

EUROPEAN PAPER BAG DAY OCTOBER 18, 2018

Media monitoring / Clipping report



BACKGROUND TO THE EUROPEAN PAPER BAG DAY

- » In the first place, the European Paper Bag Day works as a communicative hook
- » It's an occasion to spread our messages and tell our stories about paper bags

PRE-WORK FROM THE COMMUNICATION WORKGROUP

- » Press release that was sent out from CEPI Eurokraft and EUROSAC on Sept 25, 2018
- » Action logo
- » Press kit:
 - › 2 Fact sheets
 - › 2 Press release templates for members to use
 - › Guideline for all members to use
- » New subpage at www.thepaperbag.org: “European Paper Bag Day”

OUTCOME OF THE GENERAL PRESS RELEASE FROM CEPI EUROKRAFT AND EUROSAC

- » Sent out on Sept 25, 2018
- » Available in English, French, German, Italian, Spanish and Swedish
- » Outcome so far (Nov 9, 2018):
 - › 23 online publications
 - › 1 newsletter integration
 - › 6 social media postings



PRESS RELEASE THE EUROPEAN PAPER BAG DAY

Occasion: European Paper Day
Medium: Recycling Magazin
Website: www.recyclingmagazin.de
Date of publication: 25.09.2018

RECYCLING
magazin



Occasion: European Paper Day
Medium: REVISTA IDE via Twitter
Website: www.twitter.com/revistaideinformacion-delenvaseyembalaje
Date of publication: 26.09.2018

REVISTA
IDE
Información del
Envase y Embalaje



Occasion: European Paper Day
Medium: Paper First
Website: www.facebook.com_PaperFIRST
Date of publication: 08.10.2018

PaperFIRST
by groupENP.com



OTHER ACTIVITIES FROM CEPI EUROKRAFT AND EUROSAC

» Article in the Swedish “Svensk Papperstidning” before and after European Paper Bag Day

18 OKTOBER – FÖRSTA EUROPEAN PAPER BAG DAY

“The Paper Bag”, där Europas ledande kraftpappersproducenter och pappersbärkassetillverkare samverkar, lanserar den första European Paper Bag Day den 18 oktober 2018. Denna årligt återkommande dag syftar till att öka medvetenheten hos konsumenterna om pappersbärkassar som hållbara och effektiva förpackningar för framtiden, vilka bidrar till att minimera miljöutsläpp. “The Paper Bag” ser nu fram emot de första aktiviteter som olika bruk runt om i Europa arrangerar.

För mer information, besök gärna www.thepaperbag.org eller skicka ett meddelande: info@thepaperbag.org.

CEPI EUROKRAFT
European Paper Bag Day 2018

EUROSAC

EUROPEAN PAPER BAG DAY

CEPI Eurokraft är den europeiska branschorganisationen för producenter av säckkraftpapper till pappersbärkassor och kraftpapper till förpackningsindustrin. Organisationen har sina medlemsföretag som representerar en volym av 3,0 miljarder ton papper, producerat i olika länder. www.cepi-eurokraft.org

EUROSAC är den europeiska branschorganisationen för producenter av pappersbärkassar. Förbundet representerar över 70% av europeiska pappersbärkassatillverkare. Medlemskapet är omfattande: 20 olika länder. De producerar mer än 3 miljarder pappersbärkassar per år motsvarande 650 000 ton papper som svarar för 100 miljoner pappersbärkassar. Särskilt viktigt för olika kontinenter såväl pappersbärkassaproducenter bidrar även till fördragen som korrespondande medlemmar, och mer än 20 återförsäljare (pappers-, film-, media- eller livsmedels) är registrerade som associerade medlemmar. www.eurosac.org

Before

Första European Paper Bag Day

I oktober hölls den första “European Paper Bag Day” med ett flertal globala och lokala kommunikationsaktiviteter.

Detta årligt återkommande möte syftar till att öka medvetenheten hos konsumenterna om pappersbärkassen som en hållbar och effektiv förpackning för framtiden.

Dagen initierades av plattformen “The Paper Bag”, som består av Europas ledande kraftpappers- och pappersbärkassaproducenter. Bland andra deltog Nordic Paper som i Kristinehamn och Amotfors informerar nyfikna kommuninvånare om kraftpappersproduktion och dess fördelar som förpackningsmaterial. ■

