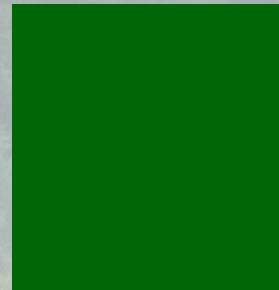




THE PAPER & PAPERBOARD PACKAGING
ENVIRONMENTAL COUNCIL

2023 YEAR IN REVIEW



ABOUT US

The Paper and Paperboard Packaging Environmental Council (PPEC) is the trusted voice for the Canadian paper packaging industry on environmental issues. PPEC is proud to represent over 90% of the Canadian paper packaging industry.

For the last 30 years, PPEC has represented the paper packaging industry on Canadian environmental issues, and its members include paper packaging mills and converters operating across Canada who manufacture the three major paper packaging grades: containerboard, boxboard, and Kraft paper.

TABLE OF CONTENTS

03

Wrapping Up 2023

04

Advocacy: A Strong Industry Voice

05

Telling Our Industry's Story

07

Connecting with Industry

WRAPPING UP 2023



Dear PPEC Member and Stakeholder,

On behalf of the Paper and Paperboard Packaging Environmental Council (PPEC), thank you for your ongoing support and membership with our association.

The 2023 Year in Review provides you with an overview of our actions and successes over the course of the past year. With your support, we have continued to promote and advance the environmental success story of the Canadian paper packaging industry.

This year, packaging and its environmental impacts continued to gain increased attention. As an industry, we are proud of paper packaging's circular economy, and are committed to sharing it with industry, government, media, and the public.

In 2024, we will continue to expand our communications, engage media and the public, further put forward our positions and our solutions to government, and keep the paper packaging industry informed on key environmental issues.

Thank you for your support, and we look forward to continuing our work as the environmental voice for the Canadian paper-based packaging industry. If you have any questions or suggestions, please don't hesitate to contact me at rkagan@ppec-paper.com.

Sincerely,

A handwritten signature in black ink that reads "Rachel Kagan". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Rachel Kagan
Executive Director
PPEC

ADVOCACY: A STRONG INDUSTRY VOICE

This year, PPEC advocated and represented our members to the government on a wide range of issues including:

- **Federal:**
 - PPEC submitted a response to the Environment and Climate Change Canada survey on paper recycling in Canada, which examined the barriers and opportunities on domestic paper collection and recycling.
 - PPEC responded to the Proposed Regulatory Framework on Methane Emissions.
 - PPEC was invited to participate in a National Multi-Stakeholder Working Group on Post Consumer Fibre (PCF) as part of the Government of Canada's work on reducing GHG emissions from landfill.
- **Yukon:** PPEC participated in the government's stakeholder session and provided written feedback on developing a regulated extended producer responsibility (EPR) approach to managing waste and recyclables.
- **Northwest Territories:** PPEC prepared a submission in response to the consultation on the proposed amendments to its Waste Reduction and Recovery Act. Proposed changes to implement new waste management approaches include enabling EPR for the future development of a packaging and paper recycling program.
- **Newfoundland and Labrador:** PPEC participated in consultations on the development of an EPR program for packaging and paper products in Newfoundland and Labrador.
- **Saskatchewan:** PPEC participated in stakeholder informational sessions on Saskatchewan Household Packaging and Paper Regulations, which transitions the existing residential blue box system to full EPR.



Responsible Approach

By Rachel Kagan August 30, 2023

The critical importance of getting Extended Producer Responsibility right for Canadian businesses, consumers and the environment

Source: [Canadian Packaging](#)

NEWS BLOGS MILLS & TECHNOLOGIES SCIENCES & INNOVATIONS PEOPLE

What PPEC will be Watching in 2023

RACHEL KAGAN | 13 JANUARY 2023



Source: [Paper Advance](#)

RECYCLING

Average recycled content of Canadian-made paper packaging is more than 80 percent

PPEC releases 2022 Recycled Content Survey

Source: [Recycling Product News](#)

Rachel Kagan, Executive Director of Paper & Paperboard Packaging Environmental Council (PPEC), explains the evolving landscape across Canada for Extended

Source: [Canadian Packaging](#)

CANADIAN Pizza

MENU NEWS FEATURES PRODUCTS VIDEOS

The circular econor recyclable pizza bo

By Rachel Kagan, PPEC February 10, 2023

Source: [Canadian Pizza](#)

Pitting Packaging Materials Against Each Other Misses The Bigger Picture

BY MARY ANNE HANSEN

I recently spent a whirlwind week of travel visiting with Paper and Packaging Board members in Montreal, VA, the House Box Association's Board of Directors in Stuart, Canada, and American Forest & Paper Association's Board of Directors in Washington, D.C. I returned with them the positive attitudes among consumers who have seen our national marketing campaign: How they associate with our industry and have a strong preference for paper-based product packaging, shipping boxes, catalogs and direct mail. I could not help but think about the positive sea change in consumer knowledge and awareness of paper's sustainability story since the campaign began advertising in 2015. And it wasn't just me; our board members are seeing the improvement too. But the sands are shifting and there is more on our sustainable "to-do" list today than at any time during the campaign, especially when the industry's competitors are organized and increasing their efforts to improve public perception and use of their products. Here's our "to-do" list:

- Increase their recovery from consumers through recycling education. From pizza boxes to shipping boxes, extend consumers to empty and flatten the box and then recycle it so we can keep our recycling plant pipes full.
- Showcase the paper innovations that are replacing plastics to position paper as the smart material for a sustainable future.
- Reduce environmental guilt about using trees to make paper and paper-based packaging by ensuring consumers are aware of U.S. companies' shared forest legacy with private landowners.
- Provide features that customers want in their product packaging – materials that are recyclable, use less natural resources and are made from renewable materials.
- Buffer against attacks and threats to the industry and its companies' sustainability ethos and contributions.

