

DRIVING IMPACT

FOR THE PLANET AND THE INDUSTRY

————— 2023 State of the Campaign —————

Paper and Packaging Board Newsletter

IN THIS ISSUE: Campaign Highlights | Sustainable Thoughts | Data Trends That Matter | Social Spotlight and Sharing

P+PB's national sustainability-focused marketing campaign highlights how paper and packaging's sustainable nature, the industry's environmental practices and investment in recycling contributes to a healthier planet.

CAMPAIGN HIGHLIGHTS

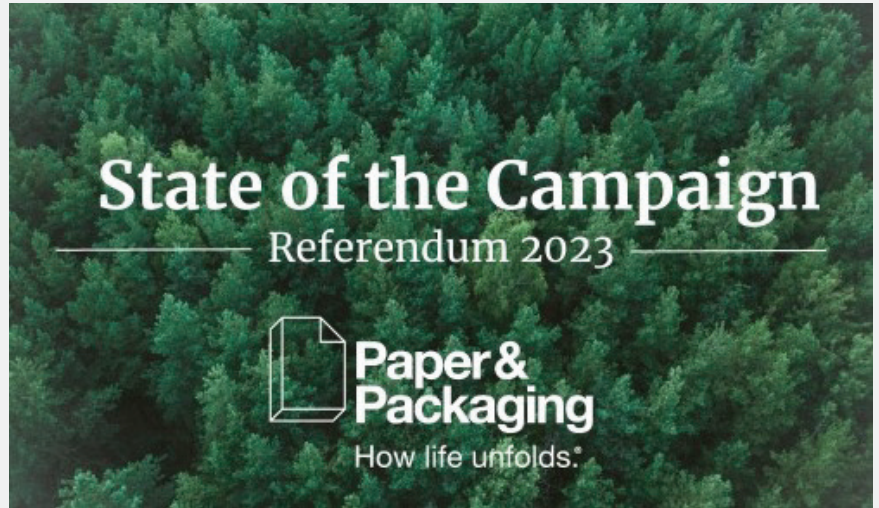
Papertarian Employee Contest Draws Record Engagement

With 6,000 entries and over 21,000 visits to the contest page, this summer's Test Your Papertarian IQ was our most successful employee contest yet! The fun, interactive online quiz tested employees knowledge of the papertarian ad campaign starring comedian and actress Retta. Employees were prompted to complete memorable quotes from the ads such as "I don't chew paper, I **choose** paper!" Entrants had the chance to win some great prizes, including VISA gift cards worth up to \$500 and an exclusive **Go Papertarian!** baseball cap. Thank you to all who participated and those who worked to promote the contest within their company.

**TEST YOUR
PAPERTARIAN
IQ AND
EVERYONE
WINS!**

State of the Campaign Report Available Now

Take a close look at our 9th annual State of the Campaign report detailing the impact of the campaign on industry reputation and consumer preference ahead of the campaign's renewal in October. The report showcases recent consumer initiatives including the **Go Papertarian!** campaign, **Pack It! The Packaging Recycling Design Challenge** and pizza box recycling efforts to name a few – as well as how the campaign is working to increase fiber recovery through education, showcasing innovation that is replacing plastics and demonstrating the industry's forest stewardship efforts in the U.S.



READ THE REPORT now at
paperandpackaging.org/referendum-2023

Industry Reflects on Consumer Campaign's Progress Leading up to October Referendum.



FOR DETAILED INFORMATION about the 2023 continuance referendum and videos from more of our Board and Committee members, visit paperandpackaging.org

This October, 47 paper manufacturers and importers will evaluate the impact to date of P+PB's national consumer sustainability campaign. Consumers remain concerned about the size of forests and need continued education and reminders about recycling and how to do it properly. Additionally, customers and consumers alike are looking for alternatives to plastics and increasingly seeing the paper industry as a source of sustainable innovation.

In the short video below, P+PB Chair Jonathan Kraft shares his perspective about the value and accomplishments of the campaign and the power of momentum.

