



American  
Forest & Paper  
Association



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# Donna Harman

## President & CEO

### Sustainability of Publication Paper

November 16, 2011

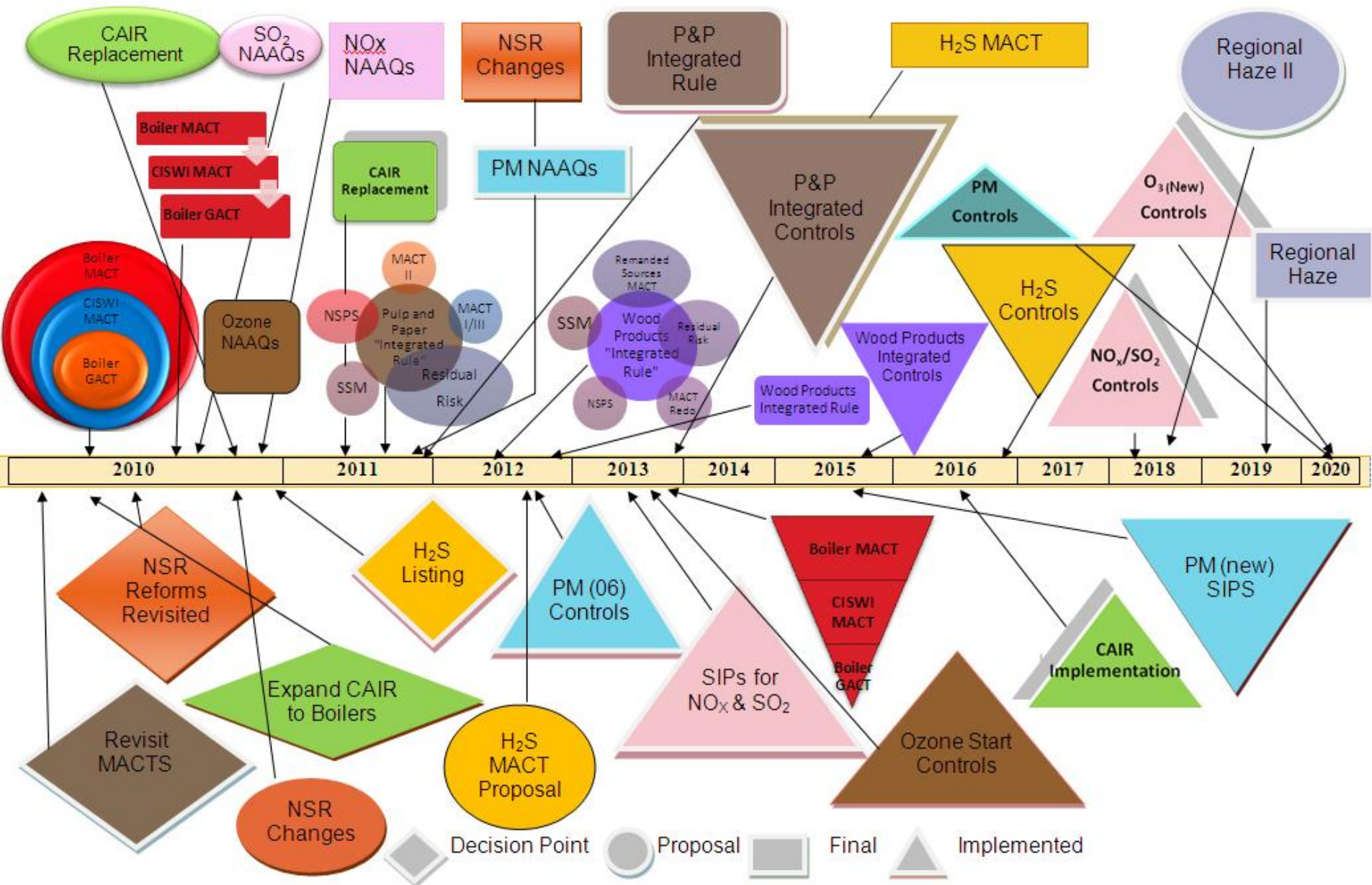


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BETTER PLANET **2020**  
Continuing AF&PA's Commitment to Sustainability

# Public Policy Issues

- Cumulative effect of air regulations
- Postal reform
- Extended Producer Responsibility
- Super Committee Deficit Reduction

# Potential Air Regulations Affecting Forest Products (2010-2020)



Boiler MACT	CAIR	P&P Integrated	WP Integrated	NSR	H <sub>2</sub> S	PM	Ozone	NO <sub>x</sub>	SO <sub>2</sub>	Haze II
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# Postal Reform

- Cost-cutting measures
- Legislation
- Coalition for the 21st Century Postal Service



# Extended Producer Responsibility

- Goal: is to relieve local governments of the cost and burden of “end-of-life management” for “priority products” by forcing manufacturers to internalize the costs of recycling within the product price.

