

Better, Every Day

At Graphic Packaging, we package life's everyday moments for a renewable future. And we want every one of those moments to be better for people and the planet.

Our Better by 2030 strategy and goals are crafted to realize our sustainability promise. They outline our actions to create Better Packaging, do Better for People, and shape a Better Future for our planet and generations to come.

1. Results from demonstration pilot of goal measurement methodology. Pilot assessed seven new innovations.
2. Measured using Gallup Q12®.
3. Defined as an injury that results in a fatality or is life-threatening or life-altering.
4. Measured by U.S. Bureau of Labor Statistics.
5. Capital spending plans are under renewed consideration, which may extend full attainment of this target beyond 2032.
6. Includes Scope 3 Category 1, 3, 4, 5, 10, and 12 emissions.
7. US VPPA will start providing credits late 2027. EMEA project began operation in October 2025.

Better Packaging

We're making our packaging and operations better every day to recycle more materials, drive out waste, and fuel a circular economy.

Better by 2030 Goals

- Every new product innovation more circular, more functional, and more convenient than existing alternatives

2025 Highlights

- 86% new product innovations are more circular, more functional, and more convenient¹
- ~880M additional plastic packages substituted with paperboard innovations
- 120+ new patent applications filed
- ~96% of packaging sold is recyclable by design
- 31 new product innovations launched
- \$210M innovation driven revenue growth

Better for People

We're creating better, safer work environments where employees grow, feel valued, and connect with each other and with our local communities.

Better by 2030 Goals

- 75th percentile employee engagement²
- Enhance the communities in which we operate
- Zero LIFE injuries³

2025 Highlights

- >18K employee engagement survey participants (82%)
- 32nd percentile employee engagement² (16% cumulative progress towards 75th percentile goal)
- ~\$4.0M invested in local communities
- Launched RENEW social impact program
- 98% facilities with zero LIFE injuries³
- Total recordable incident rate >60% better than US industry average⁴

Better Future

We're shaping a better future for our planet through everyday actions to reduce our environmental footprint and protect valuable forest ecosystems.

Better by 2030 Goals

- 50.4% reduction in Scope 1 & 2 GHG emissions by 2032⁵
- 30% reduction in targeted Scope 3 GHG emissions⁶ by 2032
- 90% renewable fuel in wood-based paperboard mills⁵
- 50% purchased renewable electricity
- 100% purchased forest products sustainably sourced

2025 Highlights

- 99% purchased forest products sustainably sourced
- ~49% Global renewable electricity to be covered by two VPPAs⁷
- ~4% reduction in Scope 1 & 2 GHG emissions vs. 2021 baseline⁵
- ~15% reduction in targeted Scope 3 SBT emissions⁶ vs. 2021 baseline
- 76% renewable fuel in wood-based paperboard mills⁵
- 5% purchased renewable electricity