Leadership Message

Our Business

Our Strategy

Better Lives

Smallest Footprint

Doing the Right Thing

Forest Footprint

Protecting our forests is critical to conserving terrestrial biodiversity, safeguarding forest-dependent communities around the world and mitigating climate change.

We are keenly aware that both the global biodiversity crisis and the climate crisis have worsened, with their potential impacts coming into even starker relief.

We are increasing our ambition and refocusing our efforts on the primary mission of reducing our products' forest carbon footprint, while protecting forest biodiversity and supporting forest-dependent communities.

Photo Credit: Forest Stewardship Council®

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Plastics footprint
Forests footprint
Carbon footprint
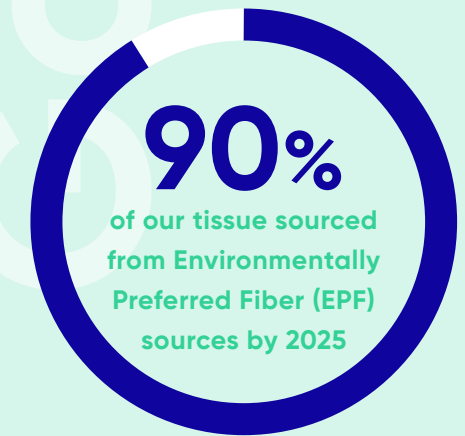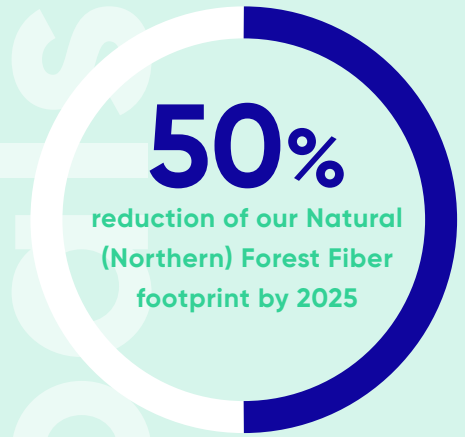Water footprint

Doing the Right Thing

Redefining Responsible Fiber Sourcing Leadership for the Coming Decade

More than a decade ago, Kimberly-Clark launched an industry-leading fiber procurement policy that sought to minimize our impact on the world's forests. We focused on two strategies:

1 **Increase our use of environmentally preferred fibers – e.g., recycled and alternative fibers and virgin fibers certified by the Forest Stewardship Council®.**

2 **Reduce our use of natural forest fibers, which for Kimberly-Clark are primarily fibers from northern boreal and temperate forests.**

We've made significant progress in both areas, but we recognize the challenges posed by the dual climate and biodiversity crises. We also know that our fiber sourcing footprint overlaps with communities that will be disproportionately impacted by climate change and biodiversity loss-- Indigenous communities and communities that depend on forests for their livelihoods. That's why, looking ahead, we are re-aligning our efforts to tackle these issues.

Reduce our natural forest footprint by 50% while unlocking the power of the world's forests to help solve the climate and biodiversity crises

50%
reduction of our Natural (Northern) Forest Fiber footprint by 2025

90%
of our tissue sourced from Environmentally Preferred Fiber (EPF) sources by 2025

We plan to set a science-based goal to reduce Scope 3 land use emissions

Forest Carbon Footprint

Measuring the lifecycle impacts of biological materials - from their natural carbon cycle through harvesting and utilization - is extremely difficult. Robust land use carbon accounting tools and methodologies have been slow to develop, making it challenging to create an accurate baseline against which to gauge the full carbon impacts of our supply chain's forestry activities, and how they vary across different fiber and product types.

However, new tools are starting to come online that will better enable companies to account for both their biogenic and fossil carbon footprints.

Photo Credit: Forest Stewardship Council®

Kimberly-Clark has been tracking the development of these new tools and will be using recent methodological advances to develop an initial baseline of our forest carbon footprint.

This new knowledge will help us evaluate the relative biogenic carbon impacts of our fiber mix across virgin wood fiber, recycled fiber and sustainable alternative fibers. Once we finalize a baseline of our forest carbon footprint, we plan to integrate forest land use emissions into our future Scope 3 GHG emissions reduction objectives.

Even with so many methodological and accounting challenges left to be solved, we feel confident that we are already on the right path. Our ongoing efforts to reduce our use of natural forest fiber from high-carbon value forests and increase our use of environmentally preferred fibers such as alternative and recycled fibers will continue to be important levers for lowering our forest carbon footprint. We also believe FSC® certification has the potential to provide future forest carbon and climate benefits. In short, our 2025 goals will serve as milestones for achieving our forthcoming 2030 forest carbon ambition.

Protecting Biodiversity and Supporting Forest-dependent Communities

As both Kimberly-Clark and society at large look to the world's forests as an important climate change mitigation pathway, we must ensure safeguards are in place that simultaneously provide protections for forest biodiversity and the rights of local, forest-dependent communities.

