Focus on International Paper

COMPANY OVERVIEW
International Paper, headquartered in Memphis, Tennessee, U.S.A, is one of the world’s largest packaging and pulp companies. Although it no longer owns forestland, the company relies on the ecosystem services of forests owned by suppliers across the world.

International Paper is committed to advancing forest conservation while protecting the livelihoods of its suppliers and to demonstrating that paper companies can make products without causing deforestation. As such, the company has established Vision 2030, a set of target-based social and environmental goals; worked to restore forest habitats with attention to environmental co-benefits (e.g., carbon sequestration, biodiversity, and cleaner air and water); and empowered its suppliers by giving them the knowledge and means needed to implement sustainable forest management practices and forest certification.

Why climate and nature?
International Paper has long recognised that healthy forests are essential to its business model, the sustainability of the industry, and the livelihoods of more than 1.6 billion people who depend upon forests worldwide. Additionally, forests are one of nature’s most powerful carbon capture systems and are critical to biodiversity. Climate change and biodiversity loss affect International Paper both directly (by impacting the health of forests in its supply chain) and indirectly (by influencing policies and stakeholder expectations).

SUSTAINABILITY JOURNEY

<table>
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<th>Started</th>
<th>Action</th>
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<tr>
<td>2012</td>
<td>Joins the Global Forest &amp; Trade Network, updates its responsible fibre sourcing model and adopts 12 voluntary sustainability goals to be achieved by 2020, including targets to address CO₂ emissions and other air pollutants, water use and quality, and waste.</td>
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<td>in 2018</td>
<td>Partners with the World Wildlife Fund (WWF) to restore critical forestland in Brazil’s Atlantic Forest and to support the development of the first science-based targets for forests. These efforts seek to identify what quantity and quality of forestland are needed for ecosystems, people, animals and plants to thrive. In 2019, the two organisations complete an analysis of tipping points in eight different forest regions. By March 2021, the groundwork is in place to drive restoration on the highest priority parcels in the Mogi Guaçu River Basin, and the first 64 hectares undergo restoration.</td>
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<td>2020</td>
<td>After exceeding many of its 2020 goals, (e.g. greenhouse gas emissions reduction, fibre certification, recovery of old corrugated containers) and making progress towards others (e.g. purchased energy efficiency, manufacturing waste to landfills), International Paper introduces Vision 2030, a new sustainability framework with four goals and eight associated social and environmental targets.</td>
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<td>2021</td>
<td>Joins Forests Forward, reinforcing its status as a leader working to both mitigate supply chain impacts and steward the landscapes in which it operations.</td>
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KEY ACTIVITIES AND ACHIEVEMENTS
Vision 2030 is designed to demonstrate how International Paper will drive sustainable outcomes for communities, the environment and customers. The company aims to source 100% sustainably managed or recovered fibre and is working towards a target of producing only reusable, recyclable or compostable goods, which will address products’ end-of-life challenges.

• The company’s commitment to protecting and restoring native species extends not only to its suppliers’ landholdings but also to surrounding landscapes. The company work with partners to restore and protect critical landscapes, such as Gabon’s forests (with The Nature Conservancy) and Brazil’s Atlantic Forest (with WWF).

• International Paper returns 90% of treated water used in production to protect aquatic environments near its production facilities. It also has a target to reduce water use by 25% and has context-based water plans under development for priority watersheds.

• The company has worked with TNC to strengthen and expand the use of Reduced Impact Logging for Climate Mitigation, a methodology that has the potential to halve the carbon emissions associated with logging in tropical forests.
International Paper’s GIS-based, innovative mapping and due diligence system guides the company’s responsible fibre procurement on noncertified forestland, ensuring its procurement activities maintain or enhance the conservation values of those forests.

**SUPPLY CHAIN TRANSPARENCY**

**WORKING WITH CONSERVATION ORGANISATIONS**

The company works with a range of partners to apply the latest conservation knowledge to its landscapes. The company and its partners are currently exploring opportunities for Natural Climate Solutions to maximise the contribution of forests to mitigating climate change.

**SPOTLIGHT ON: COLLABORATION TO INSPIRE PASSION FOR NATURE**

International Paper works with the American Bird Conservancy (ABC) to protect bird species of concern like the swallow-tailed kite. By exchanging data layers from International Paper’s conservation mapping system, forestland owners have been able to record sightings of the birds and share that information with ABC.

**CHALLENGES AND OPPORTUNITIES**

**MOBILISING INVESTORS**

Recognising that it received few questions from investors about its nature policies, International Paper began proactively working with investors to help them ask the right questions about the topic. As a result, International Paper has seen an increase in nature-oriented conversations.

**COLLABORATION IS KEY**

Corporations that aim to make meaningful progress in tackling climate change realise it cannot be done in a vacuum. International Paper supports and contributes to a number of global projects, including the Family Forest Carbon Program, that are driving sustainable forest management, conservation and restoration.

**SPOTLIGHT ON: ENABLING SUPPLIER CERTIFICATION**

In the United States, many small forest landowners are apprehensive about the costs associated with certification. In 2012, International Paper formed its own Forest Stewardship Council™ (FSC®) forest management group, Certified Forest Management (CFM), to give landowners a cost-effective option for becoming FSC certified.

**Key Takeaways**

**“Take a holistic, whole value-chain approach.”**

Companies must understand impacts and dependencies along the value chain in order to assess and identify intervention points. International Paper’s holistic approach has entailed first evaluating its own supply chain and then looking outside the supply chain, in other geographies, for additional opportunities.

**“Collaboration is imperative.”**

As a member of the WBCSD Forest Solutions Group, International Paper has become part of a network of NGOs and companies working to restore forests while also benefitting communities and preserving livelihoods.

**“It all comes down to relationships with landowners.”**

International Paper is dedicated to helping suppliers achieve their forest management goals while ensuring healthy and abundant forests through technical support and access to NGO partners and certification frameworks. This strategy has helped landowners realise that environmental action typically doesn’t involve a big change to their bottom line.