

**AF&PA 2021  
YEAR IN REVIEW**



**American  
Forest & Paper  
Association**

**Strong. Resilient. Sustainable.**

*“Together, we have a long-standing and proven commitment to sustainability and the broader circular economy. We are leading by example and demonstrating how our leadership can reach new possibilities.”*



**HEIDI BROCK**  
PaperAge Op-Ed  
September/October  
2021

**In the last year,** the pandemic continued. And yet, this industry never wavered in its ability to demonstrate strength, resilience and resolve. This year, AF&PA was laser focused on three core areas. First, to advance a safe, nimble, diverse and effective organization. Second, to position our industry as leading manufacturers of safe, sustainable and essential materials for the circular economy. And third, to successfully achieve priority public policy outcomes. This report highlights a few remarkable examples in each area.

Our strength as an industry stems from our leadership in sustainability. We have much to celebrate as our members met or surpassed many of the *Better Practices, Better Planet 2020* sustainability goals. And we are committed to doing even more. This year, we launched *Better Practices, Better Planet 2030: Sustainable Products for a Sustainable Future*. This board-approved update to our sustainability goals, along with our industry statement of people principles on diversity, equity and inclusion, has received excellent recognition. Our decades-long commitment to sustainability has served us well in building new relationships with members of Congress and President Biden's administration.

Our association, and importantly our staff, have shown remarkable resilience throughout the pandemic. Throughout the year, our team members worked tirelessly to secure industry priorities in the bipartisan infrastructure bill, raised concerns about tax increases and environmental policies, and continued to pursue recognition of the industry's renewable biomass energy as a clean energy source.

Our member companies have continued to deliver safe, sustainable and essential products despite a range of challenges from supply chain disruption to regulatory uncertainty. Notably we see continued investment in the industry. Approximately \$5 billion in manufacturing infrastructure investments have been planned or announced by 2023 to continue the best use of recycled fiber in our products.

We look ahead to 2022 with great optimism as we welcome new members to the table and leverage new ways of working together. These added voices will make us even stronger as we continue the essential advocacy work ahead.

Thank you for your partnership!



**Heidi Brock**  
President & CEO,  
American Forest & Paper  
Association



**Michael Doss**  
President & CEO,  
Graphic Packaging  
International, LLC  
**AF&PA BOARD CHAIR**

A handwritten signature in black ink that reads "Heidi Brock".

A handwritten signature in black ink that reads "Michael P. Doss".

# Positioning Our Industry: Safe, Sustainable, Essential

AF&PA embraced new opportunities to connect with key audiences and advance the industry's policy priorities in 2021.

The organization delivered content through strategic partnerships and events, as well as being recognized for several achievements.

Throughout the year, AF&PA secured national, trade and feature coverage in publications including *The Wall Street Journal*, *The Washington Post*, *Vox Media*, *Fast Company*, *CBS News*, *Associations Now*, *Retail Dive*, *Waste 360* and *Recycling Resource*.

Our most engaging digital content shared stories of the diverse people in the paper and wood products industry. This content amplified our sustainability values, messages and impact of our manufacturing industry on local communities.



The AF&PA team celebrated its 'Power of A Award' at the ASAE Summit Awards event, pictured here with ASAE President and CEO, Michelle Mason.

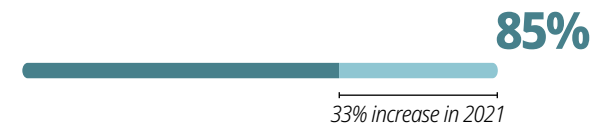
## SAFETY PROGRAM

### AF&PA Initiative to Reduce Workplace Incidents Secures Greater Member Participation



AF&PA continued to advance industry safety with a focus on identifying and preventing serious injuries and fatalities (SIFs). In 2021, 85% of AF&PA company members were enrolled in our voluntary **SIF Prevention Program**, a 33% increase from 2020. AF&PA also hosted several safety workshops and webinars, including a two-day safety workshop which focused on addressing SIFs and included staff of the United Steelworkers. We also conducted a survey of member companies to identify best practices for reducing workplace transmission of COVID-19.

#### PARTICIPATION IN SIF PREVENTION PROGRAM



# EXTENDING OUR REACH



AF&PA is constantly exploring new ways of connecting. Over the past two years, AF&PA has embraced video and digital strategies to extend our reach, amplify our messages and reinforce our values. In this interview for the *CEO Update 2021 Association Leadership Awards*, Heidi Brock underscored the importance of safety for the paper and wood products industry and for AF&PA.

## AFANDPA.ORG

### Redesigned Site Offers New Look, Seamless Member Experience



AF&PA completed two major technology projects in 2021: Implementation of a new Association Management System (AMS) and launch of a new website. These tools improve agility, collaboration and member engagement. The AMS and website are fully integrated for a seamless member experience. AF&PA's StatMill, PaperRecycles and Sustainability websites were also integrated into the new [afandpa.org](https://afandpa.org) for a cohesive brand presence. Traffic to the new website increased in the first three months following the launch with a 49% increase in page views compared to the same period in 2020.

#### Our top pages post-launch were:

History of Paper 17,661 page views

Do You Know How to Recycle the Types of Mail? 3,475

News 3,342

Packaging 3,179

Recycling 2,600

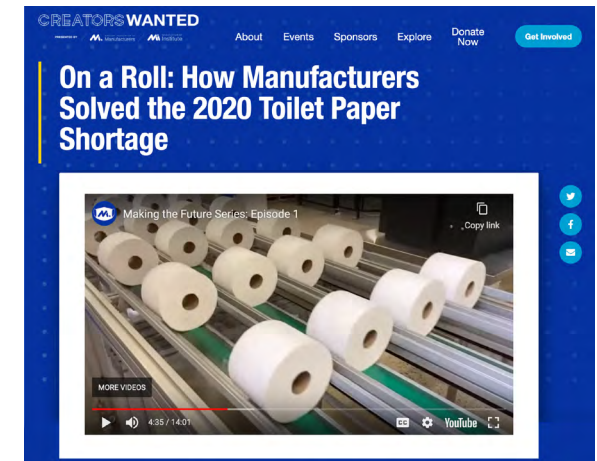
## AWARDS

### AF&PA's Covid-19 Response Recognized by Association Peers

The American Forest & Paper Association received a 2021 "Power of A" Silver Award from the American Society of Association Executives. The award recognized AF&PA's rapid-response advocacy and communications work during the onset of the COVID-19 pandemic. AF&PA's strategic communications was also recognized among the 2021 North American SABRE Awards. AF&PA was one of four associations selected as finalists from more than 2,000 entries.