We believe Forest Stewardship Council® (FSC) certification applies the most rigorous criteria for the conservation of biodiversity and the protection of the rights of Indigenous communities. These are two important reasons why FSC®-certified virgin fiber is the only virgin fiber we consider to be an environmentally preferred fiber and allow to count toward our 2025 goal.

We will continue to look beyond our FSC® commitment for additional ways Kimberly-Clark can support the well-being and land tenure rights of Indigenous and other under-represented forest-dependent communities within our sphere of influence, while simultaneously delivering climate and biodiversity benefits.

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Photo Credit: Forest Stewardship Council

2019 Performance

Through 2019, our use of environmentally preferred tissue fiber was 84%. While this represents a 3% year-over-year decrease from 2018, we remain on track towards meeting our goal of 90% by 2025.
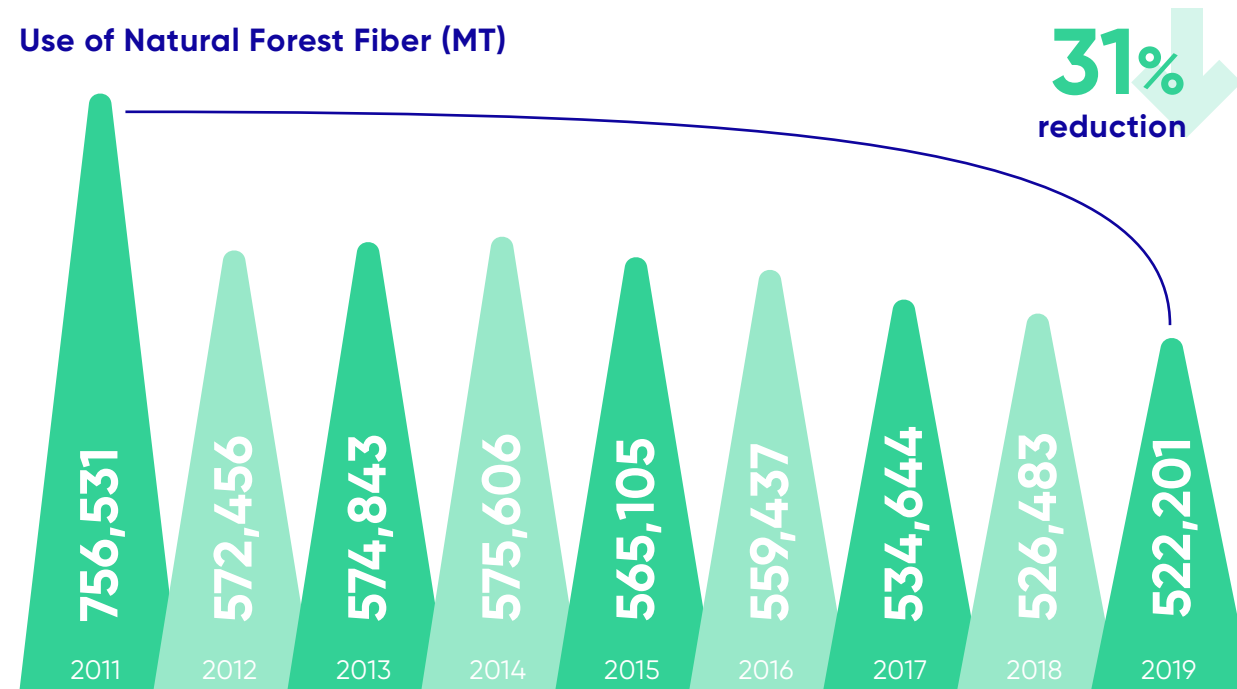
We were also able to achieve a 31% reduction in our use of natural forest fiber compared to our 2011 baseline, as we continue to drive towards a 50% decrease by 2025. Additionally, 100% of the fiber used in Kimberly-Clark products in 2019 was sourced from suppliers who met our certification standards.

