



# Paper and Packaging Board Newsletter

## Helping a Sustainable Planet Unfold

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### CAMPAIGN HIGHLIGHTS

## New survey reveals gap in consumer recycling know-how

It's no secret that consumers are concerned about the environment and view paper and paper-based packaging as part of the solution. But Americans are still largely confused about the proper ways to recycle, as well as what materials are recyclable according to a July survey conducted by the Paper and Packaging Board (P+PB). Of the 1,005 U.S. consumers surveyed, nearly half do not know that boxes should be emptied and broken down for pick-up (49%), where they can drop off recycling (46%) or information about their designated recycling days (44%). With education about the proper way to recycle, consumers can be part of the solution and be a force for nature. The 2021 Consumer Recycling Habits survey has been reported on in P+PB's latest press release.



*"With this survey, we hope to increase awareness around recycling, encourage daily recycling habits and propel people to become a force for nature. Not only is recycling good for the environment, it also can boost our happiness and confidence."*

PRESIDENT OF P+PB, MARY ANNE HANSAN

**LEARN MORE** at [paperandpackaging.org](http://paperandpackaging.org)

## CAMPAIGN HIGHLIGHTS

# P+PB partnering with an expert to change consumer behavior and habits

With new survey results showing consumers' confusion over recycling, P+PB is teaming up with a leading behavior specialist to educate consumers on the importance of recycling and how to form long-term, sustainable habits. In collaboration with P+PB's sustainability-focused campaign, this specialist will work to help consumers understand the role they play individually and collectively as a society – and the tangible steps they can take to make recycling stick.

**KEEP UP** with P+PB's latest work at [howlifeunfolds.com](http://howlifeunfolds.com)



## Celebrating the circle of caring in print



With one third of consumers agreeing magazines help them make purchasing decisions and 58% of readers saying they trust magazines to tell the truth, it's no wonder that P+PB utilizes essential print advertising to spread the industry's sustainability message. Featuring our new "Circle of Care" brand ad, which highlights the circular nature of paper products and

our industry's effort for zero waste, as well as a range of advertorials, these placements touch on topics such as sustainable forestry and how you can live a sustainable lifestyle by choosing paper.

**SEE MORE** of the new campaign at [PaperForNature.com](http://PaperForNature.com)

### Check Us Out in These Publications:

**People Magazine** (on sale 9/3), **HGTV** (on sale 9/7), **Rolling Stone** (on sale 9/7), **Food Network Magazine** (on sale 9/7), **Men's Health** (on sale 9/14) and **Smithsonian, Nat Geo**, and **GQ** (on sale 9/28).



## P+PB is now promoting sustainability on podcasts!

Continuing to reach our custom consumer audience in new and innovative ways, the campaign is now taking to the airwaves. P+PB's new podcast ads educate consumers on how the makers of paper and paper packaging are continually working on ways to make recycling easier, creating innovative designs and processes that create less waste, and on renewing our forests to ensure an abundance of natural resources for generations to come. In 60, 30 and 20-second cuts, these ads can be found in shows like *How To!*, *Slate Money*, *Working*, *Spectacular Vernacular*, *Freakonomics*, *Hidden Brain*, *Conan O'Brien Needs a Friend*, *Ologies* and more.

**SEE MORE** of the new campaign at [PaperForNature.com](http://PaperForNature.com)



## What We Talk About When We Talk About Recycling Infrastructure – Demythologizing Recycling Myths

When we talk about recycling, we're talking about infrastructure—where it's lacking and what we should do about it. These discussions are having a moment in our national political conversation. But part of that conversation is defining what infrastructure is.

[READ MORE](#) on my blog at [PaperAndPackaging.org/blog](https://PaperAndPackaging.org/blog)

### INDUSTRY NEWS

#### Introducing Box to Nature: A Residential Recycling Initiative



With the rise of ecommerce and the number of corrugated boxes being shipped to consumers' homes, residential recycling is more important than ever before. And, while the majority of consumers say they recycle, 63% of consumers confess to not always recycling. So this month, P+PB is launching a residential recycling initiative – Box to Nature – to reinforce consumer recycling behavior at the point of use on the box. The core element of the program is a consumer-tested graphic that our companies can work with their customers to place on a prominent corrugated box flap. The graphic showcases an important reminder to recycle and puts an instructional message front and center, including these three easy steps: empty, flatten and recycle.

The Box to Nature program gives the industry and their ecommerce customers the opportunity to help meet their sustainability pledges and show consumers that they are part of the solution. The program will be tested during a pilot phase before rolling out more broadly in early 2022.

### DATA TRENDS THAT MATTER



Nearly half of Americans (**47%**) agree that **paper** is one of the **easiest materials to recycle**. But 49% do not know that **boxes should be emptied and broken down for pick-up**.



Source: Paper and Packaging Board. Kelton, 2021 Consumer Recycling Habits Survey. © 2021 & © Paper and Packaging Board. All rights reserved.

# Find educational infographics and more on the Sales Channel Toolkit!

The circular nature of corrugated boxes sets our industry apart from the competition and resonates with consumers as a sustainable option. Educating about the dramatically efficient cycle of corrugated packaging, you'll find a social ready infographic that can help you spread the sustainability message. Sign up for the Sales Channel Toolkit for more sustainability focused content from infographics to sell sheets.

**REQUEST ACCESS** for downloads at [PaperAndPackaging.org/toolkit-request](http://PaperAndPackaging.org/toolkit-request)

## FOR A CYCLE OF SUSTAINABILITY – CHOOSE CORRUGATED PACKAGING

### GO WITH THE SUSTAINABLE FLOW OF CORRUGATED PACKAGING.

From forest to finish, the earth-friendly ecocycle of corrugated is dramatically efficient. Farmers continually maintain, replant and expand healthy forests, sequestering carbon dioxide and offsetting greenhouse emissions. New fiber keeps the cycle going, creating demand that makes land and forests valued and protected.



1. Corrugated starts with trees, a renewable resource.
  2. Pulp becomes paper, rolled up on large reel spools and shipped to box manufacturers.
  3. Freshly manufactured, finished flat boxes are bundled and shipped to the box customer's plant.
  4. Sturdy corrugated boxes safely ship and deliver merchandise — and are often reused.
  5. Used corrugated containers are collected, sorted, compacted and baled. At the paper mill, they are turned back into pulp.
- Corrugated is also 100% biodegradable and compostable to enrich soil.

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## SOCIAL SPOTLIGHT AND SHARING

