

# APPENDIX A

## Green Jobs Fact Sheets

Green jobs provide environmental, economic, and social benefits for individuals and communities. They also represent one of the fastest growing and changing segments of the global economy. Individuals in green jobs report high levels of worker satisfaction, financial stability, and quality of life. Ultimately, green jobs help to ensure a sustainable future for us all. Could one be right for you?

The following Green Jobs Fact Sheets provide detailed information about green careers specific to corrugated packaging. In addition to a job overview, each fact sheet includes typical tasks, supporting skills, recommended education pathway, expected hiring demand, and possible salary range.

Use the Green Jobs Fact Sheets in conjunction with the following *Thinking Outside the Box* activities:

- **My Green Future.** Enhance this activity's overview of forest-related careers.
- **Renewable or Not?** Consider what innovative green jobs might be involved in creating a new product or service.
- **Seeking Sustainability.** Connect the 17 Sustainable Development Goals to relevant and essential green jobs in your community.

To further your exploration of green careers, visit [plt.org/workingforforests](http://plt.org/workingforforests) and [careersincorrugated.com](http://careersincorrugated.com).



# GREEN JOB FACT SHEET

# CUSTOMER SERVICE REPRESENTATIVE

Customer service representatives provide a variety of customer service, support, and technical guidance to internal and external customers. Responsibilities may include solving problems, processing orders, and building customer relationships.

## THE BIG PICTURE

Customer service representatives serve as the link between the customer and the design, sales, and production teams. They work to:

- Solve problems
- Process orders
- Build customer relationships and initiatives

## IS THIS CAREER RIGHT FOR YOU?

**DO YOU HAVE STRONG COMMUNICATION SKILLS? ARE YOU DETAIL-ORIENTED? DO YOU LIKE TO LISTEN TO PEOPLE'S NEEDS AND HELP THEM FIND SOLUTIONS? DO YOU LIKE WORKING AT A COMPUTER?**

- Active listening enables customer service representatives to deliver world-class customer experiences.
- Customer service representatives communicate with multiple audiences, including customers, in person and over the phone.
- A proven track record of critical thinking and problem-solving skills is important for customer service representatives. They provide solutions for customers, resolve order discrepancies, and work in a deadline-oriented environment.
- Customer service representatives have a strong working knowledge of computer systems, including experience with Microsoft Word, Excel, and Outlook.

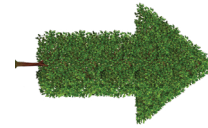
## SALARY

The U.S. average starting annual salary is \$48,299 or \$23.22/hour and the U.S. median annual salary is \$55,000 or \$26.44/hour.

## FUTURE HIRING DEMAND

Over the next decade, about 365,300 customer service representative openings are projected each year, on average. All those openings are expected to result from the need to replace workers who transfer to other occupations or retire from the labor force.

## MOVING FORWARD



Aspiring customer service representatives should:

- Earn a high school diploma or GED.
- Know this: an increasing number of employers require an associate's or bachelor's degree.

## CONSIDER A #CAREERINCORRUGATED

The forest products industry is a major contributor to the national economy, representing approximately 5% of U.S. manufacturing GDP.

For more about green jobs, visit [www.plt.org/workingforforests](http://www.plt.org/workingforforests)

## GREEN JOB FACT SHEET

# ENVIRONMENTAL, HEALTH & SAFETY MANAGER

Environmental, Health and Safety (EHS) Managers promote good working practices for employees. They lead systems, processes, and procedures that promote a positive safety culture and collaborate with local leadership to execute all local, state, and federal regulatory requirements and company EHS programs.

## THE BIG PICTURE

EHS managers promote good working practices for employees by:

- Training employees in safety regulations and procedures.
- Ensuring the workplace complies with regulatory requirements.
- Managing processes to deliver sustainability goals and initiatives.

## IS THIS CAREER RIGHT FOR YOU?

### DO YOU HAVE STRONG COMMUNICATION SKILLS AND INTEGRITY? DO YOU ENJOY EXPLAINING THINGS TO OTHERS AND INFLUENCING PLANS? DO YOU CARE ABOUT SUSTAINABILITY?

- Strong verbal communication skills are critical for EHS managers when explaining safety regulations, conducting incident investigations, performing training, and participating in production meetings. They also need to collaborate and build strong relationships with coworkers.
- EHS managers have an aptitude for organization, prioritization, and managing multiple tasks.
- Being dependable with strong ethics or principles is important for EHS managers.