These accomplishments demonstrate our continued progress in creating a more sustainable and resilient supply chain for our products.
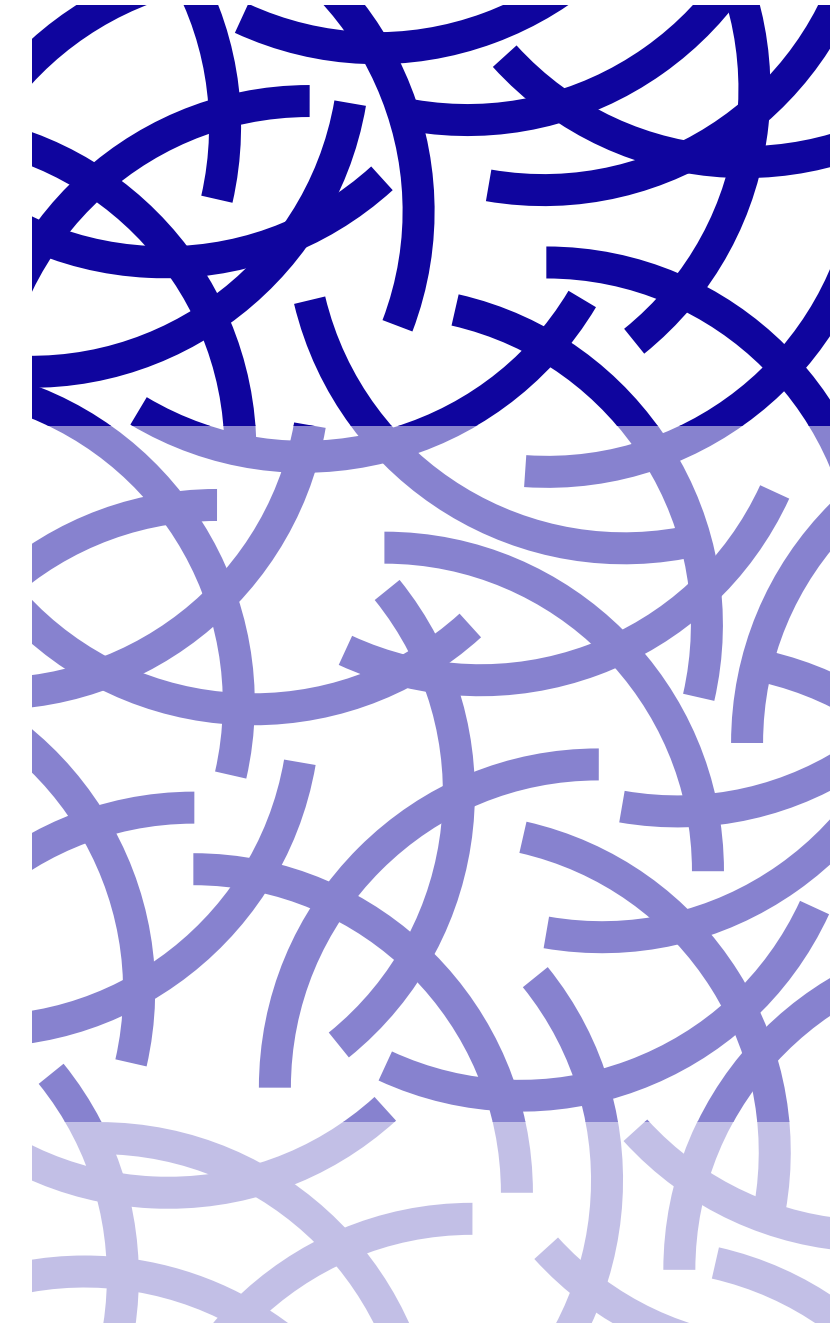
100%
of the fiber used in Kimberly-Clark products in 2019 was sourced from suppliers who met our certification standards

Use of Natural Forest Fiber (MT)

31% reduction

756,531	572,456	574,843	575,606	565,105	559,437	534,644	526,483	522,201
2011	2012	2013	2014	2015	2016	2017	2018	2019

2019 tissue fiber sourcing

31% recycled fiber

54% FSC® virgin fiber

16% other certified virgin fiber

Forest Partnerships

We continue to advance many important partnerships that help us reduce the environmental and social impacts of forestry.

Forest Management with the Appalachian Woodlands Alliance

In 2019, Kimberly-Clark joined the Rainforest Alliance, the Forest Stewardship Council® (FSC®) and corporate partners in announcing the launch of the Smallholder Access Program (SAP).

This two-year FSC® pilot project is designed to provide the benefits of FSC® certification to forest-dependent landowners who manage 100 hectares (250 acres) or less of woodlands.

The program was developed by the Appalachian Woodlands Alliance, a partnership between the Rainforest Alliance and forest product leaders across the United States who share a commitment to practicing responsible forestry. Kimberly-Clark joined the Appalachian Woodlands Alliance in 2015.

Expanding FSC® in Canada

Support for FSC® certification is foundational to our Forest Footprint strategy.

In 2019, the Kimberly-Clark Foundation provided support to FSC® Canada for the successful introduction and uptake of the new FSC® Canada national forest management standard, which provides important new protections for at-risk species and Indigenous rights.

WWF Partnership 10-year Anniversary

In 2019, we celebrated the ten-year anniversary of our partnership with World Wildlife Fund (WWF).

As a member of WWF's Global Forest and Trade Network, we are committed to increasing our use of wood fiber from sustainable sources to help protect the world's forests.

Through the partnership, WWF has helped us implement our global fiber procurement policy and has provided support as we increased the amount of responsibly harvested fiber used for our tissue products.

Kimberly-Clark has pledged to support WWF's efforts to protect High Conservation Value forests by funding the development of tools for identifying, mapping, and monitoring high conservation values in priority regions. We have also worked closely with WWF to support the Forest Stewardship Council® in its mission to protect forest ecosystems by boosting consumer demand for responsibly sourced forest products.

We are currently working with WWF to develop a forest protection project in two watersheds in Alabama and Mississippi, and look forward to another ten years of collaboration and conservation.