

The Forests in Focus (FiF) Landscape Assessment

Proposed Prototype

FIA User Meeting

Madison

April 5, 2017



FOREST PRODUCTS
WORKING GROUP



American Forest Foundation

Partnership with FIA

Heavy Users: FIA and NWOS

Advocates

Appropriations Letter

Partners



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A unique and
strategic
partnership



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The Challenge & Value Innovation

Certification is a good tool to help Brands and Retailers source forest products that meet our sustainability goals. What is the job we hire it to do?

Wildlife Habitat ***Clean Water*** ***Climate Change*** ***Building Trust***

- How do we fix certification?(2015)
- How do we best engage with family woodland owners? (2017)



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Stakeholder Engagement

Forest Product Companies

WestRock
International Paper
Catalyst
Evergreen Packaging
Georgia Pacific
Domtar
Drax
Enviva
Georgia Biomass
Weyerhaeuser
Interfor

NGOs

WWF
Greenpeace
Rainforest Alliance
WRI
Environmental
Defense Fund
National Fish &
Wildlife Foundation
NAFO
AF&PA
FLA
ATFS Volunteers

Brands

Mars
McDonalds
Havi
3M
Staples
Time Inc.
Target
Nike

Landowners

ATFS members
FLA members

Certification Systems

FSC
SFI
PEFC

Government

USFS
Southern Group of State
Foresters
National Association of
State Foresters

Consultants, etc.

F&W Forestry
TimberVest
PwC
Dovetail Partners



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Forests in Focus

The FiF system would **assess the sustainability and risk profile** of fiber within wood supply basins, while at the same time **identifying opportunities** for the supply chain to engage landowners at scale, around issues of critical importance.



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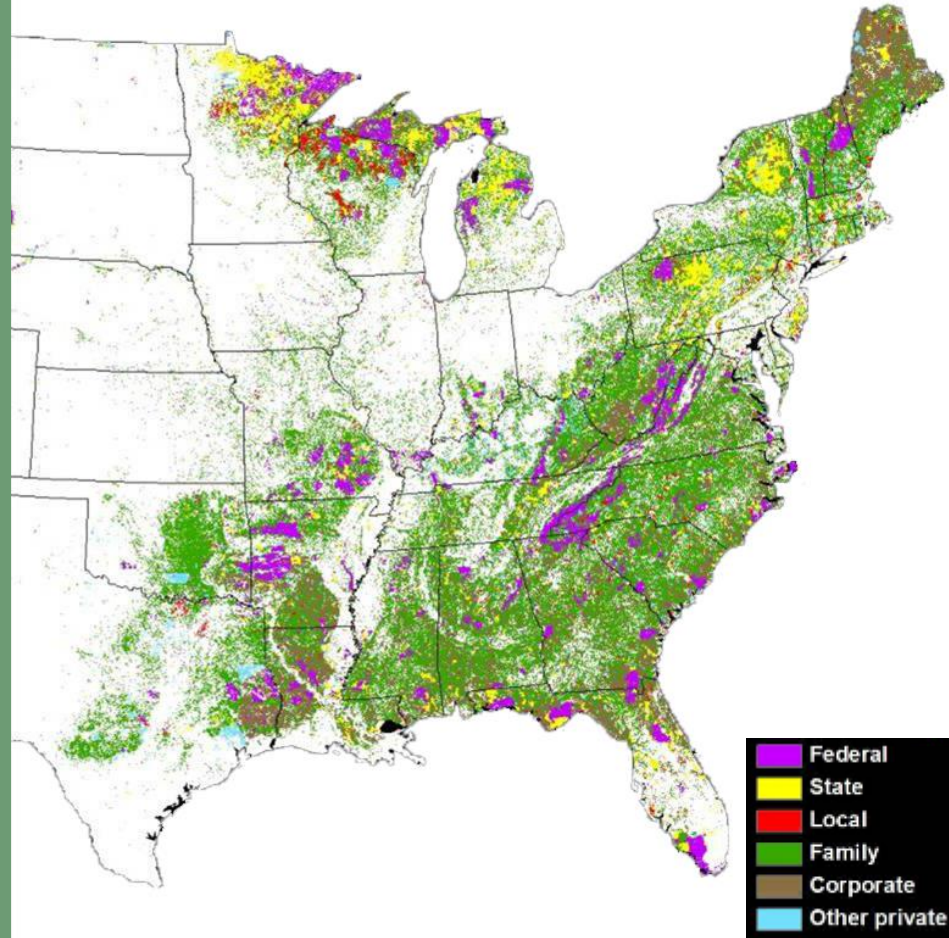
Goals