The October paper manufacturers and importers supporting this campaign will be asked if they want to continue investing in this united effort. The business case for continuing this important work is as clear as it is strong. Concern for the environment is not going away and consumers and consumers alike are looking for industries who want to continue leading the way.

We can't lead if we aren't collectively at the table together working toward a united goal and one way toward that goal is to work together. The Paper and Packaging Board has been bringing paper manufacturers and importers together since 2014 and has implemented a successful national consumer sustainable campaign that is filling all boats.

Mary Anne Hansen is the President of the Paper and Packaging Board (P-PB).

Source: [Board Converting News](#)

PULP & PAPER CANADA

Subscribe to Magazine | [pulpandpapercanada.com](#)

NEWS

[PPEC study: Over 80 percent recycled content in Canadian paper packaging](#)

Source: [Pulp & Paper Canada](#)

WASTE & RECYCLING

Features News Columns Product Watch Events

Blogs / Blue Box

[Twitter](#) [Facebook](#)

Paper-based packaging way for Ontario's household box program

Source: [Waste & Recycling Magazine](#)

Telling Our Industry's Story

Through its communication channels, PPEC works to correct misinformation about the Canadian paper packaging industry, as well as provide news, insights, and analysis on industry issues including recycling and extended producer responsibility, sustainable forest management, environmental claims and greenwashing, the circular economy, and climate change.

12

blogs examining timely and topical issues from across the industry, including:

- What PPEC will be Watching in 2023
- Circular Economy of a Recyclable Pizza Box
- Where is Canada's Guidance on Environmental Claims?
- The Facts About Sustainable Forestry
- Are we putting the cart before the horse when it comes to EPR in the IC&I sector?
- Paper-based Packaging Leads the Way for Ontario's Household Blue Box Program
- Banning Paper Bags is Not the Solution
- Pitting Packaging Materials Against Each Other Misses the Bigger Picture
- Celebrating National Forest Week
- What Reducing Plastics Means for the Canadian Paper Packaging Industry
- Celebrating Circular Economy Month
- Revisiting Paper Packaging's Circular Economy as Court Rules on Plastics Ban

46

emails delivered with a 37% open rate and a 5% click thru rate

438

followers on LinkedIn: up 32% in 2023

NEARLY 15K WEBSITE USERS

159

followers on Twitter: up 14% in 2023

VIEWING 34K WEBSITE PAGES

05

NEW PPEC RECYCLING RESEARCH

In August 2023, PPEC announced the results of the [2022 Recycled Content Survey](#).

Every two years, PPEC releases its Recycled Content survey. This survey shows the success of the paper packaging circular economy and continues to confirm that the feedstock used for the production of boxboard and containerboard made in Canada is primarily recycled content fibres.

The 2022 results show that the average recycled content of domestic shipments for the top two major packaging grades was 80.2%. The average recycled content for domestic shipments of boxboard was 86.2%, while the average recycled content for domestic shipments of containerboard was 81%.



PPEC Participates in National Circular Economy Campaign



Source: Media Planet

“The paper packaging industry is an extremely successful example of how the circular economy can function. As a circular economy, the paper packaging industry mostly uses recycled materials to provide innovative and environmentally sustainable packaging solutions for Canadians.”

PPEC profiled the paper packaging industry’s circular economy with an article in the [Media Planet special circular economy insert](#) that was distributed in the National Post.

CONNECTING WITH INDUSTRY

This year, PPEC continued to work to engage and connect the paper paper packaging industry.



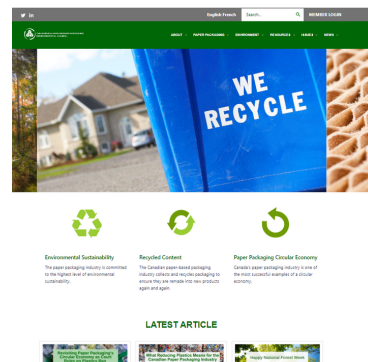
On September 27, the Canadian Corrugated and Containerboard Association (CCCA) and PPEC held a joint Golf Tournament. With perfect weather and a stunning golf course, a great day was had by all. Thank you to the golf participants and sponsors who made this event a success.



This year, the PPEC team undertook tours with member companies to gain more insight on the industry's circular economy and see first-hand the industry's environmental commitments.



Rachel Kagan, Executive Director, PPEC provided an update on EPR at the AICC Canada Spring Members Event.



PPEC launched an updated website with a more modern and enhanced look and functionality with refreshed content.



ppec@ppec-paper.com

www.ppec-paper.com



Paper & Paperboard Packaging Environmental
Council (PPEC)



[@ppec_paper](https://twitter.com/ppec_paper)