

Recycling Content Gets Results

FPI Fall Conference: October 25, 2024

Patti Boerger, Executive Director



Celebrating
10 YEARS
of Paper, Packaging and Progress

Who is the Paper and Packaging Board?

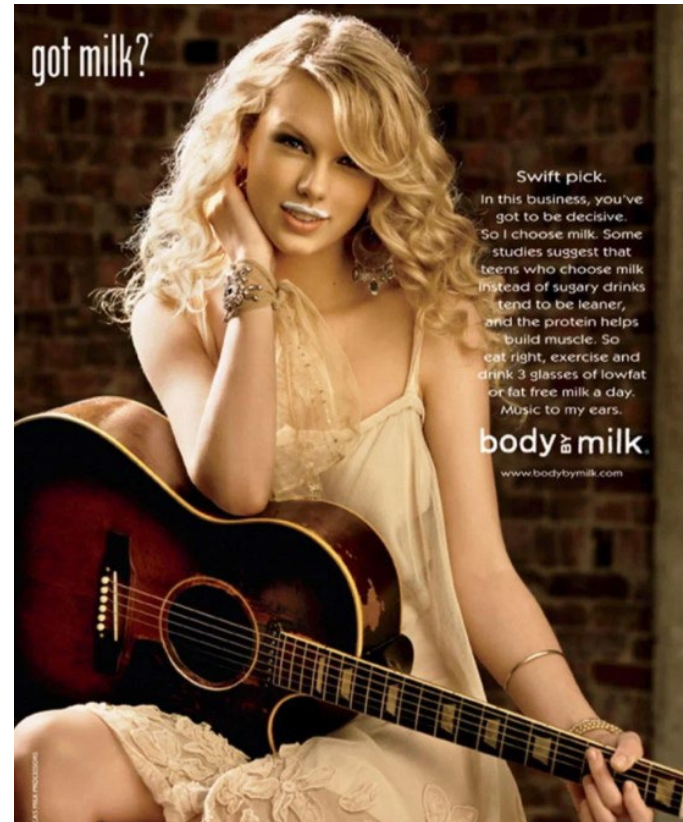


Celebrating
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Iconic Industry-Funded Campaigns

WHAT IS A CHECKOFF PROGRAM?

Approved, funded and operated by commodity producers and industries, a checkoff program **allows these producers and industries to pool resources for advertising campaigns, market research, new product development and consumer education.**



BEEF.
IT'S WHAT'S FOR DINNER®

incredible!

About the Paper and Packaging Board



The only national consumer marketing campaign



Celebrating 10 years:
Started in 2014 by paper and paper-based packaging manufacturers



U.S. manufacturers and importers of paper products fund the board's efforts



Average Annual Budget



Campaign communicates industry's environmental stewardship story, well-established recycling practices and product innovation

Targeting 75% of U.S. population ages 18-49

Products P+PB Represents



Creating A Sustainable Movement

DEFINITION

papertarian pāpər•terēən



A papertarian is someone who lives a paper-based lifestyle. From choosing paper products to practicing proper recycling, papertarians understand the positive impact that small, everyday choices have on our forests and the environment.



See, she gets it.

Integrated Papertarian Campaign Reaches Consumers and Customers



Print ads



Magazine advertorials



Web articles



Social media videos



Influencers

Editorial Power Engine: HowLifeUnfolds.com



Papertarian

When You Choose Paper, You're a Papertarian

A PAPERTARIAN IS SOMEONE WHO LIVES A PAPER-BASED LIFESTYLE FOR ITS POSITIVE IMPACT ON OUR FORESTS AND THE ENVIRONMENT.

GO PAPERTARIAN! LEARN HOW

The Packaging Recycling Design Challenge

It's a Movement

Up Your Recycling Game

Sustainable Forestry

Old + New = Healthy Forest Growth

What Is Sustainable Forestry and Management?

Connect to Nature with Forest Bathing and Paper

What Is Forest Bathing, or Shinrin-Yoku?

Innovation

How Is Cardboard Made, and What Is It Made Of?

