In the big picture, our goal is to assure that the virgin wood fiber used in our pulp and paper-based products and packaging comes from sources that protect forests and respect the rights of workers and people who live in or may depend on forests for their livelihood.

For products and product packaging of our core range products made of paper or cardboard, we have set the goal to only use certified or recycled materials by the end of 2020.
For renewable materials such as the wood fiber in our packaging, our focus is on regeneration of supply, meaning that we create, or protect, an equivalent supply of the resource that we use.

Wherever possible, we use recycled paper. But when virgin paper is needed in our packaging, we require our suppliers to source it from sustainably managed forests or FSC controlled wood sources.

Barilla’s approach to responsible management of its paper and cardboard packaging is to utilise virgin fibre materials from supply chains managed in line with the FSC or PEFC standards that guarantee sustainable forest management based on environmental protection, respect for human rights and cultural traditions, and the promotion of economically sustainable forestry activities.

Beiersdorf AG

We developed our “Sustainable Paper Packaging Guideline”, which applies to all paper-based products at Beiersdorf. Through this we plan to change to sustainable paper and cardboard around the world by 2020.

CVS Health

Procure 100 percent of the paper stock we use from sustainable sources by 2020.
Campbell has set targets to source palm oil sustainably, and to work with a range of our suppliers to drive more sustainable sourcing for other ingredients and packaging to help achieve zero net deforestation by 2020.

Campbell's 2017 Corporate Social Responsibility Report

Church & Dwight Co., Inc.

Source all paper and board packaging from recycled material and/or sustainably managed forests by end of 2020.

Church & Dwight Co., Inc. 2017 Sustainability Report

Clorox Company, The

By 2020, we seek to use only recycled or certified virgin fiber.

Sustainability in Our Products and Packaging - Goals and Progress

Colgate-Palmolive Company

Purchase increasing volumes of certified or recycled pulp- and paper-based materials each year with a goal to source 100 percent by the end of 2020, using the Forest Stewardship Council and other respected certification schemes as geography and availability necessitate.

Colgate 2017 Corporate Social Responsibility Sustainability Report

Costco Wholesale

We are beginning to expand FSC certification for other wood and paper products.
Danone North America

Danone is committed to eliminating the deforestation risks of its virgin paper & board packaging supply chain by 2020. The commitment targets three concrete objectives: actively reduce the weight of paper and board packaging for each product, prefer the use of recycled fibers and, where this is not possible, prefer FSC certified virgin fibers.

Danone Packaging Policy

Diageo

We have set four sustainable packaging targets to be achieved by 2020.

- Reduce total packaging weight by 15%
- Increase recycled content to 45%
- Make 100% of our packaging recyclable or reusable
- Sustainably source all our paper and board packaging to ensure zero net deforestation.

Diageo Sustainable Packaging

Disney Consumer Products

Disney seeks to maximize the use of recycled content, FSC content and paper products processed without chlorine or chlorine compounds.

Disney's Paper Sourcing and Use Policy

Dunkin' Brands, Inc.

We are setting a goal to source 80% of our packaging (from 60% today) for our Dunkin' Donuts restaurants and Baskin-Robbins shops from Sustainable Forestry Initiative (SFI) sources by the end
Our sustainable packaging approaches include:

- **Low-impact sourcing**: Making sustainability one of the essential criteria in purchasing decisions, along with quality, price and innovation. This will ensure a “least-carbon intensive” approach throughout our supply chain.

- **Bio-sourcing**: Taking advantage of advances in bio-sourced materials, especially as replacements for oil/gas derived plastics.

- **Recycling**: Substituting some part of virgin content for recycled content.

- **Material substitution**: Using components made from less carbon-intensive materials.

- **Recyclable packaging**: Identifying opportunities to pursue recyclable primary packaging, as well as inserts.

- **Elimination**: We are identifying and striving to eliminate components within our packaging where possible.

After corrugated packaging, paper represents our most used material, so FedEx operating companies have implemented a variety of strategies to responsibly source, use and recycle paper.