# Extended Producer Responsibility

- Legislation proposed in 17 states
- U.S. paper recycling: a success story
- 87% of population has access to paper recycling
- 2010 overall paper recovery rate: 63.5%
- Current public private partnership works well
- Hired lobbyists in key states
- Educating about the downsides
- Collaborating with customers

# Congressional Deficit Reduction Panel

- Deadline to produce a plan by November 23
- Congress to vote on the plan by December 23
- If no plan, \$1.3 trillion in spending cuts occur in 2013
- Tax and economic policy at the heart of the deliberations
- Could tee up future tax reforms affecting all parts of the economy
- AF&PA monitoring deliberations

# Sustainability Initiatives

- Better Practices, Better Planet 2020
- The Paper Check-off





# AF&PA's Sustainability Goals

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# AF&PA's Sustainability Goals

- **Paper recovery:** Increase paper recovered for recycling rate to exceed 70%
- **Energy efficiency:** Improve energy efficiency in purchased energy by at least 10%
- **Greenhouse gases:** Reduce intensity of industry's greenhouse gas emissions by at least 15%
- **Forestry:** 1) Increase procurement of certified fiber, and 2) Promote policies around the globe to decrease illegal logging
- **Safety:** 1) Visionary goal of zero injuries, and 2) Interim progress of 25% reduction in safety incidence rate
- **Water consumption:** 1) Explore opportunities to reduce water consumed in our processes, and 2) Determine whether or not to set a future consumptive use goal



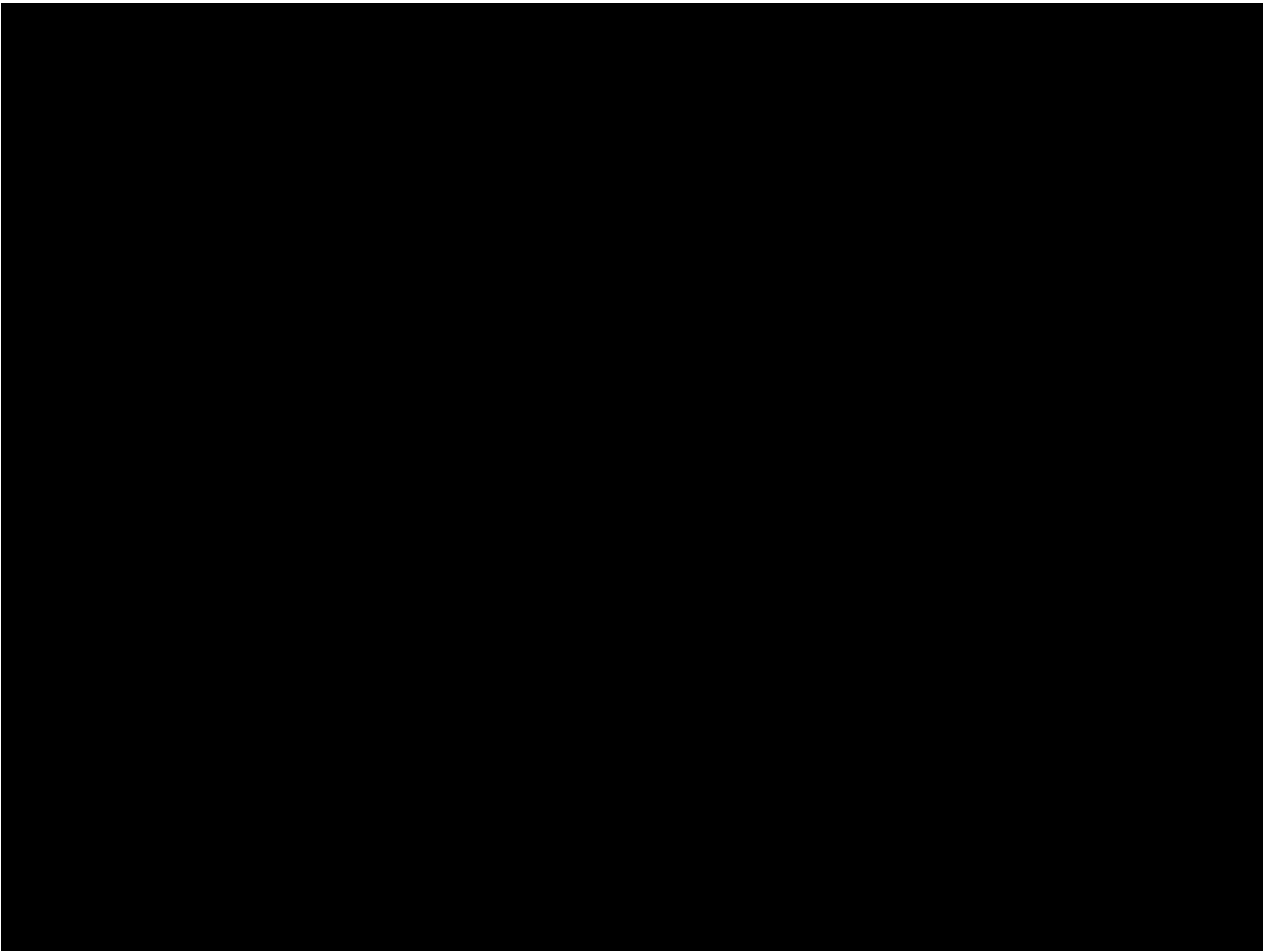
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# AF&PA's Sustainability Goals

