



Strengthen our Sustainability Platform: To have a strong social license to operate using sustainable business practices. 80% of fibre sourced from certified forests. 35% reduction in CO₂e emissions and creating pathway to net-zero by 2050. 10% reduction in water consumption. 5% resource efficiency improvement (energy, wood, and chemicals). Eliminate process waste. Global leader in nature-based climate solutions.



Grow and Diversify in our Core Competencies: To be a diversified global enterprise large enough to reduce earnings cyclicality. Balanced EBITA: 1/3 pulp, 1/3 lumber, and 1/3 bioproducts.



Advance World-class Operations: To be global leaders in manufacturing excellence, innovation, and safety. TRIR <1, injury severity <15 and Interdependent health & safety culture. Deliver superior customer-value proposition.