

Disney's Paper Sourcing and Use Policy

October 11, 2012

A Commitment to Responsible Forest Management

The Walt Disney Company (with its affiliated companies, "Disney") is committed to operating its businesses in a responsible manner and to inspiring its employees, cast members, guests and business associates to make positive impacts on the planet we share. We seek suppliers, vendors and licensees who share our commitment to use and manage natural resources responsibly. This Paper Sourcing and Use Policy sets forth our commitment to increase the use of paper products designed and manufactured to minimize environmental impact across their entire lifecycle, work towards effective solutions to eliminate unwanted sources from our paper supply chain, promote forest conservation and responsible forest management, respect the people whose livelihoods depend on the forests and protect the plants and animals of the forests.

Policy

It is Disney's policy to achieve the goal of (1) eliminating paper products containing fiber from unwanted sources, (2) minimizing its consumption of paper and (3) procuring and using paper consistent with the principles outlined below. This Policy applies to paper used in Disney's day-to-day business operations and Disney-branded consumer products and packaging, whether sourced by Disney or its independent licensees.

Principles

Responsible Paper Sourcing

Disney strives to have its businesses, vendors and licensees:

- eliminate the use of paper fiber from the following unwanted sources: (1) illegally-harvested wood, (2) high conservation value areas (*e.g.*, areas of old growth and/or endangered forests) being degraded by poor land use practices, (3) areas where paper fiber is harvested in violation of internationally accepted instruments and treaties protecting the rights of indigenous or forest-dependent peoples, (4) areas that have been converted from natural forests to plantations and other land uses after November 1994, and (5) plantations using genetically-modified trees;

- maximize recycled content;
- maximize the use of wood fiber sourced from forestry operations certified by the Forest Stewardship Council or an equivalent forest certification scheme; and
- maximize the use of paper products processed without chlorine or chlorine compounds.

Responsible Paper Use

Disney strives to have its businesses, vendors and licensees design products and packaging to minimize paper use and facilitate end-of-life recycling.

Disney strives to have its businesses:

- minimize paper consumed in day-to-day operations; and
- maximize the recovery of used paper and packaging for recycling.

Implementation

Disney will implement this Policy in two phases. The initial phase will address paper used in Disney's day-to-day business operations and Disney-branded products and packaging sourced by or on behalf of Disney. During this phase, we will prioritize implementation to account for country of origin, fiber source and supply chain visibility. During the second phase of implementation, we will address Disney-branded products and packaging sourced by Disney licensees.

Disney will annually report publicly its progress toward achieving the principles described above.