- What you can do:
  - Hold companies accountable
  - Cross-promote on printed materials and website



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# INVESTING IN OUR FUTURE



*the Paper Check-off*



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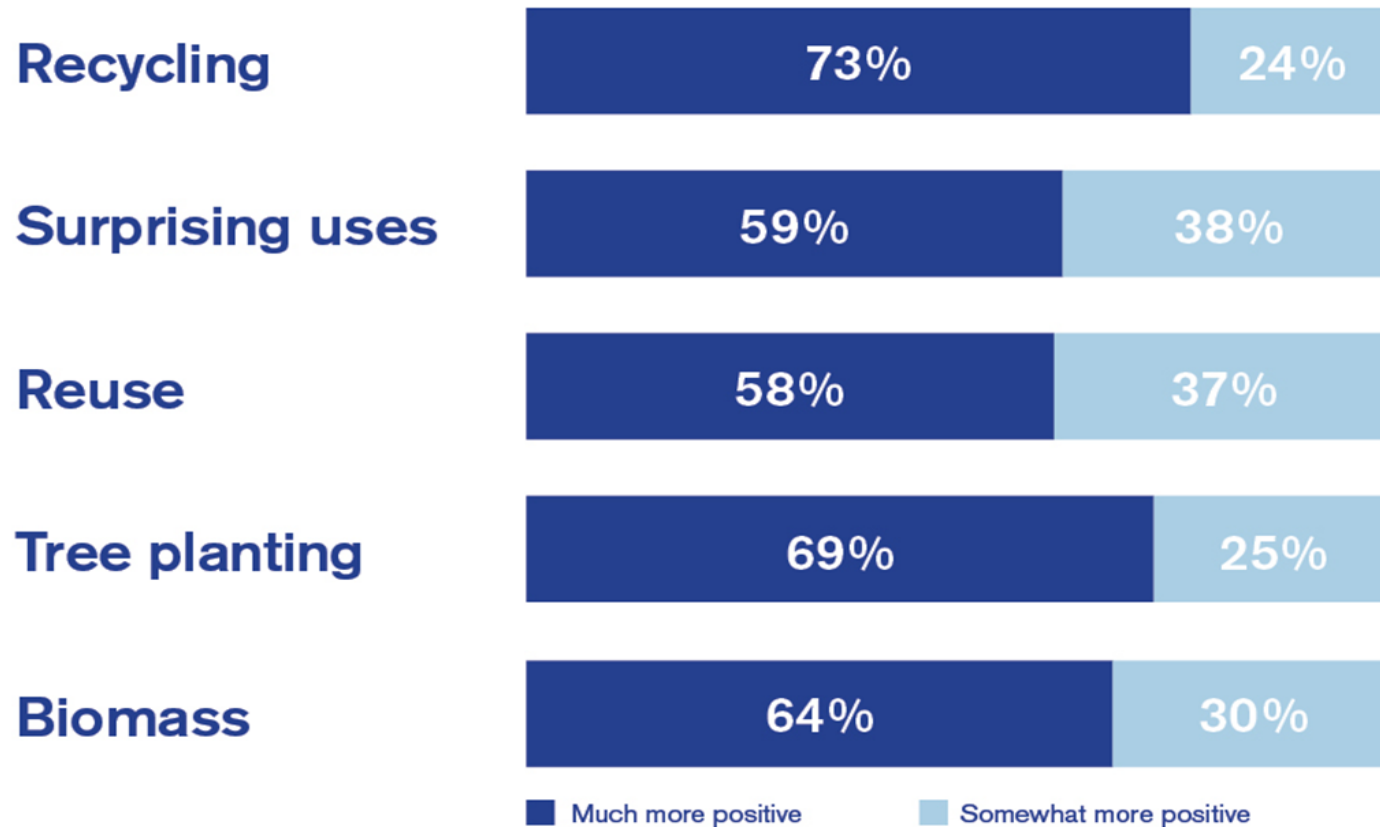
# The Paper Check-off