## STRATEGIC PARTNERSHIPS

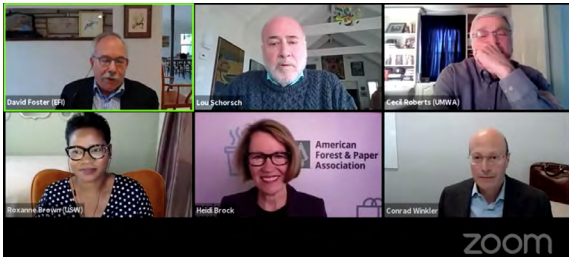
### Manufacturers' Group Highlights Industry Response to TP Shortage



AF&PA and its members were prominently featured in the inaugural episode of the **National Association of Manufacturers'** "Creators Wanted" video series. Heidi Brock spoke to the resilience and strength of our industry in meeting demands for tissue in 2020.

## EARTH WEEK

### Sustainable Manufacturing Shines at Earth Week Event



AF&PA participated in an Earth Week Forum hosted by The Labor Energy Partnership to discuss a range of issues surrounding, **“Accelerating the Energy Transition: Infrastructure, Jobs and Equity.”** The conversation included remarks by U.S. Secretary of Energy Jennifer Granholm and Senators Cory Booker (D-NJ) and Joe Manchin (D-WV). Heidi Brock joined a panel with Roxanne Brown, Vice President of the United Steelworkers International; Lou Schorsch, retired CEO, ArcelorMittal Steel Americas; and Conrad Winkler, President and CEO of Ardagh Glass North America. Energy Futures Initiative’s David Foster moderated the discussion.

## GIVING BACK

### AF&PA Staff Honor Veterans at Wreaths Across America Event

People are the heart of the paper and wood products industry. Our association and our member companies take time to give back to their communities and their people. AF&PA participated in **Wreaths Across America** with International Paper to carry out the mission to ‘Remember, Honor and Teach’ about the service and sacrifice of our veterans, and their families.

## NAM CONFERENCE

### Summer Conference Brought Manufacturing Leaders Together



Heidi Brock attended the National Association of Manufacturers’ **Council of Manufacturing Associations Summer Leadership Conference and Board Meeting** in Colorado Springs. The hybrid meeting invited CMA board members to discuss with NAM President and CEO Jay Timmons and the NAM staff how best to advance vaccine acceptance, as well as position manufacturers for success in achieving policy priorities, including the bipartisan infrastructure framework. In addition, Brock had the opportunity to update colleagues on more specific recycling and sustainability issues in the paper and wood products industry.



# EXTENDING OUR REACH



Heidi Brock concluded her term on the **American Society of Association Executives Board of Directors**. She served on ASAE’s board from 2018–2021 under the leadership of ASAE Presidents and CEOs John H. Graham IV, FASAE, CAE and Susan Robertson, CAE. She was recognized for her service and leadership at the August board meeting by ASAE Board Chair, Stephen Caldeira, president and CEO of the Household & Commercial Products Association.

# Leading Manufacturers for the Circular Economy

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,

responsible manufacturing practices enable our industry to do more with less.

Innovative product design helps reduce waste and ensure more paper and wood products are reused and accepted for recycling. And investments in recycling infrastructure allow us to recover more paper to make new products.

## DESIGN FOR RECYCLING New Tool Helps Packaging Designers Enhance Recyclability

AF&PA released its *Design Guidance for Recyclability of Paper-based Packaging*. This tool helps packaging manufacturers, designers and brands create and manufacture packaging that meets their recyclability goals. Multiple stakeholders including manufacturers, NGOs and consumer product brands were involved in the development of this resource. The Guidance received favorable coverage in the media including a feature piece in *FastCompany*. The Guidance has been downloaded more than 1,000 times from [afandpa.org](http://afandpa.org).

## ADVOCACY Senate Testimony Highlights Industry's Circularity Leadership



AF&PA's Executive Director for Recovered Fiber, Brian Hawkinson, testified before the **U.S. Senate Committee on Environment and Public Works**. Hawkinson was one of only four witnesses invited to speak at a hearing on "The Circular Economy as a Concept for Creating a More Sustainable Future." His testimony focused on the success of paper recycling and the industry's excellent paper recycling rates. He also advocated for pizza box recycling.



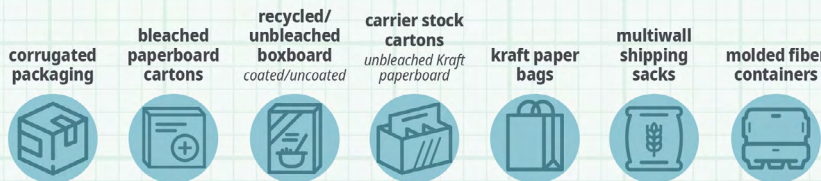
AF&PA's *Design Guidance for Recyclability of Paper-based Packaging* helps designers identify how various packaging components might affect the recyclability of the finished product

## ease of recyclability *inks, dyes, adhesives, tapes & labels*

● This non-fiber element does not adversely impact the recyclability of this item in mills.

● 33% or more of respondents rated this non-fiber element as a challenge in mills. Being a challenge does not make something not recyclable.

○ This non-fiber element is typically not found on this product.



### inks & dyes

water-based inks	●	●	●	●	●	●	●
water soluble dyes	●	●	●	●	●	●	●
UV EB inks	●	●	●	●	●	●	●

### adhesives

water soluble adhesives	●	●	●	●	●	●	●
hot melt adhesives	●	●	●	●	●	●	○

### tapes & labels

paper tape	●	○	○	○	○	○	○
polymer tape	●	○	○	○	○	○	○
pressure sensitive labels	●	○	○	○	○	○	○

< back | table of contents | next >

# EXTENDING OUR REACH



Recycling content continues to be among our top performing messages on social media and on our website. Our audiences want to understand how to recycle correctly. We're meeting that need through new Recycling Q&As to help answer common questions and a video to explain how recycling works.