How Is Paper Made from Trees? The Basics of Papermaking

Produce Packaging: Paper Innovations That Make a Difference

The Disposed Fruit Cakes of Canada

Recycling

Why Is This Recyclable ... and What Can't Be Recycled?

Are Coffee Cups Recyclable?

Are Pizza Boxes Recyclable? What Pizza Lovers Need to Know

Can I recycle gross pizza boxes?

Recycling



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Answering Consumers Recycling Questions



Online videos



Web articles

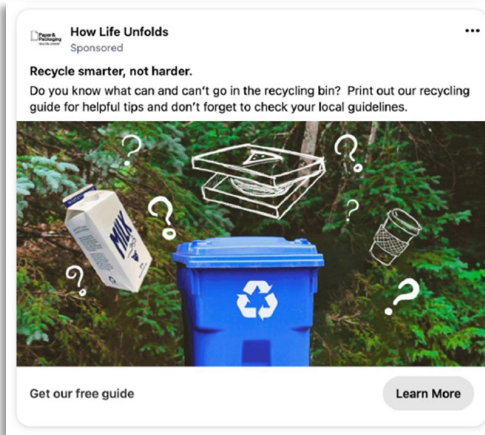


With 64% of sense. But as what is and is In short, paper on your local Why Are P It's less about heat in and p the paper. But that is ch than 40 mills cups. The fib