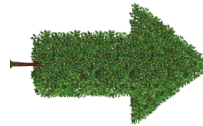
## SALARY

The U.S. average starting annual salary is \$72,000 or \$34.62/hour and the U.S. median annual salary is \$85,905 or \$41.30/hour.

## FUTURE HIRING DEMAND

The Bureau of Labor Statistics is projecting employment of environmental scientists and specialists, environmental science and protection technicians, and occupational health and safety specialists and technicians to all grow between 5-6% from 2021 to 2031.

## MOVING FORWARD



Aspiring EHS managers should:

- Earn at least a bachelor's degree in a technical field.
- Bachelor's degrees in occupational safety, environmental health and safety management, environmental science, natural sciences, or biological science are especially helpful.
- Gain EHS experience in a manufacturing or industrial environment, as most openings require this.
- Explore internships or co-ops, which are a great way to gain experience while completing required coursework.

## CONSIDER A #CAREERINCORRUGATED

The paper and wood products industry has quantifiable sustainability goals. Better Practices, Better Planet 2030 showcases a commitment to manufacture sustainable products for a sustainable future.

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## GREEN JOB FACT SHEET

# INDUSTRIAL MAINTENANCE TECHNICIAN

Maintenance technicians maintain and optimize equipment used in manufacturing and industry to ensure production and quality goals are met.

## THE BIG PICTURE

In the corrugated packaging industry, maintenance technicians are responsible for:

- Diagnosing, repairing, rebuilding or replacing mechanical, electrical, hydraulic, and pneumatic systems on plant equipment.

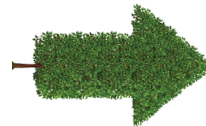
## SALARY

The U.S. average starting annual salary is \$55,557 or \$26.71/hour and the U.S. median annual salary is \$66,518 or \$31.98/hour.

## FUTURE HIRING DEMAND

The demand for industrial maintenance technicians is growing—employment is projected to grow 17% from 2023 to 2033.

## MOVING FORWARD



Aspiring maintenance technicians should:

- Earn a high school diploma or GED.
- Consider taking classes that cover topics such as geometry, mechanical drawing, computer-aided design, etc.
- Pursue a two-year technical training program in the mechanical or electrical trades at a community college, or trade or vocational school. Many corrugated packaging companies will provide paid training to help technicians advance through the levels and achieve higher pay.

## IS THIS CAREER RIGHT FOR YOU?

### DO YOU ENJOY FIXING THINGS? DO YOU ADAPT AND RESPOND EASILY TO CHALLENGES AS THEY ARISE? DO YOU LIKE TO COLLABORATE WITH FELLOW TEAM MEMBERS?

- Maintenance technicians use reasoning to solve problems, troubleshoot, and prioritize their work.
- At the technical level, maintenance technicians have strong practical, electrical, and mechanical knowledge. They are often proficient in reading and interpreting blueprints, mechanical and electrical schematics, complex machinery, and more.
- Building strong relationships with the production team is essential for maintenance technicians to do their job well.

## CONSIDER A #CAREERINCORRUGATED

Corrugated packaging and displays is a \$43 billion a year industry that is vital to U.S. distribution systems, making it a stable career choice.

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# GREEN JOB FACT SHEET

# MACHINE OPERATOR

Machine operators are responsible for assisting in all activities associated with safely running industry equipment, including setup, operation, and cleanup. They also may be responsible for equipment troubleshooting, maintenance, and quality control.

## THE BIG PICTURE

Machine operators are responsible for:

- Operating industry equipment safely and efficiently.
- Understanding the process for set up, operation, and clean up for a variety of equipment in the corrugated packaging industry.
- Conducting maintenance and troubleshooting techniques to ensure machinery runs properly.

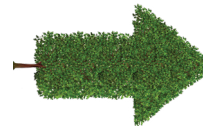
## SALARY

The U.S. average starting annual salary is \$47,622 or \$22.90/hour and the U.S. median annual salary is \$57,533 or \$27.66/hour.

## FUTURE HIRING DEMAND

Overall employment of material moving machine operators is projected to grow 3% from 2023 to 2033, about as fast as the average for all occupations.

## MOVING FORWARD



Aspiring machine operators should:

- Earn a high school diploma or GED.
- Consider a machine operator position if you're not certain which field of industry you'd like to specialize in. This is a great job that can offer growth and educational opportunities, such as tuition reimbursement, on-the-job training, etc.
- Continue your education by obtaining relevant certifications like the Certified Machinist or OSHA 10-Hour Safety Training.