Leverage existing, public and credible data to provide a basic **assessment, at the landscape level, of the sustainability and risk profile** of fiber originating in the U.S.

Complement forest certification and related programs

Utilize the power of the forest product supply chain to achieve fiber sourcing goals and **effect positive impacts in forested landscapes.**

Create a system which **incentivizes** productive dialogue, buy-in and cooperation between the supply chain, agencies, and ENGOs.



To Score or Not to Score?

Pros

- Must have some kind of evaluation to be useful to brands
- Helps prioritize landowner engagement work

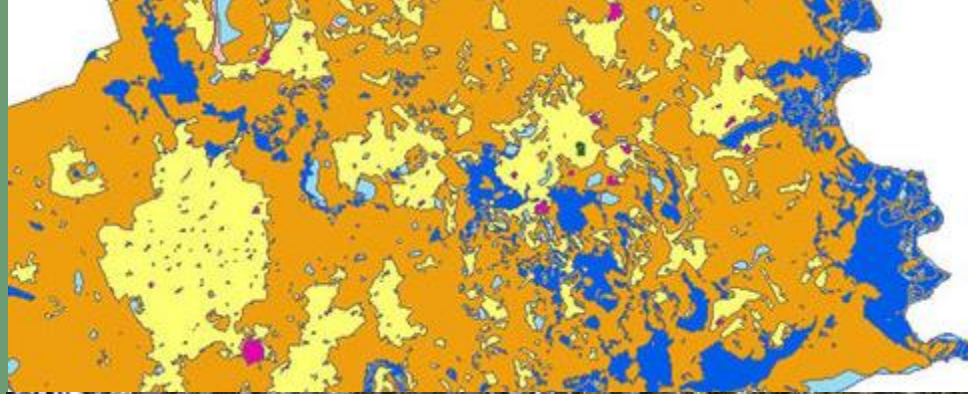
Cons

- Some issues aren't the responsibility of the supply chain
- Could cause disengagement of supply chain, which would have a negative impact
- Difficult to balance all of the different kinds of data

Proposed Solution

Evaluate different kinds of
data differently

- ✓ CONTEXT
- ✓ CORE
- ✓ OPPORTUNITY



Use

| USER | CAN SEE / USE |
|---|---|
| General public | <ul style="list-style-type: none">- Basic core of the system, showing the assessment of an entire region- Helps identify issues in their geography that might need their attention. |
| FP Manufacturers | <ul style="list-style-type: none">- Allow them to produce maps of their specific woodbaskets for use in conversations with customers or stakeholders |
| Brandowners, Retailers, other End-Users | <ul style="list-style-type: none">- High-level overview of their risk exposure based on the manufacturing facilities that are involved in their supply chain |
| Conservation, Agency and Certification Community | <ul style="list-style-type: none">- Allow them to identify areas where the forest products supply chain is active and where there are opportunities for significant conservation improvement- Allow them to tag their own projects and activities to be visible to other users |

Prototype

Real data sets - FIA is essential

Method for evaluation and scoring

Rudimentary visualization, via mock-ups, of what the tool would look like

Examples of public communications and member benefits from the tool

Examples of integration with on-the-ground projects (prototype will use 4 Alabama counties where AFF is currently working)

