OUR APPROACH

A MODEL FOR MANUFACTURING INDUSTRIES
AF&PA has set and achieved sustainability goals since the 1990s. Better Practices, Better Planet 2020 was created to further advance the paper and wood products industry's sustainability across a comprehensive set of goals. We were among the first major manufacturing industries to establish quantifiable goals. And since this initiative launched in 2011, we have tracked our progress through a biennial sustainability report. The current report marks our final progress within Better Practices, Better Planet 2020 and reflects data from our 2020 member performance verification survey.¹

From our 2012 Progress Report:
“Sustainability is more than just a buzzword for us—it is who we are and how we operate our businesses every day. That we are still making paper and wood products from century to century is a testament to our commitment to sustainability. Our record of leadership is clear, and we set out to reach new heights with the launch of our sustainability initiative—Better Practices, Better Planet 2020.”

A NEW SET OF GOALS FOR 2030
In 2021, AF&PA launched new goals: Better Practices, Better Planet 2030: Sustainable Products for a Sustainable Future. This ambitious set of goals was developed with extensive stakeholder outreach over the course of many months. Better Practices, Better Planet 2030 builds on previous achievements to advance the paper and wood products industry's leadership in sustainability. Along with our new goals, AF&PA also released a statement of principles on diversity, equity and inclusion, which is critical to our success on key initiatives like sustainability. See our new goals at afandpa.org/2030.

Heidi Brock
AF&PA President & CEO

“As an industry we have many reasons to be proud. We were one of the first manufacturing industries to set quantifiable sustainability goals and over the past decade, AF&PA members met or surpassed most of those goals. As we celebrate our accomplishments, we are also working to advance the sustainability of our industry even further to deliver more sustainable products for a more sustainable future.”
<table>
<thead>
<tr>
<th>AF&amp;PA Sustainability Goal</th>
<th>2020 Performance</th>
<th>Baseline (2005*)</th>
<th>Progress from baseline year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve safety incidence rate by 25%, while working to achieve zero injuries</td>
<td>1.838 recordable cases per 200,000 hours worked</td>
<td>2.625 recordable cases per 200,000 hours worked (2006)</td>
<td>30% improvement in recordable incidence rate; established program to prevent serious injuries and fatalities <strong>GOAL SURPASSED</strong></td>
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<tr>
<td>Reduce greenhouse gas emissions by at least 20%</td>
<td>0.629 ton CO₂ eq per ton of product</td>
<td>0.828 ton CO₂ eq per ton of product</td>
<td>24.1% decrease in GHG emissions <strong>GOAL SURPASSED</strong></td>
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<tr>
<td>Improve purchased energy efficiency by at least 10%</td>
<td>11.22 million BTUs per ton of product</td>
<td>12.94 million BTUs per ton of product</td>
<td>13.3% decrease in purchased energy <strong>GOAL SURPASSED</strong></td>
</tr>
<tr>
<td>Increase wood fiber procurement from certified forestlands and certified fiber sourcing programs; decrease illegal logging</td>
<td>99.2% from certified fiber sourcing programs; 27.1% from certified forestlands</td>
<td>87% from certified fiber sourcing programs; 23% from certified forestlands</td>
<td>12.2 percentage point increase from certified fiber sourcing programs; 4.1 percentage point increase from certified forestlands <strong>GOAL ACHIEVED</strong></td>
</tr>
<tr>
<td>Reduce pulp and paper mill water use by 12%</td>
<td>10,345 gallons per ton of product</td>
<td>11,281 gallons per ton of product</td>
<td>8.3% reduction in water use <strong>PROGRESS ACHIEVED</strong></td>
</tr>
<tr>
<td>Exceed 70% paper recovery for recycling</td>
<td>65.7%</td>
<td>51.5%</td>
<td>14.2 percentage point increase in paper recycling rate <strong>PROGRESS ACHIEVED</strong></td>
</tr>
</tbody>
</table>

* unless otherwise indicated
**GOAL:** A vision for the industry of zero injuries and measuring progress toward that aspirational goal by further improving our incidence rate by 25 percent from 2006 to 2020

Safety excellence is a top priority for AF&PA and our member companies. “Goal Zero” is more than a target – it’s a mindset. Every day, our employees are working to advance safety and manufacture products that play an essential role in the health, safety and well-being of Americans. In 2020, member company recordable incidence rate was 30 percent lower than the 2006 baseline.

As we look ahead, our Better Practices, Better Planet 2030 goal strives for further progress, with a focus on preventing serious injuries and fatalities (SIFs). AF&PA established a voluntary SIF program in 2019, and we are focused on continual improvement, including through safety webinars, learnings and an annual safety workshop.

**ENERGY EFFICIENCY HIGHLIGHT**

13.3% decrease in purchased energy (from 2005 baseline)

**GOAL:** At least a 10 percent improvement in members’ purchased energy efficiency from 2005 to 2020

Purchased energy represents the third largest operating cost for the paper and wood products industry. Increasing energy efficiency is a fundamental energy management objective of AF&PA members. In 2020, member purchased energy use per ton of product was 13.3 percent lower than the 2005 baseline year. Purchased energy used by AF&PA member facilities is the total of all purchased fuels (fossil and renewable bioenergy), as well as electricity and steam purchased from other providers.

Investments to upgrade the energy efficiency of manufacturing operations played a key role in surpassing this goal. In 2020, AF&PA member pulp and paper mills self-generated 58 percent of the electricity needed to power their mills, most of which was renewable using carbon-beneficial biomass manufacturing residuals. And 99 percent of electricity generated in the U.S. paper and wood products industry in 2020 was produced using highly efficient combined heat and power (CHP).

