Vision 2020 Goals

We measure and report on 12 voluntary goals with a 2010 baseline, aimed at improving our impact on people and the planet. As we near 2020, we are on track to meet or exceed most of our targets, but we recognize that there is still work to do. To achieve our vision to be among the most successful, sustainable and responsible companies in the world, we must continue to address the needs of our changing world. We are working to identify our next generation of goals that will drive increasingly positive benefits for forests, people and the planet.

Sustaining Forests

FIBER CERTIFICATION
Vision 2020 Goal: Increase third-party certified fiber by 35%
2018 Progress:
44% increase in certified fiber volume over 2010 baseline ✓ Exceeded

RECYCLING
Vision 2020 Goal: Increase recovery of old corrugated containers (OCC) by 15% by exploring new sources and diverting usable fiber from landfills
2018 Progress:
50% increase in recovery of OCC over 2010 baseline ✓ Exceeded

Investing in People

SAFETY
Vision 2020 Goal: Injury-free workplace
2018 Progress:
35% reduction in serious safety incidents over 2010 baseline

COMMUNITY ENGAGEMENT
Vision 2020 Goal: Measure and report on our charitable support for hunger, education, health and wellness and disaster relief in our communities
2018 Progress:
more than $110 million donated to charitable organizations since 2010, including more than $21 million in 2018

Improving Our Planet

ENERGY EFFICIENCY
Vision 2020 Goal: Improve efficiency in purchased energy use by 15%
2018 Progress:
8.9% improvement in purchased energy efficiency over 2010 baseline

WATER STEWARDSHIP
Vision 2020 Goal (restated in 2016): Integrate water management into regular facility assessment and proactively engage with stakeholders in communities to address water-related issues within the watershed
2018 Progress: Formed water stewardship governance team. Continued annual water risk assessments, with 65% of mills engaging local stakeholders on water.

SUPPLY CHAIN
Vision 2020 Goal: Establish processes promoting transparency, managing risk by monitoring and identifying opportunities to collaborate with suppliers
2018 Progress: Continuous improvement in policies and procedures to manage a more responsible supplier base.

FIBER EFFICIENCY
Vision 2020 Goal: Reduce fiber lost in the manufacturing process to less than 0.75%
2018 Progress:
0.75%* fiber loss from reporting mills in 2018 ✓ Exceeded

GHG EMISSIONS
Vision 2020 Goal: Reduce greenhouse gas (GHG) emissions by 20% (direct and indirect)
2018 Progress:
21% reduction in GHG emissions over 2010 baseline ✓ Exceeded

AIR EMISSIONS
Vision 2020 Goal (restated in 2016): Reduce air emissions (PM, SO₂, NOₓ) by 30%
2018 Progress:
46% reduction in air emissions over 2010 baseline ✓ Exceeded

WATER QUALITY
Vision 2020 Goal: Reduce mill water discharges of oxygen-depleting substances to receiving streams by 15%
2018 Progress:
18% decrease in oxygen-depleting substances over 2010 baseline ✓ Exceeded

SOLID WASTE
Vision 2020 Goal: Reduce manufacturing waste to landfills by 30% and ultimately to zero
2018 Progress:
15% reduction in manufacturing waste to landfills over 2010 baseline

*Fiber loss from reporting mills in 2018 was 0.7498%