



BETTER PRACTICES BETTER PLANET 2020

Continuing AF&PA's Commitment to Sustainability

OUR GOALS FOR 2020:

- Increase the paper recovery for recycling rate to exceed 70%.
- Improve our industry's energy efficiency in purchased energy use by at least 10%.
- Reduce the intensity of the industry's greenhouse gas emissions by at least 15%.
- Increase the amount of fiber procured from certified forest lands or through certified fiber sourcing programs in the U.S., and work with governments, industry and other stakeholders to promote policies around the globe to reduce illegal logging.
- Strive toward becoming the industry of zero injuries, further improving our safety incidence rate by 25%.
- Explore opportunities to reduce the water consumed in our processes, and determine whether or not to set a consumptive use goal in the future.

Better Practices, Better Planet 2020 is the next phase in the forest products industry's efforts build on our legacy as a leader in sustainability. Setting these goals to be reached by 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 to foster the well-being of our employees and the communities where we live and work.

Our goals for 2020 build upon the industry's proven track record in sustainability:

- In 2010, 63.5% of the paper consumed in the U.S. was recovered for recycling, reflecting a 77 percent increase since 1990.
- The combined member pulp and paper mill greenhouse gas emissions intensity for direct and indirect emissions has decreased approximately 14 percent from 2000-2008.
- 100% of AF&PA members commit to source from sustainably managed lands, as condition of membership.

