

BETTER PRACTICES  
BETTER PLANET 2030

SUSTAINABLE PRODUCTS FOR  
A SUSTAINABLE FUTURE



American  
Forest & Paper  
Association

**AF&PA** has established five quantifiable sustainability goals that the industry aims to meet by 2030. Having met or exceeded many of our previous goals under *Better Practices, Better Planet 2020*, these new sustainability goals strive to further our commitment to advancing a more sustainable future.

The paper and wood products industry makes sustainable paper products from renewable resources used by millions of people every day. Our supply chain is inherently circular, from the replanting of trees that supply fiber and enhance the environment to recycling paper and packaging that is recovered and turned into new products.

*Better Practices, Better Planet 2030: Sustainable Products for a Sustainable Future* recognizes the three essential pillars of sustainability—economic, environmental and social.



ECONOMIC



ENVIRONMENTAL



SOCIAL

OUR GOALS

We are a manufacturing sector sustainability leader. More than a decade ago, AF&PA launched *Better Practices, Better Planet 2020*. Our ambitious new set of goals, *Better Practices, Better Planet 2030: Sustainable Products for a Sustainable Future*, will further advance the role our industry plays in the circular economy and build on our achievements to improve our planet, our people and our communities.

REDUCE  
GREENHOUSE GAS  
EMISSIONS



ADVANCE A  
CIRCULAR VALUE  
CHAIN



STRIVE FOR ZERO  
INJURIES



DRIVE WATER  
STEWARDSHIP



ADVANCE MORE  
RESILIENT U.S.  
FORESTS

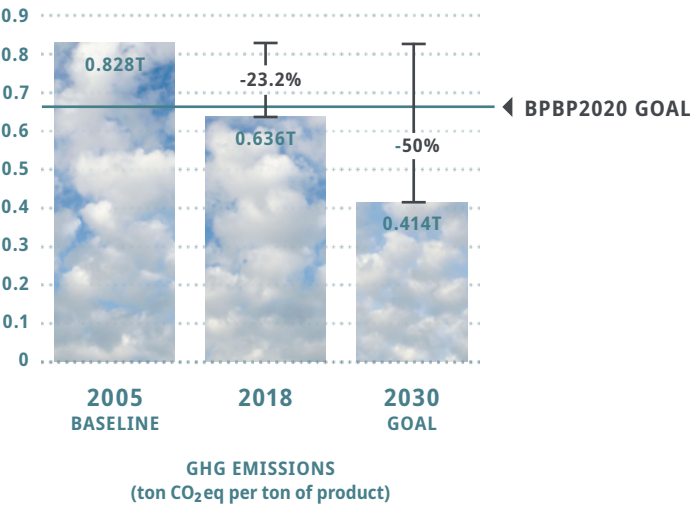


REDUCE GREENHOUSE GAS EMISSIONS

AF&PA recognizes the ongoing challenges of our changing climate and our industry GHG goals reflect our commitment to reducing emissions. Our members are committed to:

- Reducing total Scope 1 and 2 GHG emissions intensity by 50 percent by 2030 from a 2005 baseline
- Establishing a goal by 2025 for relevant Scope 3 emissions

Our 2030 goal to reduce GHG emissions will more than double the significant progress AF&PA members have made to date.



ADVANCE A CIRCULAR VALUE CHAIN THROUGH PRODUCTION  
OF RENEWABLE AND RECYCLABLE PRODUCTS



\*This is when the industry first established a goal to increase paper recycling

AF&PA members will meet evolving customer and consumer needs while improving the sustainability of the industry's products through:

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





## STRIVE FOR ZERO INJURIES, EMPHASIZING CONTINUAL PROGRESS ON REDUCING SERIOUS INJURIES AND FATALITIES (SIF)

Worker safety is a mindset for AF&PA members. In the decade ahead, AF&PA members will:

- Re-commit to the aspirational goal of zero injuries
- Implement an ongoing program to prevent serious injuries and fatalities (SIFs) at all member company pulp and paper mills

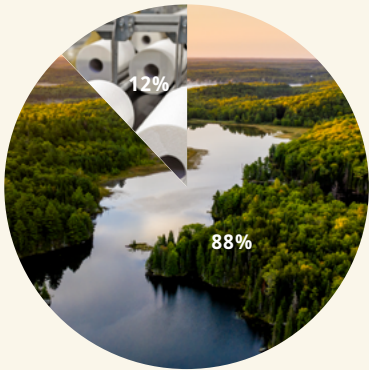
In 2019, AF&PA launched a voluntary SIF prevention program that facilitates continual learning and improvement among our member companies.



