

Maine's Coordinated SFI Certification Pilot Project 2010-11



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GAA 2012 Environmental Workshop
Washington, D.C. June 20, 2012

An Overview

- Project Goals
- Pilot Initiators and Partners
- Maine's Profile
- Challenges
- Preparations and Adaptations
- Third Party Audit Results

Maine's Coordinated SFI Forests Certification Pilot

Pilot Goals – 2010

- Increase the amount of certified lands in Maine
- Make certification affordable for medium and small size forest landowners
- Find efficiencies through a coordinated certification approach for the audit and audit preparations

Goals – 2012

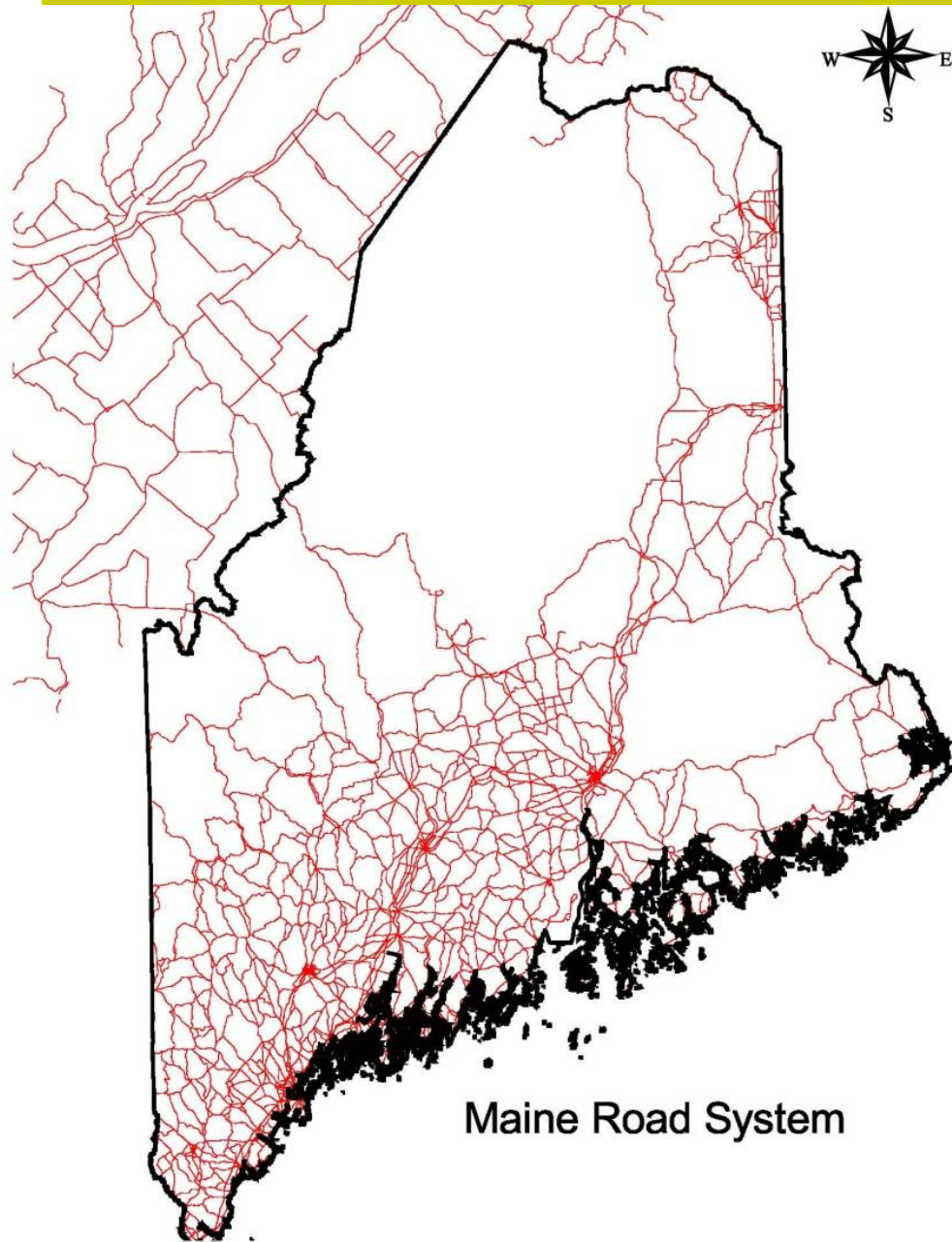
- Repeat without training wheels

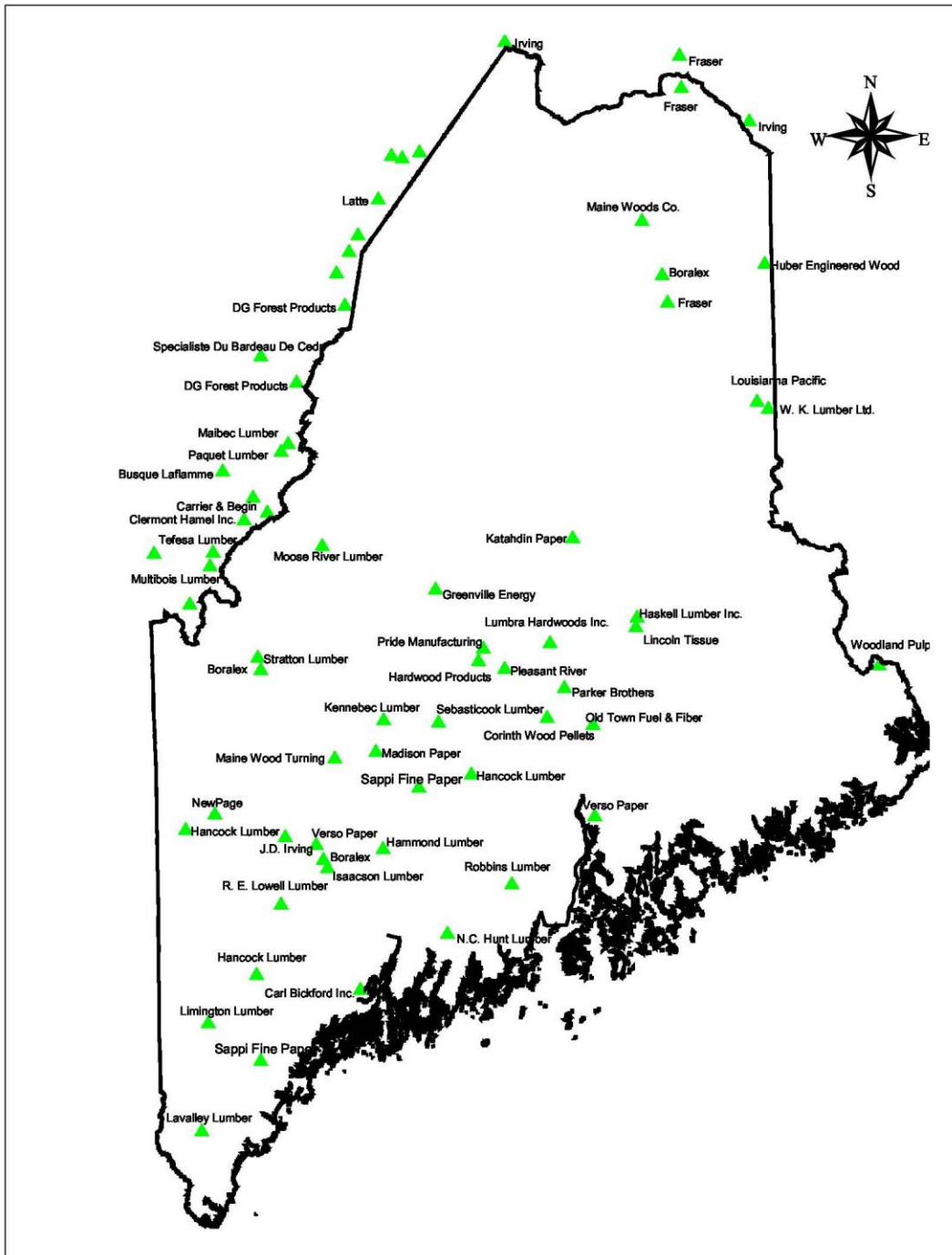
Project Conceived by Time Inc.

Co-collaborators included:

- Hearst Enterprises
- National Geographic
- Three Maine mills; Verso, Sappi and New Page
- SFI Inc.
- Maine's SFI Implementation Committee
- NSF
- Participating Landowners and Managers

Certification Pilot in Context









Maine cont..

