# **2016 Business and Biodiversity Forum**

#### **Andrew de Vries**

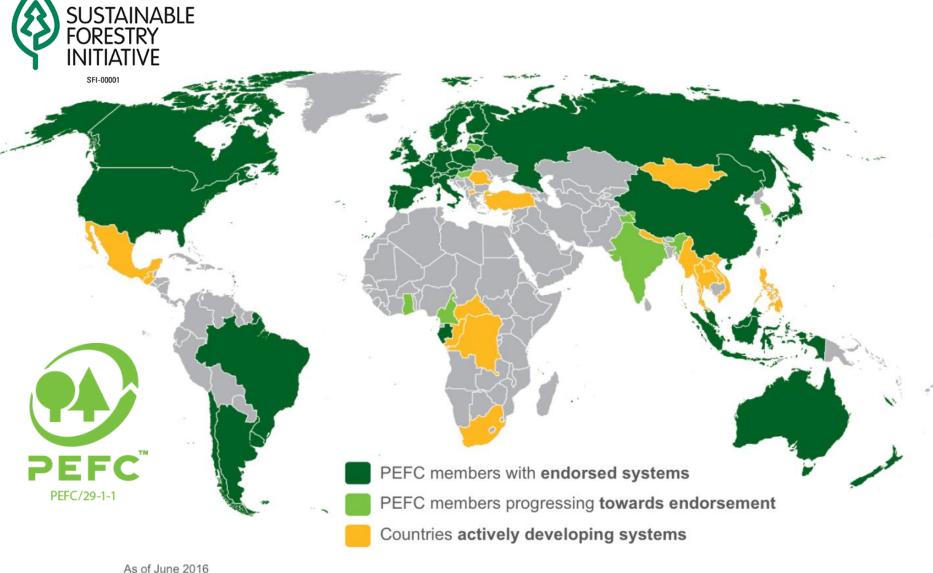
VP, Conservation and Indigenous Relations

December 3, 2016





#### **PEFC ENDORSED PROGRAMS**



Source: PEFC International

# PROOF POINT OF SUSTAINABLE FORESTRY

THE SFI STANDARD PROMOTES SUSTAINABLE FOREST MANAGEMENT IN NORTH AMERICA THROUGH

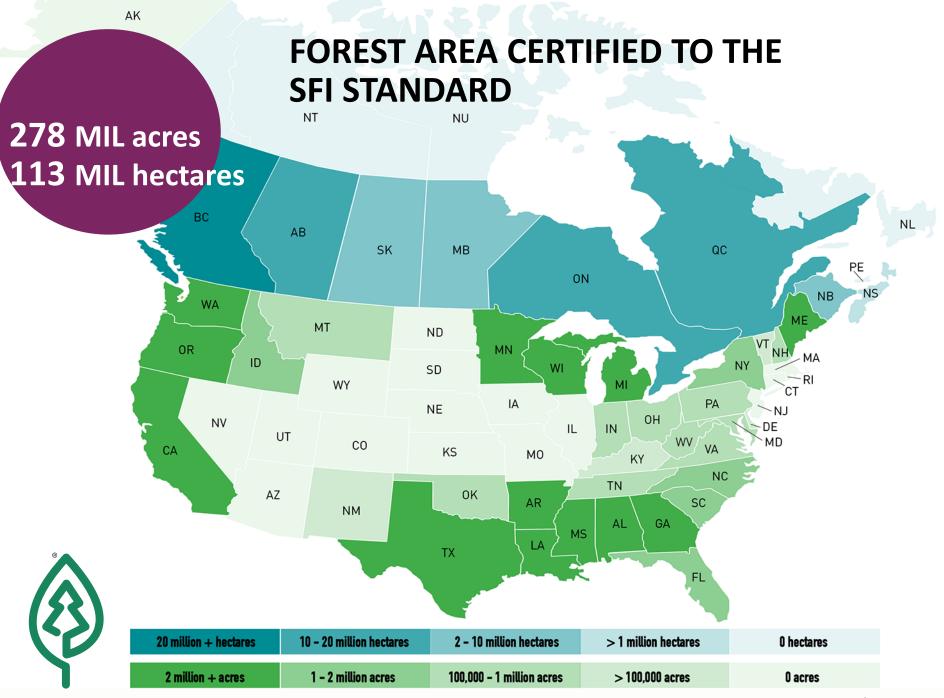


### :- 13 CORE PRINCIPLES

which include measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests with exceptional conservation value.

- 1. Sustainable Forestry
- 2. Forest Productivity and Health
- 3. Protection of Water Resources
- 4. Protection of Biological Diversity
- 5. Aesthetics and Recreation
- 6. Protection of Special Sites
- 7. Responsible Fiber Sourcing Practices in North America

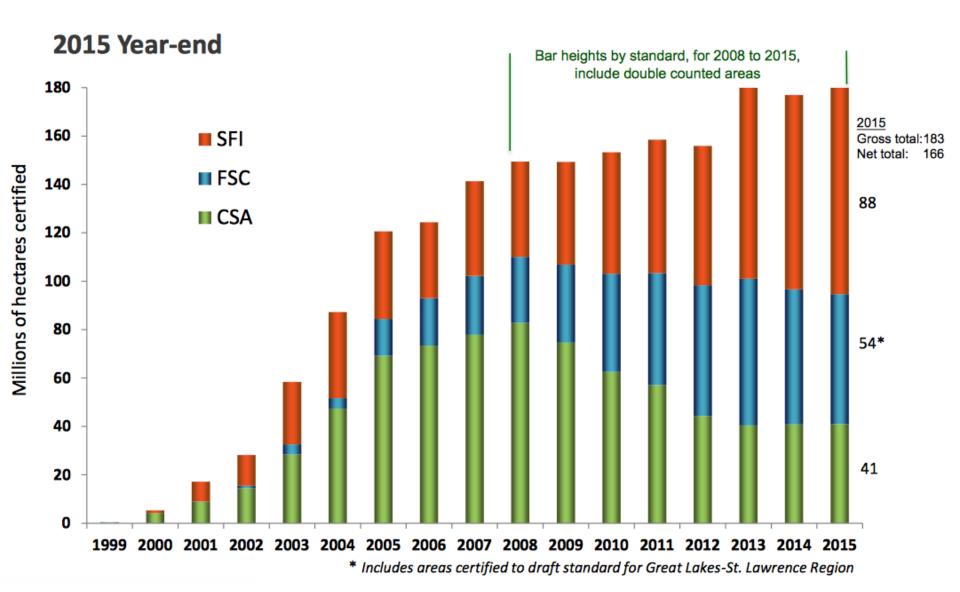
- 8. Legal Compliance
- 9. Research
- 10. Training and Education
- 11. Community Involvement and Social Responsibility
- 12. Transparency
- 13. Continual Improvement



### **DIVERSITY OF SFI PROGRAM PARTICIPANTS**



## SFM CERTIFICATION IN CANADA BY STANDARD: 1999 - 2015



## DEMAND FOR SFI LABELS IS GROWING

# SFI LABEL USE APPROVALS HAVE INCREASED

FROM **50** LABEL APPROVALS IN 2007



**6,000** LABEL APPROVALS IN 2013

**APPROVALS IN 2014** 



**APPROVALS IN 2015** 



### **KEY TOPICS IDENTIFIED**







**WATER** 

**CLIMATE CHANGE** 

**BIODIVERSITY** 

### SAVE THE DATE



**SFI Annual Conference** 

Ottawa, Canada

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**SEPTEMBER 27 – 29, 2017** 



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