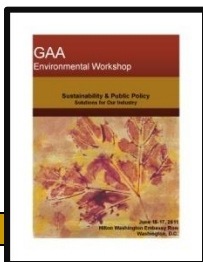




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## President & CEO

# Sustainability and Public Policy



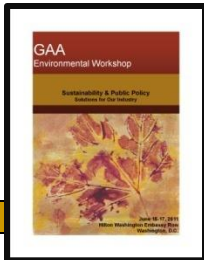
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# AF&PA's Sustainability Goals



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



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## *Goal: Paper Recovery*

- Increase paper recovered for recycling rate to exceed 70%

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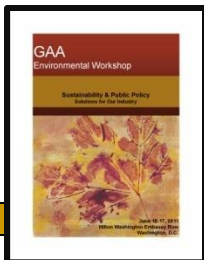
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## *Goal: Energy Efficiency*

- Improve energy efficiency in purchased energy by at least 10%

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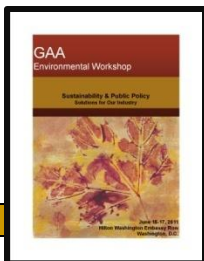




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## *Goal:* **Greenhouse Gases**

- Reduce intensity of industry's greenhouse gas emissions by at least 15%



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## *Goal: Forestry*

- Increase procurement of certified fiber
- Promote policies around the globe to decrease illegal logging

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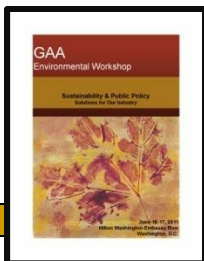
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## *Goal: Safety*

- Visionary goal of zero injuries
- Interim progress of 25% reduction in safety incidence rate



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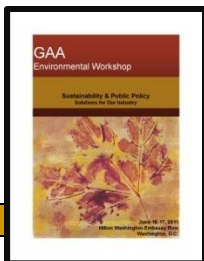




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## *Goal: Water Consumption*

- Explore opportunities to reduce water consumed in our processes
- Determine whether or not to set a future consumptive use goal



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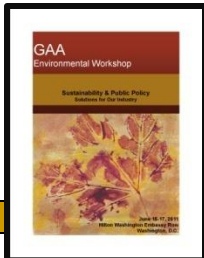


# Check-off Program

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

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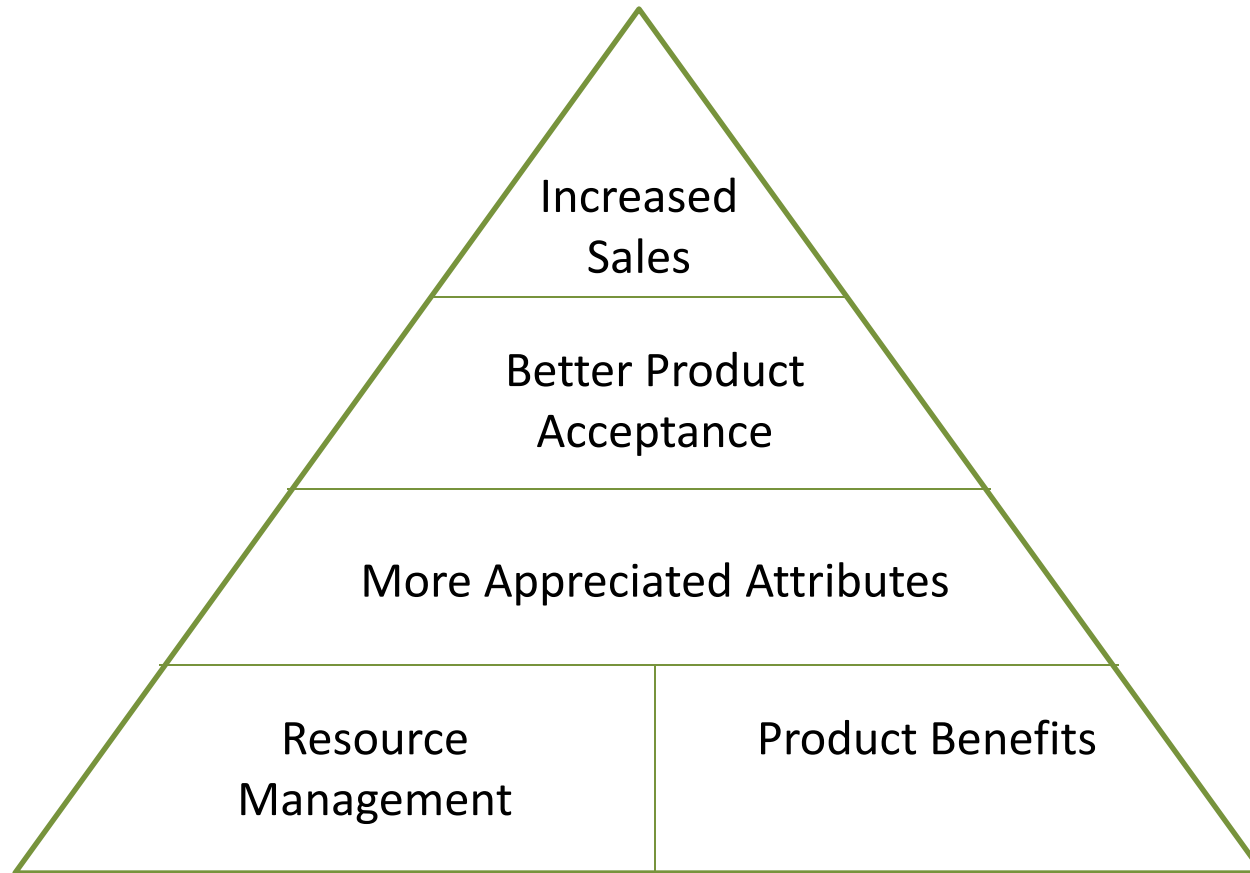


