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Graphic Packaging Issues 2024 Impact Report: Toward a Better Future

ATLANTA, July 10, 2025 /PRNewswire/ -- Graphic Packaging Holding Company (NYSE: GPK) ("Graphic Packaging"), a global leader in sustainable consumer packaging, today announced the release of its 2024 Impact Report. The report highlights the company's progress toward its Better by 2030 commitments announced last year, as part of a multi-year Better, Every Day sustainability initiative.



Grounded in its Vision 2030 business strategy, Graphic Packaging's Better by 2030 sustainability goals outline actions the company is taking to:

- create better packaging designed to drive circularity.
- do better for people through safer work environments, engaging employees and local community involvement.
- shape a better future for the planet by reducing its environmental footprint and sustaining forests.

"Our Vision 2030 strategy places more focus than ever on innovation across our business," said Graphic Packaging President and Chief Executive Officer Michael Doss. "Combined with our foundational commitment to sustainability, we are positioned to meet growing global demand for packaging innovations that are more circular, more functional and more convenient than existing alternatives."

Highlights from Graphic Packaging's 2024 Impact Report include:

Better Packaging

- Approximately 1 billion plastic packages replaced with paperboard packaging
- 97% of packaging products sold characterized as recyclable¹
- More than 130 new patent applications filed

Better for People

- Over 20,000 employee engagement survey participants (87%)
- 47% increase in Employee Resource Group participation
- 98% of global sites implemented Health Safety and Environment (HSE) Excellence System

Better Future

- 70% of EMEA electricity use to be covered by new virtual power purchase agreement (VPPA)
- 89% of purchased forest products sustainably sourced
- Approximately 1 million metric tons of our generated waste materials recycled

Toward 2050 Net-Zero Aspiration

Better by 2030 includes near-term climate action goals that Graphic Packaging is taking to advance its aspiration of net-zero greenhouse gas (GHG) emissions by 2050 (in accordance with the Paris Agreement and UN Sustainable Development Goal 13). These goals include validated science-based targets to reduce GHG emissions across the company's operations and value chain, as well as commitments to increase the use of renewable fuel and electricity.

"We identified several ways to make sizeable GHG reductions, including upgrading to more efficient biomass boilers and steam turbines for cogeneration of steam and electricity at two of our wood-based paperboard manufacturing facilities," said Graphic Packaging Vice President and Chief Sustainability Officer Michelle Fitzpatrick. "We are also exploring options to switch to 50% or more renewable electricity across all of our operations."

Graphic Packaging's first VPPA, announced in 2024, supports planned solar projects in Spain and is expected to come online in late 2025. This will enable packaging operations in Europe to match 70% of the region's total electricity demand with renewable energy attribute certificates.

"Climate change remains one of society's most pressing challenges, and we are firmly committed to doing our part to limit global warming by achieving net-zero emissions by 2050," Fitzpatrick said.

Download the 2024 Impact Report

Graphic Packaging reports in accordance with the Global Reporting Initiative and Sustainable Accounting Standards Board Containers and Packaging standards along with providing information aligned with the Task Force for Climate-Related Financial Disclosures framework and the U.N. Global Compact Communication on Progress.

See the complete 2024 Impact Report:

<https://www.graphicpkg.com/sustainability/sustainability-reporting/>

Learn more about what's driving our sustainability

strategy: <https://www.graphicpkg.com/news-events/circular-packaging-2024-impact-report/>

¹ Defined as widely recyclable, locally recyclable, or conditionally recyclable.

About Graphic Packaging Holding Company

Graphic Packaging designs and produces consumer packaging made primarily from renewable or recycled materials. An industry leader in innovation, the Company is committed to reducing the environmental footprint of consumer packaging. Graphic Packaging operates a global network of design and manufacturing facilities serving the world's most widely recognized brands in food, beverage, foodservice, household, and other consumer products. Learn more at www.graphicpkg.com.

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