

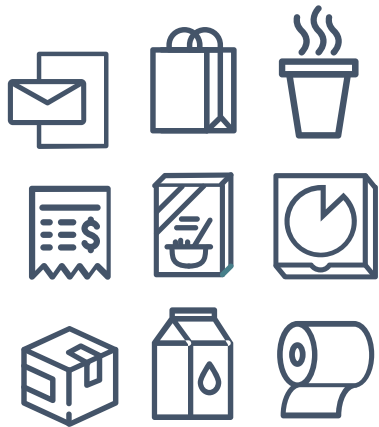
# Advancing the Industry's Sustainability Achievements Through Collaboration & Partnerships

Jamie Tiralla, Director, Strategic Communications  
American Forest & Paper Association (AF&PA)



## OUR MISSION

*Advance a sustainable U.S. pulp, paper, packaging and wood products manufacturing industry through fact-based public policy and marketplace advocacy.*



AF&PA represents

**120 Members**

Collectively our membership makes

**87%**

of the pulp, paper, paper-based packaging and tissue products made in the USA



# Forest Products Industry Economic Impact



Employs about

**925,000**

people and supports more than

**2 million**

indirect jobs throughout the supply chain.



**\$350 Billion**  
products manufactured annually



Invested nearly

**\$7 Billion**

in manufacturing infrastructure (2019-2025)  
to continue the best use of recycled fiber  
in our products.



# The Paper & Packaging Industry

## Advancing a Circular Value Chain



# More Than A Decade of Sustainability Leadership



# Better Practices, Better Planet 2020 Achievements

## GOALS SURPASSED

- ✓ 24.1% decrease in GHG emissions
- ✓ 30% improvement in safety incidence rate
- ✓ 13.3% reduction in purchased energy

## GOAL ACHIEVED

- ✓ 12.2 percentage point increase in wood fiber procurement from certified forestlands

## SIGNIFICANT PROGRESS

- 8.3% reduction in water use
- 14.2 percentage point increase in paper recycling rate



# *Better Practices, Better Planet 2030*



**Reduce Greenhouse Gas Emissions**



**Advance Sustainable Water Management**



**Advance a Circular Value Chain**



**Advance More Resilient U.S. Forests**



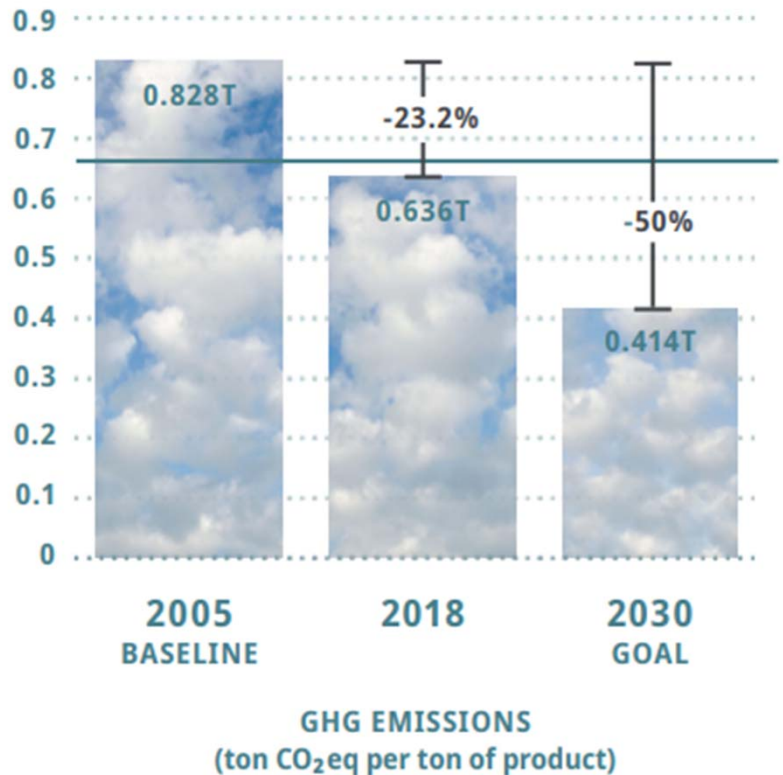
**Strive for Zero Workplace Injuries**



**Diversity, Equity & Inclusion Principles**



# 2030 Goal: Reduce Greenhouse Gas Emissions



- Reduce total Scope 1 and 2 GHG emissions intensity **50% by 2030** from a 2005 baseline
- Establish a goal by 2025 for **relevant Scope 3 emissions**
- Recognizing the ongoing challenges of our changing climate, our industry GHG goals reflect our commitment to reducing emissions.



