IMAGINE…

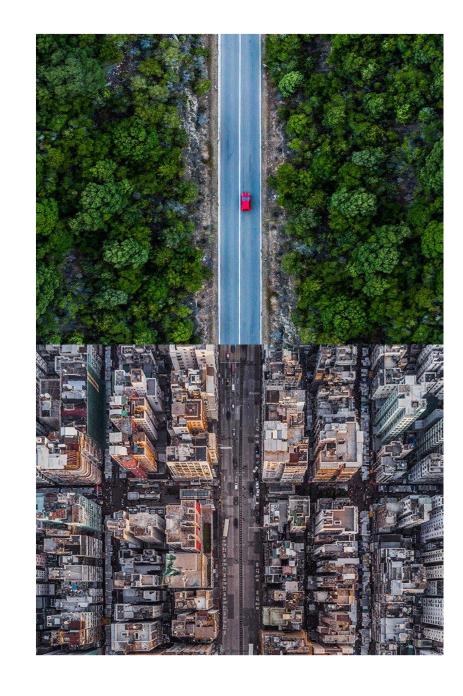**a more sustainable future where forests supply most of the basic materials for life.**

THE CASE FOR CHANGE

80% of surveyed consumers said that they plan to buy more eco-friendly products over the next five years. About the same percentage believe it is important for companies to design products that are meant to be reused and recycled.

55% perceive paper-based packaging materials to be the most environmentally friendly, with glass far behind at 29 percent. Aluminum, steel/tin and plastics are significantly below that, ranking in the low single digits.

HOW TO GET THERE

Ultimately, in the face of disruption, many believe it is better to think and act as a victor, rather than a victim. For forest products companies, there are three ways to make this happen:

Dominate the competition through innovation

Embrace waste and drive it to zero

Be generation forward