



**American
Forest & Paper
Association**



BETTER PRACTICES BETTER PLANET 2020

Continuing AF&PA's Commitment to Sustainability

**AF&PA SUSTAINABILITY GOALS:
Achievements Summary**

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.







**BETTER PRACTICES
BETTER PLANET 2030**
SUSTAINABLE PRODUCTS FOR A SUSTAINABLE FUTURE



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."

OUR ACHIEVEMENTS BY THE NUMBERS

AF&PA Sustainability Goal	2020 Performance	Baseline (2005*)	Progress from baseline year
 Improve safety incidence rate by 25%, while working to achieve zero injuries	1.838 recordable cases per 200,000 hours worked	2.625 recordable cases per 200,000 hours worked (2006)	30% improvement in recordable incidence rate; established program to prevent serious injuries and fatalities GOAL SURPASSED
 Reduce greenhouse gas emissions by at least 20%	0.629 ton CO ₂ eq per ton of product	0.828 ton CO ₂ eq per ton of product	24.1% decrease in GHG emissions GOAL SURPASSED
 Improve purchased energy efficiency by at least 10%	11.22 million BTUs per ton of product	12.94 million BTUs per ton of product	13.3% decrease in purchased energy GOAL SURPASSED
 Increase wood fiber procurement from certified forestlands and certified fiber sourcing programs; decrease illegal logging	99.2% from certified fiber sourcing programs; 27.1% from certified forestlands	87% from certified fiber sourcing programs; 23% from certified forestlands	12.2 percentage point increase from certified fiber sourcing programs; 4.1 percentage point increase from certified forestlands GOAL ACHIEVED
 Reduce pulp and paper mill water use by 12%	10,345 gallons per ton of product	11,281 gallons per ton of product	8.3% reduction in water use PROGRESS ACHIEVED
 Exceed 70% paper recovery for recycling	65.7%	51.5%	14.2 percentage point increase in paper recycling rate PROGRESS ACHIEVED

* 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.



WORKER SAFETY HIGHLIGHT

**30% improvement
in recordable incidence
rate** (from 2006 baseline)



GREENHOUSE GAS EMISSIONS HIGHLIGHT

**24.1% reduction
in greenhouse gas
emissions** (from 2005 baseline)



GOAL: *At least a 20 percent reduction of our members’ greenhouse gas emissions from 2005 to 2020*

The paper and wood products industry was among the first to take voluntary action to reduce greenhouse gas (GHG) emissions. In 2020, AF&PA members reduced GHG emissions – measured in carbon dioxide equivalents (CO₂eq) per ton of product – by 24.1 percent from the 2005 baseline. Members’ success in surpassing this goal can be attributed to switching to much less carbon-intensive fuels, the adoption of energy efficient manufacturing methods and continued use of carbon-beneficial bioenergy.

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 atmosphere² – 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.



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.³ 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).⁴



ENERGY EFFICIENCY HIGHLIGHT

**13.3% decrease
in purchased energy**
(from 2005 baseline)



SUSTAINABLE FORESTRY HIGHLIGHTS

12.2 percentage point increase in fiber sourced from certified fiber sourcing programs;
4.1 percentage point increase from certified forestlands
 (from 2005 baseline)



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

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.⁵

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

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.⁶ And 88 percent of water used for production of paper and wood products is treated in wastewater systems and returned to the environment.⁷ 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.



WATER USE HIGHLIGHT

8.3% reduction in water use
 (from 2005 baseline)



PAPER RECOVERY FOR RECYCLING HIGHLIGHT

14.2 percentage point increase in paper recycling rate
 (from 2005 baseline)



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

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



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

2020/21 AF&PA Sustainability Award Winners

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

LEADERSHIP IN SUSTAINABILITY: SUSTAINABLE FOREST MANAGEMENT

Evergreen Packaging

Family Forests – The Key to Certified Success

LEADERSHIP IN SUSTAINABILITY: ENERGY EFFICIENCY/GHG REDUCTION

Resolute Forest Products

Modernization of Coosa Pines (Alabama) Mill Helps Reduce Resolute's Carbon Footprint

LEADERSHIP IN SUSTAINABILITY: WATER

Sappi North America

Somerset Mill's Caustic Reclaim & Reuse

INNOVATION IN SUSTAINABILITY

Appvion

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

INNOVATION IN SUSTAINABILITY

The Price Companies

Restoration and Management of Marginal Agricultural and Timberlands

INNOVATION IN SUSTAINABILITY

WestRock

Pak on Demand™ Pouch System

2021 Sustainability Award Winners

LEADERSHIP IN SUSTAINABILITY: ENERGY EFFICIENCY/GHG REDUCTION

Georgia-Pacific

Quilted Northern Ultra Soft & Strong: Designed with Environment in Mind

LEADERSHIP IN SUSTAINABILITY: SUSTAINABLE FOREST MANAGEMENT

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

LEADERSHIP IN SUSTAINABILITY: PAPER RECOVERY FOR RECYCLING

New-Indy Ontario

Stock Preparation Efficiency Project

LEADERSHIP IN SUSTAINABILITY: PAPER RECOVERY FOR RECYCLING

WestRock

Scan. Learn. Recycle. Pizza Box Recycling Program

INNOVATION IN SUSTAINABILITY

Georgia-Pacific

Innovations Across the Recycling Supply Chain

INNOVATION IN SUSTAINABILITY

Sonoco

EnviroSense™ PaperBlister™ Packaging