



**American
Forest & Paper
Association**

Paperboard Public & Marketplace Policies

Elizabeth Bartheld

Paperboard Packaging Council Fall Meeting

October 23-25, 2019



**BETTER PRACTICES
BETTER PLANET 2020**
Continuing AF&PA's Commitment to Sustainability

About AF&PA



Overview

- Federal Regulatory/Legislative Outlook
- ENGO Update
- Federal/State Paperboard Policy Trends
- Think Paper
- 2020 Elections/Grassroots

Present Regulatory Landscape

- Faster
- Uncertain
- Litigation
- Complicated
- Constant Change

Carbon Neutrality of Forest-Based Biomass

Biomass used to generate energy should be treated as carbon neutral

- Renewable biomass represents approx. 2/3 of paper industry energy consumption
- Reducing the industry's and our nation's reliance on fossil fuels
- Biogenic GHG emissions must be treated differently than fossil-derived GHG



PFAS



- Over 40 bills on Capitol Hill
- Over 70 bills in 20 states
- AF&PA is arguing that legislation must:
 - Distinguish Between Short- and Long-Chain PFAS
 - Exempt FDA-Approved PFAS (Food Packaging)
 - Exempt PFAS Not Intentionally-Added (Recovered Fiber)

Trade



United States-Mexico-Canada Agreement (USMCA)

Paper *ENGO* Challenges

- Extended Producer Responsibility:
 - Plastic waste concerns driving the conversation
 - Pressure for EPR had abated as activists retrenched around product-specific EPR – no longer
 - National Sword, falling prices driving policy maker and industry attention to waste issues
- Climate Change:
 - Rising salience of climate change motivating activists to renew attacks on paper
 - Pressure from investor increasing as well as from NGOs
- Climate and waste are increasingly being linked

ENGO Outlook for Activity

- Climate change and plastics will remain the most important global environmental issues
- Plastic is the poster child for a problem whose solution has major implications for paper
- EPR groups will not stop at plastic. They want EPR for packaging and printed paper
- Pressure for recycled content and wood-fiber alternatives
- Single-use products will be persistently targeted

Federal and State Level Paperboard Packaging Policy Trends



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

Extended Producer Responsibility

- State
 - Biggest Threat in CA
 - Maine will introduce a bill in 2020
 - Other states could consider bills in 2020 including; CT, NY, MA, and RI
 - VT passed a framework bill in 2019 and stakeholders are engaged with the state in ironing out the language
- Federal
 - House bill expected soon