◀ **OUR SAFETY GOAL IS A MINDSET**  
Our 2030 goal focuses on identifying and remediating precursors to SIFs.



## DRIVE WATER STEWARDSHIP THROUGHOUT OUR MANUFACTURING OPERATIONS



◀ **WATER USE**  
88 percent of water used for production of paper and wood products is treated in a waste-water system and returned to the environment. The remaining 12 percent is consumed either through evaporation during the manufacturing process or is retained in the products themselves.

Water is a critical aspect of the paper manufacturing process. AF&PA members commit to develop and use tools appropriate for the pulp and paper industry to increase water stewardship. We will:

- Identify and develop potential industry-specific tools by the end of 2021 that include best practices to promote water stewardship within a local context
- Begin deployment during 2022-2023 of industry-specific tools to identify needed revisions
- Set goals for increasing member use of the tools by 2030

Improved technology and innovation allow water to be reused 10 times or more throughout the pulp and paper mill process before it is treated and discharged.

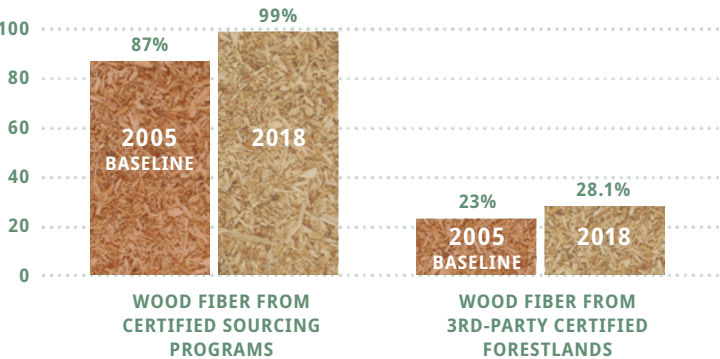


## ADVANCE MORE RESILIENT U.S. FORESTS

AF&PA members commit to sustainable forestry by:

- Enhancing 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

As part of *Better Practices, Better Planet 2030*, AF&PA members will continue to procure wood fiber through certified sourcing and report certification-based metrics.



## AF&PA STATEMENT OF PRINCIPLES ON DIVERSITY, EQUITY AND INCLUSION

**DIVERSITY. EQUITY. INCLUSION. THEY'RE MORE THAN WORDS TO US.**

Diverse and inclusive teams have a positive effect on our products and services. We support building a culture that values these differences.

AF&PA recognizes that our strength stems from people. We will continue to foster and promote a diverse, equitable and inclusive workforce by uniting people from different backgrounds, experiences and perspectives. We will support the advancement of diversity, equity and inclusion by facilitating the exchange of member ideas and information to help:

- Explore programs and external partnerships to improve awareness of opportunities and increase retention and growth of all diverse individuals with a variety of backgrounds, experiences and perspectives to drive productivity and innovation.
- Contribute to the well-being of communities in which we live and work through initiatives that increase economic and social equity and inclusion, and support career development and advancement for all diverse groups.
- Promote supplier diversity including, for example, procuring timber from members of the Sustainable Forestry and African American Land Retention Network, and certified Minority/ Women-owned Business Enterprises.
- Build awareness, leveraging the trust in our products, brands and companies, to explore barriers that hinder the advancement of diversity, equity and inclusion in our society and the steps we can take to overcome them.



READ OUR  
FULL STATEMENT OF  
PRINCIPLES AT  
[AFANDPA.ORG/DOCS/  
DIVERSITY](https://afandpa.org/docs/diversity)

