



# HP FOREST PROGRAMS

## Understanding HP Forest Terminology & Communicating to our Customers

The purpose of the document is to provide a ready-made presentation and background information to communicate HP's Forest Positive printing framework HP employees.

This document is NOT meant to replace your customer-facing region or country marketing documents.

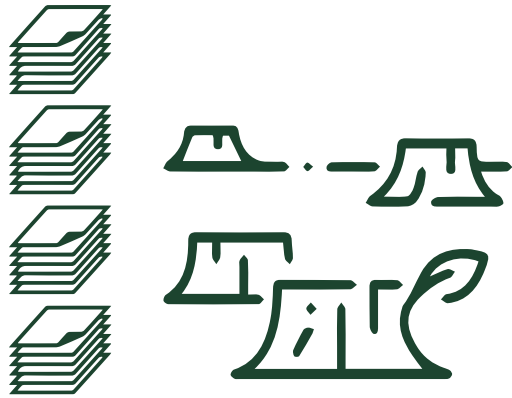
# UNDERSTANDING *FOREST POSITIVE*

Paper-based products can be sustainable, but they require us to embrace a forest positive philosophy.

**Forest positive** encompasses HP's vision for thriving, well-managed forests that are healthy, productive and resilient far into the future.

Click [here](#) for a video that describes HP's forest positive vision

# FOREST POSITIVE MEANS GIVING BACK MORE THAN WHAT YOU TAKE



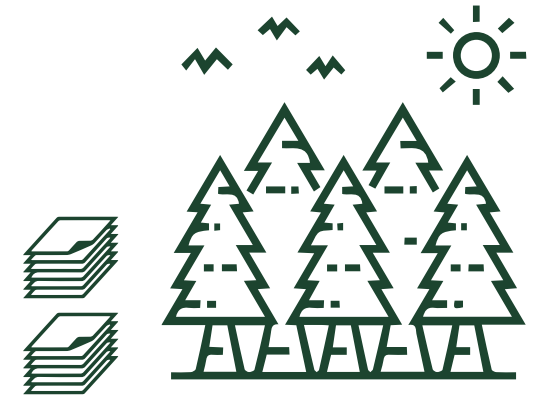
## FOREST NEGATIVE

Consuming natural forest resources for manufacturing



## FOREST NEUTRAL

Using responsible forest practices to reduce impact of manufacturing



## FOREST POSITIVE

Combining responsible forest practices with reforestation efforts and more to give back more than we take

\*Forest “Negative” and “Neutral” are not official terms. These terms are used for illustrative purposes, only, and to help explain the vision of forest positive, a term coined by the WWF.

# Defining Deforestation

- **Deforestation:** The loss of natural forest as a result of conversion to agriculture or other non-forest land use; conversion to a plantation; or severe or sustained degradation
- **HP "Zero deforestation"** goal is focused on sourcing fiber for our paper and packaging from certified and recycled sources.

# A FOREST POSITIVE APPROACH IS A HOLISTIC APPROACH

## RESTORE

Improve the health, productivity and biodiversity of a forest



## PROTECT

Keep key forests intact to preserve ecosystem functions, biodiversity and more

## RESPONSIBLY MANAGE

Create balance between human activities and the well-being of forests

Click [here](#) for examples of forced positive activities

# OUR APPROACH



## UNIFYING VISION

*HP aims to make every page printed on an HP printer forest positive.*



## COMMITMENT TO EXCELLENCE

*We work with leading partners and use the best science available today.*



## COMMON OBJECTIVES

*We aim to change the negative perception of printing by supporting healthy forest ecosystems.*

Click [here](#) for more detail about HP's vision, commitment to excellence, and objectives

# SUSTAINABLE FORESTS COLLABORATIVE



*Develop science-based targets for forests*



*Responsibly source HP paper and packaging*



*Restore, protect and manage forests*



*Influence industry partners to inspire forest positive action*



*Create print technologies for efficient paper consumption*

# FOREST FIRST WITH HP+

Forest First is the ultimate way to bring HP's forest positive vision to life – only with HP+



## HOW DOES IT WORK?

*HP+ is the smart printing system that puts our planet first with net zero-deforestation. Through the cloud-enabled ecosystem, HP tracks pages printed and makes investments in forests in equal measure for each printed page, working with key partners like WWF, ADF and CI.*

## WHAT IS THE BENEFIT?

*By choosing HP+, customers don't have to worry about harming forests when they print, thereby ensuring the long-term wellbeing of all of our forests with our investments.*

## HOW MUCH FOREST IS RESTORED?

*The number of pages printed by HP+ customers determines the area of forest restored, reforested or transitioned to responsible management.*

Click [here](#) for a schematic demonstrating the execution of Forest First printing



# Forest Positive Resources

## 01 HP Forest Programs Communications

- HP Forest Programs [Message Box](#)
- HP FOREST POSITIVE educational [video](#)

## 02 HP Forest Positive Print Strategy

- Realizing our Forest Positive [strategy](#) throughout the HP Print Business

## 03 HP Print Forest Positive Vision

- HP's [commitment and objectives](#)
- FOREST POSITIVE [activities](#)

