



Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold

IN THIS ISSUE: Campaign Highlights | Sustainable Thoughts | Industry News | Innovations | 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

'Tis the Season to Choose Paper!

There's no such thing as a winter break for papertarians. In fact, papertarians are extra vigilant during the holidays to choose and use paper products whenever possible. Retta is front and center in our holiday creative, reminding shoppers to choose paper for all their festive needs – whether it's feeding a crowd or shopping online and wrapping the gifts. Get a glimpse of our holiday social creative below and see our posts go live throughout December on @howlifeunfolds channels. In addition, we are once again running holiday ads customized to the publication's tone and style in magazines including People, Food Network Magazine and Bloomberg Businessweek.

VISIT [@howlifeunfolds](https://www.instagram.com/howlifeunfolds) to see the posts



Wrapping Up the Holidays with Influencer Tips

The holidays can be a stressful time and sustainability may be the last thing on shoppers' minds. That's why we're tapping our roster of influencers in December to show how they celebrate a planet-friendly gift-giving season and to share tips like choosing recyclable wrapping paper or using paper items around the house to create decorations and cards. All these little choices can add up to a bigger impact! See more of our sustainable holiday tips at howlifeunfolds.com/holidayguide, and visit the Instagram pages listed below to see their video posts.

- Kathryn Kellogg (@going.zero.waste)
- Stephanie Frias (@familytravelnomads)
- Tyler Chanel (@thriftsandtangles)
- Maria Watkins (@livingplanetfriendly)
- Melanie Gnau (@asmalllife)



Education Initiative Clears Up Pizza Box Recycling Misconceptions on Campus

Our partnership with Her Campus Media wrapped up at the end of October (National Pizza Month) with a slew of social posts from the 12 colleges that participated in our pizza box recycling education initiative. Each hosted a pizza party on campus to show students how to properly recycle pizza boxes in their area using creative activities like trivia and crafts. Over 400 students attended the parties, and the activation, including newsletters, articles and social posts, collectively reached 405K people! See some of the parties firsthand at the post links below.

"We had so much fun eating pizza, learning about pizza box recycling, and hosting a giant trivia tournament! ...It was competitive and fun. We recycled every pizza box (50) at the event!"

UNIVERSITY OF CONNECTICUT,
HER CAMPUS CHAPTER



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



The Holidays Are Paper's Time to Shine

The holidays are a Papertarian's Wonderland. There's the obvious: wrapping paper, cards and newsletters. But that's really just the start. The truth is that December and January are when I send and receive the most handwritten or printed correspondence. And then there are the boxes! For papertarians, corrugated shipping boxes are the hero of the holidays sustainably delivering our gifts to their recipients!

READ MORE on my blog at paperandpackaging.org/blog

INDUSTRY NEWS

2024 Board of Directors and Officers Announced

Join us in welcoming our 2024 board of directors and officers who guide our campaign work on behalf of the industry:

CHAIR: Santiago Arbelaez, Vice President of Strategy for the Industrial Packaging Business, International Paper

VICE-CHAIR: Alpa Sutaria, Senior Vice President of Strategy and Sustainability, WestRock

SECRETARY/TREASURER: Richard Bennett, Vice President of Paperboard Sales and Marketing, Pactiv Evergreen

An Boon, Vice President of Global Marketing, Graphic Packaging International

Beth Cormier, Vice President of Research, Development and Sustainability, Sappi

Steve Henry, CEO, Domtar

Tonie Meyers, Senior Vice President of Paperboard and Sheeting Operations, Billerud

Juan Pablo Perez Chavez, CEO for North America, Smurfit Kappa

INNOVATIONS

AF&PA Recognizes the Industry's Sustainability Accomplishments

Congratulations to this year's recipients of the American Forest and Paper Association's Better Practices, Better Planet Awards! A total of 8 companies submitted winning projects for awards related to sustainability, innovation and diversity, equity and inclusion.



READ MORE about the awards at afandpa.org/priorities/sustainability/sustainability-awards

DATA TRENDS THAT MATTER



All of them **6%**
 Most of them **41%**
 About half of them **29%**

The majority of shoppers expect to buy **at least half** of their gifts online.

SOURCE: Shopify-Gallup Shoppers Pulse



E-commerce shipping boxes represent **thousands of tons** of fiber that can be recovered and reused



**EMPTY
 FLATTEN
 RECYCLE**

Spread the word!

SOCIAL SPOTLIGHT AND SHARING

Domtar
 77,524 followers
 3d • 📍

Happy #CyberMonday shopping! We know with the deals today, boxes and paper mailers are bound to be arriving soon. Make sure you know how to properly recycle them so they can end up on your doorstep as part of a new package in the future. Learn more from the [Paper and Packaging Board](http://hluf.us/4cq550Qtz3Y) at <http://hluf.us/4cq550Qtz3Y>

#Recycling #GoPapertarian #EmptyFlattenRecycle

86% agree corrugated cardboard boxes are easy to recycle

3. RECYCLE

Paper & Packaging
 How life unfolds®

Lindenmeyr Munroe
 7,805 followers
 2w • 📍

Time for a fun fact! By planting two times the volume of wood harvested annually, the paper and packaging industry is taking a step in the betterment of forests and moving the regenerative cycle forward.

Source: [Paper and Packaging Board](http://hluf.us/4cq550Qtz3Y)

#paper #packaging #recycle #harvest #regeneration

The paper and packaging industry plants **2X** the volume of wood harvested annually.

U.S. Forest Service 2017

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Wyng
 7,726 followers
 1w • 📍

With the goal to scale both educational content and engagement, [Paper and Packaging Board](http://hluf.us/4cq550Qtz3Y)'s creative approach is bringing paper to life with their mission.

Read more on how P+PB uses Wyng-powered experiential campaigns like personality quizzes and trivia polls to educate consumers on the sustainable benefits of choosing + recycling paper products. 📄

<https://inkd.in/en7mWUpD>

#customerengagement #digitalcampaigns

Wyng

“
 We've been able to make the **Wyng** platform work for us to enhance and educate and have great outreach, to get our message out.
 ”

Sarah Meiburg
 Senior Director of Industry Outreach at
 Paper and Packaging Board

Resolute Forest Products
 53,008 followers
 6d • 📍

The future of recycling looks positive, so let's keep it going! Together we can reduce waste and make the most of our resources! Learn more about the innovations happening in recycling today from [Paper and Packaging Board](http://hluf.us/4cq550Qtz3Y)

<http://hluf.us/KT5650Q1yZG>

The Future of Recycling
howlifeunfolds.com • 1 min read