8 • SPC1/Svensk Papperstidning • Nr 7 2018

After



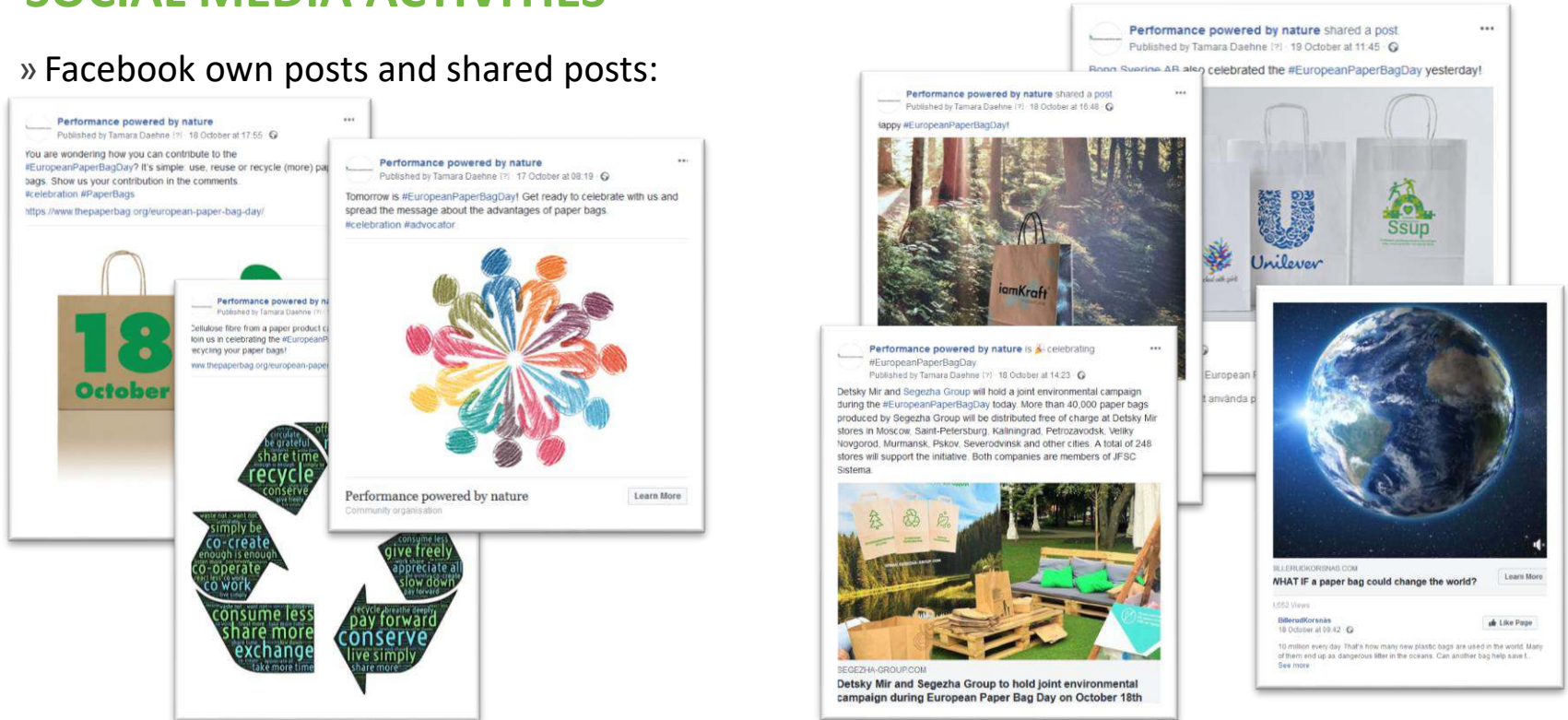
OUTCOME FROM CEPI EUROKRAFT / EUROSAC SOCIAL MEDIA ACTIVITIES

» Facebook:

- › 9 own posts on event and 13 shared posts on activities of members and non-members
 - › 23 confirmations
 - › 232 interested
 - › 139 interactions (e.g. likes, haha, wow)
 - › 18 comments
- › 7 ads (3 post ads and 4 event promotions)
 - › 2 488 968 impressions (number of users to whom the ad was displayed)
 - › 1 434 clicks on ad-links
 - › 17 new followers during the European Paper Bag Day (Oct 18)

OUTCOME FROM CEPI EUROKRAFT / EUROSAC SOCIAL MEDIA ACTIVITIES

» Facebook own posts and shared posts:



OUTCOME FROM CEPI EUROKRAFT / EUROSAC SOCIAL MEDIA ACTIVITIES

» Facebook shared posts:
Videos with the hashtag
#EuropeanPaperBagDay



OUTCOME FROM CEPI EUOKRAFT / EUROSAC SOCIAL MEDIA ACTIVITIES

» Facebook post ads:

- › Audience
 - › Location – living in: Austria, Switzerland, Czech Republic, Germany, Denmark, Spain, Finland, France, UK, Greece, Croatia, Ireland, Italy, Malta, Netherlands, Norway, Poland, Portugal, Sweden
 - › Age: 16-65+
 - › Language: English (UK and US), German
 - › People who match: Interests: Environmental protection, Sustainability, Shopping or package

Performance powered by nature
Sponsored

Using packaging made from renewable, recyclable and biodegradable sources gives a clear signal of commitment to the environment. Show everyone that you care for nature: Take a paper bag to your next shopping trip and celebrate the #EuropeanPaperBagDay with us!
#celebration #PaperBags
<https://www.thepaperbag.org/european-paper-bag-day/>

Performance powered by nature
Sponsored

We love #PaperBags because they help us to reduce plastic waste in our environment. That's only one of the reasons why we are celebrating the #EuropeanPaperBagDay. What do you love about paper bags?

Performance powered by nature
Sponsored

Cellulose fibre from a paper product can be recycled up to six times! Join us in celebrating the #EuropeanPaperBagDay by reusing and recycling your paper bags!