In addition to purchasing our paper from certified forest programs, we are looking to reduce tree pulp consumption overall. We have already begun purchasing “tree-free” products, or those that use alternative fibers, like agricultural residues. We plan to continue researching these alternatives and others to ensure the continued reduction of our paper footprint.
General Mills has a target to source 100 percent of our fiber packaging by 2020 from recycled material or from virgin wood fiber regions that do not contribute to deforestation.

General Mills Global Responsibility 2018

We also include environmental criteria in our packaging supplier selection. We give preference to suppliers with a strong environmental performance and a commitment to source paper from responsibly managed forests.

Hewlett-Packard Enterprises Living Progress Report 2017

HP’s goal is for all HP brand paper and paper-based product packaging will be derived from certified and recycled sources by 2020, with a preference for virgin fiber from certified sources of the Forest Stewardship Council (FSC).

2017 Sustainable Impact Report

IBM established its voluntary environmental requirement for the responsible sourcing of paper- and paper/wood-based packaging in 2002. It required that the paper- and wood-based packaging directly acquired by IBM be procured from suppliers that source from sustainably managed forests, where
before August 2020, become forest positive. Continue to maintain full compliance with our forestry requirements. Promote the adoption of sustainable forestry methods beyond our needs and across the industry and contribute to ending deforestation.

By August 2020, we aim to source 100% of our wood, paper, and cardboard from more sustainable sources.

By August 2020, contributing to FSC certification of 15 million hectares of forest in priority areas – which is equivalent to more than double the total area needed to supply IKEA.

**Ikea Group Sustainability Strategy for 2020**

**Johnson & Johnson**

All new J&J products or new J&J building designs seek a preference for post-consumer recycled (PCR) content and Forestry Stewardship Council (FSC) certified materials. We also accept other national certification schemes under the framework of international forest management certification standards, such as the Programme for Endorsement of Forest Certification (PEFC).

Forest products supply chains will be confirmed to be "deforestation free" as soon as possible and no later than 2020.

**J&J Responsibility Standard – Forest-Based Materials and Products**

**Kao USA, Inc.**

We purchase only recycled paper and paper produced with considerations for sustainability for the paper and pulp used in Kao Group products, packaging materials and office paper by 2020. When using pulp other than waste pulp (virgin pulp), by 2020 we will purchase only pulp that is traceable to the source, and confirm zero deforestation at producers of wood materials through cooperation with suppliers and third-party organizations.

By 2020, Kao commits to zero deforestation at the source of wood fiber for raw materials. Kao will not contribute to development of any high conservation value (HCV) forests, high carbon stock (HCS) forests, or forests that host significant forest biodiversity.
Kellogg Company, The

Continue commitment to ensure that 100% of all timber-based packaging is either recycled or certified as sustainably sourced.

Kellogg is...supporting the Consumer Goods Forum (CGF) pledge to achieve zero net deforestation by 2020

Kimberly-Clark Corporation

2022 Goal: Innovate our tissue products to reduce their natural forest footprint by 50% while increasing our use of environmentally-preferred fibers (EPF) by 2025).

Note that EPF include FSC-certified virgin fibers, recycled fibers and sustainable alternative fibers in tissue products.

Deliver sustainable alternative fiber innovation to reduce our use of fiber sourced from natural forests.

Kroger Co., The

Increase certified virgin fiber sourcing from well-managed forests. Kroger will accept the Forest Stewardship Council (FSC), Sustainable Forest Initiative (SFI), and Programme for the Endorsement of Forest Certification (PEFC) for paperboard packaging.
Packaging boxes shall be made from pulp consisting of at least 50% of recycled paper, also packaging papers are 80% at least. In addition, LGE encourages our supplier to use FSC (Forest Stewardship Council) or PEFC (Programme for the Endorsement for Forest Certification Schemes) certified packaging papers.

**LG Green Product Strategy**

**Lowe's**

By 2020: 100% FSC certification for all wood products sourced from identified regions at risk.

By 2025: 100% of our wood products will be responsibly sourced.

**Lowe's Framing Our Future**

**Mars, Incorporated**

100 percent of pulp and paper-based packaging from certified, verified or recycled sources by the end of 2020.

**Mars Pulp and Paper Policy**

**McDonald's**

We aim to source 100% of fiber-based packaging from certified or recycled sources by 2020.