# Check-Off Panel

- **Doyle Simons, Chair**  
Temple-Inland Inc.
- **Mike Adams**  
Georgia-Pacific LLC
- **Malcolm Bunday**  
Evergreen Packaging, Inc.
- **Jim Buzzard**  
MWW
- **Al Dragnone**  
Unisource Worldwide Inc.
- **Mike Fiterman**  
Liberty Paper, Inc.
- **Mark Gardner**  
Sappi Fine Paper North America |
- **Bill Hoel**  
International Paper Company
- **Mike Jackson**  
Verso Paper
- **Randy Nebel**  
Longview Fibre Paper & Packaging, Inc.
- **Jim Rubright**  
RockTenn
- **Mark Kowlzan**  
Packaging Corporation of America
- **Alexander Toeldte**  
Boise, Inc.
- **Ken Wallach**  
Central National-Gottesman Inc.
- **John Williams**  
Domtar Corporation

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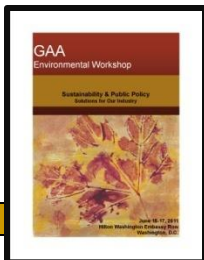
# Achieving Business Objectives: How to get there?



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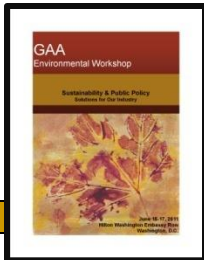


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# Research Driven

Identify a common message that advances the market for all paper products, from containerboard to paperboard to packaging to stationery to catalog papers



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# Key Messages

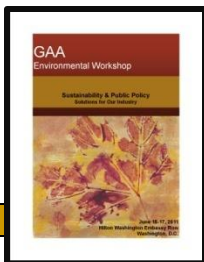
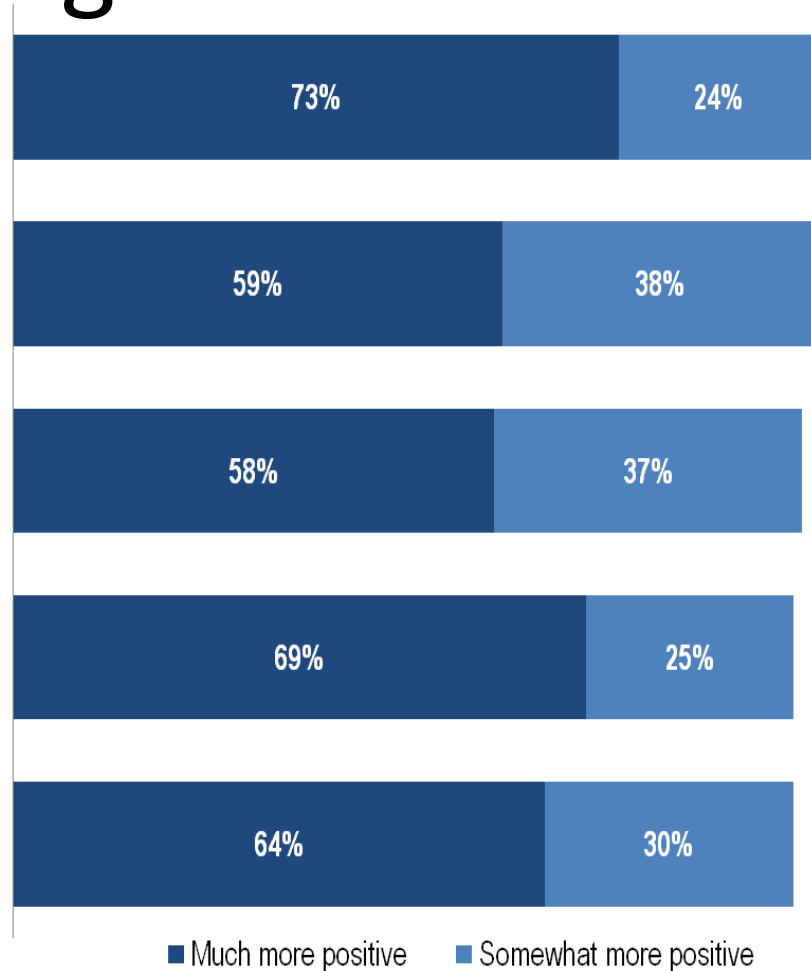
Paper recycling: one of our greatest environmental success stories and one of the world's most recycled materials.

