

# *Paperboard Public and Marketplace Policies*

Donna Harman

AF&PA President & CEO

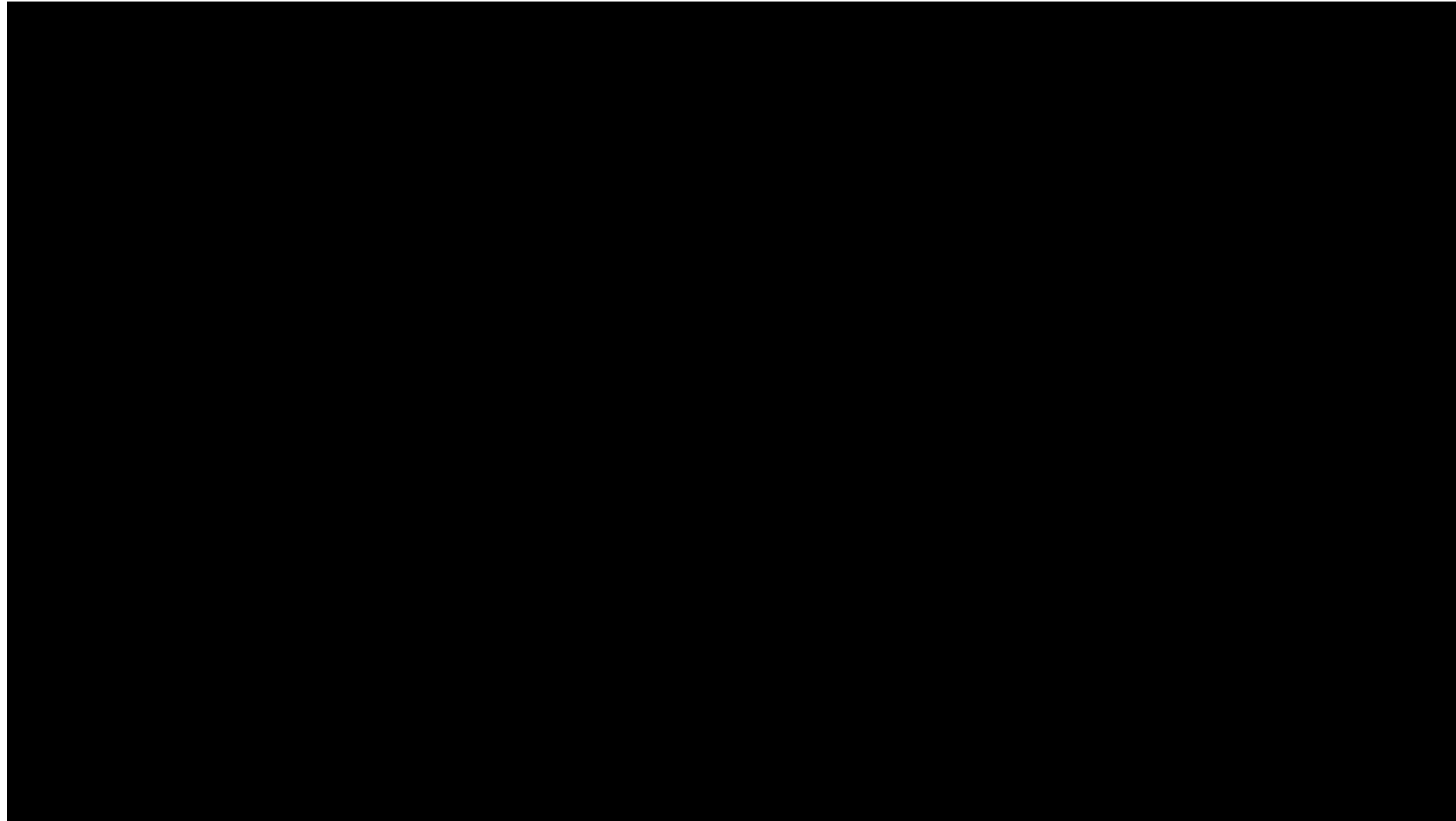
# About AF&PA



# *Federal Policies*

- Regulatory Reform
- Tax Reform
- Trade
- Transportation

# *We Are American Manufacturing Jobs*



If the video does not automatically play, [please click here to watch](#).

# *Regulatory Reform*

- Regulatory Accountability Act
- Do More Good than Harm
- Transparency
- Sound Science
- Review of Rules



# *Paper and Packaging Priorities*

- Carbon Neutrality of Biomass
- Air Permit Reform
- Systematic Change at EPA
- Cutting Red Tape for Beneficial Projects



# *Tax Reform*

- Lower Corporate Rate
- Support for Investment
- International Tax System



# Trade



## North American Free Trade Agreement (NAFTA)

# *NAFTA Opportunities*

- 45 percent of Industry Exports
- Customs Rules and Expedited Border Procedures
- Fair Competition and Strong Enforcement
- Opportunity to Lock in Zero Tariffs
- Regulatory Coherence
- Intellectual Property



# Transportation

- Safer Hauling & Infrastructure Protection (SHIP)
- Surface Transportation Board (STB)