18 October

THEPAPERBAG.ORG
European Paper Bag Day
The European Paper Bag Day will take place on 18...

Performance powered by nature.

OUTCOME FROM CEPI EUROKRAFT / EUROSAC SOCIAL MEDIA ACTIVITIES

» Facebook event promotions:

Performance powered by nature
Sponsored

Taking responsibility for the environment can be very simple – and it is an important cornerstone to preserve our planet for future generations. By celebrating the #EuropeanPaperBagDay, we want to highlight the environmental and sustainable benefits of paper bags. Let's combine our personal packaging choices with a good choice for the environment!




THEPAPERBAG.ORG
European Paper Bag Day
By celebrating the European Paper Bag Day, "The Paper... [Learn More](#)

Performance powered by nature
Sponsored

Paper bags are environmentally-friendly and at the same time strong and reliable shopping companions for all occasions. They carry almost anything – from food, fashion, luxury and decorative items to electronics.

Join us to celebrate them as sustainable and efficient packaging on the #EuropeanPaperBagDay on 18 October!




European Paper Bag Day [Learn More](#)

Join us! [More information on our fan page](#)

Performance powered by nature
Sponsored

HOORAY, ITS #EUROPEANPAPERBAGDAY!
#celebration
www.thepaperbag.org/european-paper-bag-day/



Performance powered by nature [Learn More](#)

Performance powered by nature shared an event.
Sponsored

It's all about paper bags! Today we will celebrate paper bags as the sustainable and efficient packaging of the future. Be a part of the celebration!



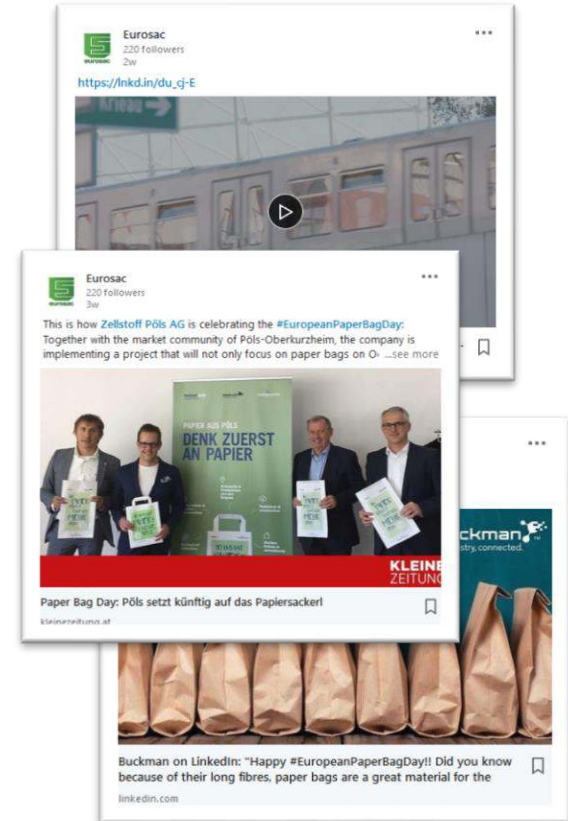
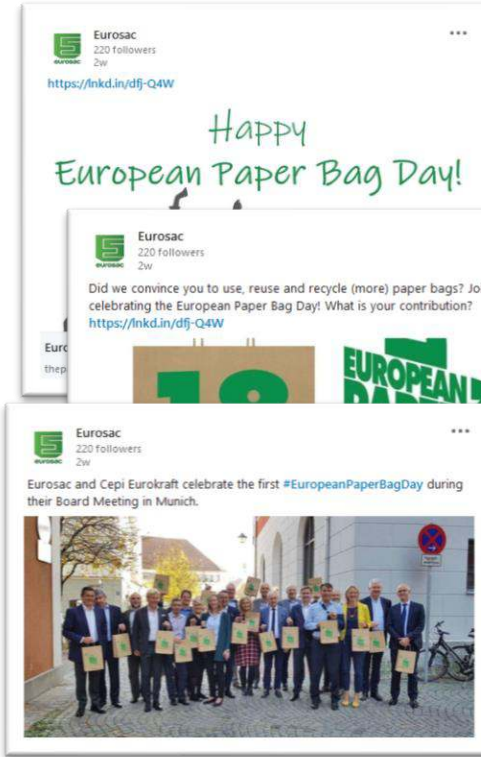
THURS, 18 OCT
European Paper Bag Day [★ Interested](#)

232 people interested · 23 people going

OUTCOME FROM CEPI EUROKRAFT / EUROSAC SOCIAL MEDIA ACTIVITIES

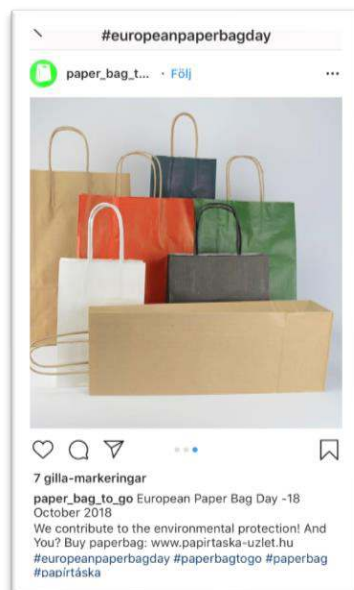
» LinkedIn:

