

Leadership in Sustainability - Safety		
Criteria	Possible Points	
Safety - Effective SIF program to prevent serious injuries and fatalities.	40	
Originality Projects can receive awards if they are the first of their kind and create an entirely new program to advance safety. Simply increasing an attribute of an existing program would not qualify.	20	
Impact on the Forest Products Industry (i.e. success is replicable).	25	
Impact on Community or Customer Base.	5	
Methods of Communication (e.g., collaboration with government agencies).	5	
Employee Engagement.	5	
Total Points	100	0

Goal: Zero Injuries

“Goal Zero” is more than a target. It’s a mindset. Worker safety is a top priority for AF&PA members. Over the last decade, the industry has made continuous progress in improving worker safety, surpassing our *Better Practices, Better Planet 2020* goal.

Our 2030 goal, **Strive for Zero Injuries, Emphasizing Continual Progress on Reducing Serious Injuries and Fatalities (SIFs)**, aims to achieve even more by focusing on identifying and preventing SIF precursors.

In the decade ahead, AF&PA members will:

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

Leadership in Sustainability - Resilient U.S. Forestry		
Criteria	Possible Points	
Supports conservation and restoration programs and initiatives (measured by acres positively affected, and the number of small landowners aided). AF&PA's sustainability award judges are interested in seeing specific actions companies are taking to promote sustainable forestry.	30	
Engages in partnerships, and investing in research, outreach and education.	10	
Promotes sustainable forest management practices (preservation of forestland biodiversity, ecosystems, soil formation and underserved landowners).	10	
Addresses increased supply chain transparency regarding responsible sourcing.	30	
Originality Projects can receive awards if they are the first of their kind and create an entirely new program to advance resilient U.S. forests. Simply increasing an attribute of an existing program would not qualify.	15	
Methods of Communication (e.g., collaboration with government agencies).	5	
Total Points	100	0

Goal: Resilient U.S. Forests

AF&PA members have long been committed to sustainable forestry. Our 2030 Goal: **Advance More Resilient U.S. Forests** furthers our efforts 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 also continue their commitment to procure wood fiber through certified sourcing and report certification-based metrics.

Leadership in Sustainability - Circular Value Chain		
Criteria	Possible Points	
Invests in total secondary materials (recycled fiber or sustainably managed wood residuals).	20	
Recognizes a member project or program that significantly increases the utilization of recycled fiber or wood residuals in the manufacture of products.	20	
Meets FTC Green Guides "recyclable" and "compostable" requirements.	10	
Engages in alliances/coalitions to advance recycling and to educate the community and consumers.	10	
Originality Products can receive awards if they are the first of their kind and create an entirely new market or are manufactured through an innovative manufacturing process. Simply increasing an attribute of an existing product (e.g., the brightness or minimal increases in recycled content) would not qualify.	20	
Impact on the Forest Products Industry (i.e. success is replicable).	10	
Impact on Community or Customer Base.	5	
Methods of Communication (e.g., (e.g.,collaboration with government agencies).	5	
Total Points	100	0

Goal: Advance a Circular Value Chain

The paper and wood products industry has an inherently circular supply chain from the replanting of trees that supply fiber and enhance the environment to recycling paper and packaging that is turned into new products. Our 2030 goal to **Advance a Circular Value Chain Through the Production of Renewable and Recyclable Products** will help strengthen the role our industry plays in the circular economy.

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%
- Increasing the percentage of our products that are recyclable or compostable
- Collaborating with stakeholders and educating them on the contribution/value of renewable materials

Leadership in Sustainability - GHG Reduction		
Criteria	Possible Points	
GHG Reduction (significantly reduces GHG emissions).	35	
Project addresses Scope 3 emissions.	10	
Originality Projects can receive awards if they are the first of their kind and create an entirely new program to reduce GHG emissions. Simply increasing an attribute of an existing program would not qualify.	15	
Impact on the Forest Products Industry (i.e. success is replicable).	25	
Impact on Community or Customer Base.	10	
Methods of Communication (e.g., collaboration with government agencies).	5	
Total Points	100	0

Goal: Reduce GHG Emissions

AF&PA recognizes the ongoing challenges of our changing climate and our industry GHG goals reflect our commitment to reducing emissions. AF&PA members have already reduced GHG emissions by more than 24% from the 2005 baseline, surpassing our *Better Practices, Better Planet 2020* goal.

