

Talking Points Pocket Reference

DIRECTIONS:

- 1) Print double-sided.
(Be sure PDF print scaling is set to "none")
- 2) Trim along dotted lines.



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

Better Practices, Better Planet 2020 — AF&PA's sustainability initiative — consists of one of the most extensive collections of quantifiable sustainability goals for a major U.S. manufacturing industry.

Better Practices is the latest example of our industry challenging itself to improve and build upon a long history of commitment to sustainability.

We produce recyclable products that are made from a renewable resource.

Our members have long been good stewards of our planet's resources, and this initiative shows our proactive approach to the long-term success of our industry, our communities, our environment and the nearly 900,000 men and women who make the paper, paper-based packaging and wood products vital to the lives of people around the world.



December 2012



Progress toward the *Better Practices, Better Planet 2020* sustainability goals:

- **Paper recovery for recycling** reached a record **66.8 percent** in 2011 — nearly doubling the U.S. paper recovery rate since 1990.
- Purchased **energy efficiency** improved by **8.1 percent** thanks to efficiency programs and investments made by our members. Additionally, nearly two-thirds of the energy we use in our manufacturing facilities is produced through carbon-neutral biomass onsite.
- **Greenhouse gas emissions** were reduced by **10.5 percent** between 2005 and 2010.
- Between 2005 and 2010, AF&PA members' procurement of fiber from **certified forestlands** reached **24 percent**, and fiber procured through **certified fiber sourcing** programs reached **96 percent**.
- The **safety** incidence rate in our facilities improved **24 percent** between 2006 and 2010.
- Between 2005 and 2010, **water use** at member pulp and paper mills dropped **6 percent**.



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