## NATIONAL FOREST PRODUCTS WEEK National Campaign Amplifies Sustainable Product Messages

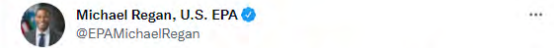


AF&PA celebrated **National Forest Products Week** by sharing stories about our diverse and essential workforce who make the products we rely on every day. Bi-partisan highlights include:

- Joint statement issued by Ranking Members Sen. John Boozman (R-AR) and Rep. Bruce Westerman (R-AR) citing AF&PA
- Video statement released by Working Forest Caucus Co-Chair Rep. Sanford Bishop (D-GA) citing AF&PA
- AF&PA social posts shared by Rep. Kurt Schrader (D-OR) and *Fastmarkets RISI* reporter Megan Workman
- 5 Members of Congress and 4 other government officials engaged with campaign hashtags



# EXTENDING OUR REACH



In honor of [#AmericaRecyclesDay](#), I'm challenging my followers to join me in recycling more and recycling right.

Want to learn some tips on what you can and can't recycle? Check out the video and then share your own [#RecycleRelay](#) video on how you recycle right. 🌱👍



Happy America Recycles Day!  
Share your own [#RecycleRelay](#) video on how you recycle right. 🌱

10:31 AM · Nov 15, 2021 · Twitter Media Studio

**U.S. EPA Administrator Michael Regan amplified AF&PA's messaging on pizza box recyclability in this tweet on America Recycles Day.**



*5 tips for how to wrap presents and create less waste*

 *The Washington Post*

*Boozman, Westerman highlight Arkansas timber industry during National Forest Products Week*

 *Southwest Arkansas Today*

*Do's and don'ts of post-Christmas recycling*

 Sinclair Broadcast Group

*Online shopping has shifted recycling responsibilities to consumers*

 Vox Media's *The Verge*

# AF&PA MESSAGES MAKE HEADLINES

*One thing COVID-19 has changed: Our relationship with paper*

 "The Debrief with Major Garrett" podcast

*These new guidelines help designer create better packaging*

 *FastCompany*

*California governor vetoes tropical deforestation bill*

 The Associated Press

# Achieving Successful Public Policy Outcomes

AF&PA supports policies that help our industry grow, create jobs, and foster global market competition so we can continue to provide our essential, sustainable products.

In 2021, our policy priorities focused on safety, sustainability, the industry's renewable bioenergy, continued success for paper recycling and transportation infrastructure.

Our engagement with the Administration and Congress, and support from allied industry and academics, resulted in significant progress across a broad set of issues.



AF&PA's digital campaign was instrumental in turning back extended producer responsibility efforts in New York State.

## BIDEN ADMINISTRATION Proactive Outreach Reinforces Industry's Strengths

AF&PA member CEOs and senior executives met virtually with **Gina McCarthy**, White House National Climate Advisor; **David Hayes**, Special Assistant to the President for Climate Policy; and **Stephene Harding**, Senior Director for Lands, CEQ. We delivered a state of the industry brief, reinforcing our position as a leader in sustainability. And we continued to make the case for the carbon benefits of our bioenergy as a foundation for collaborating on long-term solutions.

## PROCUREMENT Collaboration Yields CA Veto



California **Governor Gavin Newsom** exercised his veto power to thwart the **California Deforestation-Free Procurement Act**. This bill would have created duplicative reporting requirements and adversely affected industry supply chains and paper recycling. This extraordinary outcome was the result of AF&PA's state team leadership in California and the exceptional efforts of our members, labor representatives, allied organizations and partnership with the Forest Products Association of Canada. Similar legislation was defeated in New York, and federal legislation has increased potential for positive amendments.

## INFRASTRUCTURE

### Advancing Industry Priorities on Multiple Fronts in Infrastructure Legislation

AF&PA team members worked tirelessly to secure industry priorities in the **Infrastructure Investment and Jobs Act** including:

- **Transportation:** Reforms that emphasize safety, efficiency and workforce development.
- **Energy Infrastructure:** Investment in clean energy transmission to connect renewable energy resources to consumers and improve grid resilience and reliability.
- **Waste Management/Recycling Infrastructure:** The RECYCLE Act, which authorizes a new grant program at the Environmental Protection Agency, providing recycling education to consumers.

## RENEWABLE ENERGY

### More Wins than Losses in Federal, State Activities on Renewable Energy

AF&PA advocated strongly for recognition of the industry's renewable bioenergy in federal legislation, including the **CLEAN Future Act** and **Clean Energy Payment Program**, and state policies. AF&PA's efforts helped deter negative action in appropriations legislation.

There were some setbacks: After eight years of advocating to maintain its eligibility, black liquor was disqualified from the Renewable Portfolio Standard in Maryland. However, AF&PA was successful in keeping eligibility for wood waste and pushed for delayed enactment.

# EXTENDING OUR REACH



**AF&PA's testimony before the Senate Committee on Environment and Public Works led to this tweet with Ranking Member Shelley Moore Capito (R-WV) from the committee's account, confirming the recyclability of pizza boxes.**

## EXTENDED PRODUCER RESPONSIBILITY Digital Toolbox Aids NY Win

The graphic features the American Forest & Paper Association logo in the top right corner. The main text reads 'EPR is not a solution for the paper industry.' To the right is an illustration of a blue recycling bin with a white recycling symbol and the word 'PAPER' on it. A document with the number 'S.1185C/A.5801' is shown coming out of the bin. At the bottom left is a green button that says 'Learn Why'.

AF&PA engaged on several federal and state issues regarding extended producer responsibility and increased use of digital tools. Our digital work in New York **exceeded every benchmark**, serving more than 687,000 impressions and nearly 10,000 clicks to our landing page. Ultimately, the legislation was defeated. EPR bills did pass in Maine and Oregon. AF&PA submitted letters to Governors in key states.

## PFAS

### Positively Shaping Legislation on Paper Packaging

**Per- and polyfluoroalkyl substances (PFAS)** and how to regulate them was top of mind in 2021. Legislation limiting PFAS in food packaging continues to be commonplace across the U.S., with California as the latest to ban food packaging containing intentionally added PFAS by 2023. AF&PA was successful in positively shaping legislation at the state and federal levels.

