

BACKGROUND & OBJECTIVES

In 2020, International Paper (IP) and the American Bird Conservancy (ABC) formalized a multi-year partnership with the goal of integrating bird conservation and awareness into IP's value chain. The partnership's objectives aim to:

1. Develop a customer preference for IP-sourced and produced fiber-based products made from Southern US forests.
2. Increase the awareness and application of bird friendly forest management practices within IP's fiber supply chain.
3. Contribute to meaningful bird conservation at scale to help reverse population declines of forest birds.

Partnership deliverables are occurring in forested areas surrounding all IP mills located in the Southern US where IP purchases tree fiber.



PARTNERSHIP AWARDS/OUTCOMES

- Received the 2023 Leadership in Sustainability Award from The American Forest and Paper Association.
- Featured in the South Carolina Educational Television episode, [Kites in the Trees](#).
- Engaged more than 300 different forest landowners and land managers who own or oversee forest management across ~10 MM acres of privately owned Southern US forestland.
- Engaged 25+ different IP customers to build awareness of forest birds, demonstrate the value and sustainability of privately owned working forests, promote IP's responsible fiber sourcing program and convey the importance of strong markets to the future of forests and birds.
- Used Swallow-tailed Kite and Red-headed Woodpecker as ambassadors to accomplish conservation of dozens of forest bird species through research and habitat enhancements.
- Effectively communicated through a variety of media outlets including the bird friendly forest guide for forest landowners, ABC magazine, university publications, Forest Landowner Association Magazine, State Forestry Association publications, and numerous presentations to professional, university, customer, and landowner audiences.

ABOUT AMERICAN BIRD CONSERVANCY

[American Bird Conservancy](#) (ABC) takes bold action to conserve wild birds and their habitats across the Americas. Driven by a passion for birds, ABC delivers lasting results for at-risk species while benefiting human communities, biodiversity, and the planet's climate. Every effort is backed by science, strengthened through partnerships, and guided by the belief that diverse perspectives lead to stronger outcomes. Founded as a nonprofit in 1994, ABC is dedicated to protecting birds for future generations.

ABOUT INTERNATIONAL PAPER

International Paper is a global leader in sustainable packaging solutions with manufacturing operations in North America, Latin America, North Africa, and Europe. International Paper's partnership with ABC supports the sustainable management of forests to benefit wildlife and people. To learn more, visit internationalpaper.com To learn more, visit internationalpaper.com