Are Pizza Boxes Recyclable? What Pizza Lovers Need to Know



Social media ads

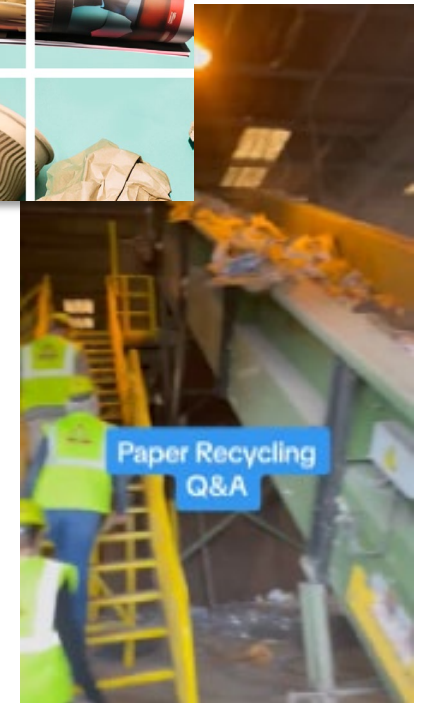


Nextdoor ads

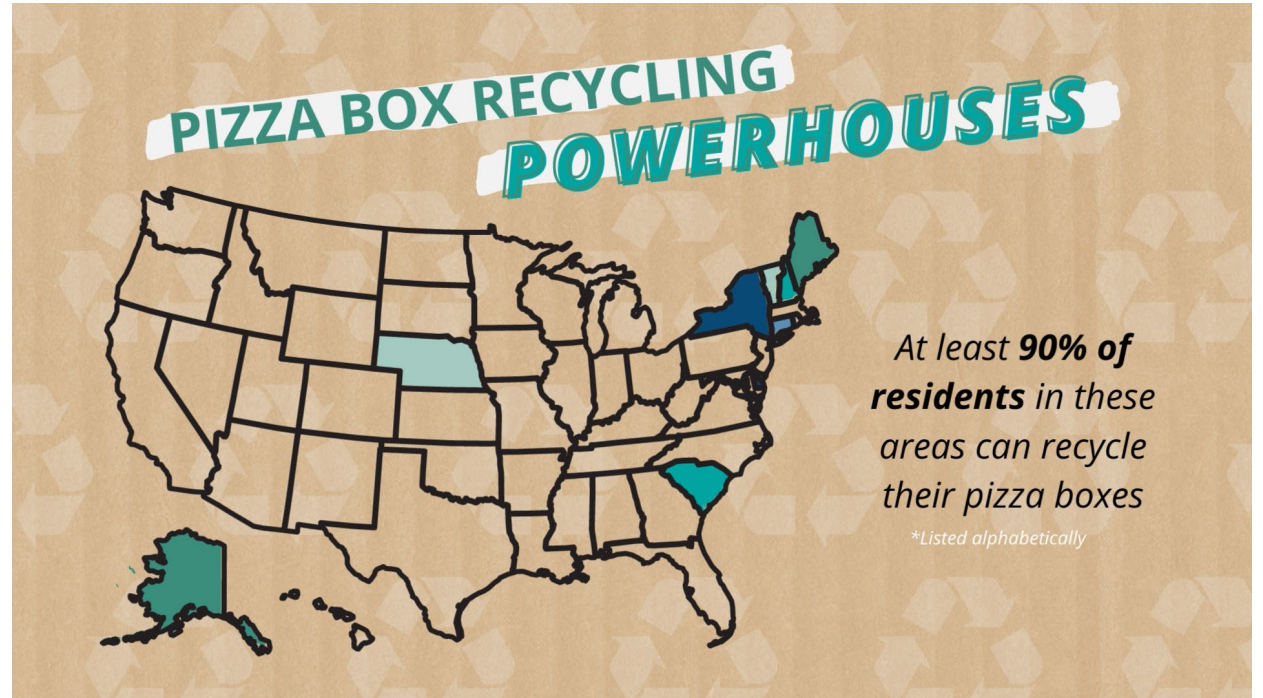


Why Is This Recyclable ... and What Can't Be Recycled?

Few things ar learning that Many recyclic can get confu If you didn't realize that p Where can The ultimate programs do after you em



Test. Learn. Revise Message.



Response:

- Consumers did not accept this message based on instilled beliefs that food contamination meant non-recyclable
- They were not seeing pizza box acceptance in their specific area

Evolution:

- Highlighted specific locations that accept pizza boxes for recycling based on study results (awareness)
- Adjusted copy to include:
 - Pizza boxes are made to be recycled
 - Check your local guidelines first
 - Ask your local recycling facility to accept pizza boxes

Super Bowl: News Media Ate It Up



Packaging
TECHNOLOGY TODAY

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2024 "Blue Bin" Paper Recycling Trends & Tips Released in Time for Playoff and Super Bowl Mania

January 17, 2024 | News & Headlines

Fans Encouraged to Recycle Pizza Boxes and More by P+PB

Football fans are gearing up for NFL playoff and Super Bowl Sunday with watch parties planned in homes and venues around the nation, and one thing they have in common is lots of party-related paper and packaging. New themes in recycling paper are emerging that will make it easier to make these celebrations more environmentally friendly, according to a top 5 list of paper recycling trends pulled together by the Paper and Packaging Board (P+PB), which along with tips will help consumers get their paper into the blue recycling bins.

USA TODAY

Pizza conundrum: Recycle the box or trash it? Here's the answer.

Dinah Voyles Pulver
USA TODAY

Published 4:32 p.m. ET Feb. 10, 2023 | Updated 11:52 a.m. ET Feb. 14, 2023



Recycle-bot using artificial intelligence may make sorting your garbage less of a hassle
Commonwealth Scientific and Industrial Research Organisation says their prototype "smart bin" can even recognize different types of plastics. Scott L. Hall, USA TODAY

KCBS Radio: On-Demand

How to reduce your carbon footprint at your Super Bowl party

ALL NEWS KCBS RADIO

ON DEMAND

00:00 03:02



Sure good-natured rivalries play out among friends during Sunday night's Super Bowl, but the more contentious debates may arise after the game — when it's time