# 2030 Goal: Advance a Circular Value Chain



- Innovating manufacturing processes, products and packaging
- Increasing the utilization of recycled fiber and wood residuals in manufacturing across the industry to 50%
- Increasing the percentage of our products that are recyclable or compostable
- Collaborating with stakeholders and educating them on the contribution/value of renewable materials



# 2030 Goal: Strive for Zero Injuries & Fatalities

- Re-commit to the current aspirational goal of zero injuries
- Focus on leading indicators to measure safety success
- Ongoing program to prevent serious injuries and fatalities (SIFs) at all member company pulp and paper mills
  - In 2021, 33 member companies participated in our voluntary SIF Prevention Program



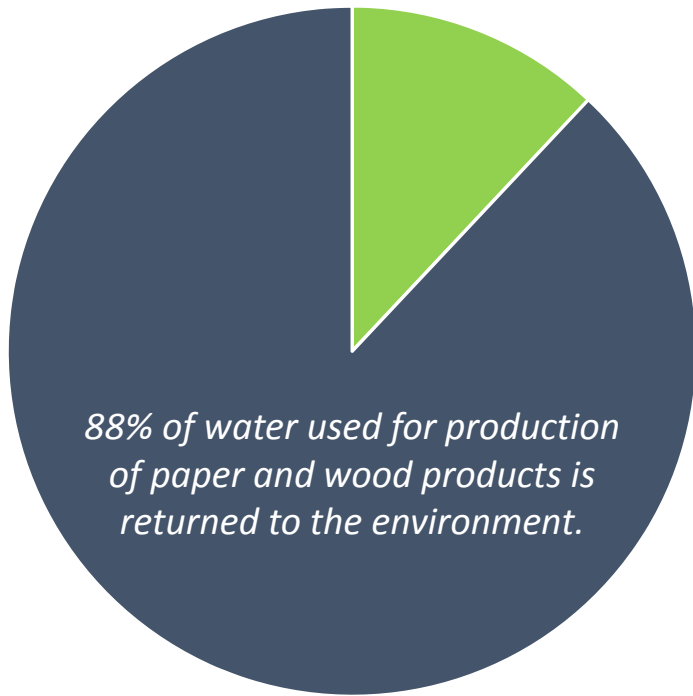
PARTICIPATION IN SIF PREVENTION PROGRAM

**85%**

33% increase in 2021



# 2030 Goal: Sustainable Water Management



Our members commit to:

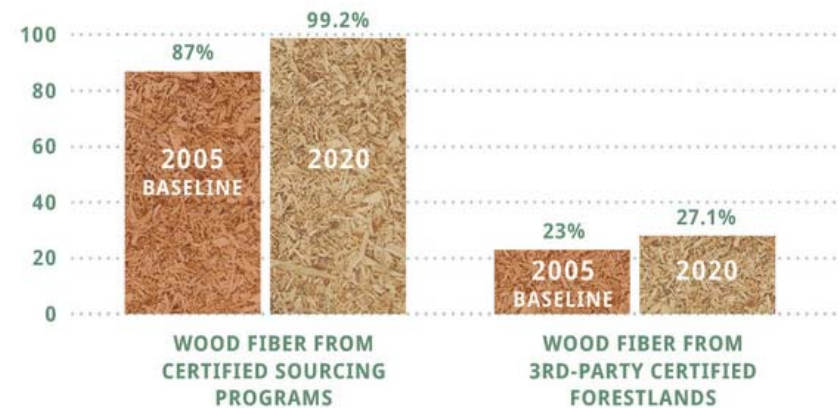
- Reach consensus on an industry-specific tool with best practices to implement a watershed approach that accounts for the context of member mills
- Begin voluntary pilot phase in 2023-2024 of industry-specific tools to identify needed revisions
- Set goals for increasing member use of the tool by 2030



# 2030 Goal: Advance Resilient U.S. Forests

Enhance the diverse values provided by U.S. forests, such as water, carbon, biodiversity, recreation and forest products by:

- Supporting conservation and restoration programs and initiatives
- Engaging in partnerships and investing in research, outreach and education
- Promoting sustainable forest management practices
- Committing to increased supply chain transparency regarding responsible sourcing



# Recognizing Industry Sustainability Achievements



# Sustainability Messages Strengthen Advocacy



# Connecting With Audiences on Sustainability

UPDATE IN BRIEF

## Is the Paper Industry Sustainable?

April 20, 2023



People want to know, is the paper industry really sustainable? The answer is yes! Your essential paper products are sustainable. The paper industry is a leader in sustainability, taking steps to reduce GHG emissions, increase energy efficiency and advance sustainable forest management.

AF&PA  
@ForestandPaper

The paper industry has made significant strides toward sustainable forest management, resource efficiency and paper recycling. Dive into how the paper industry is embracing sustainable practices. [bit.ly/44USTxc](https://bit.ly/44USTxc)



American Forest & Paper Association  
14,106 followers  
1mo ·

The circular economy makes the most of resources, reduces waste and creates lasting value. It's a cycle that keeps going. The paper industry is inherently circular in its supply chain. Trees are replanted to supply fiber and enh...see more



One Word: Paper

- Politico Playbook



# Expanding Our Sustainability Impact Globally



# How to Stay Engaged With Us



- Follow us on social media and share our messages
- Sign up for *AF&PA Delivered*
- Text **PAPER** to **855-566-1412** to receive grassroots alerts
- Help us identify people and stories to share on our blog
- Tell us how we can support you!