## IS THIS CAREER RIGHT FOR YOU?

**DO YOU HAVE A STRONG MECHANICAL APTITUDE? ARE YOU ABLE TO MULTITASK AND REMAIN FLEXIBLE IN THE WORKPLACE? DO YOU PRIORITIZE SAFETY? ARE YOU RELIABLE?**

- Machine operators are able to use critical thinking skills to identify problems and implement solutions in a timely manner.
- Following safety rules and guidelines is important for machine operators.
- Machine operators can read and interpret technical documents and are comfortable with computers and technology.

## CONSIDER A #CAREERINCORRUGATED

In 2022, the corrugated industry manufactured 401 billion square feet of materials used to make boxes, displays, and other corrugated packaging. This equated to 40 billion packages that safely shipped and protected food, clothing, and durable goods for delivery to millions of global customers.

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## GREEN JOB FACT SHEET

# PACKAGING GRAPHIC DESIGNER

Graphic designers are visual storytellers who illustrate information by hand and with the help of computer software. Graphic designers collaborate to create designs for new products, redesign packaging for existing products, and develop new uses for existing packages.

## THE BIG PICTURE

Designers develop optimal design solutions that will draw consumer attention to help brands get results in the marketplace. It is the designer's responsibility to:

- Analyze customer needs and research innovations to add value.
- Create attractive and functional packaging.

## IS THIS CAREER RIGHT FOR YOU?

### DO YOU LIKE TO BE CREATIVE? DO YOU ENJOY COLLABORATION? DO YOU LIKE TO WORK IN FAST-PACED ENVIRONMENTS?

- Graphic designers need to be creative to design packaging that meets customer needs and expectations.
- Graphic designers work closely with several other parties, making collaboration an essential skill.
- The ability to drive multiple projects and meet deadlines in a fast-paced environment is important for graphic designers.
- Graphic designers use computer aided design (CAD) and 3D design tools to create detailed renderings of their designs and the files that manufacturers use to produce the physical packaging.

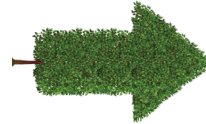
## SALARY

The U.S. average starting annual salary is \$65,000 or \$31.25/hour and the U.S. median annual salary is \$95,000 or \$45.67/hour.

## FUTURE HIRING DEMAND

The Bureau of Labor Statistics projects 2.5% employment growth for graphic designers between 2023 and 2033. In that period, an estimated 6,600 jobs should open.

## MOVING FORWARD



Aspiring designers should:

- Earn an associate's or bachelor's degree in graphic design, art, engineering, or packaging.
- Explore internships or co-ops, which are a great way to gain experience while completing required coursework. Certain universities across the U.S. and Canada offer degrees related specifically to packaging and graphic design.

## CONSIDER A #CAREERINCORRUGATED

The corrugated packaging industry prioritizes sustainability through science-based goals and innovation. The industry remains committed to making positive changes for our world by setting sustainability goals and tracking progress through industry-wide Life Cycle Assessments (LCAs).

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# GREEN JOB FACT SHEET

# PRODUCTION WORKER

Production workers are responsible for helping assemble and prepare products for shipment. In the corrugated packaging industry, these workers serve manufacturing plants, warehouses, and factories by operating machinery and monitoring the production process to meet production, quality, and safety goals.

## THE BIG PICTURE

Production workers have many tasks, including:

- Working with team members to ensure the company and its products meet production and quality standards.
- Following daily safety procedures and guidelines.

## IS THIS CAREER RIGHT FOR YOU?

**DO YOU LIKE TO WORK AS PART OF A TEAM? ARE YOU RELIABLE? IS BEING SAFE IMPORTANT TO YOU? DO YOU LIKE BEING ON-THE-GO?**

- Production workers are reliable and comfortable in fast-paced work environments.
- Production work can be repetitive by nature. Successful production workers are self-motivated, consistently on time, enjoy problem-solving, and jump in where needed to ensure operations run smoothly and safely.
- Production workers utilize basic math skills to measure materials, count production quantities, and keep track of inventory.

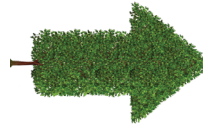
## SALARY

The U.S. average starting annual salary is \$41,777 or \$20.09/hour and the U.S. median annual salary is \$46,842 or \$22.52/hour.

## FUTURE HIRING DEMAND

In 2024, top-rated packaging companies are expected to generate approximately 150,000 new jobs across various roles. As technological advancements continue to shape the landscape, the packaging industry will likely see further innovations that could lead to even more job opportunities in the near future.