- › 9 own posts on event and 11 shared posts on activities of members and non-members
- › 3 087 impressions on our own posts
- › 158 clicks
- › 102 social actions
- › 2 new followers during the European Paper Bag Day (Oct 18)



OUTCOME FROM GENERAL KNOWLEDGE INSTAGRAM ACTIVITIES

Posts with the hashtag
#EuropeanPaperBagDay



OUTCOME FROM GENERAL KNOWLEDGE

» Request from a teacher in Ukraine:

“Hello! I got very inspired about the Paperbag day. I am from Ukraine and i work in the public school and i would like to celebrate the Paperbag day in my school too, to encourage young generations use the eco-friendly bags. I came up with the idea to make an assembly and tell the kids about the importance of that and then hand them the paperbags and suggest them to design them the way they would like to. Do you mind if we do that? I decided to ask for the permission before i start doing it.

Best regards,

Mariia. “

OUTCOME FROM GENERAL KNOWLEDGE

» Request from a media agency in Slovakia:

“I would like to kindly request approval for participation in your initiative of the first European Paper bag day. Our agency works for a client – a Mondi Group mill in Slovakia – and on the Oct 18th we organize public affairs event of meeting environment stakeholders in our community. This Environmental Day is a regular event and we always look for public awareness campaigns that we can spread out. As the two dates collide, we would like to:

- 1. Take and hand over the translated press release from the website*
- 2. Translate and provide Slovak version of any brochure you might want to distribute*
- 3. Translate or at least subtitle the promotion video you might have*

On the occasion, we have agreed with the client, Mondi SCP mill, to hand over paper bags to participants (mayors, environmental agencies, NGOs, journalists,...) paper bags branded by our company in order to raise the awareness.

Thank you for your kind reply of approval of the above mentioned activity.

Kind regards, Ľubomír Čech, EventPro Media”

OUTCOME FROM GENERAL KNOWLEDGE

» School in Puglia area, Italy:

» Students engaged in an “ETwinning Europe” project, promoted local food inside a special paper bag



ETwinning Europe
Utbildning



For our #e-twinning project we promoted Apulian food inside special #PaperBags!



Students carrying paper bags to promote



OUTCOME FROM MEMBERS ACTIVITIES

- » CEPI Eurokraft / EUROSAC Secretariat:
- » Produced paper bags with “The Paper Bag” logo on



OUTCOME FROM MEMBERS ACTIVITIES

- » CEPI Eurokraft / EUROSAC Secretariat:
- » During the Joint Board meeting on Oct 18, paper bags were handed out to all participants as a goodie bag
- » Pictures were taken with all participants
- » The day was highlighted at our individual LinkedIn pages and the Facebook page



OUTCOME FROM MEMBERS ACTIVITIES

- » Zellstoff Poels/Starkraft, Austria:
- » Involved the local community of Poels, Austria.
- » Paper bags/shoppers are produced and distributed for free around Poels area.
- » Held a press conference on Oct 5, 2018, where five media outlets participated. Informed about the European Paper Bag Day and the project that Zellstoff Poels/Starkraft, supported by the local community of Poels, have undertaken. Also the CEPI Eurokraft/EUROSAC fact sheet was given to the journalists.



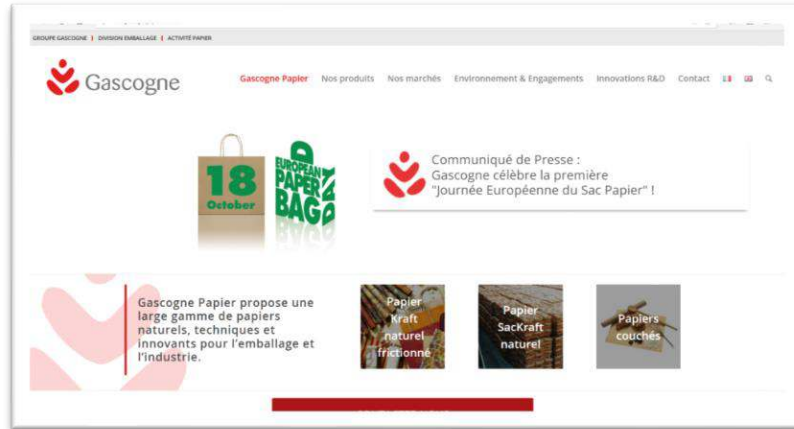
OUTCOME FROM MEMBERS ACTIVITIES

- » Zellstoff Poels/Starkraft, Austria:
- » Posters have been distributed and prominently displayed all around the village.
- » Facebook posting on the Zellstoff Pöls AG page.