The paper and paper-based packaging check-off program is a new and distinct effort that promotes the broad category of paper and paper-based packaging products.

# Examples of Check-off programs



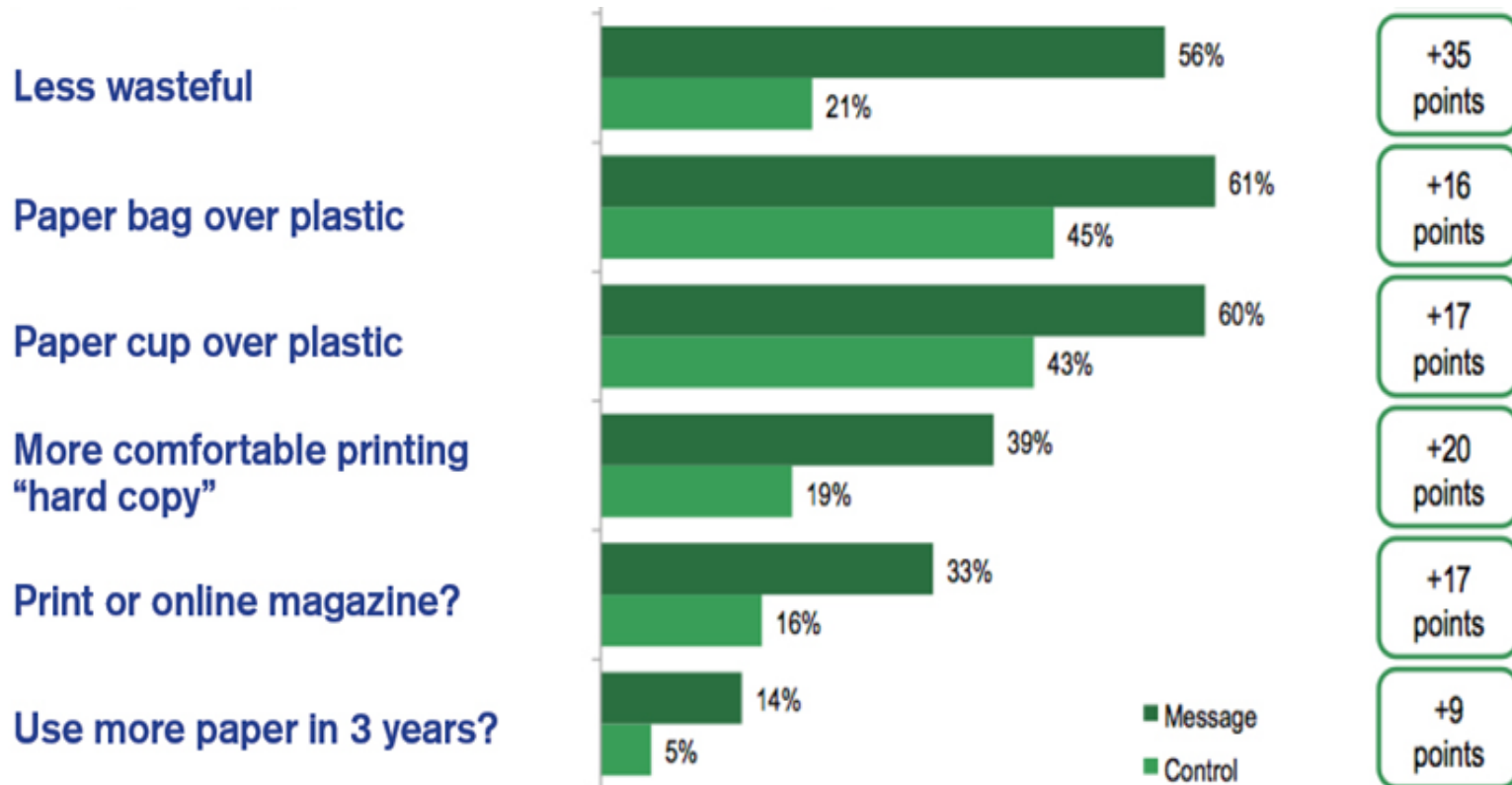
# Research – Top Messages that “Move the Needle”