In 2020, renewable bioenergy provided, on average, about 64 percent of member facility energy needs. This energy source comes from manufacturing residuals that could otherwise be wasted and avoids the emission of 181 million metric tons of carbon dioxide equivalents from entering the atmosphere – the same as removing 35 million cars from the road.

Looking ahead, AF&PA members set a goal to further reduce GHG emissions by 50 percent by 2030 from a 2005 baseline and to establish a goal by 2025 for relevant Scope 3 emissions.
Today, U.S. forests are strong. More than 1 billion trees are planted in the U.S. each year, and about one-third of the U.S. is forested. A healthy paper and wood products industry goes hand-in-hand with healthy forests. AF&PA members adhere to sustainable fiber procurement principles, which assures that wood is received from suppliers committed to sustainable forest management and harvesting practices.

In 2020, members procured 99.2 percent of the total wood fiber from forests, used for product, through a certified fiber sourcing program and 27.1 percent of wood fiber was sourced from third-party certified forestlands. This represents a 12.2 and 4.1 percentage point increase, respectively, from the 2005 baseline.

Looking ahead, our Better Practices, Better Planet 2030 goal will further the industry’s role in advancing resilient U.S. forests with continued commitments to responsible sourcing.

**GOAL: Increase the amount of fiber procured from certified forestland and through certified fiber sourcing programs in the United States from 2005 to 2020 and work to decrease illegal logging**

Water is an essential part of the pulp and papermaking process. Therefore, water stewardship is critical. AF&PA members are constantly striving to find new ways to reduce, reuse and recycle water in the manufacturing process.

Water can be reused 10 times or more throughout the pulp and paper mill process before it is discharged. And 88 percent of water used for production of paper and wood products is treated in wastewater systems and returned to the environment. Thus, the paper and wood products industry consumes comparatively little of the water it uses.

In 2020, AF&PA member pulp and paper mills decreased water use (per ton of product) by 8.3 percent, from the 2005 baseline year.

AF&PA members are currently working to develop and deploy industry-specific tools and best practices to promote water stewardship within a local context.

**GOAL: A 12 percent reduction in member pulp and paper mill water use from 2005 to 2020**

For over a decade, the paper industry has achieved a consistently high recycling rate, meeting or exceeding 63 percent each year since 2009.

In 2020, the paper recycling rate was 65.7 percent. This reflects the amount of recovered fiber that was used to manufacture new products in mills in the U.S. or exported to manufacture new products around the world.

Better Practices, Better Planet 2030 includes a goal to advance a circular value chain through the production of renewable and recyclable products.

**GOAL: Exceed 70 percent rate of paper recovery for recycling by 2020**

1 Data Methodology: Since 1998, AF&PA member companies were required to report biennially on compliance with AF&PA Sustainable Procurement and Environmental, Health and Safety (EHS) principles. A 2019 board revision now requires members to commit to help the industry make progress toward achievement of the AF&PA Sustainability Goals and comply with the Sustainable Procurement Principles. Member performance data for this report was generated through our 2020 performance verification survey.

2 National Council for Air and Stream Improvement (NCASI)

3 U.S. Census Bureau

4 U.S. Energy Information Administration

5 U.S. Department of Agriculture, Forest Service

6 NCASI

7 NCASI
Each year, AF&PA recognizes member companies for exemplary sustainability programs and initiatives in the paper and wood products manufacturing industry. Leadership awards are presented for various goal categories, as well as an award for innovation. Member companies submit projects for consideration and the winners are selected by a third-party judging panel of sustainability experts from NGOs, academic institutions and government organizations.

This marks the conclusion of the Better Practices, Better Planet 2020 award program, and includes the sustainability award winners from 2020 and 2021. AF&PA will continue to recognize leadership and innovation in sustainability through the Better Practices, Better Planet 2030 initiative.

Visit us online to learn more about our sustainability awards programs and winners at afandpa.org/sustainability

**2020 Sustainability Award Winners**

**LEADERSHIP IN SUSTAINABILITY: SAFETY**

**Clearwater Paper**
Safety, Aspects & Impacts Process to Identify and Reduce Serious Injuries and Fatalities (SIF) Risks

**Evergreen Packaging**
Family Forests – The Key to Certified Success

**Resolute Forest Products**
Modernization of Coosa Pines (Alabama) Mill Helps Reduce Resolute’s Carbon Footprint

**Sappi North America**
Somerset Mill’s Caustic Reclaim & Reuse

**Appvion**
Innovative and Sustainable Direct Thermal Solution: CleanState™ Point of Sale Receipt Paper

**2021 Sustainability Award Winners**

**LEADERSHIP IN SUSTAINABILITY: ENERGY EFFICIENCY/GHG REDUCTION**

**Georgia-Pacific**
Quilted Northern Ultra Soft & Strong: Designed with Environment in Mind

**GREEN BAY PACKAGING**
Sustainable Forestry – Growing Success Together

**LEADERSHIP IN SUSTAINABILITY: SAFETY**

**WestRock**
Hazard Hunter Program

**LEADERSHIP IN SUSTAINABILITY: WATER**

**Essity**
Midwest Region: Water Use Reductions & Effluent Quality Improvements

**NEW-INDY ONTARIO**
Stock Preparation Efficiency Project

**LEADERSHIP IN SUSTAINABILITY: PAPER RECOVERY FOR RECYCLING**

**WestRock**
Scan. Learn. Recycle. Pizza Box Recycling Program

**Sonoco**
EnviroSense™ PaperBlister™ Packaging