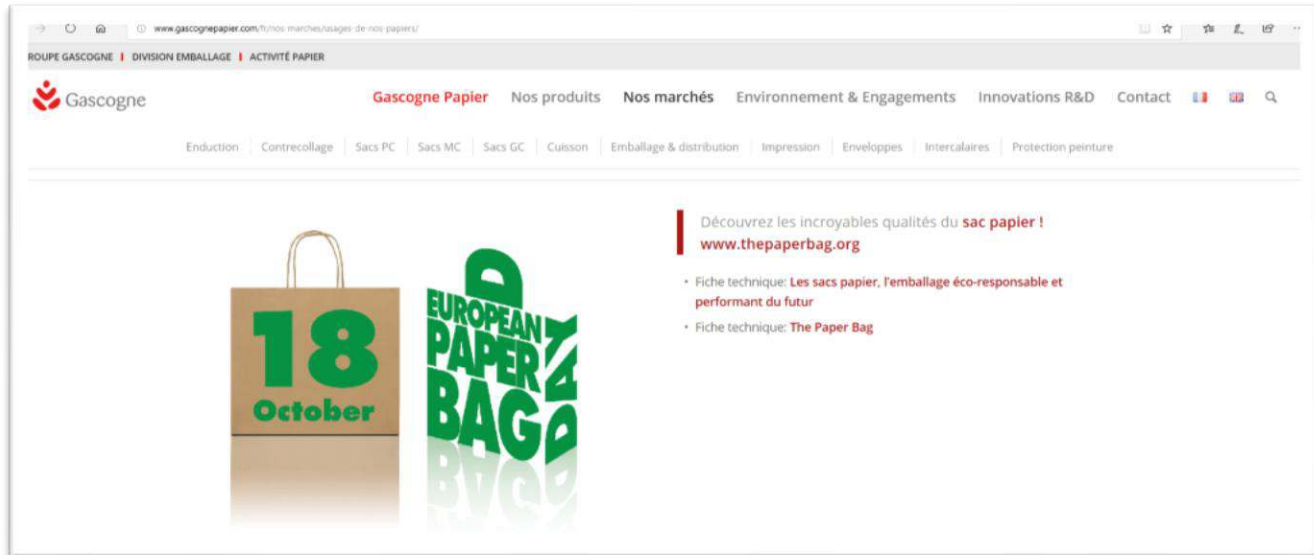
OUTCOME FROM MEMBERS ACTIVITIES

- » Gascogne Papier and Gascogne Sacs, France:
- » Info & press release in the French home page layer slider, info & link to www.thepaperbag.org in the English home page as well (and German for Gascogne Sacs)



OUTCOME FROM MEMBERS ACTIVITIES

- » Gascogne Papier and Gascogne Sacs, France:
- » The fact sheets can be downloaded in the “markets” page dedicated to carrier bags : <http://www.gascognepapier.com/fr/nos-marches/usages-de-nos-papiers/#sacsmyennecontenance>

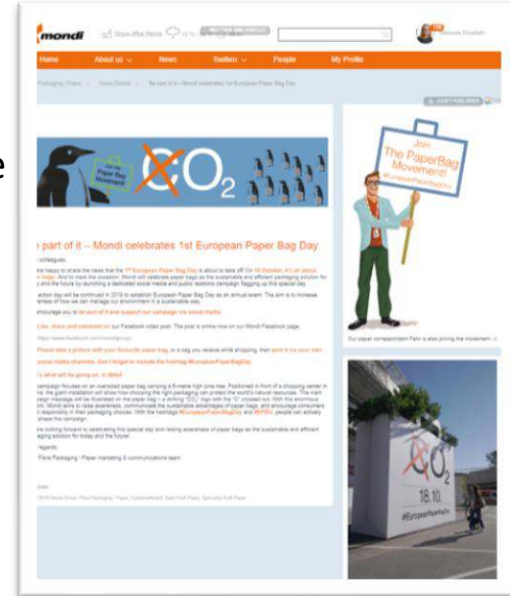


OUTCOME FROM MEMBERS ACTIVITIES

- » Gascogne Papier and Gascogne Sacs, France:
- » Organize a local partnership during the “Telethon” event in Mimizan, France, on Nov 23-25, 2018.
- » “Telethon” is a charity event organized since 1987 by the French Association against Myopathies (AFM) to raise funding for research projects on neuromuscular genetic diseases such as myopathies and other rare genetic diseases.
- » Gascogne will provide free paper bags during these days, and through this initiative they support local engagement by providing a sustainable and locally produced packaging to the organizers and participants.

OUTCOME FROM MEMBERS ACTIVITIES

- » Mondi, Austria:
- » Social media campaign incl a movie that was produced a week before the European Paper Bag Day.
- » A new microsite; www.paperbagday.eu, with information about the European Paper Bag Day, incl extracts from the Fact sheets and the movie.
- » The movie highlighted a large paper bag carrying a tree in the city