- 90 % of the remaining native brook trout habitat in the lower 48 states
- Evaluated in 2009 by the USFS to have the best water quality, as measured for drinkability, in the 20 northeastern states
- Most heavily forested state in the nation with 93% more forests than in 1950
- 3200 miles of rivers and streams - 6000 lakes and ponds

Challenges

- Landowners had been saying “NO” to certification for some time
- Certification needed to demonstrate some degree of value
- New 2010-2014 SFI Standard
- Steep learning curve for landowners and managers
- Flat organizations with little unutilized personnel capacity

Challenges cont..

- Nervous land managers
- Certification drives change
- Certification requires understanding and consistent application of the newest and greatest
- You have to get on base every time

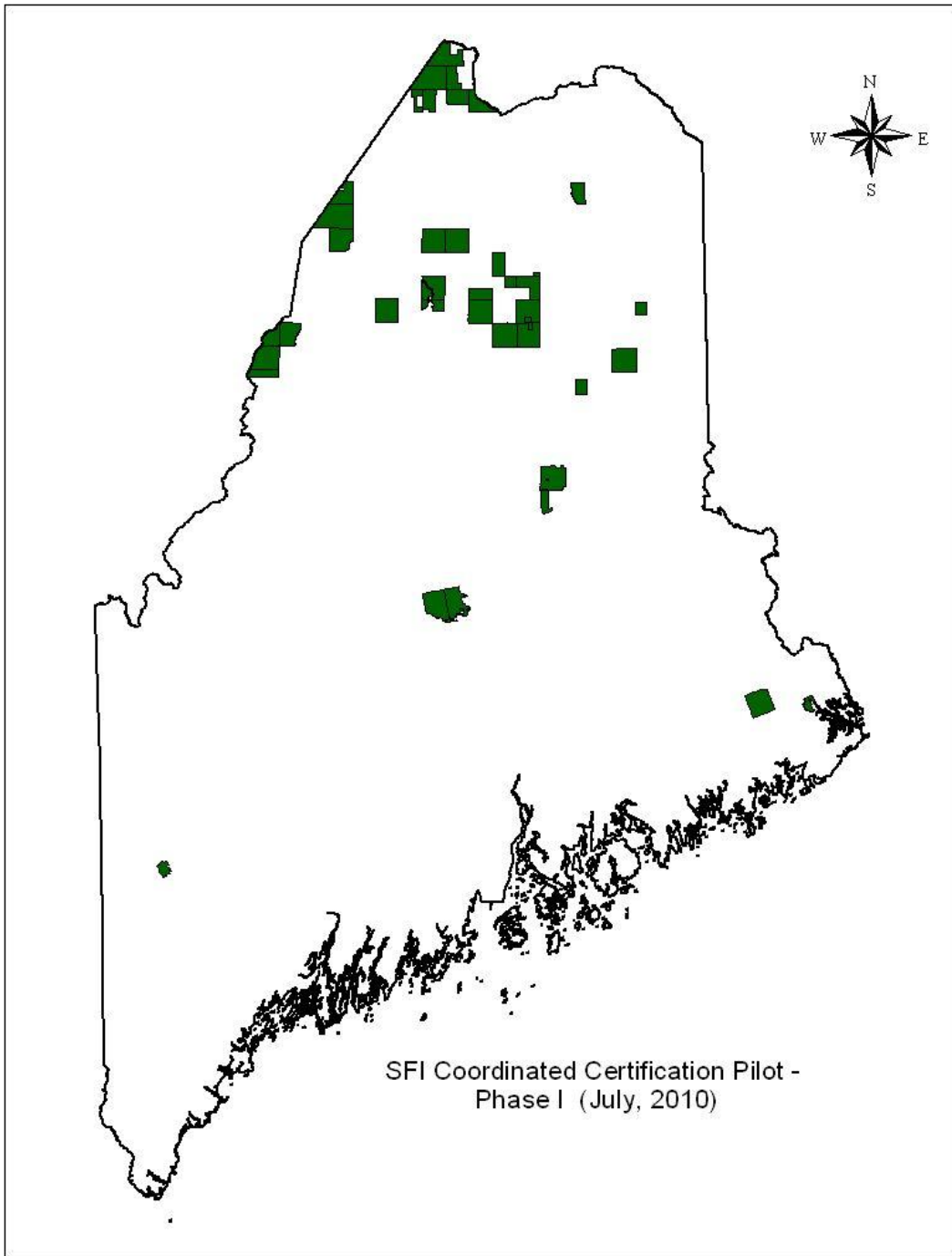


Attributes Favoring Maine's Pilot

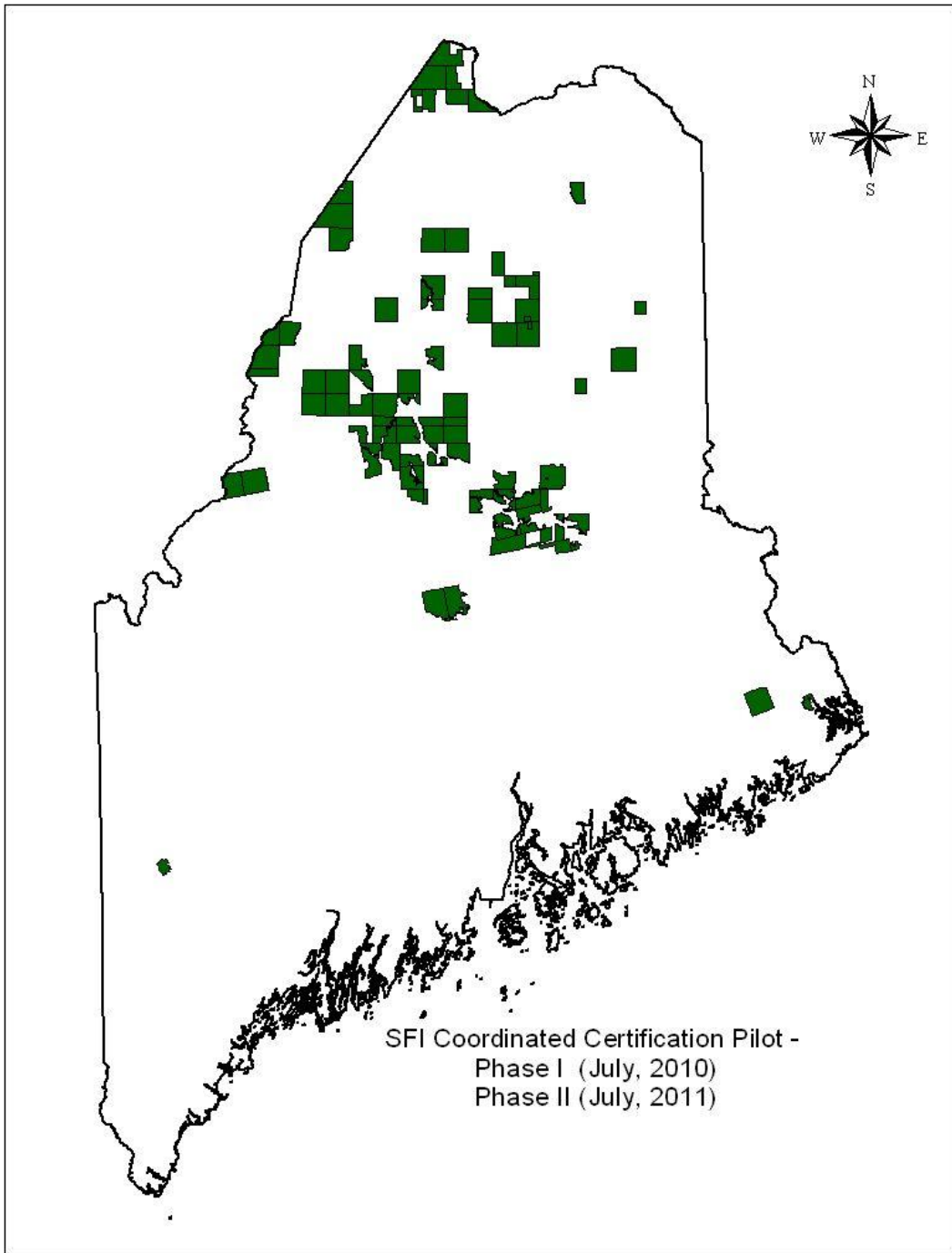
- Landowners committed to sustainability
- Tradition of strong environmental performance
- Desire to succeed once committed to the SFI Certification Process
- Maine's SFI Implementation Committee
 - ✓ ME's SIC Wishing to grow program participation
 - ✓ Willingness to commit resources through a full time coordinator

Adaptations and Tools

- Value proposition to offer landowners
- Developed an SFI Certification template for new SFI Standard
- Developed an evidence repository webpage for SFI landowners
- Conducted an initial gap analysis
- Provided or coordinated training for staff and contractors in areas of need
- Performed mock audits for some landowners