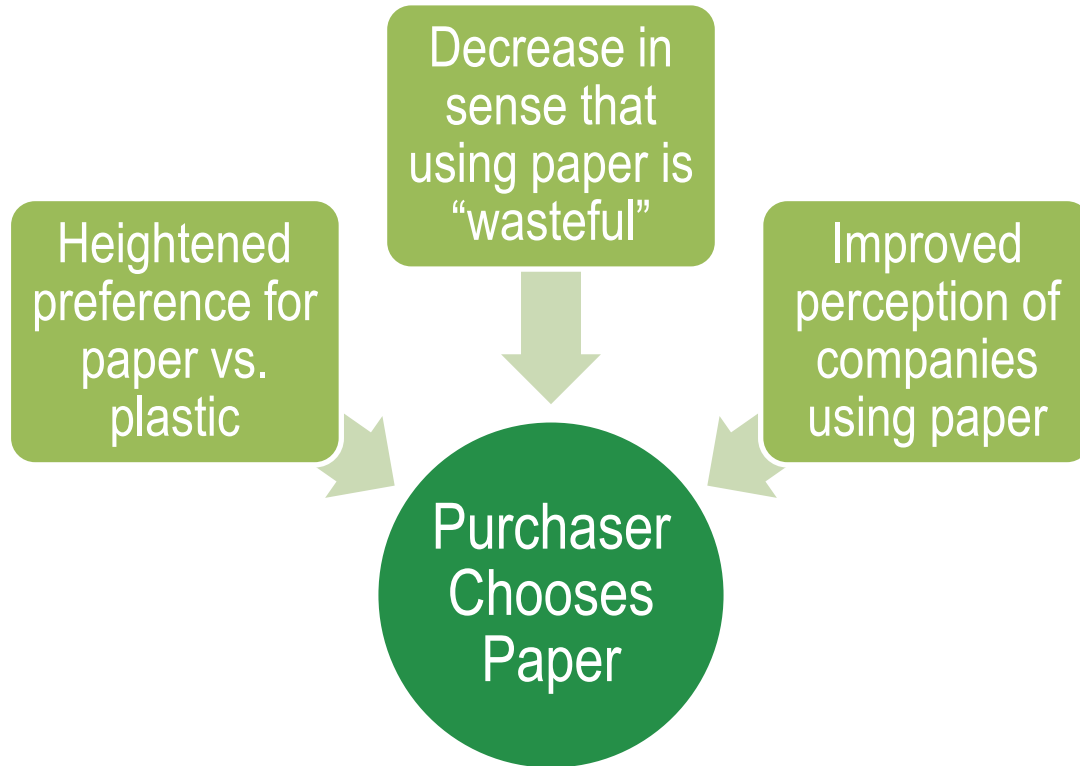
# Research – Consumer Choice Impact

## Significant Impact on Attitudes



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# Moving the Needle



# Check-off Program

Next steps:

- Outreach to industry
- Public review and comment period
- Industry referendum
- 2012 program launch



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