



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

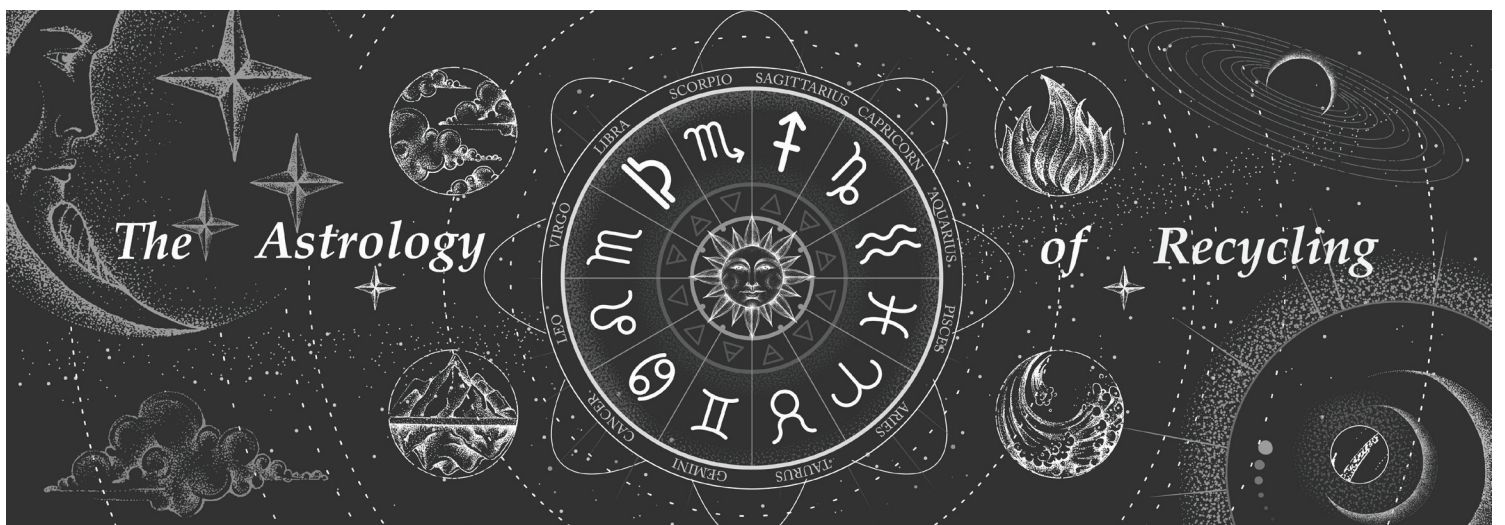
CAMPAIGN HIGHLIGHTS

Can Your Zodiac Sign Predict Your Recycling Habits?

Capitalizing on the fact that a large majority of Gen Zers religiously check daily horoscopes and sometimes use that information to make decisions, we teamed with astrology influencer Julia Kelly to create a new online quiz, article, and Instagram and TikTok posts that match up the four zodiac elements – earth, air, fire and water – with compatible recycling habits. For example, feisty fire signs who go all-in on what they

love are encouraged to have multiple bins in the home, including one in their bathroom for recyclable items such as toothpaste boxes and toilet paper tubes. Take the quiz to see recycling tips that fit your sign and share it on social!

TAKE THE QUIZ at paperandpackaging.wyng.com/astrology-quiz

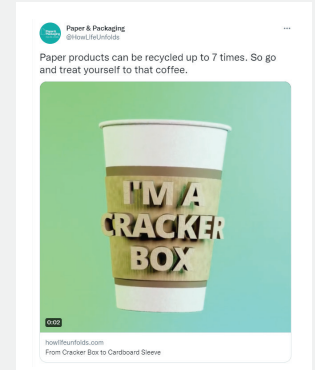
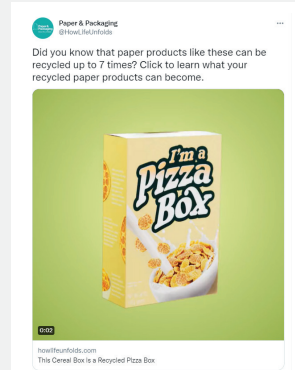


CAMPAIGN HIGHLIGHTS

You Never Know What Your Packaging May Become

New social posts about recycling go beyond reminding consumers to recycle instead telling them what their recycling becomes! Meet the pizza box turned into a cereal box and the cracker box that is now a coffee cup sleeve. This playful series reinforces that paper recycling can become a lot of different things because paper fibers can be recycled as many as 7 times.

FOLLOW the campaign @HowLifeUnfolds



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Embracing Our Forest Success Story While Charting a Future Path

The more I learn about forests in the U.S., the more I understand it's a complex story. What do I mean exactly? Well, because the Paper and Packaging Board is in the business of building preference for paper and paper-based packaging, we instinctively focus on the products and the industry's sustainability roots. We talk about paper companies' commitment to local landowners and forests which provide a natural, renewable, non-fossil-fuel resource that can live many lives through a widely available recycling infrastructure.

