

# GREENSOURCE EDITORIAL CALENDAR OVERVIEW

## Overview

The purpose of this document is to give an overview of the Greensource campaign social media posts. Below you will find an overview of policy priorities for the year as well as all the Twitter and LinkedIn content with links to the original posts on CEPI's social media channels. Furthermore, a guide to posting to social media is presented.

## Greensource policy priorities and milestones for the year

Confederation of European Paper Industries

### #GREENSOURCE - HIGH LEVEL EDITORIAL PLAN

Q1 Material substitution/ Bioeconomy/Forests	Q2 Responsible Industry	Q3 Circularity/Resource Efficiency	Q4 Sustainable products
<p><b>EU context:</b></p> <p><i>Taxonomy (delegated acts) SUP implementing guidelines Forest Strategy preparation</i></p>	<p><b>EU context:</b></p> <p><i>FIT FOR 55 package</i></p> <p><i>Revision of Renewable Energy Directive Revision of Energy Efficiency Directive Revision of EU ETS</i></p>	<p><b>EU context:</b></p> <p><i>Summer package</i></p> <p><i>Forest Strategy Revamp 3 billion trees initiative Green Claims Textile Strategy</i></p>	<p><b>EU context:</b></p> <p><i>Winter Package</i></p> <p><i>Sustainable Product Initiative Revision of Packaging &amp; Packaging Waste Directive</i></p>
<p>Reuse/Single use Material substitution</p>	<p>Bioeconomy &amp; Forests</p>	<p>RES, Emission Reduction, EE</p>	<p>Doing more with less/Circularity</p>
		<p>Demonstrating Sustainability Reuse/Single use/overpackaging</p>	

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## Social media posts – topics and links

Date	Topic (Twitter / LinkedIn)
21-Jan	Welcoming Pro Carton <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
01-Feb	Ramboll Study <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
05-Feb	Plastics free world <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
10-Feb	Sustainable Forest Management I <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
18-Feb	Sustainable Forest Management II <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
25-Feb	Bioeconomy <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
03-Mar	World Wildlife Day <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
04-Mar	Politico event announcement <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
17-Mar	Jussi Pesonen quote <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
18-Mar	Recycling Day <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
21-Mar	Forest Day <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
25-Mar	What a tree can do? <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
01-Apr	Industrial strategy <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
08-Apr	Renewable energy <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
15-Apr	EU pulp sector progress <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
22-Apr	Reducing emissions <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
29-Apr	Lean design <a href="#">Twitter</a> / <a href="#">LinkedIn</a>
06-May	Promotion of Pro Carton event
13-May	Quote cards from Pro Carton event
22-May	Intl day for biological diversity
27-May	Innovation

## How to post?

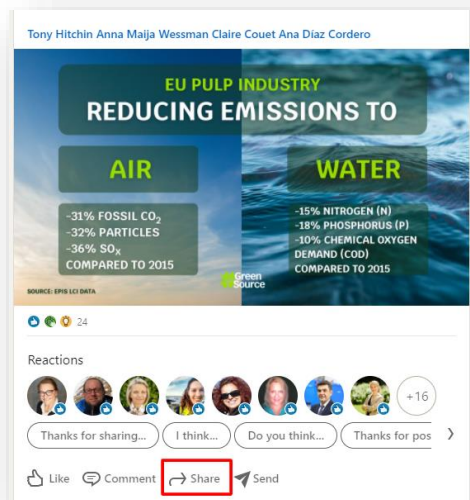
### Option 1

One option is to retweet or reshare. For this open the link from this document and share the post from Cepi Twitter or LinkedIn (see screenshots below).

#### Twitter



#### LinkedIn



### Option 2

The second option is to create a post directly to your social media. For this, copy the text from Capi Twitter or LinkedIn. Please change the last two rows on **Twitter**:

<https://www.eugreensource.org/>

#Greensource @Pro\_Carton & EPIS



<https://www.eugreensource.org/>

#Greensource @CEPI\_Paper, @Pro\_Carton & EPIS

And on **LinkedIn** from:

[#Greensource](#) in partnership with [Pro Carton - The association of carton and cartonboard manufacturers](#) and [European Pulp Industry Sector AISBL](#)



[#Greensource](#) in partnership with [Cepi](#), [Pro Carton - The association of carton and cartonboard manufacturers](#) and [European Pulp Industry Sector AISBL](#)

You will be able download the corresponding visual from the Greensource website

(<https://www.eugreensource.org/>) in the 'media library' section. Simply open the visual, right click and 'save as'.