Paper's value and utility go beyond communications and packaging. Paper products perform a variety of vital roles.

There's no limit to how paper can be re-invented.

About 3 million trees are planted in U.S. private forests every day. There are 20 percent more trees in the U.S. than there were over 25 years ago.

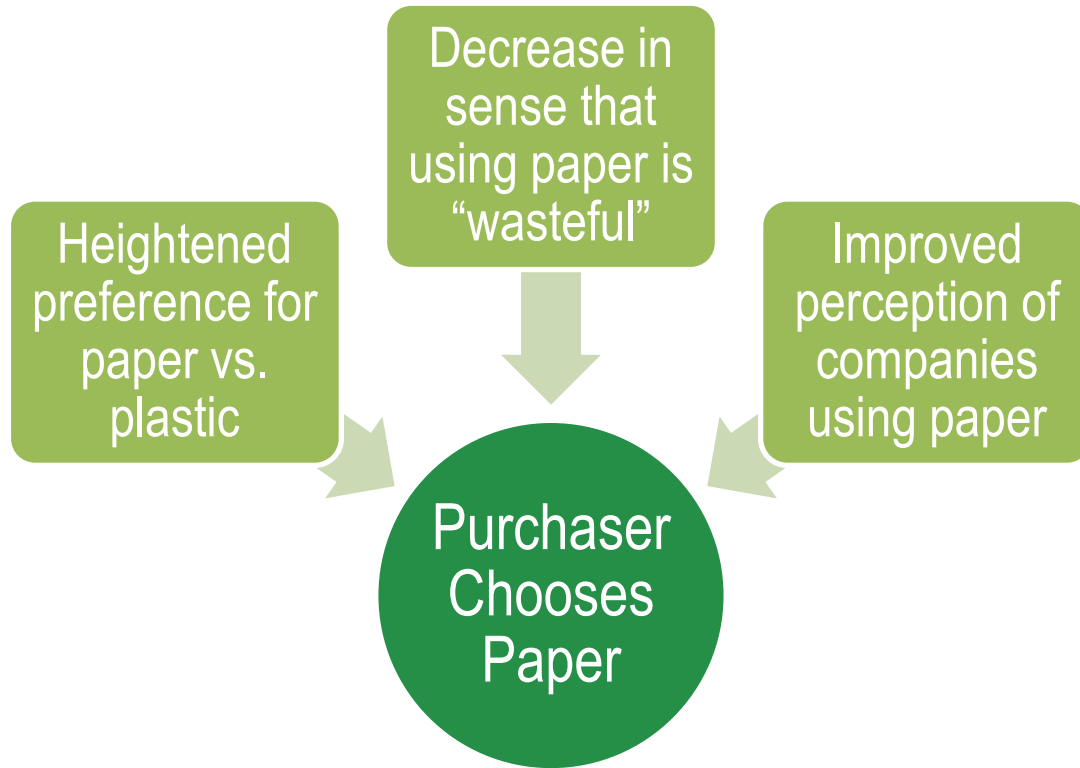
Paper mills produce nearly 2/3 of their own power by using biomass material, saving almost 280 million barrels of oil every year (equal to taking 19 million+ cars off the road annually).



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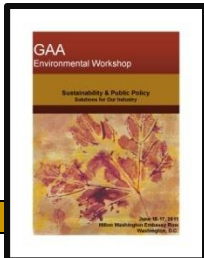
# Change Buying Habits



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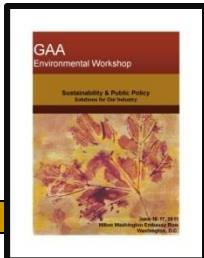
# Check-off Program

Next steps:

- Submit the proposal to USDA
- Outreach to Industry
- Public review and comment period
- Industry referendum
- Early 2012 program launch

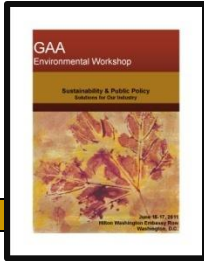
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# Paper and Printing Industry Public Policy Issues

- Economy
- EPA Regulations
- Postal Reform
- Free Trade Agreements
- Extended Producer Responsibility



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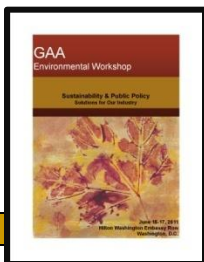




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