ADVOCACY DAY 2021

# Industry Leaders Strengthen AF&PA Advocacy

AF&PA's 2021 Advocacy Day brought together industry leaders to speak with one voice on our priority issues and announce the launch of *Better Practices, Better Planet 2030*. Together with 15 member executives at 10 meetings with Administration, Senate and House officials, we discussed our recycling success story, extended producer responsibility, production and use of renewable bioenergy, and infrastructure priorities.



## USPS Bipartisan Push for Postal Reform



AF&PA joined other postal stakeholders urging Congress to focus on passing the bipartisan **Postal Service Reform Act of 2021**. The legislation would improve the Postal Service's financial position and ensure consistent delivery for mail recipients. The legislation has strong bipartisan support and many postal stakeholders back the bill.

## EMERGING ISSUES AF&PA Engages Early for Long-Term Success

AF&PA engaged on a variety of new and emerging issues including working to preserve the definition of recycling in a number of advanced recycling bills across the country and advocating for sustainable forest management in carbon market policy.

AF&PA worked with coalitions, the National Council for Air and Stream Improvement and consultants on air emissions research, a risk-based tool related to the beneficial use of mill residuals, and comments and other information on air emissions, water issues and climate/biomass issues.

In the climate policy space, AF&PA worked with Congressional champions to support language that would recognize the carbon-beneficial bioenergy produced by our industry if federal clean energy standard legislation were to move forward.

# EXTENDING OUR REACH



JOHN AF&PA ABOUT OUR MEMBERS MY DASHBOARD LOG IN

PRIORITIES NEWS STATISTICS & RESOURCES PAPER & WOOD PRODUCTS GET INVOLVED

DECEMBER 20, 2021 | PRESS RELEASE

## AF&PA Supports U.S. Department of Commerce's Final Determinations in Circumvention Inquiries on Uncoated Paper

CONTACT: Tim Eber  
(202) 462-2426, [com@afandpa.org](mailto:com@afandpa.org)

WASHINGTON – The American Forest & Paper Association (AF&PA) President and CEO Heidi Brock issued the following statement supporting final determinations issued by the U.S. Department of Commerce in response to petitions filed by U.S. manufacturers and the United Steelworkers. The U.S. Department of Commerce found that certain uncoated paper rolls from Brazil, China and Indonesia are circumventing antidumping duty orders and that imports of certain uncoated paper rolls from China and Indonesia are circumventing countervailing duty orders.

"AF&PA supports the U.S. Department of Commerce in its final determinations involving Brazil, China and Indonesia. These final determinations ensure that foreign producers do not circumvent the agreement of anti-dumping and anti-subsidy duties on uncoated free sheet paper in place since 2014 by importing rolls into the U.S. that are then converted into sheet form.

"The federal government has used a transparent and impartial process to enforce free and fair trade laws. The U.S. paper industry also operates in a highly competitive global market. Government enforcement of domestic and international trade rules is important to safeguard the health of the U.S. paper industry and for markets to function properly.

"The forest products industry is critical to our nation's economic success. This is an industry that accounts for approximately four percent of the total U.S. manufacturing

**AF&PA maintains visibility on key priorities by regularly issuing press statements, which can be found at [afandpa.org/news](https://afandpa.org/news).**

# Fostering Engaged Advocacy and Informed Policymaking

AF&PA is the go-to source on issues and up-to-date information about the industry. We work to ensure the paper and wood products industry continues to grow and policymakers understand our issues.

Grassroots advocates from across the industry help us build meaningful relationships with policymakers and tell our industry's sustainability story. In 2021, we continued to connect with members of Congress and the Administration through both in-person and virtual meetings.

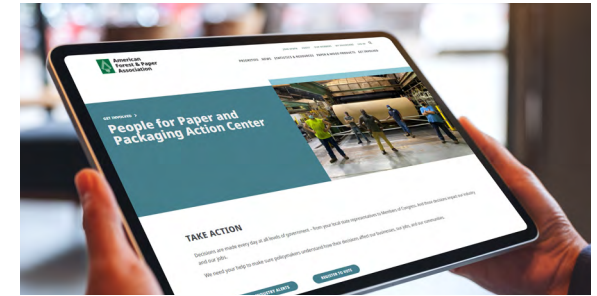
We partnered with allies like the Pulp and Paperworkers' Resource Council and United Steelworkers to share fact-based data and highlight the impact our industry has on communities across the United States.



AF&PA joined the Pulp and Paperworkers' Resource Council for its annual Capitol Hill "fly-in" in February. Members met virtually with 43 members of Congress and Administration officials to engage on key legislative and regulatory issues. AF&PA promoted its *Better Practices, Better Planet* sustainability program and discussed the importance of the forest products manufacturing industry to communities across the U.S.

## GRASSROOTS

### AF&PA Grassroots Initiative Gets New Name, Online Action Center



**People for Paper & Packaging** is the new name for AF&PA's grassroots initiative. Our updated website includes an action center and a place for advocates to sign up for grassroots alerts. Volunteers can also **join by texting "paper" to 50457**.

In addition, we have an Election Center to help paper and wood products industry employees register to vote and learn about their candidates. AF&PA also partnered with **Employee Voter Registration Week** to share resources and advocacy materials with members.