**McDonald's Packaging and Recycling**

**Microsoft**

2020 plan to minimize environmental impact of product packaging:
Microsoft Sustainable Devices and Packaging

Mondelez International

All paper-based packaging will be sustainably sourced by 2020.

Mondelēz Press Release

Nestlé USA

Our commitment on no deforestation aligns with the CGF’s goal to achieve zero net deforestation by 2020, mobilising resources through individual member company initiatives and collaborative partnerships with governments and NGOs.

Identifying Sustainability Hotspots

PepsiCo

PepsiCo is committed to doing business the right way and to realizing zero deforestation in our company-owned and -operated activities and global supply chains from direct supplier to source by 2020.

PepsiCo Forestry Stewardship Policy

Procter & Gamble

Have 100% of our paper packaging contain either recycled or third-party-certified virgin content by 2020.

P&G 2018 Citizenship Report
2020 target for all our paper & board to be sourced from certified (FSC, PEFC, PEFC Endorsed) or recycled sources

**RB - Sourcing**

**SC Johnson**

SC Johnson will source 100 percent of our pulp, paper and packaging from certified, sustainably managed sources (FSC, PEFC or other credible standards) or from recycled material by 2020. As a member of the Consumer Goods Forum, SC Johnson shares their commitment to net-zero deforestation by 2020 through the sustainable sourcing of pulp, paper, packaging and palm oil.

**Forest Conservation: SC Johnson Continues Efforts to Stop Deforestation**

**Seventh Generation**

All agricultural materials certified sustainable by a credible third party [by 2020]

**Our 2020 Goals**

**Staples**

Our long term goals are to only procure paper products that are:

- Certified under the Forest Stewardship Council (FSC) standard, or if market conditions do not support sourcing of FSC certified paper products, certified to an alternative certification standard listed in this policy;
- Made with post-consumer recycled or sustainable alternative fibers where market conditions allow, and;
- Harvested, manufactured, and distributed to minimize life-cycle environmental and social impacts.
We are committed to pursuing zero net deforestation across our supply chain.

Subway aims to source from suppliers that strive to:
- Use sustainable forest management practices in forests they own, lease, or manage to provide fiber, paper, timber, and other forest-based products.
- Leverage principles and implement sustainable agriculture practices that enable farmers to increase production on currently farmed land and minimize impacts on the surrounding area.
- Preserve biodiversity and cultural values and optimize the social, environmental, and economic benefits of managed forests.
- Ensure that this policy is implemented in such a way that supports the inclusion of smallholders in their supply chains.

Our long-term intention is that all wood, paper, paper-based packaging and wood-based fiber used in products that we purchase and sell is sourced from well-managed forests that have been credibly certified and/or are from post-consumer recycled materials. When certified or recycled materials are not available, Target will work with its suppliers to ensure they are meeting policy requirements.

Source all owned-brand, paper-based packaging from sustainably managed forests by 2022.
We will source 75% of the paper and board for our packaging from certified sustainably managed forests or from recycled material by 2015. We will reach 100% by 2020.

In 2010, together with other organisations in our industry, we committed to achieving zero net deforestation associated with four commodities (palm oil, soy, paper and board and beef) that are major causes of large-scale deforestation, no later than 2020.

Unilever Sustainable Sourcing

Verizon Wireless

90% of the paper that Verizon sources will be FSC certified by 2017.

Verizon will give purchasing preference to paper suppliers that identify the source of their products and can verify that the products do not contain fiber from ancient/endangered forests or forest types of countries that are known to be problematic.

Verizon Paper Sourcing and Use Policy

Walgreens Boots Alliance

We continue to integrate standards for traceability and sustainable sourcing across the Company. The standards we are developing for wood, pulp and paper are based on forest certification standards such as the Forest Stewardship Council (FSC), recommended as a credible certification standard by WWF.

Walgreens Boots Alliance is a signatory to the Consumer Goods Forum 2020 commitment to achieve zero net deforestation by 2020.

Walgreens Boots Alliance Corporate Social Responsibility Report 2017

Walmart

By 2020, Walmart’s goal is that private brand products made of pulp and paper will be sourced with zero net deforestation.
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