# Paperboard Packaging Policy Trends



- Extended Producer Responsibility
- Taxes, Bans & Fees
- Content Mandates



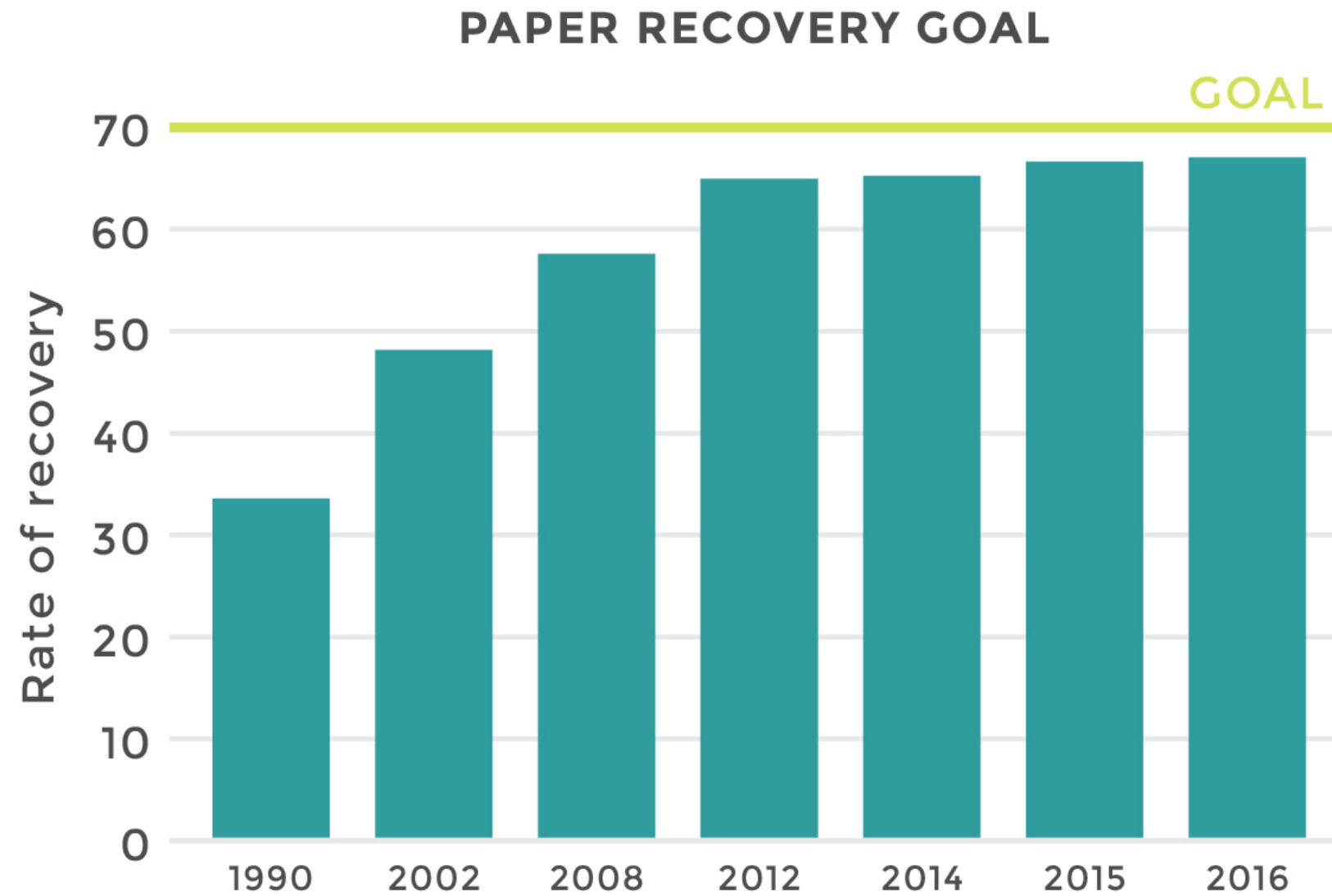
## BETTER PRACTICES BETTER PLANET 2020

Continuing AF&PA's Commitment to Sustainability

# Sustainability Progress

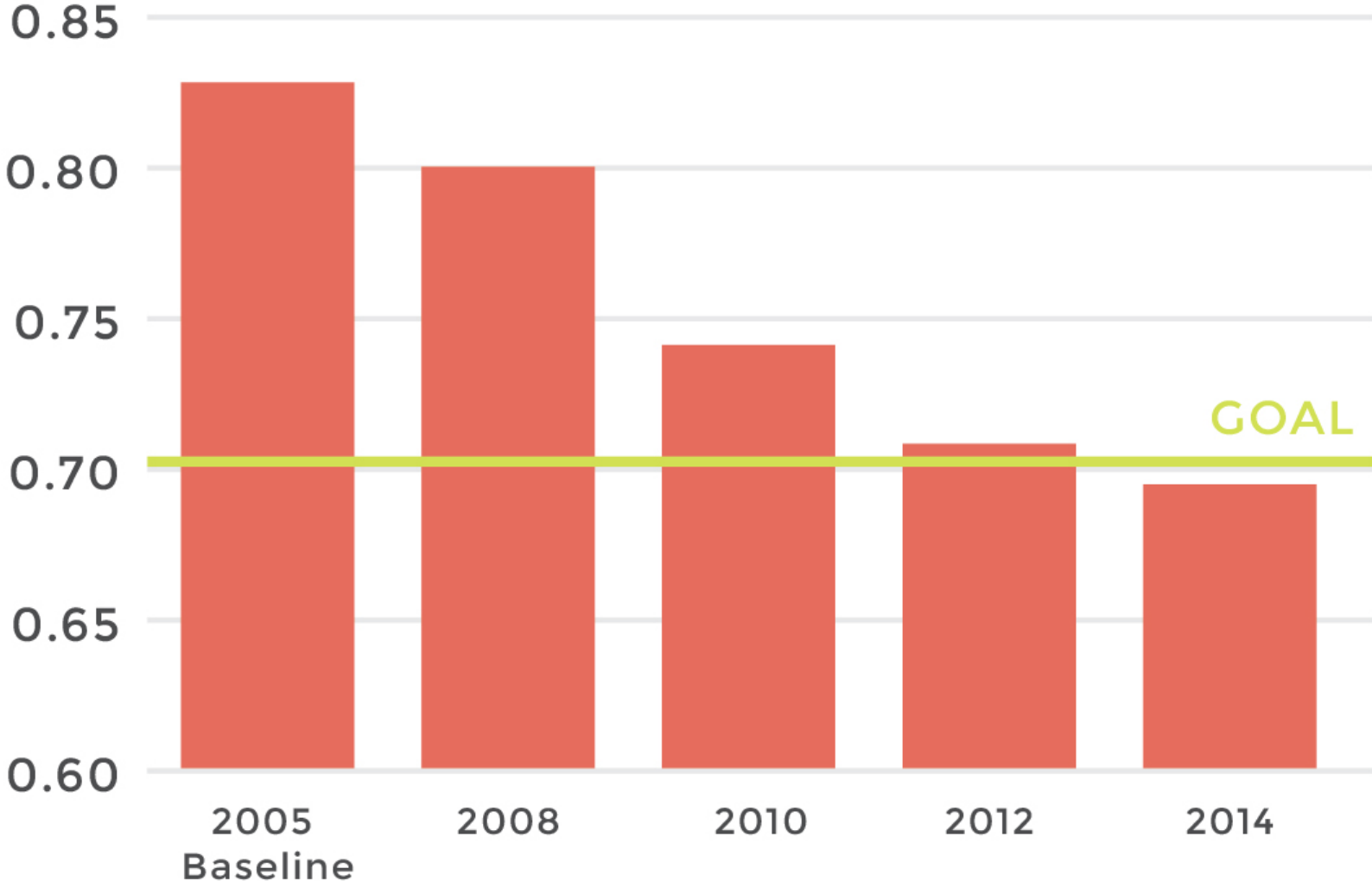
2020 GOAL	PERFORMANCE	PROGRESS
Exceed 70% paper recovery for recycling	67.2%	↑ doubled since 1990
10% increase purchased energy efficiency	12.8 million BTUs (per ton of product)	↓ -8.1%
Reduce greenhouse gas emissions 20%	0.7 ton CO <sub>2</sub> eq Per ton of product	↓ -16%
Increase certified wood sourcing and certified forest land; prevent illegal logging	98% sourcing programs 29% certified forestlands	↑ +11 percentage points ↑ +6 percentage points
Improve safety incidence rate by 25%	1.555 recordable cases/ 200,000 hours worked	↓ -40.8%
Reduce mills' water use by 12%	10,550 gallons (per ton of product)	↓ -6.5%

# Paper Recovery for Recycling



# Greenhouse Gas Reduction

GREENHOUSE GAS EMISSIONS GOAL



# Safety Progress



# *AF&PA and PPC*



**American  
Forest & Paper  
Association**

Working  
Together



# *Opportunities: AF&PA – PPC*

- National Forest Products Week
  - #CelebrateFP
- Grassroots/Political Programs
  - EPR and others
- Paperboard Packaging Alliance
- Walmart Sustainability Playbook

# National Forest Products Week



**CELEBRATE  
FOREST  
PRODUCTS**

#CELEBRATEFP





- [www.bipac.net/afpa](http://www.bipac.net/afpa)



# Paperboard Packaging Alliance

# 2017 PPA Student Design Challenge

## STUDENT DESIGN CHALLENGE



   Paperboard Packaging Alliance

# 2017 Winners



**MISFITBURST**



**Moov Now**



**Fitbit Wave**

# 2017 Student Design Challenge Luncheon



Over 100 Attendees



First Place!  
Rochester Institute of Technology (RIT)

## *Two Things to Remember...*

- Public Policy Matters to Competitiveness
- Industry's Message is Stronger Together

## *Back at the Office...*

**Get  
Involved**

- #CelebrateFP during NFPW
- Visit *Grow the Vote*

Donna Harman  
AF&PA President and CEO

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