



**BETTER PRACTICES
BETTER PLANET 2020**
Continuing AF&PA's Commitment to Sustainability

Better Practices, Better Planet 2020: The Forest Products Industry and Sustainability

Definition

In the forest products industry, sustainability means that we strive to ensure our resources will be as plentiful and available to future generations as they are today; to preserve and grow the economic contributions of the industry and its businesses; and to foster the well-being of the communities where we live and work. Sustainable manufacturing practices—forest management, paper recovery for recycling, efficient manufacturing processes, energy and water conservation and worker safety—define our dedication to protecting our environment and meeting our economic and social commitments. These sustainable practices are the foundation of our industry.



Our Beliefs and Practices

Our industry is uniquely able to make a difference for society, the environment and the economy. While making products that support society's needs, we strive to achieve the highest standard of environmental performance.

We rely upon sustainably managed forests—a renewable and recyclable raw material to manufacture our products, and we are committed to ensuring a sustainable forest supply chain. Our products play an important role in creating a market for trees that are grown and harvested according to the highest standards of sustainability. From the use of carbon-neutral biomass to produce energy in our facilities—to improving greenhouse gas emissions and energy efficiency—to encouraging and improving the rate of paper recovery for recycling—sustainability is a part of who we are and how we operate our businesses.

Through continued strong economic performance and by supporting the needs of the communities in which we live and work, we contribute to their short- and long-term environmental, social, and economic well-being and to the well-being of the customers and consumers we serve.

We reach out to our stakeholders to benefit from their views and expertise. We're listening—and sharing what we learn to drive continuous improvement.

Sustainability is our nature.

Better Practices, Better Planet 2020

The forest products industry has a strong legacy of sustainability. To build on that legacy, we have created *Better Practices, Better Planet 2020*—the next phase in our industry's leadership on sustainable manufacturing. This initiative includes one of the most extensive collections of quantifiable sustainability goals for a major U.S.

manufacturing industry, with a commitment to transparently report progress towards achieving those goals. Specifically, *Better Practices, Better Planet 2020* sets forth the following challenging goals:

Increase Paper Recovery for Recycling

Industry-led efforts to increase paper recovery for recycling are among the best examples of how we are protecting our environment and meeting our economic and social commitments. **Furthering our sustainability leadership, *Better Practices, Better Planet 2020* includes a goal to increase our paper recovery for recycling rate to exceed 70% by 2020.**

Increase Our Energy Efficiency

We have consistently improved the energy efficiency of our facilities for decades. ***Better Practices, Better Planet 2020* sets a goal to continue that progress by improving our industry's energy efficiency in purchased energy use by at least 10% from 2005 to 2020—using the measurement methodology of the U.S. Department of Energy.**

Reduce Our Greenhouse Gas Emissions

The pulp and paper industry has a strong track record on reducing the intensity of our greenhouse gas emissions. **Under *Better Practices, Better Planet 2020*, AF&PA members are committed to continuing to address greenhouse gas emissions with a goal of reducing the intensity of these emissions by at least 15% from 2005 to 2020.**

Promote Sustainable Forestry Practices

AF&PA members have long supported sustainable forestry practices in the U.S. and around the world. **The industry, as part of *Better Practices, Better Planet 2020*, is now committing to increase the amount of fiber procured from certified forest lands or through certified fiber sourcing programs in the U.S. from 2005 to 2020. In addition, we will work with governments, industry and other stakeholders to promote policies globally to reduce illegal logging.**

Strive For The Safest Possible Workplace

Demonstrating sustainability leadership also means continuing our commitment to our employees and the communities in which we operate to provide a safe and healthy work environment. **Because any injuries to our employees are not acceptable, *Better Practices, Better Planet 2020* establishes a vision for the industry of zero injuries, and will measure progress toward that vision by setting a goal to further improve our safety incidence rate by 25% from 2006 to 2020.**



Explore Opportunities to Reduce Water Consumption

The forest products industry has invested in cutting-edge technology and led recycling and conservation efforts to reduce the amount of water needed to produce a ton of product. **As part of *Better Practices, Better Planet 2020*, we are now committed to collecting and analyzing new data on water use at our facilities to determine whether a numeric goal could enhance our current sustainability practices.**

Commitment

We are committed to holding ourselves accountable for achieving these goals by transparently reporting on our progress through AF&PA's biennial Sustainability Report.

Setting the sustainability goals at the core of *Better Practices, Better Planet 2020* will help the industry focus on sustainability efforts that create value in society and for our companies, preserve and grow the economic contributions of the industry and its businesses; and foster the well-being of our employees and the communities where we live and work.

