



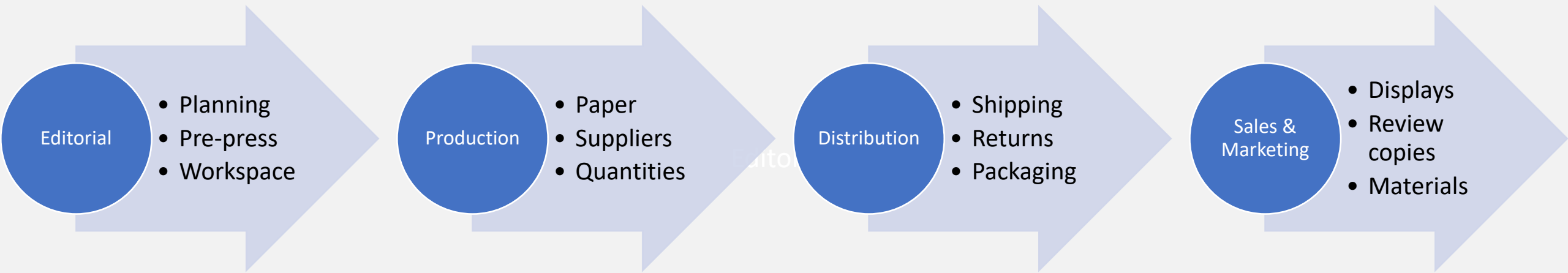
# Panel on Sustainability

**Sheri Aldis, UN ~ Emily Olson, Rolland**  
**Mark Pitts, AF&PA ~ Kathi Rowzie, Two Sides**

# SUSTAINABLE DEVELOPMENT GOALS



# Supply chain





# Becoming involved: SDG Publishers Compact

## Prioritize Sustainability

1. **Committing to the SDGs:** Stating sustainability policies and targets on our website
2. **Actively promoting and acquiring content** that advocates for themes represented by the SDGs
3. **Annually reporting on progress towards achieving SDGs**
4. **Nominating a person who will promote SDG progress**

## Raise Awareness

5. **Raising awareness and promoting the SDG's among staff**
6. **Raising awareness and promoting the SDG's among suppliers**
7. **Becoming an advocate** to customers and stakeholders

## Take action

8. **Collaborating across cities, countries and continents**
9. **Dedicating budget and other resources** towards accelerating progress
10. **Taking action on at least one SDG**



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



REDUCE GREENHOUSE GAS EMISSIONS



ADVANCE A CIRCULAR VALUE CHAIN



STRIVE FOR ZERO WORKPLACE INJURIES



DRIVE WATER STEWARDSHIP



ADVANCE MORE RESILIENT U.S. FORESTS

DIVERSITY, EQUITY & INCLUSION:  
More than Words at AF&PA



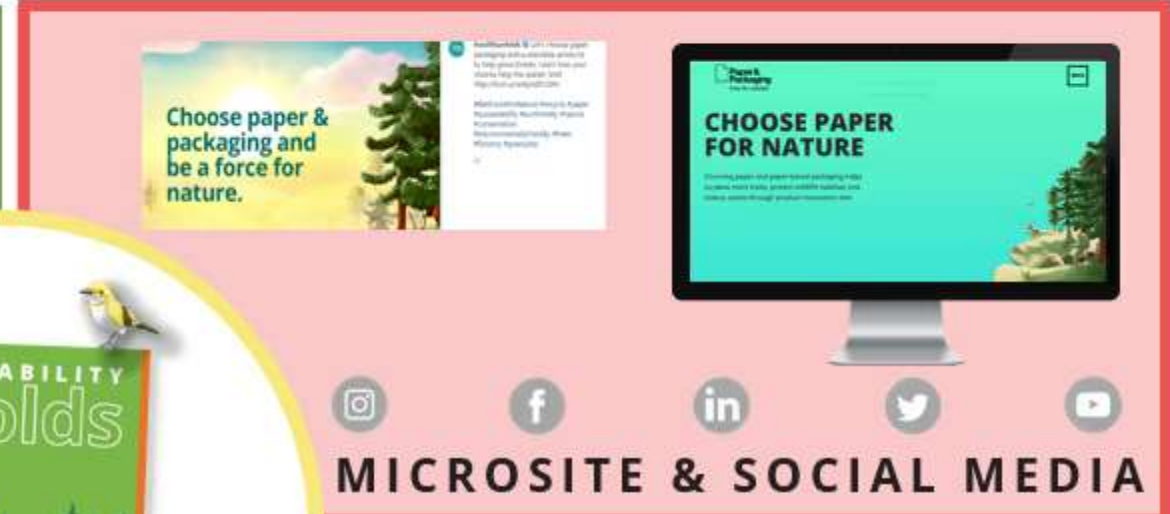
See our 2030 Goals and DE&I Statement of Principles at [afandpa.org/2030](https://afandpa.org/2030)