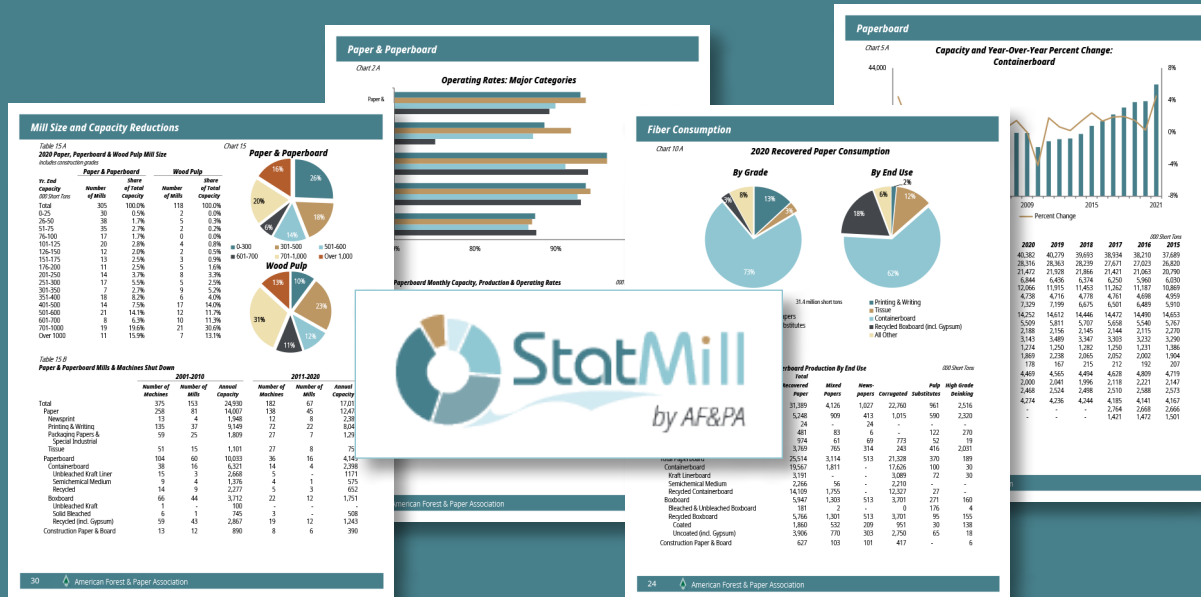
## PULP & PAPER COLLABORATION

### Panel Discussion Spotlights Women in the Industry

Heidi Brock joined Leann Foster, Vice President of United Steelworkers International for an engaging **virtual town hall** event. Brock and Foster moderated a panel, "Women in the Paper Industry," featuring local leaders who shared stories about why and how they got involved in the paper sector. The group discussed how important paper sector jobs are and ideas for recruiting more women to join the industry.

INDUSTRY STATISTICS

# Rigorous, Reliable Statistics Provide the Foundation for Sound Policy



# EXTENDING OUR REACH

Nearly 89% of cardboard boxes are recycled in the U.S.

Get the Facts

AF&PA public policy and advocacy efforts are driven by facts. Statistics and data are the foundation of our work. AF&PA's StatMill™ is a resource that provides members with access to timely statistical reports and analysis.

To increase member engagement, AF&PA integrated StatMill with our Industry Affairs department, under the leadership of Vice President of Industry Affairs Terry Webber. Our StatMill website was also combined with our newly redesigned afandpa.org for a seamless member experience.

In 2021, national media used AF&PA data to show how U.S. producers were responding

to consumer demand for essential products from our industry. When supply chain and shipping issues left many Americans concerned about common household products, our industry responded with data demonstrating that the U.S. paper industry and recycling remained resilient and strong during the pandemic.

**60** 2021 StatMill Reports **2,817** Downloads

PAPER & PACKAGING CAUCUS

# Bi-Partisan Caucus Provides Key Hill Audience

The Paper and Packaging Caucus informs members of Congress about the value of the paper and packaging industry in their states and districts and promotes policy solutions needed for this important sector. There are currently 63 members, led by Senators Debbie Stabenow (D-MI) and John Boozman (R-AR) in the Senate and Representatives Kurt Schrader (D-OR) and Tom Rice (R-SC) in the House of Representatives.

## SENATORS

Tammy Baldwin D-WI  
 Marsha Blackburn R-TN  
 John Boozman R-AR  
 Shelley Moore Capito R-WV  
 Susan Collins R-ME  
 Tom Cotton R-AR  
 Cindy Hyde-Smith R-MS  
 Angus King I-ME  
 Amy Klobuchar D-MN  
 James Risch R-ID  
 Tina Smith D-MN  
 Debbie Stabenow D-MI  
 Roger Wicker R-MS

Lou Correa D-CA-46  
 Peter DeFazio D-OR-4  
 Chuck Fleischmann R-TN-3  
 Mike Gallagher R-WI-8  
 Jared Golden D-ME-2  
 Paul Gosar R-AZ-4  
 Morgan Griffith R-VA-9  
 Glenn Grothman R-WI-6  
 Brett Guthrie R-KY-2  
 Jamie Herrera Beutler R-WA-3  
 Jody Hice R-GA-10  
 French Hill R-AR-2  
 Richard Hudson R-NC-8  
 John Joyce R-PA-13  
 Mike Kelly R-PA-16  
 Derek Kilmer D-WA-6  
 Ron Kind D-WI-3  
 Ann Kuster D-NH-2  
 Bob Latta R-OH-5  
 David McKinley R-WV-1  
 Daniel Meuser R-PA-9  
 Markwayne Mullin R-OK-2  
 Greg Murphy R-NC-3  
 Richard Neal D-MA-1

Ralph Norman R-SC-5  
 Scott Perry R-PA-4  
 Mark Pocan D-WI-2  
 Guy Reschenthaler R-PA-14  
 Tom Rice R-SC-7  
 David Rouzer R-NC-7  
 John Rutherford R-FL-4  
 Kurt Schrader D-OR-5  
 Austin Scott R-GA-8  
 Jason Smith R-MO-8  
 Pete Stauber R-MN-8  
 Elise Stefanik R-NY-21  
 Glenn Thompson R-PA-5  
 Mike Turner R-OH-10  
 Jackie Walorski R-IN-2  
 Bruce Westerman R-AR-4  
 Rob Wittman R-VA-1  
 Don Young R-AK-AL

## REPRESENTATIVES

Rick Allen R-GA-12  
 Brian Babin R-TX-36  
 Jim Baird R-IN-4  
 Sanford Bishop D-GA-2  
 Mo Brooks R-AL-5  
 Julia Brownley D-CA-26  
 Cheri Bustos D-IL-17  
 Buddy Carter R-GA-1



# EXTENDING OUR REACH

AF&PA *Delivered*



[afandpa.org](http://afandpa.org)

December 2, 2021



P&G's Native American Network at a team event

## Restoring Land and Relationships with the Shoshone Tribe

Our industry is filled with a diverse range of individuals with history and stories to share. We caught up with AF&PA member Procter & Gamble to hear how their colleagues are sharing the stories of the [Northwestern Bank Shoshone Tribes in Utah and Idaho](#). Through P&G's Native American Network, their team is assisting with building an interpretive center and restoring the land with native plants.

