



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

While every day is Earth Day with our industry working year-round to protect the environment, we ramp up our efforts to educate and communicate that positive story the entire month of April in honor of the nation's official Earth Day, April 22.

CAMPAIGN HIGHLIGHTS

Bloomberg Green Summit: Speaking Up About Climate Solutions

It takes more than paid advertising to get the industry's essential role in forest health and reforestation out to the public. That is why the Paper and Packaging Board is sponsoring a thought leadership panel at the annual Bloomberg Green Summit in NYC on April 27. The panel discussion, *Sustainable Forests for a Sustainable Future*, is where top sustainability and forest experts will discuss what's behind the growth of U.S. forests and how to ensure their health and continued role in the battle against climate change. Panelists include:

- **Tensie Whelan**, *Clinical Professor for Business and Society at NYU Stern School of Business & Director of the NYU Stern Center for Sustainable Business*
- **Rita Hite**, *President & CEO of the American Forest Foundation*
- **Ellen Jackowski**, *Chief Impact Officer & Head of Sustainable Impact at HP*



Bloomberg Green Summit

Bringing Climate Solutions to Life.

April 27, 2022
9:00 AM EDT | 2:00 PM BST

#BloombergGreen

Presenting Sponsor

 **Paper & Packaging**
How life unfolds:

Virtual registration is complimentary.

REGISTER for the summit at events.bloomberglive.com/bloomberg-green-summit-2022.

CAMPAIGN HIGHLIGHTS

We're Back on Television

Beginning this month, our Transformations ad showing how recycled boxes get turned into many things will be on *Good Morning America*, *CBS This Morning*, *Today Show*, *SNL*, *Jimmy Kimmel Live!* and *The Tonight Show with Jimmy Fallon*. Our More Paper, No Problem rap video will also air on the late-night shows.

TV will run on 21 networks, including NatGeo, BET, AMC and SyFy. Additionally, with a nearly 350% increase in our social media spend in Earth month, we are targeting Expressives, especially younger ones, where they are most likely to connect with our campaign.

WATCH MORE videos on P+PB's [YouTube @HowLifeUnfolds](#)



Magazine's Impact Even Stronger with Paid Editorial

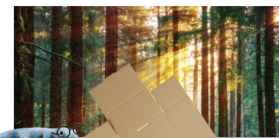
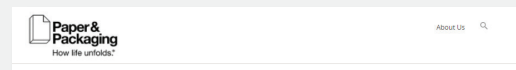
This month, you can find custom editorial alongside our print ads in well-known magazines. *HGTV* features a multi-page spread with tips on how to build better recycling habits. *Bloomberg Green's* advertorial explains how using paper products from e-commerce boxes to paperback novels helps grow U.S. forests. *Entrepreneur Magazine* features organic skincare brand, Chagrin Valley Soap & Salve, and why they choose paper-based packaging for products such as deodorant sticks and bug repellent. Together these advertorials plant the seed in consumers' minds that by choosing paper-based packaging they are doing their part for the planet.

CHECK OUT all of our print ads at paperandpackaging.org/industry-resources/media-resources

Earth Day Fun on Social Media

This Earth month we are taking our popular Braintreesers stewardship and innovation quiz to the masses via Facebook, Instagram and Twitter through engaging posts. Learn more about Braintreesers in the section below. On TikTok, P+PB is promoting our video of Casey that reminds people to empty, flatten and recycle their boxes. Consumers are encouraged to visit our refreshed sustainability-focused How Life Unfolds homepage. Front and center on the homepage are stories about the industry's role in caring for and regenerating forests, recycling and product innovations like packaging, as well as a roster of related content and videos including our popular Faces of the Forest series and More Paper No Problem rap song.

CHECK OUT P+PB's new homepage at howlifeunfolds.com



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Earth Day, Every Day

Now that it is April, we are on red alert during Earth month and what seems to be the inevitable IV drip of inaccurate stories about forests and recycling. We are also locked and loaded with a full calendar of TV, print and social media that is designed to raise awareness and educate consumers about forests' health and what your recycling becomes.