## 04 Dictionary

- [List](#) of forestry terms, concepts, acronyms and references

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## FOREST FIRST

- Forest First is an HP initiative and a feature of the [HP+ printing system](#) that protects and restores forests for every page printed.
- HP makes an investment for each page printed, regardless of the paper brand used, contributing toward a forest positive future with every HP+ print.
- [Forest First](#) goes beyond sustainable fiber sourcing and replanting trees for printing:
  - It also involves industry and NGO partnerships targeted to protect forests, improve responsible forest management, and help develop Science Based Targets (SBT) for responsible management of forests.
  - It considers the entire ecosystem of a forest.
  - This includes the animals and communities that depend on them to live and are directly impacted by forest degradation

## FOREST POSITIVE

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- HP Forest Positive is a unifying vision across all forest-related commitments that consist of sustainable forest practices, and restoration and protection of native forests.
- The HP Forest Positive framework includes 5-pillars intended to enable a forest positive future:
  - Maintain HP's current commitments to sustainable sourcing
  - Set science-based targets
  - Restoration and protection of forests
  - Influence customers and industry
  - Continue "Print Smart" efforts to reduce paper consumption
- The goal of Forest Positive is to make printing directly responsible for increased availability of sustainably sourced paper through restoring natural forests and improving responsible management of working forests for the longevity of the planet and our business.
- The outcomes of current activities are designed to extend into the future when enough forests have been restored and managed to cover the impact of future printer sales.

HP  
IS COMMITTED  
TO GIVE BACK  
TO THE FOREST MORE  
THAN WE TAKE

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## SUSTAINABLE FORESTS COLLABORATIVE

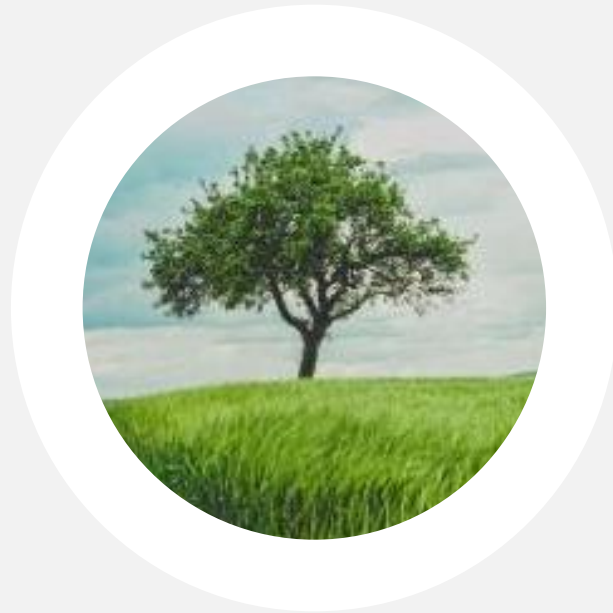
- The Sustainable Forests Collaborative is a [partnership initiative](#) with World Wildlife Fund (WWF) that brings together cross-industry collaboration to demonstrate scientific and commercially viable approaches to keeping working forest ecosystems healthy. The Collaborative seeks to accelerate efforts on forest restoration. International Paper and the Arbor Day Foundation are also part of the Collaborative, among others.
- HP's commitment is a 5-year agreement to contribute \$11M for WWF to restore part of Brazil's threatened Atlantic Forest and increase sustainable management of forest plantations in China – ultimately protecting a combined area of 200,000 acres. HP will also contribute toward WWF's development of [science-based targets](#) for forests.
- HP's initiative is designed to drive action now and inspire others to preserve and improve forest ecosystems for future generations. The goals are:
  - **Responsible fiber sourcing** through HP supply chain management
  - **Restoration and protection of forests**, with an emphasis on conservation efforts
  - **Science-Based Targets (SBT)** development in support of science-based approach for land use, clean air and water, biodiversity and climate benefits
  - **Influence** the industry, partners, and customers to inspire action that is positive for forests
  - **Print Smart**, development of innovative printing technologies that result in less paper waste and more efficient paper consumption (e.g. packaging)

# HP FOREST POSITIVE



# HP SUSTAINABLE PRINT STRATEGY

HOW IS HP FOREST POSITIVE ACHIEVED ACROSS PRINT?



Reduce paper waste from **30%-50%** with print solutions and a portfolio that defaults to duplex<sup>1,2</sup>

HP Original Supplies print high quality images the first time, **reducing waste** on reprints.



All **HP brand** paper and paper-based product packaging is **derived from certified and recycled sources**.



HP+ products support Forest First printing: HP invests in protection and management of forests for **every page printed**

Collaborating with WWF to protect and restore **200,000 acres** of forest

# WHAT IS HP'S FOREST POSITIVE STRATEGY?



## UNIFYING VISION

HP aims to make every page printed on an HP printer forest positive.<sup>2</sup>

This unifying vision represents a commitment to the restoration and protection of global forests – a commitment to give back to forests more than what is taken. A commitment where well-managed forests thrive, so they continue to be healthy, productive and resilient far into the future.