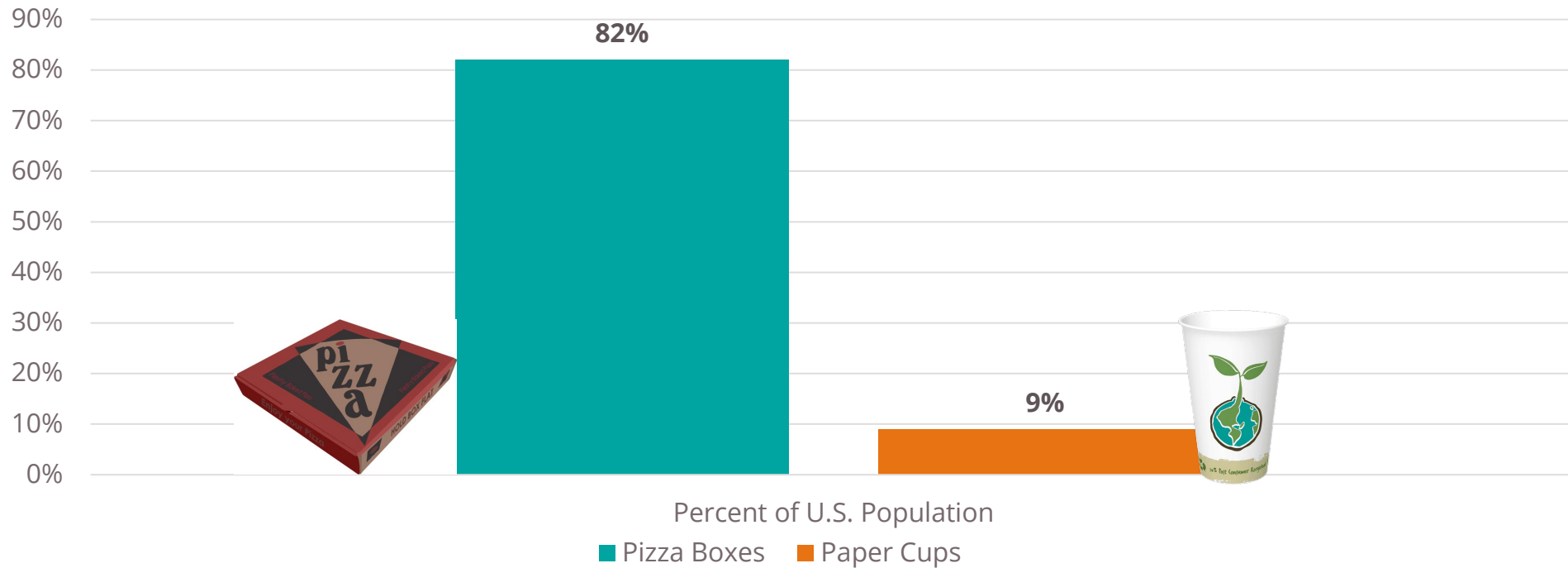
Are Coffee Cups Next for Increased Recycling?



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The State of Paper Cup Recycling

2021: Percentage of Population with Access to Collection for these products



Source: AF&PA 2021 Recycling Access Study, measuring curbside and drop-off community recycling programs provided through municipal or county governments

More Brands Get on Board

Is the new cup recyclable?

Yes, the new double-wall paper cup can be recycled in selected locations. Visit the [Paper Cup Alliance](#) to learn more about industry efforts to expand paper cup recycling and local community cup recycling programs.



Tackling Coffee Cup Recycling

Are Coffee Cups Recyclable?



Why Are Coffee Cups Recyclable in Some Regions and Not Others?

It's less about the fact that it's a cup and more about what coffee cups are made of. To avoid absorbing water and losing their shape or falling apart, most paper cups are coated with a thin layer of polyethylene. Many recycling mills are not yet equipped to recycle paper that has been treated in this way.

That's changing. There are now more than 40 mills in North America that will accept paper cups. That's enough to tip the balance in favor of the planet: These 40 mills represent more than three-quarters of the nation's demand for recycling mixed paper, [Recycling Today reports](#). That covers major municipalities such as Washington, D.C., New York, Denver, San Francisco and Seattle, among other areas.

The reason these mills are updating their equipment to be able to process paper cups for recycling is that they're rooted in the paper and packaging industry—which is itself connected to the land. The more that paper products are recycled, the more sustainable they become. And the more integrated paper becomes in the circular



howlifeunfolds Original audio

howlifeunfolds Did you know that more and more recycling facilities are accepting paper cups? Be sure to check your local guidelines.

#recycle #coffee #recycling

paper.be Reply

View insights Boost reel

Liked by cassie_stephenz and 13 others 1 day ago

Add a comment...