OUTCOME FROM MEMBERS ACTIVITIES

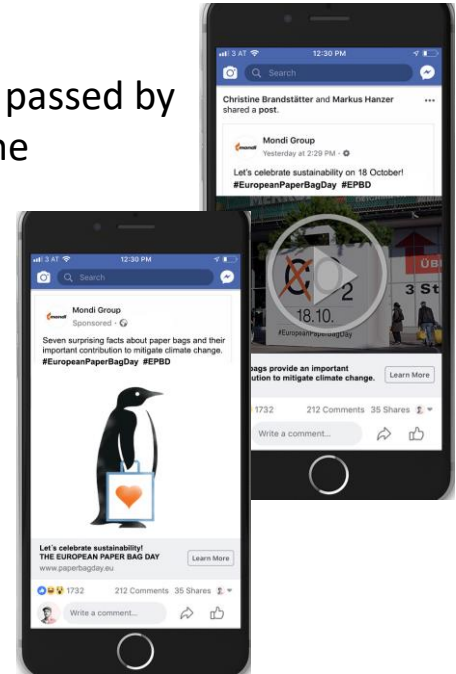
» Mondi, Austria:

» The paper bag was in place for 24 hrs, and during that period people passed by and asked questions to the Mondi employers. This was filmed, and the outcome was the final movie, that was launched on Oct 18:

<https://youtu.be/1Lq1ibflq44>

» Outcome:

- › Video views: ~84.200 (Facebook)
- › Link clicks/views microsite: ~15.000 clicks
- › Comments: 1.382 post reactions (Facebook)
- › LinkedIn: 78 likes
- › Youtube: 466 views
- › The #EuropeanPaperBagDay was introduced to it's audience in Italy, Spain and Germany



OUTCOME FROM MEMBERS ACTIVITIES

» Labolsadepapel, Spain:

» Local press release

1	18-O Día Europeo de la Bolsa de Papel	IDE	18/10/2018
2	18-O Día Europeo de la Bolsa de Papel	Te Interesa.es	18/10/2018
3	18-O Día Europeo de la Bolsa de Papel	Sevilla 24 horas	18/10/2018
4	18-O Día Europeo de la Bolsa de Papel	Barcelona 24 horas	18/10/2018
5	18-O Día Europeo de la Bolsa de Papel	Agronoticias.es	18/10/2018
6	Siete de cada diez comercios en España utilizan bolsas de papel	Góndola digital	17/10/2018
7	Siete de cada diez comercios en España utilizan bolsas de papel	Financial Food	17/10/2018

» Banner advertising to labolsadepapel website:

www.labolsadepapel.com



OUTCOME FROM MEMBERS ACTIVITIES

- » Gruppo Shopping Bags, Italy:
- » Promoted the day on their newly created website;
www.grupposhoppingbags.it



Sacchetti di carta – il packaging sostenibile ed efficiente del futuro

I sacchetti di carta sono popolari tra i consumatori e i retailer. Che sia per cibo, abbigliamento, elettronica o articoli decorativi, sono compagni robusti ed affidabili per lo shopping e presentano al contempo dei vantaggi ambientali convincenti. I...

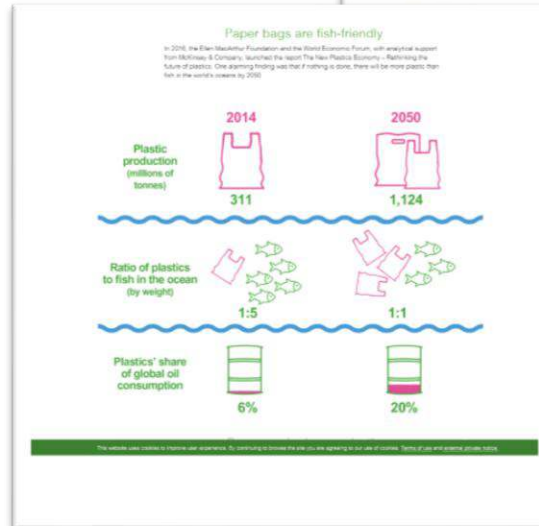


“The Paper Bag” lancia il primo “European Paper Bag Day

Stoccolma/Parigi, 14 settembre 2018. La piattaforma “The Paper Bag”, l’associazione leader in Europa di produttori di carta kraft e di sacchetti di carta, passa all’azione lanciando il 18 ottobre 2018 il PRIMO “European Paper Bag Day”. Questa annuale...