Product Taxes, Fees, Bans and Content Mandates



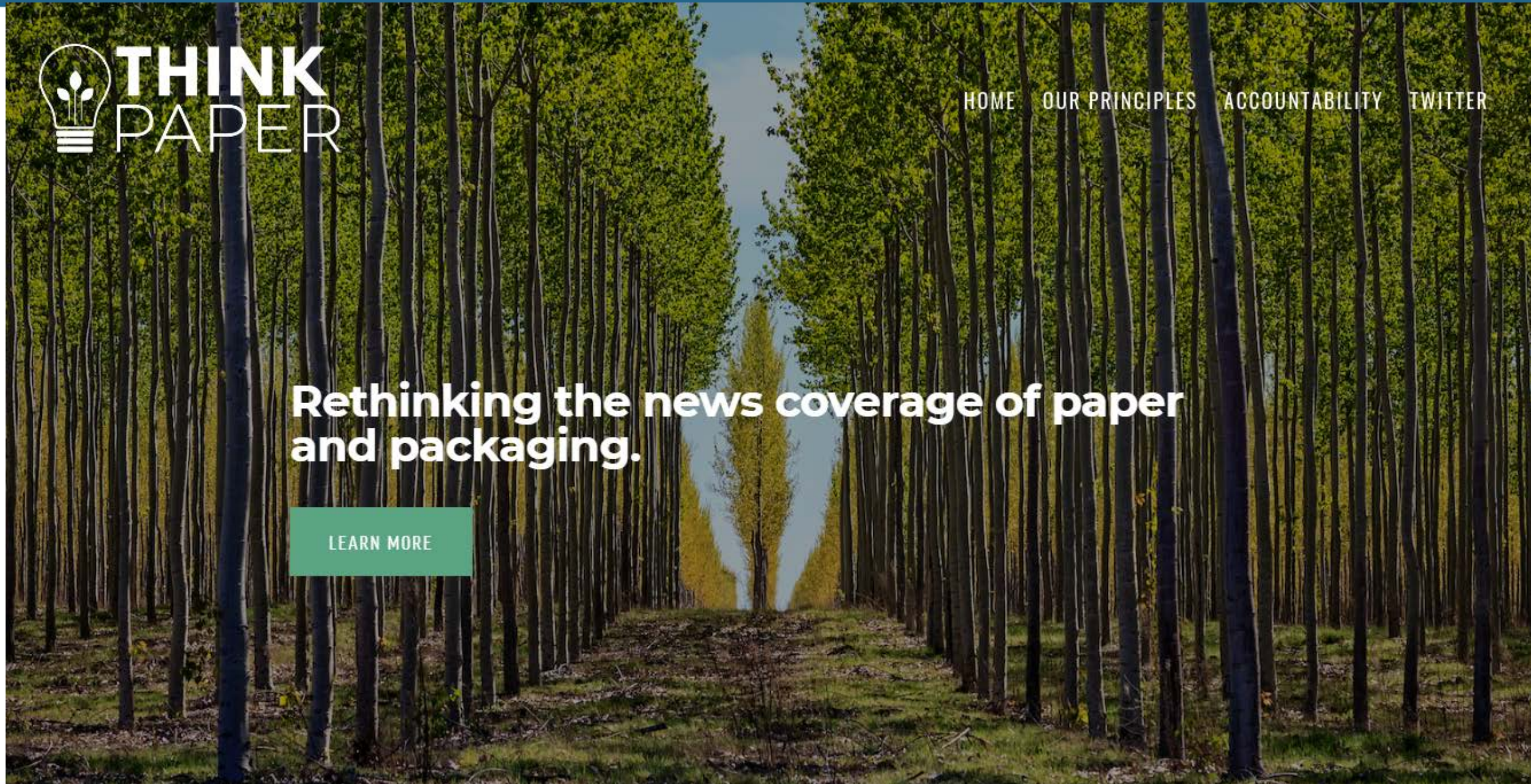
Sustainability



Think Paper



Think Paper



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Rethinking the news coverage of paper and packaging.

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Think Paper Media Accountability

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In Plastic-Bag Wars, the Industry Fights Back

Trade groups defend their straws, too, and say alternative materials do more harm to environment

A plastic bag litters a New York City street. Bags have been a key battleground. SPENCER PLATT/GETTY IMAGES

By *Saahira Chowdhury*
Updated May 20, 2019 12:21 p.m. ET

The Wall Street Journal gives ample space to the plastics industry to disparage other materials, but failed to even contact the targets of those attacks for comment or perspective. Their readers deserve better. Here's what they should know.

In Plastic-Bag Wars, the Industry Fights Back

Think Paper Media Accountability



AUGUST 25, 2019

Letter to the Editor: Leave paper out of Baltimore's plastic bag fight



JULY 16, 2019

Letter to the Editor at The Washington Post: Readers Should Be Educated About the Sustainability of Paper Products



JUNE 13, 2019

Here's What We Told WSJ About Sustainable Coffee Cups

Think Paper Resources



SEPTEMBER 9, 2019

The Humble, Incredible Paper Bag



AUGUST 16, 2019

Breaking Down the Facts About Boxes



JUNE 14, 2019

What's In Your Cup? Five Ways Your Coffee Cup Is Already Sustainable.

Think Paper Amplification



When you want to think sustainable, when you want to think renewable, when you want to think responsible, when you want to think about the future of the planet, you should Think-Paper.com



Read our take on why paper bag taxes are counterproductive in [@TheAspenTimes](#)



Letter to the Editor: Taxing Paper Bags is Counterproductive ...
Tagging consumers with fees for choosing paper bags amounts to a problem in search of a solution. Now, Carbondale's ...
think-paper.com



The [@latimes](#) left out some important context in a recent editorial about recycling. We wrote to them to help fill in the gaps.



Letter to the Editor: The Los Angeles Times — Think Paper
The Times Editorial Board's July 5, 2019 editorial " Santa Monica's recycling center closure is a sign of what's to come " ...
think-paper.com

2020 Elections

- **There are 34 Senate seats up for election**
 - Republicans hold 22 -- Democrats hold 12
 - If Democrats net four seats they would take control of the Senate
- **All 435 House seats are up in 2020**
 - Democrats are defending their majority after a net gain of 40 seats in 2018 election
 - Republicans need to net around 18 seats to flip the House

Presidential



When you get back to the office...

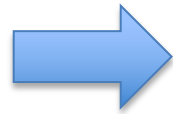
**Get
Involved**

- #ForestProductsWeek during NFPW (Oct 20-26)
- Engage with @ThinkPaper and Think-Paper.com
- Grassroots: Visit *Grow the Vote* on AF&PA website

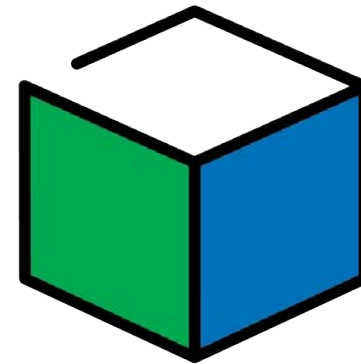
AF&PA and PPC



**American
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**Working
Together**



**PAPERBOARD
PACKAGING
COUNCIL™**

Two Things to Remember...

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

Elizabeth Bartheld
Vice President, Government and Industry Affairs

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