# An Integrated National Consumer Campaign



**ADVERTISING**



**MICROSITE & SOCIAL MEDIA**



**BOX TO NATURE**



- The Surprises of Recycling Survey
- Consumers doing their part – creating good habits.

**PUBLIC RELATIONS**





# American Forest & Paper Association

## 2021 Sustainability Award Winners



**New-Indy Ontario**  
Leadership in Sustainability – Paper  
Recovery for Recycling



**Green Bay Packaging**  
Leadership in Sustainability –  
Sustainable Forest Management



**Georgia-Pacific**  
Leadership in Sustainability –  
Energy Efficiency/Greenhouse Gas  
Reduction



**WestRock**  
Leadership in Sustainability – Paper  
Recovery for Recycling



**Sonoco**  
Innovation in Sustainability



**Essity**  
Leadership in Sustainability – Water



**Georgia-Pacific**  
Innovation in Sustainability



**WestRock**  
Leadership in Sustainability – Safety



# Two Sides is your advocate for Print and Paper

- **Global, industry-funded non-profit organization**
- **Members from across the Graphic Communications and Paper Packaging supply chain**
- **More than 600 members globally, 150 in the US and Canada**

- Paper producers and merchants
- Printers and converters
- Suppliers to pulp, paper, paper-based packaging and printing industries
- Publishers
- Environmental think tanks
- Universities
- Industry and trade associations



## MISSION:

- Promote the sustainability of print, paper and paper-based packaging
- Challenge and dispel common, unsubstantiated environmental claims about paper products

Print, Paper and  
Paper Packaging  
have a great  
environmental  
story to tell