What else are AF&PA members up to? [Read our recent Update in Briefs.](#)

AF&PA's newsletter, *AF&PA Delivered*, keeps the industry informed about what's happening inside and outside the Beltway. To stay in the know, sign up at [afandpa.org/news](http://afandpa.org/news).

## AF&PA PAC

# PAC Governance Reforms Ensure Alignment with Industry Values

Through our political action committee, AF&PA builds relationships with allies who understand and support the policies that matter to our industry. In 2021, AF&PA joined industry peers in pausing PAC contributions in the wake of events that took place at the Capitol on January 6. We took time to reevaluate AF&PA PAC governance to ensure contributions reflected **the voice and values of the industry.**

The AF&PA Board approved a number of governance reforms to strengthen the PAC, grow engagement and increase transparency. Among the changes, AF&PA established a new PAC Board that includes representatives from company members with and without PACs as well as AF&PA leadership and staff.

The PAC Board will guide AF&PA PAC contributions, share ideas, oversee



operations, serve as ambassadors and report regularly to our AF&PA PAC Co-Chairs, who in 2021 included Howard Coker, President & CEO of Sonoco, and Mark Sutton, Chairman and CEO of International Paper.

# \$103,000

*Raised for AF&PA PAC in 2021*

# \$25,000

*Disbursed to federal candidates in 2021\**

*\*AF&PA PAC disbursements were paused from January through October 18, 2021*



# Leaders in Sustainability

Nearly a decade ago, AF&PA was among the first manufacturing industries to adopt a comprehensive, quantifiable set of sustainability goals.

Helping achieve our *Better Practices, Better Planet 2020* initiative is a condition of membership and demonstrates our members' sustainability commitment. As our first sustainability initiative concluded, AF&PA launched new goals: *Better Practices, Better Planet 2030: Sustainable Products for a Sustainable Future* to continue advancements and innovations in sustainability.

AF&PA established five quantifiable sustainability goals for the industry to meet by 2030:

- **Reduce Greenhouse Gas Emissions:** Reduce total Scope 1 and 2 GHG emissions intensity by 50% by 2030 from a 2005 baseline and establish a goal by 2025 for relevant Scope 3 emissions.

- **Advance a Circular Value Chain:** Meet evolving customer and consumer needs while improving the sustainability of the industry's products.
- **Strive for Zero Injuries:** Recommit to the aspirational goal of zero injuries and emphasize continual progress on reducing serious injuries and fatalities.
- **Drive Water Stewardship Throughout Manufacturing Operations:** Develop and deploy industry-specific tools and best practices to promote water stewardship within a local context.
- **Advance More Resilient U.S. Forests:** Enhance the diverse values provided by U.S. forests such as water, carbon, biodiversity, recreation and forest products, and continue the commitment to procure wood fiber through certified sourcing.

See our complete goals and how we plan to achieve them at [afandpa.org/2030](http://afandpa.org/2030).

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

## Most Sustainability Goals for 2020 Met or Exceeded

### WORKER SAFETY



**30% improvement**

in recordable incidence rate (between 2006 and 2020) *GOAL SURPASSED*

### GREENHOUSE GAS REDUCTION



**24.1% decrease**

in GHG emissions *GOAL SURPASSED*

### ENERGY EFFICIENCY



**13.3% decrease**

in purchased energy *GOAL SURPASSED*

### SUSTAINABLE FOREST MANAGEMENT



**12.2 percentage point increase**

in fiber procured from certified fiber sourcing programs *GOAL ACHIEVED*

**4.1 percentage point increase**

in wood fiber procured from certified forestlands *GOAL ACHIEVED*

### WATER USE



**8.3% reduction**

in pulp and paper mill water use *PROGRESS ACHIEVED*

### PAPER RECOVERY FOR RECYCLING



**14.2 percentage point increase**

in paper recycling rate *PROGRESS ACHIEVED*

\* Reflects data from 2020 and members' achievements from the 2005 baseline, except where noted. Visit [afandpa.org](http://afandpa.org) to see our full Achievements Summary.

## BPBP2030

### Communications Blitz Supports New Goals Launch

AF&PA launched *Better Practices, Better Planet 2030: Sustainable Products for a Sustainable Future*. Our communication strategy included a four-prong approach that:

- Generated awareness with more than **1 million impressions**
- Secured coverage in key media outlets including a **first-look exclusive** in *Politico's Morning Energy Newsletter* and *Morning Sustainability Preview*
- Exceeded benchmarks** for our paid advertising campaign with 840,000 impressions to policymakers and the EPA
- Engaged audiences with a **CEO perspective** by Michael Doss, President and CEO of Graphic Packaging and AF&PA board chair, which garnered an impressive 6% engagement rate on LinkedIn

## BLUE SKY AWARDS

### AF&PA Candidate is Finalist in International Innovation Awards

AF&PA is proud to announce that our **U.S. Blue Sky Award Winner, Udit Ringania**, ranked among the top three international finalists for the International Council of Forest and Paper Associations (ICFPA) 2021 Blue Sky Young Researchers and Innovation Award. Her research project, *Dewatering of Cellulose Nanomaterials Using Ultrasound*, offers promise to the industry to improve energy efficiency and sustainability in manufacturing processes. Ringania was presented with an award at the ICFPA-hosted Global CEO Roundtable and she presented her work at AF&PA's President's Forum.

## SUSTAINABILITY AWARDS

# Video Series Documents Winning Programs in AF&PA's 2021 Sustainability Awards



American Forest & Paper Association  
2021 Sustainability Award Winners

 <p>New-Indy Ontario Leadership in Sustainability – Paper Recovery for Recycling</p>	 <p>Green Bay Packaging Leadership in Sustainability – Sustainable Forest Management</p>	 <p>Georgia-Pacific Leadership in Sustainability – Energy Efficiency/Greenhouse Gas Reduction</p>	 <p>WestRock Leadership in Sustainability – Paper Recovery for Recycling</p>
 <p>Sonoco Innovation in Sustainability</p>	 <p>Essity Leadership in Sustainability – Water</p>	 <p>Georgia-Pacific Innovation in Sustainability</p>	 <p>WestRock Leadership in Sustainability – Safety</p>

AF&PA recognized six member companies for outstanding achievements in leadership and innovation in sustainability. The eight award-winning projects were highlighted through a video series featuring the company CEO and project team members.