HP's forest positive framework encompasses all HP forest-related initiatives aimed at supporting healthy forests for HP Print and for the planet.



## COMMITMENT TO EXCELLENCE

HP forest positive initiatives are built with help from leading conservation entities, including WWF, Arbor Day Foundation, and other industry and NGO partners.

We work with the best partners and ensure our programs use the best science available today.

HP is committed to doing more than planting trees and sourcing sustainable fiber. Our goal is to help entire forest ecosystems thrive, including the animals and communities that depend on them and are directly impacted by deforestation.



## COMMON OBJECTIVES

HP's forest positive vision is an integral part of the HP Print Sustainable Impact strategy.

We aim to change the negative perception of printing by supporting healthy forest ecosystems by setting and achieving ambitious goals based on the best forest-based science and in collaboration with forest experts and NGOs.

The outcome of the HP forest positive strategy is designed to extend into the future when enough forests have been restored and sustainably managed to cover the impact of all future printer sales.

# FOREST POSITIVE ACTIVITIES



## RESTORATION

The process of improving the health, productivity, and array of life of a forest



## CONSERVATION

Intact forests are key to conserving native biological diversity, ecosystem functions and species interactions



## SUSTAINABLE LAND MANAGEMENT

Sustainable land management aims to bring balance between human activities and well-being of forest ecosystems

## CORE ELEMENTS OF FOREST RESTORATION

### PLANTING TREES

Many reforestation programs need to plant and grow native trees.

### IMPROVING SOIL

Soils need microbes and small insects to thrive. Adding organic matter to the soil can radically and positively change a forest

### PROTECTING WILDLIFE

Plants and animals' movement and reproduction is key to forest restoration. Wildlife corridors can allow animals to travel among forest fragments and significantly improve their chances of survival, reproducing, and flourishing.

### MANAGING LAND SUSTAINABLY

Successful restoration project must include:

- Consideration of the needs of farmers who care for the land
- Working with governments to promote sustainable practices like agroforestry for more productive and sustainable land use to provide huge benefits to forest restoration efforts.

# DICTIONARY OF TERMS

Terms & concepts	Definitions & explanations
Carbon sequestration	The process of capturing and storing atmospheric carbon dioxide.
Deforestation	The loss of natural forest as a result of conversion to agriculture or other non-forest land use; conversion to a plantation; or severe or sustained degradation
Deforestation-free	Paper-based components are derived from certified and recycled sources, with a preference for certified sources of the Forest Stewardship Council (FSC).
Extractive industries	Extractive industries are the businesses that take raw materials, including oil, coal, gold, iron, copper and other minerals, from the earth.
Fiber-based or Paper-Based packaging	Packaging made from fibrous material
Forest First	Product feature that brings the HP FOREST POSITIVE vision to life for customers via the HP+ ecosystem by tracking pages printed and investing in forest programs
FOREST POSITIVE	A corporate concept coined by the <a href="#">WWF</a> , forest positive does not have a rigid definition. The goal of the FOREST POSITIVE philosophy is to observe ecological signals that forests are healthy, including tree canopy cover, carbon sequestering soils, and rich biodiversity of plants and animals.
FSC	The Forest Stewardship Council (FSC) is an international non-profit organization that promotes responsible management of the world's forests..
Hectare/Acre/Sq Meter/ Sq foot	1 hectare = 10,000 sq meters = 107,639 sq feet = 2.47 acres 1 football field = 7,140 sq meters = 76,590 sq feet = 1.77 acres 1 American football field = 5,351 sq meters = 57,600 sq feet = 1.32 acres
HP forest positive framework	5 pillars that define HP's forest goals: maintaining HP current commitments, strategic business targets, forest protection and restoration, influencing customers and industry, and "print smart" efforts.
HP Sustainable Forests Cooperative	The HP Sustainable Forest Collaborative seeks to accelerate efforts on forest restoration. The cross-industry collaboration will demonstrate scientific and commercially viable approaches to keeping working forest ecosystems healthy.
HP+	HP+ is a cloud-connected smart printing system combining innovative print hardware, optional Instant Ink services, exclusive HP Smart app features, and net zero deforestation prints to deliver a simple, seamless and sustainable printing experience.
NGO	Non-governmental organization (NGO) are organizations independent of government involvement that often provide services to their members and others.
Science-based targets	Science-based targets show companies how much and how quickly they need to reduce their greenhouse gas (GHG) emissions to prevent the worst effects of climate change.
Sustainably sourced-/ Responsibly sourced-fiber	Responsibly sourced fiber comes from both new and recycled sources. Meeting the needs of global demand for packaging, paper and pulp products means that fiber must come from both new and recycled sources. Both types can be responsibly sourced.
WWF	The World Wildlife Fund, also World Wide Fund for Nature, ( <a href="#">WWF</a> ) is an international NGO that works in the field of wilderness preservation and the reduction of human impact on the environment.
Zero Deforestation (HP goal)	HP "Zero deforestation" goal is focused on sourcing fiber for our paper and packaging from certified and recycled sources.