



# Paper and Packaging Board Newsletter

## Helping a Sustainable Planet Unfold

**IN THIS ISSUE:** Campaign Highlights | Sustainable Thoughts | Industry News | Data Trends That Matter | Social Spotlight

### CAMPAIGN HIGHLIGHTS

## Wildlife and forests flourish in new campaign content. Including on TikTok.

Our campaign is reaching consumers in new ways and sharing our strong sustainability story across all media channels. In print, digital and social media, we're driving audiences to our online content hub to engage more deeply with the campaign and learn why paper and paper-based packaging is the right choice for the planet. Read on to see how our story unfolds in the month ahead:

**1. Promoting healthy habitats and thriving wildlife in digital:** This May we're encouraging our environmentally minded audience to go outdoors with a series of digital wildlife banners driving to an article on [HowLifeUnfolds.com](http://HowLifeUnfolds.com). This article educates about the industry's strong forest story and features printable wildlife coloring pages, a learning tool for parents to prompt their young ones to go out and enjoy nature. *(continued on page 2)*



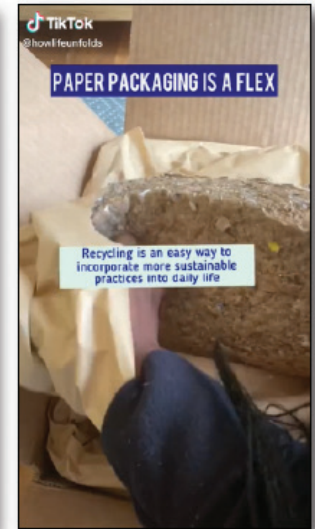
VISIT [howlifeunfolds.com/resource-stewardship](http://howlifeunfolds.com/resource-stewardship) to learn more.

## CAMPAIGN HIGHLIGHTS

# Wildlife and forests flourish in new campaign content. Including on TikTok. *(continued from page 1)*

**2. Reaching younger audiences on TikTok:** Casey and Page are taking on TikTok to reach a younger, 18-35-year-old audience with important sustainability stories. In their debut videos, “More More More” and “Wipe It Down,” our industry ambassadors educate consumers about the health of U.S. forests and our industry’s stewardship practices. We are also collaborating with TikTok influencers to tell the stories of small business owners who choose eco-friendly packaging and educate on the small sustainable choices people can make every day by choosing paper.

**FOLLOW** the campaign on TikTok [@HowLifeUnfolds](#)



**3. Saying “cheers” to sustainability in print:** From *Us Weekly* (on sale 5/14) and *Bloomberg Businessweek* (on sale 5/21) to *Smithsonian Magazine* (on sale 5/25), our “Celebrate Tomorrow” ad is placed in magazines research tells us our audience read, trust and look to for important information. Highlighting the recyclable, environmentally friendly paper products we use every day, this ad encourages our audience to “Celebrate tomorrow by choosing paper today.”

## Q1 Impact: Concentrated media spend results in more viewers and strong engagement

In 2021 the campaign is singularly focusing on our industry’s sustainability messaging and the results speak for themselves. From January to March, our digital video content earned more than 10 million views with **an average video completion rate (VCR) of over 70%** — exceeding expectations and viewership norms. In social media our videos received over 9 million views. This, in addition to high engagement on the [HowLifeUnfolds.com](#) website, shows that with concentrated resources, we are reaching the right audiences and making an impact.

 **70%**  
VIDEO COMPLETION  
RATE IN DIGITAL

**FOLLOW** the campaign [@HowLifeUnfolds](#)



## Paper — still the easiest material on Earth to recycle

Scanning the media coverage around Earth month, Earth week and Earth day, I noticed reporters, usually keyed into anything they perceive as wasteful, were quick to give pandemic buying behavior a pass. None of the implied “think about if you really need it” guilt trips that often make it into coverage of e-commerce. But these pieces did still mention what they perceived as the negative impact of pandemic buying patterns on many local solid waste systems.