Gen Z Online and On Campus



SPOON UNIVERSITY X THE PAPER AND PACKAGING BOARD

3 Delish and Creative Ways To Eat Your Leftover Pizza (And What To Do With The Box)

4 DAYS AGO

This is a sponsored feature. All opinions are 100% our own.

Eating a cold slice of pizza by the refrigerator light? Yeah, we've all been there. No shame or judgment though, because real pizza lovers know that cold pizza is still delish. But TBH, there's only so much day-old crust-chewing our jaws can handle.

If you're ready to learn creative ways to repurpose your leftover pizza (and want tips on repurposing and recycling your pizza boxes, too!) we've got you covered.

Properly Dispose Of The Pizza Box

Whether you finish the pie before there can be leftovers or use one of the delish recipes below, here's how to properly repurpose and recycle the box when you're done.

MAKE THE SMART CHOICE GO PAPERTARIAN! Paper & Packaging **LEARN HOW!**

RECYCLING

Even though pizza boxes can be recycled in most places, there are some areas that still don't take pizza boxes yet. So, next time you're finishing a pie, [be sure to check out your local guidelines](#) and see if your college and hometown allow pizza boxes to be recycled. If it does, then simply empty and flatten the box, and it's ready to be recycled! By recycling it, you'll keep it out of landfills and the material can be reused to make new paper-based products. (Pro tip: regularly check your local recycling guidelines to see if new items have been added!)

Recycling acceptance is growing, so if you're curious about other ways to make your kitchen more sustainable, check [to see if your local recycling center also accepts items like those paper coffee cups](#) from the much-needed caffeine pick-me-up between classes. Before you know it, you'll be a [papertarian](#) (aka a person who chooses and uses paper products as part of a sustainable lifestyle, prioritizing paper products and packaging due to their renewable nature).

[Learn more](#) about other ways you can make a positive impact on the environment by recycling!

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3 Delish and Creative Ways To Eat Your Leftover Pizza (And What To Do With The Box)

...check to see if your local recycling center also accepts items like paper coffee cups ...