Social media posts promoting the awards performed well, garnering more than 10,000 impressions and more than 200 engagements, including 100 post link clicks.

*“This year was a record-setting year. We received more submissions than ever before. This trend underscores the value of sustainability to our industry. Our members strive to reach new limits of possibility, and these awards give us an opportunity to shine a spotlight on industry innovation.”*

HEIDI BROCK

# Staff Excellence and Inclusion

AF&PA is committed to improving tomorrow's environment today. That starts with our people.

In 2021, AF&PA's Diversity, Equity and Inclusion Team hosted several staff discussions, including for Black History Month, Asian American and Pacific Islander Heritage Month, LGBTQ+ Pride Month and Veterans Day. AF&PA also featured numerous stories from diverse faces at member companies. These blog posts were among our highest engaged content in 2021, underscoring the importance of getting to know our industry on a more personal level. **Check out the series at [afandpa.org/news](https://afandpa.org/news).**

*"Our Association recognizes that our strength stems from people. We will continue to foster and promote a diverse, equitable and inclusive workforce by uniting people from different backgrounds, experiences and perspectives.... By advocating and working to remove barriers, we foster an inclusive environment, enabling people to contribute and achieve their fullest potential."*

from the AF&PA Industry Statement of Principles for Diversity, Equity and Inclusion

## COVID-19

### Ensuring a Safe Return to Work

AF&PA has continued to model safety during the COVID-19 pandemic. **Strong protocols** were established to protect staff as we returned to increased office presence. AF&PA had zero workplace transmission in 2021 and 96% of AF&PA staff is vaccinated.

0

Cases of Workplace Transmission

96%

Staff Vaccination Rate

## RECOGNITION

### Holst Earns HR Award



AF&PA's Director of Human Resources, **Stacey Holst** was recognized for outstanding leadership as one of DCA Live's 2021 HR Leaders of the Year. Holst joined AF&PA in 2013 and has since brought in a diverse and variety of talent to AF&PA's team.

## ADVANCEMENT

### Staff Promotions and New Hires Solidify the AF&PA Team



Clockwise from top left: Elizabeth VanDersarl, Terry Webber, Eric Steiner and Lindsay Murphy

AF&PA announced the promotions of **Elizabeth VanDersarl** to Vice President for Strategy & Operations (formerly Interim Vice President for Government & Industry Affairs); **Lindsay Murphy** to Vice President of Strategic Communications (formerly Executive Director, Strategic Communications); and **Terry Webber** to Vice President of Industry Affairs (formerly Executive Director, Packaging). **Eric Steiner** joined AF&PA as Vice President of Government Affairs and **Jesse Levine** joined as Senior Director of Energy and Environmental Policy.

# Membership & Financials

The American Forest & Paper Association (AF&PA) represents manufacturers of the essential paper and wood products Americans use every day. We advocate for policies that promote a strong and sustainable U.S. forest products industry.

Our association offers **companies of all sizes** a seat at the table to influence decisions and help shape the future of the industry. In 2021, AF&PA became stronger as we welcomed **six new members**:

#### COMPANY MEMBERS

Cosmo Specialty Fibers, Inc.  
Sylvamo Corporation  
Verso Corporation

#### ASSOCIATION MEMBER

Envelope Manufacturers Association

#### ASSOCIATE MEMBERS

Footprint  
Arandell Corporation

## AF&PA MEMBERSHIP:

# 117

**Companies and Associations Represented**

# 87%

**U.S. Pulp, Paper and Paperboard Capacity\***

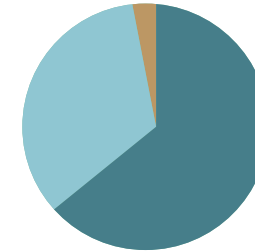
*\*Capacity based on AF&PA's 32 Company Members*

## FINANCIALS

### 2021 by the Numbers

*Provisional financial report as of January 31, 2022*

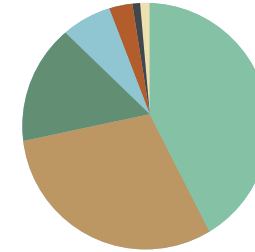
#### PROGRAM SPENDING: \$28.5 Million



- Core Programs
- Strategic Alliances\*
- Non-Core Programs\*

*\* Strategic alliances and non-core programs include voluntarily funded strategic initiatives work*

#### CORE PROGRAM COST: \$17.4 Million



- Industry-Wide Issues
- Management & General\*\*
- Packaging Sector
- Recovered Fiber Sector
- Printing-Writing Sector
- Tissue Sector
- Pulp Sector

*\*\*Offset by \$894,000 in association management income*

## CONDITION OF MEMBERSHIP

### Committed to Advancing a Safe, Sustainable Industry

As a condition of membership, AF&PA members annually commit to help the industry make progress toward achieving our *Better Practices, Better Planet* sustainability goals, and members that source wood fiber from the forest commit to comply with the association's Sustainable Procurement Principles. Members are encouraged to participate in AF&PA's voluntary program to prevent serious injuries and fatalities. And members are required to provide data and reports as requested by the AF&PA.