**READ MORE** on my blog at [paperandpackaging.org/blog](https://paperandpackaging.org/blog)

### INDUSTRY NEWS & TOOLS

## This summer we're bringing our industry together

Over the past two years we have seen an increase of 25% in companies engaging with and amplifying our content on social media and within their companies. This partnership is critical to the success of the industry's national campaign, so every summer we bring participating companies and the industry together to discuss the future of the campaign, the latest consumer research, best practices and more. This June is our annual Communications Ambassadors Summit (6/22) and Industry Communicators event (6/23), and in July we are hosting our annual State of the Campaign (7/13, 7/15 and 7/20), a virtual event open to anyone in the industry wanting to hear from P+PB president, Mary Anne Hansan as she discusses the latest campaign happenings. Stay tuned for registration information!

Let's  
Unpack  
2021!



# DATA TRENDS THAT MATTER

**86%** AGREE  
corrugated cardboard  
boxes are easy to  
recycle.



1. EMPTY



2. FLATTEN



3. RECYCLE

Consumer Tracking Survey, Isobar, November 2020. © Paper and Packaging Board.  
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# SOCIAL SPOTLIGHT AND SHARING

**NPTA**  
@goNPTA

Party like it's your #EarthDay! Check out the following @HowLifeUnfolds' article to celebrate the birth of the modern environmental movement:



The History of Earth Day  
The 1960s saw a dramatic uptick in environmental concerns in the U.S. With several environmental catastrophes, particularly the Santa Barbara oil spill and ...  
[howlifeunfolds.com](http://howlifeunfolds.com)

**Domtar**  
@DomtarEveryday

#EarthWeek #recycling facts - 31.8 million tons of cardboard boxes were recycled in 2020- and each ton recycled saved 9 cubic yards of landfill space. More on recycling via @HowLifeUnfolds [ow.ly/osLG50Eulj0](https://ow.ly/osLG50Eulj0) (1/2)

**WHEN SUSTAINABILITY MATTERS - CHOOSE PAPER-BASED PACKAGING**

**REUSE**  
Recycling is key to an efficient sustainability cycle. By recovering fiber, our industry reuses it to make more paper and packaging.

**93%** of corrugated containers are recovered/recycled (3 year average)

**48% RECYCLED CONTENT** makes up the average corrugated box

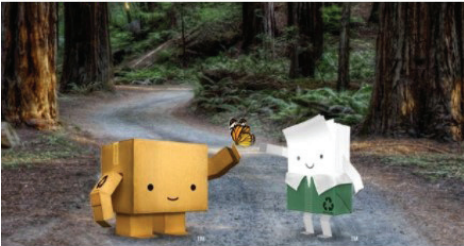
Corrugated fibers can be reused **7 to 10 TIMES** to make new boxes and other paper products

**Paper & Packaging**  
How life unfolds! | [www.paperandpackaging.org](https://www.paperandpackaging.org)  
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**International Paper**  
293,471 followers  
3w • 🌱

April showers bring May flowers, but April also brings our favorite holidays, Arbor Day and Earth Day!

Get prepped for the celebrations by testing your knowledge about the paper and packaging industry's sustainability efforts with a quiz from the Paper and Packaging Board: <https://bit.ly/3IZPkBf>



Do You Know These Facts About Paper?  
[howlifeunfolds.com](https://bit.ly/3IZPkBf) • 1 min read

**Spicers Paper**  
@SpicersPaperInc

Sustaining forests is key to the planet's survival.

#Paper and #packaging industries are at the forefront of forest sustainability, using science to make informed decisions that benefit ecosystems now and looking ahead.

#EarthDay #HowLifeUnfolds @HowLifeUnfolds

**58%** of consumers believe U.S. forests are shrinking

**Paper & Packaging**  
0:08 | 38 views

1) P&B and HeartMind Strategies, Sustainability Positioning and Messaging Research, 2020. Data reported on Expressive Substance.  
2) American Forest & Paper Association