The Campaign Gets Results



How We Know the Campaign Works

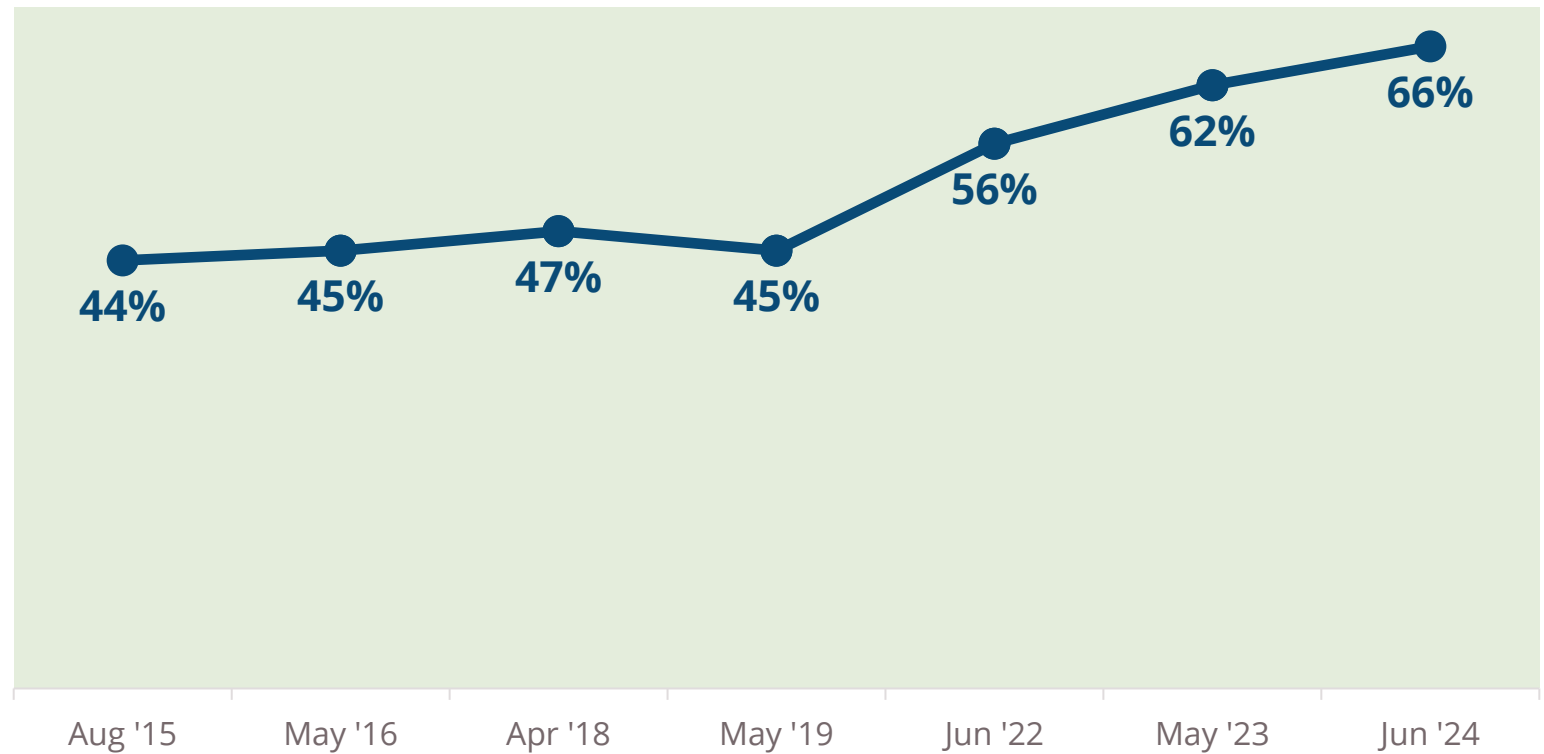
- Annual consumer Attitudes and Usage tracking survey
- Ad testing with consumers
- Ad performance/Google Analytics/SEO
- Share details with members in our publications, reports, blogs and webinars



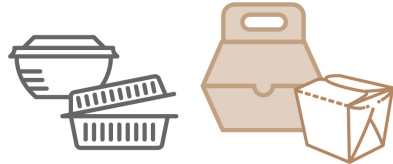
Changing Perceptions: More Awareness of Paper's Renewable Nature

66%

of consumer target audience who've seen the campaign are increasingly aware of paper's renewability.