## AF&PA BOARD

# 2021 AF&PA Leadership\*

## OFFICERS



**CHAIR**  
**Michael Doss**  
President & CEO,  
Graphic Packaging  
International, LLC



**FIRST VICE CHAIR**  
**Christian Fischer**  
President & CEO,  
Georgia-Pacific LLC



**SECOND VICE CHAIR**  
**Brian McPheely**  
Global CEO,  
Pratt Industries, Inc.



**IMMEDIATE PAST CHAIR**  
**Mark Sutton**  
Chairman & CEO,  
International Paper

## DIRECTORS

- Craig Anneberg** CEO, North Pacific Paper Company, LLC  
**John Carpenter** President, Nippon Dynawave Packaging Company, LLC  
**R. Howard Coker** President & CEO, Sonoco Products Company  
**Regina Gray** Senior Vice President, Product Supply-Family Care, The Procter & Gamble Company  
**Michael Haws** President & CEO, Sappi North America  
**Brian Janki** President & CEO, PaperWorks Industries, Inc.  
**Mark W. Kowlzan** Chairman & CEO, Packaging Corporation of America  
**Daniel Kraft** President, International, The Kraft Group LLC  
**Remi G. Lalonde** President & CEO, Resolute Forest Products  
**F. Colin Moseley, III** Chairman, Simpson Lumber Company, LLC  
**Randy Nebel** President & CEO, Verso Corporation  
**Byron Racki** President, Beverage Merchandising, Pactiv Evergreen Inc.  
**Jean-Michel Ribieras** Chairman & CEO, Sylvamo Corporation  
**David B. Sewell** President & CEO, WestRock Company  
**Alexander Toeldte** Independent Executive Chair, Clearwater Paper Corporation  
**Peter G. Watson** President & CEO, Greif, Inc.  
**John D. Williams** President & CEO, Domtar

\*as of 1/1/2022

# EXTENDING OUR REACH



Goals are essential to improvement. As leaders in our industry, AF&PA and its members have a responsibility to ensure a future that is not just viable, but also one that is better than [the] current state.

*Michael Doss, President and CEO of Graphic Packaging International*



AF&PA's board members are a vital part of our outreach strategy. This post with Mike Doss strengthened our sustainability messages during our National Forest Products Week campaign.

# AF&PA Members

## COMPANY MEMBERS

Ahlstrom-Munksjö  
American Eagle Paper Mills  
The A. Johnson Co., LLC  
Clearwater Paper Corporation  
Cosmo Specialty Fibers, Inc.  
Domtar  
DS Smith  
Essity  
Georgia-Pacific LLC  
Graphic Packaging International, LLC  
Green Bay Packaging Inc.  
Greif, Inc.  
Hollingsworth & Vose Company  
Hood Container Corporation  
Hull-Oakes Lumber Co.  
International Paper  
Johnson Timber Corporation  
Marcal Paper Company  
Masonite Corporation  
Monadnock Paper Mills, Inc.  
New-Indy Containerboard, LLC  
Nippon Dynawave Packaging Company, LLC  
North Pacific Paper Company, LLC  
Packaging Corporation of America  
Pactiv Evergreen Inc.  
PaperWorks Industries, Inc.  
Pratt Industries, Inc.  
The Price Companies Inc.  
The Procter & Gamble Company  
Rand-Whitney  
Resolute Forest Products  
Sappi North America  
Seaman Paper Co. of Massachusetts, Inc.  
Simpson Lumber Company, LLC  
Sonoco Products Company  
Sylvamo Corporation  
TimberWest Forest Corp.  
Verso Corporation  
WestRock Company

## ASSOCIATION MEMBERS

AICC, The Independent Packaging Association  
Alabama Forestry Association  
Alabama Pulp & Paper Council  
Alaska Forest Association  
APA-The Engineered Wood Association  
Arkansas Forest & Paper Council  
Arkansas Forestry Association  
Associated Oregon Loggers, Inc.  
California Forestry Association  
Cedar Shake and Shingle Bureau  
Composite Panel Association  
Decorative Hardwoods Association  
Empire State Forest Products Association  
Envelope Manufacturers Association  
Fibre Box Association  
Florida Forestry Association  
Forest Resources Association, Inc.  
Forestry Association of South Carolina  
Georgia Forestry Association  
Idaho Women in Timber  
Intertribal Timber Council  
Louisiana Forestry Association  
Louisiana Pulp & Paper Association  
Lumbermen's Association of Texas & Louisiana  
Massachusetts Forest Alliance  
Michigan Forest Products Council  
Minnesota Forest Industries, Inc.  
Mississippi Forestry Association  
Missouri Forest Products Association  
Montana Logging Association  
Montana Women in Timber  
Montana Wood Products Association  
New Hampshire Timberland Owners Association  
North American Wholesale Lumber Association  
North Carolina Forestry Association  
Northeastern Logger's Association  
Northeastern Lumber Manufacturers Association  
Northwest Pulp & Paper Association  
The Ohio Forestry Association, Inc.  
Oregon Forest Industries Council  
Oregon Women in Timber  
Paper Receipts Converting Association  
Paper Shipping Sack Manufacturers' Association, Inc.  
Paperboard Packaging Council  
Recycled Paperboard Technical Association  
Southeastern Lumber Manufacturers Association  
Technical Association of the Pulp & Paper Industry (TAPPI)  
Tennessee Forestry Association  
Texas Forestry Association  
Virginia Forest Products Association  
Virginia Forestry Association  
Washington Forest Protection Association  
Wisconsin Paper Council  
Wood Joist Manufacturers' Association

## ASSOCIATE MEMBERS

Accenture  
Adams and Reese LLP  
ANDRITZ  
Arandell Corporation  
Canusa Paper & Packaging  
Central National Gottesman Inc.  
CR Meyer  
Dart Container Corporation  
Evergreen Fibres, Inc.  
Footprint  
The Greenbrier Companies  
Hallmark Cards, Inc.  
Iconex  
Koch Companies Public Sector, LLC  
NOVOLEX  
PricewaterhouseCoopers LLP  
ProAmpac  
Ranpak Corp.  
SNF Holding Company  
Solenis LLC  
Thompson Industrial Services, LLC  
Valmet Corporation  
Voith Paper, Inc.  
Weissenrieder & Co AB






*“We are all ambassadors for our industry and the specific sectors within it. Taking pride in the fact we are helping support a healthy planet by offering more sustainable and circular fiber-based packaging solutions should permeate every aspect of our job, and influence our interactions with colleagues, neighbors and members of our communities.”*

**MIKE DOSS**  
President & CEO,  
Graphic Packaging International, LLC  
AF&PA BOARD CHAIR



**American  
Forest & Paper  
Association**

1101 K Street, N.W., Suite 700  
Washington, D.C. 20005  
[afandpa.org](http://afandpa.org)

 @ForestandPaper @HeidiBrockAFPA  
 ForestandPaper  afandpa1  
 american-forest-&-paper-association