SFI Coordinated Certification Pilot -
Phase I (July, 2010)



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Pilot – Phases I & II Results

- 1.4 million acres SFI certified
- Exportable tools and roadmap to replicate this event
- Tools of utility to all SFI certified companies, not just those who participated in the Pilot
- Maine has more “privately” owned certified forests ...
- Pilot Partners succeeded in insuring the sustainability of their supply through SFI certification

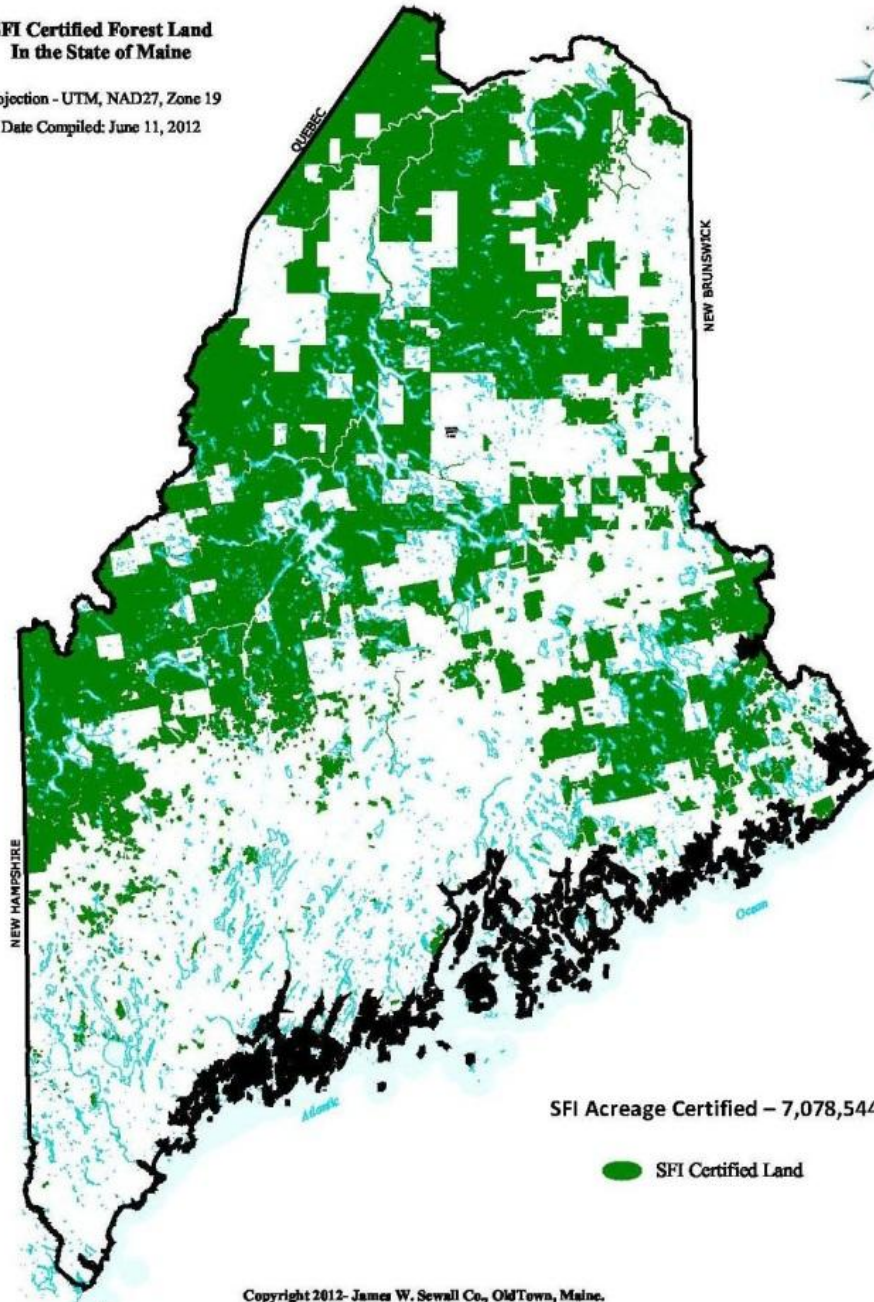


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**SFI Certified Forest Land
In the State of Maine**

Projection - UTM, NAD27, Zone 19
Date Compiled: June 11, 2012



SFI Acreage Certified – 7,078,544 Acres

 SFI Certified Land

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Thank you for listening