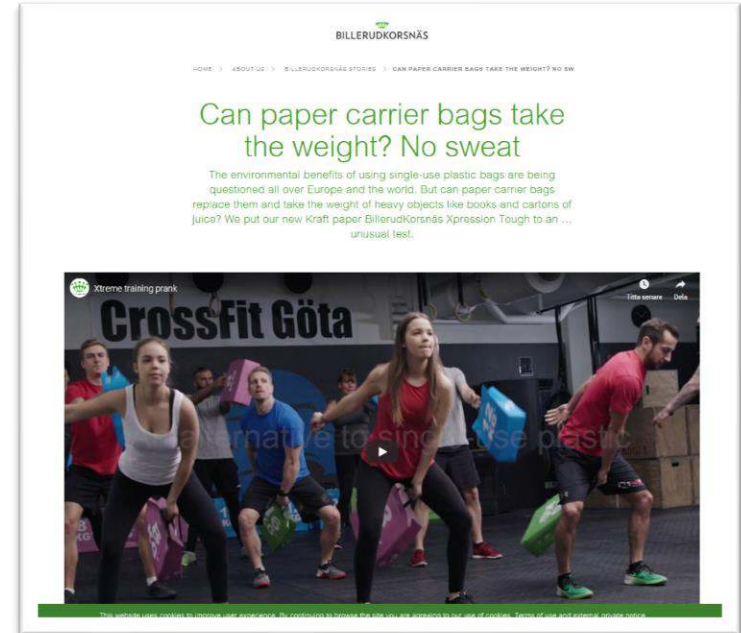
OUTCOME FROM MEMBERS ACTIVITIES

- » BillerudKorsnäs, Sweden:
- » Created a News release on the website on Oct 18, where also the Fact sheets were visible.
- » At the landing page for kraft paper bags, new facts and figures about paper bags were highlighted.
- » At the subpage Stories, a new story was launched; “WHAT IF a paper bag could change the world?”



OUTCOME FROM MEMBERS ACTIVITIES

- » BillerudKorsnäs, Sweden:
- » Re-launched a video; “Can paper carrier bags take the weight? No sweat”
<https://youtu.be/DuH5z3D3dtw>
- » Extra social media activities around the day; produced a KIT movie that was extra highlighted at Facebook, LinkedIn and Twitter.
- » Created a competition; answer to five questions about paper/paper bag benefits in general. Price: one year digital subscription of National Geographics.



OUTCOME FROM MEMBERS ACTIVITIES

- » CEE R. Schisler, France:
- » Produced a mailing campaign during the European Paper Bag Day to all its clients.
- » The campaign included information of the European Paper Bag Day and the benefits of using paper bags.



OUTCOME FROM MEMBERS ACTIVITIES

- » SmurfitKappa (Sangüesa Paper Mill), Spain:
- » Local press release



Publication	Topic	Headline	Date	Circulation
Packaging Europe	European Paper Bag	SMURFIT KAPPA DISTRIBUTE 130,000 PAPER BAGS TO CELEBRATE EUROPEAN PAPER BAG DAY	18-Oct	30,000
A1 Retail	European Paper Bag	Smurfit Kappa Sangüesa Paper Mill and Navarra Government celebrate European Paper Bag Day	18-Oct	6,000
Packaging Scotland	European Paper Bag	Paper bags tipped to contribute to sustainable future	18-Oct	4,031
Packaging News	European Paper Bag	Smurfit Kappa's Sangüesa mill celebrates 'European Paper Bag Day'	18-Oct	10,100
BusinessWire	European Paper Bag	Smurfit Kappa Sangüesa Paper Mill and Navarra Government distribute 130,000 paper bags to celebrate European Paper Bag Day	18-Oct	N/A
Directors Talk	European Paper Bag	Smurfit Kappa Plc celebrating first annual European Paper Bag day	18-Oct	N/A
Earth Island	European Paper Bag	Smurfit Kappa distributes paper bags to celebrate European Paper Bag Day	18-Oct	N/A

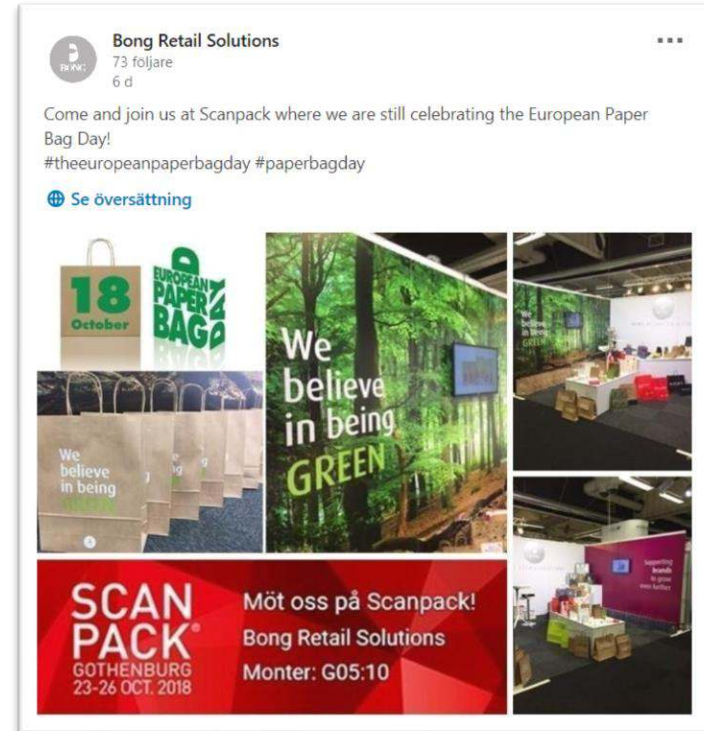
OUTCOME FROM MEMBERS ACTIVITIES

- » SmurfitKappa (Sangüesa Paper Mill), Spain:
 - » To mark European Paper Bag day, the Sangüesa mill cooperated with the Navarra Government by supplying the paper to produce 130,000 paper bags for distribution through local shops, supermarkets and consumers across the Navarra region. Isabel Elizalde, Navarra's Regional Minister for the Environment, supported the occasion and was given a tour of the mill. She also delivered the paper bags to local shops in Sangüesa and encouraged customers to test them as a sustainable alternative for transporting their groceries. Talking about the event, Isabel Elizalde said: "It's great to see companies like Smurfit Kappa making a real environmental difference at such a local level. Working together, knowing that the future is better if we make it sustainable, results in paper-based products from our certified forest. Today and tomorrow will be sustainable."



