



PAPER AND PACKAGING BOARD NEWSLETTER

Helping a Sustainable Planet Unfold

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

Empty, Flatten, Recycle Social Posts Encourage Consumers to Build New Habits

Make a resolution to recycle more this new year! We are encouraging consumers to build the habit of emptying, flattening and recycling their boxes throughout 2023 with posts across our social channels.

GO TO [@HowLifeUnfolds](#) to check them out!



Faces of the Forest – Baltimore, MD



When we hear the word “urban” we don’t usually think of forests, but Stillmeadow Community Fellowship is working to change that. The newest installment in our Faces of the Forest video series showcases the organization’s Peace Park, a 10-acre oasis of forest located in the heart of Baltimore. What’s happening in the urban environment is similar to what the paper industry does by helping private landowners care for the forests. Visit our YouTube Channel to see how these stewards of sustainability are connecting with their community and introducing forestry to a new generation.

WATCH now at youtube.com/@howlifeunfolds

Encouraging Recycling During National Pizza Week

Looking for an excuse to treat yourself? National Pizza Week begins January 8! We are celebrating by reminding folks that, contrary to popular belief, pizza boxes are in fact recyclable in many municipalities — even if they have some cheese and grease on them. Just remember to check your local guidelines before you empty, flatten, and recycle!

GO TO howlifeunfolds.com/pizza-box-recycling to find out how to check your local recycling guidelines.



Ring In the New Year with Our Printable Character Calendar



There’s no better way to welcome a new year than with a fresh, crisp paper calendar! Download and print this fun, colorful calendar showcasing our paper and box brand ambassadors displaying the paper products they love most. Remember, the physical act of writing down your appointments can help keep them top of mind. Plus, who wouldn’t want these adorable characters showcased on their wall?

DOWNLOAD NOW at howlifeunfolds.com/personal-productivity

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Debut of Faces of the Urban Forest Video

Our Faces of the Forest series of mini-documentaries is one of our oldest and longest-running pieces of content, going back to the first years of the Paper & Packaging Board. With our newest video, we're looking at a forest located in an urban environment being developed by the Stillmeadow Community Fellowship church on the Baltimore city / Baltimore county line. It's used as a retreat and place of quiet, a gathering place, a research station (including for both the U.S. Forest Service and graduate students at nearby universities), a community service center and an outdoor classroom for children of all ages.

READ MORE on my blog at paperandpackaging.org/blog

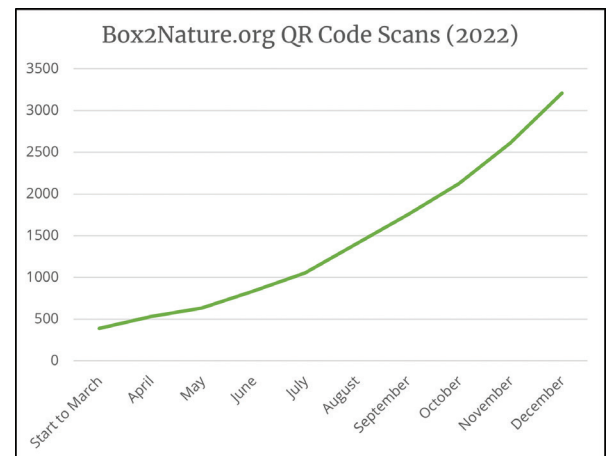
INDUSTRY NEWS

Box to Nature: Residential Recycling Initiative Takes Off!

Rolled out with gusto in 2022 to our packaging companies and downstream independent corrugators, 18 companies have signed on to Box to Nature, including Green Bay Packaging, International Paper, The Kraft Group, PCA and Bay Cities. We know they all are busy talking to customers and getting the mark on boxes because consumer scans of the QR code are rapidly growing! We're promoting and building awareness for the program on LinkedIn, targeting CPGs, e-commerce brands and decisionmakers starting next month.

WANT TO JOIN THE MOVEMENT?

Email us at Box2nature@paperandpackaging.org



INNOVATION

Recent Industry Accolades



The paper industry is a long-time leader in innovation and sustainability initiatives. The many awards it receives are a testament to its commitment in these and other areas. Many of these initiatives are unglamorous and invisible to the public, but have significant impact for the environment, corporate social responsibility and the communities where they do business. While industry members earned accolades all year, some recent ones are featured on our Industry Good Works page. Please also share the good work you do and awards you receive with us by emailing them to info@paperandpackaging.org

READ the article at paperandpackaging.org/industry-resources

DATA TRENDS THAT MATTER

Recycling Resolutions



62% of recyclers want to make a New Year's Resolution to recycle more

You are more likely to build a recycling habit if...



you have **more than one bin** in your home

LEARN MORE TIPS at [howlifeunfolds.com/sustainability/recycling](https://www.howlifeunfolds.com/sustainability/recycling)

Source: Paper and Packaging Board and Wendy Woods, November 2021

SOCIAL SPOTLIGHT AND SHARING