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

INDUSTRY NEWS

NEXT MONTH:

Annual State of the Campaign Address Spotlights Sustainability Efforts

Join us in July for our 8th annual State of the Campaign 30-minute webinars. P+PB President Mary Anne Hansan will share the latest on how we are reinforcing recycling behavior, highlighting the industry's compelling forest story, featuring sustainable product innovations and why last year has been one of increased consumer engagement and positive feedback. Mark your calendars!

REGISTER NOW at paperandpackaging.org

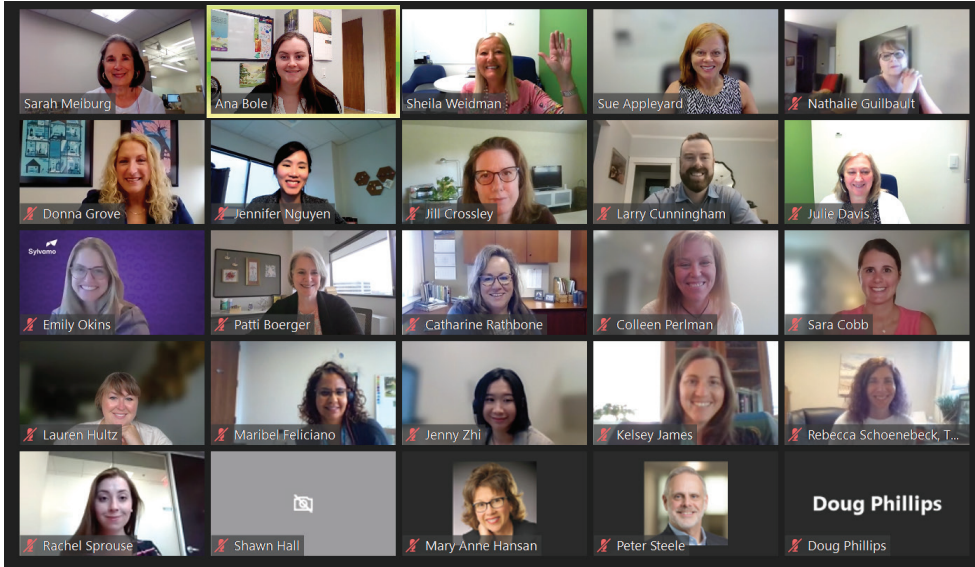
WEBINAR DATES:

July 13 - 11-11:45 EST

July 14 - 11-11:45 EST | 3-3:45 EST

July 19 - 11-11:45 EST

Stewards of Sustainable PROGRESS



2022 Annual Communications Ambassadors Summit

SUSTAINABILITY
for the young
and young at heart



Paper Company Communicators Learn from LinkedIn – Celebrate Sustainability!

It's a wrap for our annual Communications Ambassadors Program (CAPS) Summit held virtually last week. CAPs are individuals in each of our participating companies whose role is to share the excitement of the campaign through their social media and internal communications channels and are critical to the success of the industry's national campaign. Attendees heard from LinkedIn Manager, Erica Pyatt, who spoke about the power of sustainability hashtags on LinkedIn. She shared that companies who posted about sustainability 1-3 times in the last six months saw a 71% uplift in followers.

A special thank you to Sue Appleyard from Graphic Packaging who shared with the group the secret to their successful participation and engagement in our recent Employee Activation – Braintreersers! Thanks to all who attended this year's event!

INNOVATIONS

Pet Food Packaging Shows Signs of Sustainability

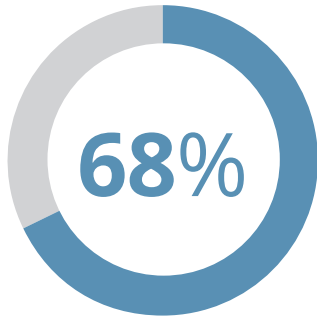
Americans love their pets as indicated by the strong growth in pet-related food, healthcare and supplies, and new pet ownership. Along with these changes, pet food packaging is undergoing a transformation as consumers demand transparency in ingredients and improved sustainability in packaging.

SEE MORE paper innovations at
howlifeunfolds.com/packaging-innovation

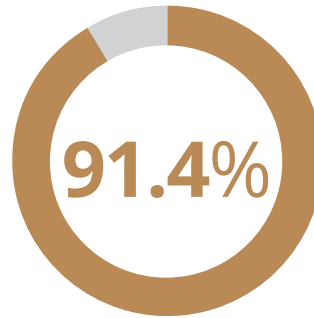


DATA TRENDS THAT MATTER

In 2021, Paper Remained the Most Recycled Material in the U.S.



of paper was recycled



of cardboard boxes were recycled

Source: AF&PA, May 2022

SOCIAL SPOTLIGHT AND SHARING

