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Kimberly-Clark Corporation And Greenpeace Mark Fifth Anniversary Of Collaboration To Protect Forests

Agreement Demonstrates K-C's Efforts to Set Industry-Leading Fiber Sourcing Goals

DALLAS and MONTREAL, Aug. 5, 2014 /PRNewswire/ -- Today marks the fifth anniversary of a milestone agreement between Kimberly-Clark Corporation (NYSE: KMB) and Greenpeace, which established a framework for collaboration towards long-term solutions to protect forests worldwide.

Over the years, the relationship helped accomplish key objectives for both organizations by increasing the use of fiber from sustainable sources. The two organizations opened a dialogue that enabled both parties to learn they had many shared goals and could help each other achieve them.

For Kimberly-Clark, the collaboration with Greenpeace and other stakeholders such as the Forest Stewardship Council (FSC) provided important insights into ways to improve the sustainability of its products and its supply chain. Since the partnership began, Kimberly-Clark has:

- Committed to a preference of Forest Stewardship Council-certified fiber, resulting in global growth in FSC-fiber supply through supplier partners
- Increased the use of FSC-certified fiber in Kimberly-Clark's global tissue products by 111 percent since 2009
- Reached our Sustainability 2015 goal of sourcing 100% of our virgin wood fiber from suppliers whose forestry operations or wood-fiber procurement activities are certified by a third-party forest certification system.
- Increased our use of environmentally-preferred fiber, which includes FSC-certified fiber and recycled fiber, in our global tissue products to 83.5 percent from 54.6 percent

"Over the years, we have learned that working collaboratively helps us to continuously improve. Kimberly-Clark and Greenpeace may seem like unlikely allies, but opening a dialogue showed us that we have shared values - and that a partnership could help us accelerate our progress towards common goals," said Lisa Morden, senior director of sustainability at Kimberly-Clark. "Our relationship also opened the door to further collaboration with organizations including the Forest Stewardship Council who bring extensive knowledge and capabilities in the area of responsible forest management."

For Greenpeace, this relationship has made a significant contribution to responsible forest management globally and reduced pressure on the world's most vulnerable forests

"The unique relationship has also helped smooth the way for conversations with other corporations whose supply chains remain controversial or require changes. It has enriched Greenpeace's approach and has been an example of the value of cooperation versus confrontation," said Richard Brooks, forest campaign coordinator at Greenpeace Canada. "Kimberly-Clark has shown that if the world's largest tissue products manufacturer, whose products are used by a billion people a day, can change and lead in the field of sustainability, then virtually any other company can do the same."

"Kimberly-Clark's commitment to collaborative partnerships and willingness to set - and meet - ambitious goals is a great success story, for forests and for the people who depend on them," said Corey Brinkema, president of the Forest Stewardship Council US.

As pressure on natural resources continues to increase, both organizations remain committed to maintaining healthy forests worldwide. For example, Kimberly-Clark continues to set a high standard in its fiber sourcing goals for the policies, including:

- By 2025, Kimberly-Clark will strive to obtain 90 percent of the fiber for its tissue products from environmentally preferred sources. This includes Forest Stewardship Council (FSC)-certified wood fiber, recycled fiber and sustainable alternative fibers
- Also by 2025, find substitute sources for at least 50% of wood fiber sourced from natural forests

For more information regarding all of Kimberly-Clark's sustainable business practices, access the company's comprehensive 2013 Sustainability Report online at <http://www.sustainabilityreport2013.kimberly-clark.com/>.

About Sustainability at Kimberly-Clark

Kimberly-Clark is a global corporate leader in sustainability innovation, recognized among the "100 Best Corporate Citizens" by

Corporate Responsibility Magazine, "World's Most Ethical Companies" by Ethisphere Institute, as a component of the "Natural Capital Leaders Index" by GreenBiz Group, as a best-workplace employer of choice in multiple global markets and recipient of other notable citizenship distinctions. Kimberly-Clark publishes an annual comprehensive review of progress against its "Sustainability 2015" framework of People, Planet and Products. You can find Kimberly-Clark's current report online at www.kimberly-clark.com/sustainability.

About Kimberly-Clark

Kimberly-Clark Corporation (NYSE: "KMB") and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds No. 1 or No. 2 share positions in more than 80 countries. To keep up with the latest K-C news and to learn more about the Company's 142-year history of innovation, visit www.kimberly-clark.com or follow us on [Facebook](#) or [Twitter](#).

About Greenpeace

With 80 per cent of the planet's ancient forests already lost or degraded, the need for increased protection of the world's remaining forests is more urgent than ever. Forests help stabilize the climate, sustain life, provide jobs and are the source of culture for many Indigenous communities. To effect positive change, Greenpeace challenges the global marketplace, engages the public, pressures governments and works with industry to protect the Boreal Forest, Amazon, Congo, Great Bear and Indonesian rainforest. Greenpeace believes that with thorough collaboration, we can deliver sustainable solutions to protect our planet and ensure a green future for generations to come. To find out more about our forest work in Canada, visit www.greenpeace.org/canada/en/campaigns/forests or follow us on [Facebook](#) or [Twitter](#).

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