Consumers' Preference for Paper Increases



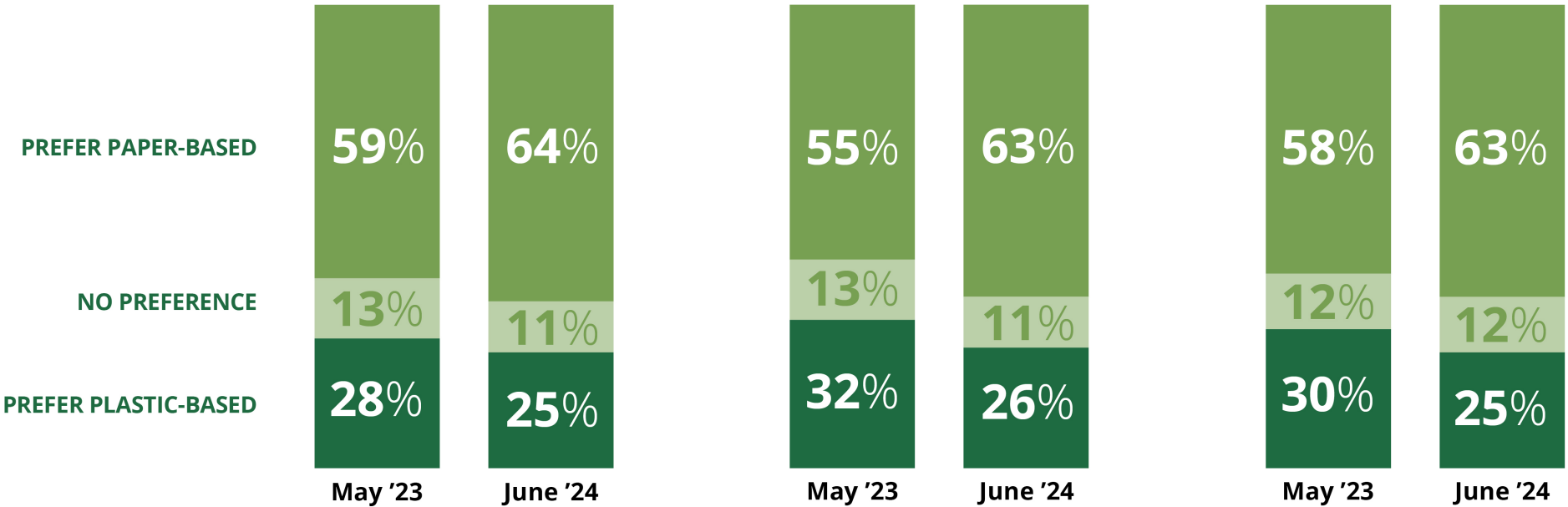
PORTABLE FOOD CONTAINERS



MILK CONTAINERS



JUICE BOTTLES/CARTONS



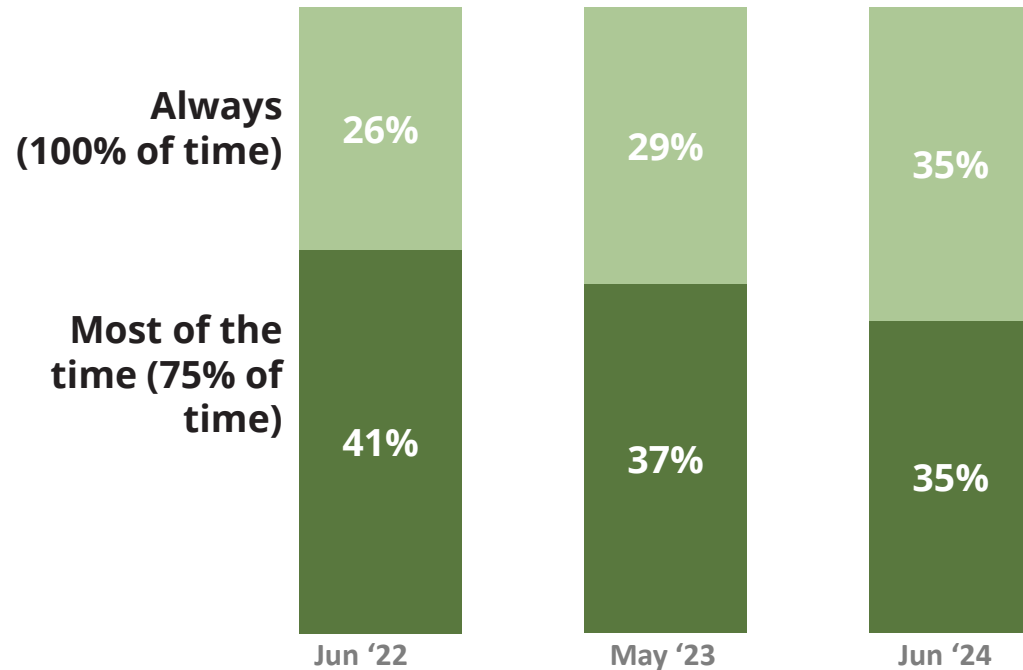
Source: Brookmark Research, P+PB A&U Tracking Survey (May '23 – Jun '24 waves). Consumers (18-49) Aware of the Campaign. ©2024 & © Paper and Packaging Board.
 Question: Please take a moment to consider the various products and their packaging listed below. Then, please indicate your level of packaging preference when given a choice while shopping.

Recycling - Packaging

The reported rate of recycling paper-based product packaging remains high, with 7 in 10 consumers saying they do it all or most of the time.

Adults 18+

% Recycle Paper-Based Product Packaging



Go Papertarian: Choose Products Packaged in Paper



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Patti Boerger – pboerger@paperandpackaging.org