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



The State of Our Campaign and Shared Future

I spent a good part of the summer sharing the collective accomplishments of the industry's national marketing campaign since the P+PB's Board of Directors made the decision in 2021 to communicate our industry's sustainability ethos.

If you are a numbers person, then what really stands out to me in the last 12 months (July 2022-June 2023) about our campaign is:

- Reaching 80% of our 50 million custom target audience 18-49
- 734 million video views of our campaign materials
- 23 million social media engagements
- 3 million website visitors
- More than 3 billion impressions

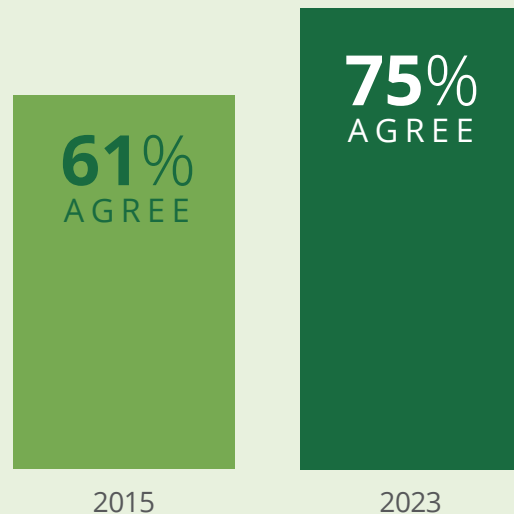
But our sustainability campaign is more than numbers. It is our industry's leadership in creating innovative products that meet customers' and consumers' demand for renewable and recyclable paper and paper-based packaging that differentiates us from other materials.

READ MORE on my blog at paperandpackaging.org/blog

DATA TRENDS THAT MATTER



The paper and paper-based packaging industry is **trustworthy**



SOURCE: Isobar/Brookmark A&U Tracking Survey, Aug '15 - May '23 Waves. Audience: total Expressives


SOCIAL SPOTLIGHT AND SHARING

Domtar
78,069 followers
2w • 🌐

Back-to-school season is the best time of year for paper lovers. You can feel good when starting the year fresh since paper is one of the most recycled materials in the U.S.!

- 📖 Learn how to make sustainable choices for back to school: <https://ow.ly/Xctb50Pt9iQ>
- 📖 Learn some recycling ♻️ tips from the **Paper and Packaging Board**: <https://ow.ly/mUQu50Pt9gr>

#GoPapertarian #BackToSchool




👍❤️ You and 38 others
6 reposts

Graphic Packaging International, LLC
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1mo • 🌐

Did you know that paper and paper-based packaging are among the most recycled materials in the United States? And you can feel good knowing that by recycling you're helping resources to be reused, keeping the planet healthier.

But are you up to speed on exactly what can be recycled? The **Paper and Packaging Board** has developed a handy guide that makes it easy for you to identify what to recycle in your everyday life. <https://lnkd.in/ewKWKUIX>

#SustainablePackaging #PaperPackaging #Recycling



👍🌱 You and 168 others
1 comment • 22 reposts

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224,001 followers
1w • 🌐

It's back-to-school time and learning about #recycling is as easy as A-B-C thanks to **Paper and Packaging Board**. Check out their fun guide for getting kids interested in recycling with hands-on activities, helpful tips and free printable materials for home and classrooms. Kids who get excited about recycling grow into adults who are passionate about #sustainability, so start today! <https://okt.to/5Meyda>




Recycling for Kids: Activities That Help Teach the Basics
howlifeunfolds.com • 1 min read

sappi
199,813 followers
1mo • 🌐

In case you missed it, **Paper and Packaging Board's** board reality competition series "Pack It! The Packaging Recycling Design Challenge" is back!

Available now, catch up on episodes 1 and 2 to see how competitors **Emma Dayton**, **Zachary Weston**, You Zhou and **Stephen J Works Salley** face off to create unique and innovative packaging designs.

Learn more and watch all episodes here: bit.ly/3piGq11.



🌱 You and 20 others
1 comment • 2 reposts