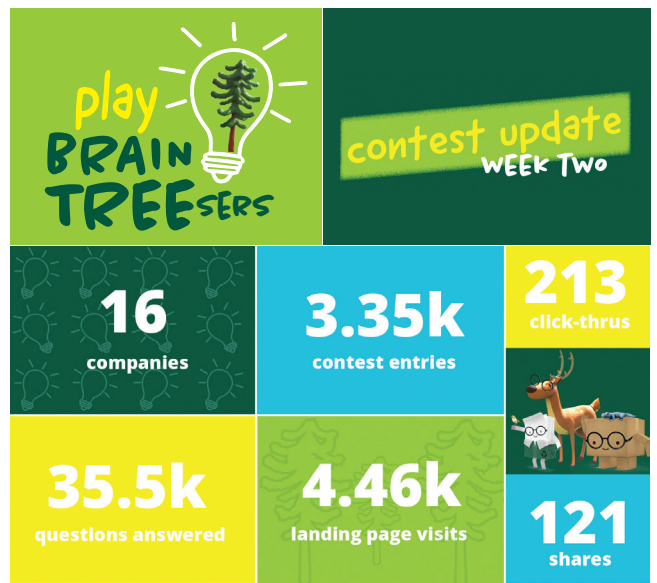
READ MORE on my blog at PaperAndPackaging.org/blog

INDUSTRY NEWS

Record Breaking Participation for Braintreesers!

The Braintreesers employee contest achieved record participation within its first week! To date, over 3,000 employees have entered the sweepstakes with 16 member companies participating. Have you entered to win yet? Join your coworkers and test your sustainability knowledge. Now through April 18 visit Braintreesers.com to take the short quiz about our industry's forest stewardship, recycling leadership and product innovation. Enter the sweepstakes for a chance to win a VISA® gift card worth \$100 to \$500! Winners will be contacted by April 26.

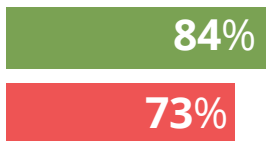
ENTER NOW at Braintreesers.com!



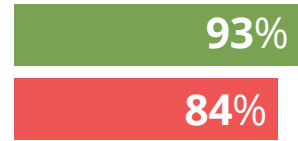
DATA TRENDS THAT MATTER

People who always recycle feel...

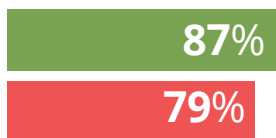
MORE CONFIDENT



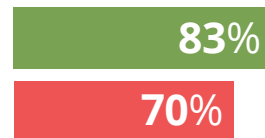
HAPPIER IN THEIR ROMANTIC RELATIONSHIPS



HAPPIER



MAINTAIN A HEALTHY WORK-LIFE BALANCE



■ "Always" or "Frequently" Recycle
 ■ "Sometimes" or "Rarely" Recycle

Paper and Packaging Board. Consumer Recycling Habits Survey. 2021 © 2022 Paper and Packaging Board. All rights reserved.

SOCIAL SPOTLIGHT AND SHARING

 **Keeping Forests**
@KeepingForests

Consumers' views on forest care, sustainability and recycling are top of mind of the @HowLifeUnfolds campaign.

Learn about the campaign including creative advertising, social media and more at our first #AskForPaper webinar on Mar. 31

Register here -> bit.ly/35KIVap



 **Juno**
@gpjuno

Check out these awesome tips from @HowLifeUnfolds on how to recycle more and recycle right!

#Juno #JunoTechnology #WasteDiversion #Sustainability #Recycling #ResourceRecovery

 **Paper & Packaging** @HowLifeUnfolds · Mar 10

Ramp up your recycling game by placing dedicated recycling bins by your trash cans throughout the house. Get more tips to make recycling easy here: hluf.us/ze0M50I9kXr




ready to play
BRAINTREESERS?

PEOPLE WHO ALWAYS OR FREQUENTLY RECYCLE:


- Feel more confident
- Report they are happy
- Maintain a healthy work-life balance
- All of the above



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 **Boise Paper**
12,667 followers
2w · 🌳

On #InternationalDayofForests, learn how sustainable forestry is supported by communities with long histories — sometimes a century or more — of forestry. Read this article by Paper and Packaging Board to learn more: [http://hluf.us/hxen50I6YT5](https://hluf.us/hxen50I6YT5)



Sustainable Forests Help Give Us Boxes We Need
howlifeunfolds.com · 1 min read

