useful products and ecosystem services”
Deforestation occurs when forests are permanently converted to other land uses. Responsible Forest Management practices do not include Deforestation.
More than **80% of deforestation** between 2010 and 2030 is likely to happen in just 11 places.

WWF, 2018
Sourcing from these areas present risks to companies

**Legal Risks**
- US Lacey Act
- EU Timber Regulation
- Australia Illegal Logging Prohibition Regulation

**Reputational Risks**
- NGO response impacts public image
- Loss of ‘social license to operate’
There are different definitions of “Deforestation-Free”

- Zero Deforestation
- Zero Net Deforestation
- Zero Net Deforestation + Forest Degradation
Certification systems are an important tool to help reduce risk and support forests.
Sourcing from responsibly managed forests help keep forests as forests.
Managing Forest Area

Forest Area and Population trends in the United States, 1850-2010

Net forest growth exceeds annual forest removals in the U.S.
U.S. and Canadian forests are **low risk**

- Strong legal framework
- Sustainable forestry practices

Woodworks, 2011
Some of North America’s forests face challenges from invasive species, disease and fires as well as habitat fragmentation.

These threats are minimized through sustainable forestry practices.

FAO, 2000
Responsible Forest Management Helps Avoid Risks
Enhancing Benefits
Responsibly managed working forests also enhance environmental & social benefits
Environmental Services

Clean Water
Climate Regulation
Erosion Control
Habitat
Social Services

- Cultural Heritage
- Recreation
- Education
- Spiritual Value
Responsible forest management helps meet **multiple** sustainability goals

- Responsibly sourced products
- Community well-being
- Emissions reduction
- Water and air purification
- Conservation
Jobs & products
Forest gardens
Outdoor recreation
Environmental education
Women in forestry

Forested watersheds
Bioenergy
Training in green jobs
Green building material
Global assurance
Housing materials and community outreach

Renewable material and supply chain assurance
Forest carbon storage
Control sediment
Conservation projects
Multi-stakeholder engagement
Conservation & community partners

Adapted from SFI, 2017
Promoting Responsible Forestry

ATFS has provided **over $1 million in grants** and other funds to visit small family woodland owners and move them towards good forest stewardship.
Community Engagement & Education

$3.1 MILLION INVESTED BY SFI IMPLEMENTATION COMMITTEES IN LOCAL COMMUNITIES IN 2017 to support training of resource and harvesting professionals, outreach to family forest owners and environmental education.

Since 1995, total investment now exceeds $70 million

SFI Conservation and Community Partnerships Grant Program

SFI, 2018
Takeaways
U.S. and Canadian forests are responsibly managed with low risk for unsustainable practices.

Many developing, tropical countries have high risks for sourcing fiber and require certification and other tools to verify responsible practices and no deforestation.

Sourcing products from responsibly managed forests protects them from conversion to other uses.

Responsible forest management creates benefits, like protecting and maintaining ecosystem & social services while also meeting commercial demand.

Supporting responsible forest management helps companies meet multiple sustainability goals.
Understand where your fiber is sourced from to determine your risks

Set sustainable sourcing goals that require responsible forest management

Explore how responsible forest management can help meet multiple sustainability goals

Determine strategies to implement and measure your goals like working with existing programs
Next Webinar:
The Role of Forest Certification

September 6, 2018
Thank you!

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Other GreenBlue Forest Products work:
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