Our 2030 goal to **Reduce Greenhouse Gas Emissions** will advance our industry further with commitments to:

- Reduce total Scope 1 and 2 GHG emissions intensity 50% by 2030 from a 2005 baseline
- Establish a goal by 2025 for relevant Scope 3 emissions

Leadership in Sustainability - Water Management

Criteria	Possible Points	
Advance sustainable water management through a watershed approach (within a local context and across member's mill systems).	50	
Originality Projects can receive awards if they are the first of their kind and create an entirely new program to advance sustainable water management. Simply increasing an attribute of an existing program would not qualify.	20	
Impact on the Forest Products Industry (i.e. success is replicable).	15	
Impact on Community or Customer Base.	10	
Methods of Communication (e.g., collaboration with government agencies).	5	
Total Points	100	0

Goal: Advance Sustainable Water Management

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 advance sustainable water management by implementing a watershed approach that accounts for the local context of member mills.

Since 2005, AF&PA members have reduced water use by more than 8%. Our 2030 goal to **Advance Sustainable Water Management through a Watershed Approach Throughout Our Manufacturing Operations** will expand and further our efforts.

Our members commit to:

- Reach consensus on an industry-specific tool with best practices to implement a watershed approach that accounts for the local context of member mills
- Begin voluntary pilot phase in 2023-2024 of industry-specific tool to identify needed revisions
- Set goals for increasing member use of the tool by 2030

DE&I Award		
Criteria	Possible Points	
Increased economic and social equity and inclusion opportunities.	15	
Supported career development and advancement opportunities (e.g., staff training, education and management awareness programs).	15	
Fostered an inclusive environment to enable team members to contribute and achieve.	15	
Originality Projects can receive awards if they are the first of their kind. Simply increasing an attribute of an existing program would not qualify.	20	
Impact on the Forest Products Industry (i.e. success is replicable).	15	
Impact on Community, Customers, or Suppliers.	15	
Methods of Communication (e.g., collaboration with community, government agencies, etc.).	5	
Total Points	100	0

Diversity, Equity & Inclusion

American Forest & Paper Association (AF&PA) member companies make essential products from renewable and recyclable resources for safe and healthy living. Our manufacturing operations are integral with communities where we operate. AF&PA is committed to positively impacting diversity, equity, and inclusion while also advancing the essential role the industry has in the local, regional and national economies.

AF&PA 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 the 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. Community efforts may include engaging in public dialogue, investing resources, and providing education and job readiness training, including Science Technology Engineering and Math.
- 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.

[Full Statement of Principles: https://www.afandpa.org/sites/default/files/2021-08/AFPADEIStatement.pdf](https://www.afandpa.org/sites/default/files/2021-08/AFPADEIStatement.pdf)

<u>Innovation in Sustainability</u>		
Criteria	Possible Points	
Originality Products can receive awards if they are the first of their kind and create an entirely new market or are manufactured through an innovative manufacturing process. Simply increasing an attribute of an existing product (e.g., the brightness or minimal increases in recycled content) would not qualify.	55	
Impact on the Forest Products Industry (i.e. success is replicable).	25	
Impact on Community, Customer Base, or Marketplace.	15	
Methods of Communication (e.g., collaboration with government agencies).	5	
Total Points	100	

Innovation in Sustainability

AF&PA recognizes the scope of sustainability is broad and members develop innovative products, programs and projects that add to the industry's sustainability advancements.

To recognize efforts not captured within the industry's established sustainability goals, we have created a separate **Innovation in Sustainability** award.

For example, products can receive awards if they are the first of their kind and create an entirely new market or are manufactured through an innovative manufacturing process.

Simply increasing an attribute of an existing product (e.g., the brightness or minimal increases in recycled content) would not qualify.