# Our Aspirations and Goals

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<tr>
<th>Strategic Focus</th>
<th>Our 2030 Aspiration</th>
<th>Our Goals</th>
<th>Target Year</th>
<th>SDG Focus</th>
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<tbody>
<tr>
<td>BETTER LIVES</td>
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<tr>
<td>Social Impact</td>
<td>Make lives better through purpose-driven brands.</td>
<td>Advance the well-being of 1 billion people through innovation and programs that deliver essentials to underserved communities.</td>
<td>2022</td>
<td></td>
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<tr>
<td>SMALLEST ENVIRONMENTAL FOOTPRINT</td>
<td>Reduce our plastics footprint by 50% through delivery of solutions that use more renewable materials and can be regenerated after use.</td>
<td>50% reduction in the use of new, fossil fuel-based plastics.</td>
<td>2025</td>
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<td>75% of the material in our products will be either biodegradable or will be recovered and recycled.</td>
<td>2030</td>
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<td>100% of our packaging will be reusable, recyclable or compostable.</td>
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<td>20% average recycled content across plastic packaging.</td>
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<td>100% of our manufacturing waste will be diverted from landfill to beneficial uses.</td>
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1. We identify “underserved” populations based on (1) inability to pay for existing products, (2) inadequate distribution, (3) under-developed wastemanagement infrastructure, or (4) other disparities such as lack of education, social stigmas, etc.
### Forest Footprint

**Our 2030 Aspiration**
Reduce our natural forest footprint by 50% while unlocking the power of the world’s forests to help solve the climate and biodiversity crises.

**Our Goals**
- Reduce our Natural (Northern) Forest Fiber footprint by 50% from a 2011 base year.
- Source 90% of our tissue fiber from Environmentally Preferred Fiber (EPF) sources.
- In the near future, set a science-based goal to reduce Scope 3 land-use emissions by 2030.

**Target Year**
- 2022
- 2025
- 2030

**SDG Focus**
- Forests

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2. Natural forests are composed of native species that self-regenerate and contain key elements of native ecosystems such as wildlife and biological diversity. To us, this primarily includes boreal fibers known as Northern Bleached Softwood Kraft (NBSK).

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### Carbon Footprint

**Our 2030 Aspiration**
Do our part in the fight against climate change by minimizing the carbon footprint of our products and brands and reducing our direct emissions by 50% and value chain emissions by 20%.

**Our Goals**
- Reduce absolute Scope 1 and 2 GHG emissions by 50% over a 2015 base year.
- Reduce absolute Scope 3 GHG emissions by 20% from a 2015 base year.

**Target Year**
- 2022
- 2025
- 2030

**SDG Focus**
- Climate Action

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### Water Footprint

**Our 2030 Aspiration**
Reduce our water footprint by 50% in water-stressed regions by creating significant improvements in our supply chain and the surrounding communities, ensuring ongoing access to fresh water for all.

**Our Goals**
- Achieve sustainable water use at 100% of our sites in water-stressed regions.
- Create positive and measurable watershed impact in 30 watersheds/water basins.
- Achieve responsible and efficient water use at all Kimberly-Clark manufacturing facilities.
- Collaborate with key supplier partners to amplify our impact in water-stressed regions around the world.

**Target Year**
- 2022
- 2025
- 2030

**SDG Focus**
- Clean Water and Sanitation

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3. Reduction target is focused on emissions from the Greenhouse Gas Protocol’s Scope 3 Category 1 (Purchased Goods and Services) and Category 12 (End of Life Treatment of Sold Products).