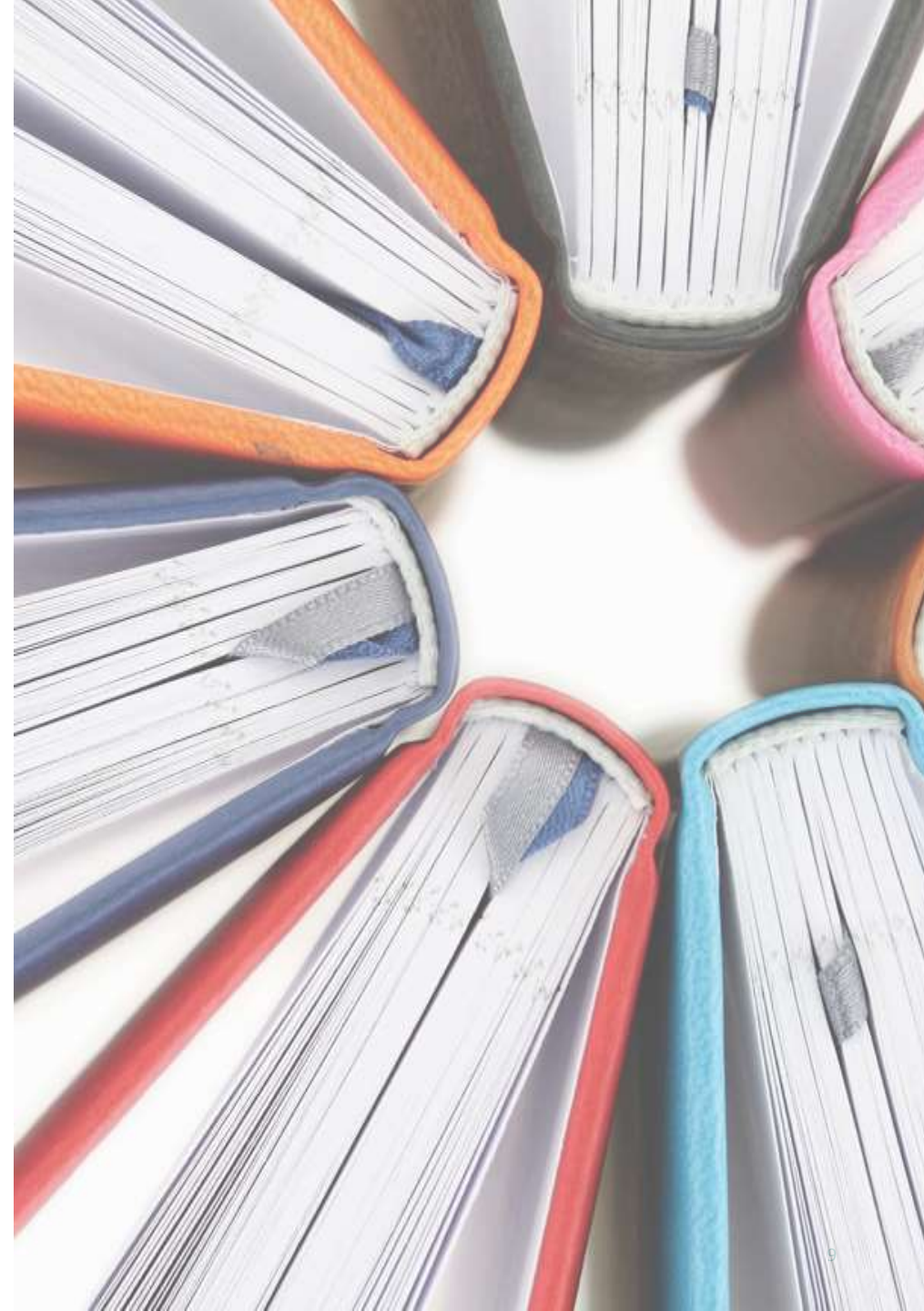
**ROLLAND**  
SUSTANA GROUP

# SUSTAINABILITY IS THE CORE VALUE OF EVERYTHING WE DO

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**Bringing paper products full circle with sustainable innovation.**

Our biogas-fueled mill, with its closed-loop water system, transforms post-consumer fiber into recycled chlorine-free quality papers and has the smallest environmental footprint of its product type in the North American industry.



# BIOGAS CLEAN ENERGY

## Responsibly Sourced Energy

By using biogas energy instead of fossil fuels, Rolland reduced its carbon dioxide emissions by:



**70,000**  
Tons Annually



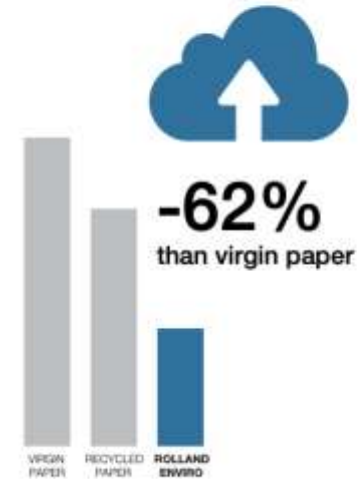
Equivalent to  
**23,400**  
Compact Cars

# LIFE CYCLE ASSESSMENT

## Transparent Supply Chain



**CLIMATE CHANGE**  
Global warming potential



**BIODIVERSITY**  
Species potentially affected by forest management