OUTCOME FROM MEMBERS ACTIVITIES

- » Bong Retail, Sweden:
- » Attended the ScanPack fair in Sweden, Oct 23-26, and highlighted the European Paper Bag Day.



OUTCOME FROM MEMBERS ACTIVITIES

- » Bong Retail, Sweden:
- » Open house invitation placed in the local newspapers on Oct 18, 2018, inviting the public to an open house of the production on Nov 6.
- » The public will get a guided tour of the production, and also some coffee and “fika” while the visitors receive information about the sustainable benefits of paper and paper carrier bags.

Välkomna på öppet hus hos
Bong Retail Solutions

Den 18 oktober infaller den första "European Paper Bag Day" initierad för att uppmantra konsumenter att kombinera sina personliga förpackningsval med ett bra val för miljön.



Vi vill i samband med detta passa på att visa vår produktion av pappersbärkassar och informera mer kring miljöaspekten av papper och pappersbärkassar.

Den **6 November kl 14.30** är Ni välkomna på en guidad tur i vår fabrik i Nybro och efter turen fikar vi tillsammans*.

För att delta anmäl dig på retail.info@bong.com, eller ring **0481-440 11**
Guidningen + fika varar ca en timme.

Välkomna till Emmabodavägen 9, Nybro.



BONG RETAIL SOLUTIONS

*Notera att det finns ett begränsat antal platser, och vi reserverar oss för att platserna kan ta slut.



OUTCOME FROM MEMBERS ACTIVITIES

- » Nordic Paper, Sweden:
- » Launched a new brand name for their kraft paper; “iamKraft”
- » Handed out paper bags (produced with “iamKraft” paper) and informed the public at grocery stores around the areas where their kraft paper mills are located (in Kristinehamn and Åmotfors).
- » Organized a quiz, with 340 respondents. QR codes to the FB page, where around 100 scanned the code.
- » To demonstrate their Health and Safety prioritization, all employees in Nordic Paper received a paper bag with a reflective vest inside.
- » All in all, over 2 000 paper bags were handed out on the day.



OUTCOME FROM MEMBERS ACTIVITIES

- » Nordic Paper, Sweden:
- » Produced a press release
 - › It was noticed (read) by over 120 people, both in Sweden but also international.
 - › Two local newspapers made an article out of the press release, which was the main goal with the press release.
- » Extra social media activities around the day; Facebook, Instagram and LinkedIn.



OUTCOME FROM MEMBERS ACTIVITIES

- » Segezha Group, Russia:
- » Cooperated with one of the largest children retail chain in Russia; “Detsky Mir”. More than 40 000 paper bags were given out for free in shops in Moscow, St. Petersburg, Kaliningrad, Velikij Novgorod and other cities during the day.
- » Press release published which was uptaken in large Russian newspapers.



NEWS

17/10

Detsky Mir and Segezha Group to Hold Joint Environmental Campaign during European Paper Bag Day on October 18

Detsky Mir and Segezha Group, members of Sistema JSFC, will hold a joint environmental campaign during the European Paper Bag Day on October 18th. More than 40,000 paper bags produced by Segezha Group will be distributed free of charge at Detsky Mir stores in Moscow, Saint-Petersburg, Kaliningrad, Petrozavodsk, Veliky Novgorod, Murmansk, Pskov, Severodvinsk and other cities. A total of 248 stores will support the initiative.

The concept of the Paper Bag Day was introduced earlier this year by the European Federation of Multiwall Paper Sack Manufacturers – EUROSAC. The association represents over 75% of paper sacks & bags manufacturers in Europe from 20 different countries.

Paper bags – a symbol of environmental protection” and “The future belongs to paper packaging” are the slogans of the public campaign.

The organizers are confident that Russia needs to further develop the high standards of environmental well-being. With the help of the campaign, Detsky Mir and Segezha Group are planning to contribute to the development of responsible consumption culture in Russia, to draw attention to environmental issues associated with the pollution of nature with polyethylene waste, and the possibility of replacing plastic packaging with alternatives produced from paper.

Holding a public environmental campaign for the free distribution of paper bags, Detsky Mir and the Segezha Group publicly declare their responsible attitude to the environment protection and preservation of nature for the future generations. Our common goal is to reduce the plastic footprint on Earth as much as possible by replacing this with environmentally friendly raw materials,” said **Anastasia Malitsina, Director for Corporate Communications and Investor Relations of Segezha Group.**

Detsky Mir pays considerable attention to saving natural resources and the reduction of negative environmental impact. Being the market leader in children’s goods retail, we promote responsible attitude to environmental issues among customers and our own employees. In particular, the chain’s stores and logistics centers are equipped with LED lighting systems and participate in the packaging waste collection or its further recycling. Moreover, special battery and paper recycling bins are available at the HO and