## MOVING FORWARD



Aspiring production workers should:

- Earn a high school diploma or GED.
- Many production workers begin in an entry-level position, which does not require prior industry experience.
- Production workers can take advantage of ample growth opportunities in the industry to transition to higher-level positions.

## CONSIDER A #CAREERINCORRUGATED

The corrugated packaging industry employs over 100,000 people at over 1,100 corrugated manufacturing and design facilities across the U.S. Overall, the forest products industry is among the top 10 manufacturing employers in 43 states, employing about 950,000 people nationwide.

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# GREEN JOB FACT SHEET

# SALES REPRESENTATIVE

Sales representatives use their knowledge of company products, capabilities and services to connect with customers and generate sales for their employer.

## THE BIG PICTURE

Sales representatives are responsible for pursuing new business opportunities while managing existing customer accounts. They work to:

- Develop sales pitches to sell products or services.
- Make cold calls to generate sales leads or take calls from customers.
- Maintain documentation of their sales, like invoices or client contracts.

## IS THIS CAREER RIGHT FOR YOU?

### DO YOU HAVE STRONG COMMUNICATION SKILLS? DO YOU ENJOY BUILDING RELATIONSHIPS WITH CUSTOMERS AND WORKING IN TEAMS? ARE YOU RESILIENT?

- Sales representatives effectively communicate a company's vision and strategy to current and prospective customers.
- Being a good researcher is an important trait for sales representatives. The sales team works to identify customers and learn enough about their needs to eventually close the sale, which may take time and resiliency.
- On a daily basis, sales representatives will input customer information and leads into a Customer Relationship Management (CRM) system.

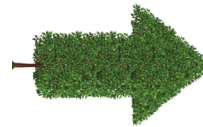
## SALARY

Sales representatives usually work on a commission basis, meaning a combination of a fixed amount and a percentage for each sale they make. This means there's potential to make more money for people who want to earn more based on performance. The U.S. median annual salary is \$80,000 or \$38.46/hour.

## FUTURE HIRING DEMAND

The corrugated sales representative role is experiencing positive growth, with rising salaries and increasing demand due to the booming e-commerce industry which heavily relies on packaging materials like corrugated boxes.

## MOVING FORWARD



Aspiring sales representatives should:

- Earn an associate's or bachelor's degree.

## CONSIDER A #CAREERINCORRUGATED

Responsible forest management is a cornerstone of the corrugated packaging industry. The wood and paper products industry plays an important role in forest preservation by growing and harvesting trees in sustainably managed forests.

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# GREEN JOB FACT SHEET

# SHIPPING CLERK

Shipping clerks are responsible for organizing and managing the day-to-day logistical activities for incoming and outgoing shipments.

## THE BIG PICTURE

Shipping clerks coordinate shipment activities with many internal departments, including:

- Scheduling
- Production
- Sales
- Customer Service

## SALARY

The U.S. average starting annual salary is \$42,136 or \$20.26/hour and the U.S. median annual salary is \$49,631 or \$23.86/hour.

## FUTURE HIRING DEMAND

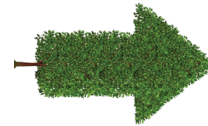
As long as products are being made, shipping clerks or various shipping roles will be required to get the products from point A to point B. In the corrugated packaging industry for example, demand for corrugated and paperboard boxes is forecast to surpass \$52 billion in 2029.

## IS THIS CAREER RIGHT FOR YOU?

**ARE YOU ORGANIZED AND LOGICAL? DO YOU WANT TO WORK IN A SUPPLY CHAIN? DO YOU ENJOY MATH AND WORKING AT A COMPUTER? ARE YOU TEAM-ORIENTED?**

- Shipping clerks have excellent communication skills to talk with both co-workers and customers, coordinating logistics for successful deliveries.
- Shipping clerks work in a team environment and are eager to collaborate.
- Managing time efficiently is important for shipping clerks, and they apply common sense understanding to carry out instructions.
- Shipping clerks use computers daily to perform simple tasks such as email communication and data entry on company software.

## MOVING FORWARD



Aspiring shipping clerkss should:

- Earn a high school diploma or GED.

## CONSIDER A #CAREERINCORRUGATED

In the corrugated packaging industry, diverse and challenging career opportunities are available for students with packaging, graphic design, business, engineering, environmental science, supply chain management, technical, or related degrees. There are also opportunities for students right out of high school that don't think college is the right fit.

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# GREEN JOB FACT SHEET

# STRUCTURAL DESIGNER

Structural Designers in the corrugated packaging industry lead the design of products and packaging from concept to completion.

## THE BIG PICTURE

Structural designers manage multiple duties, including:

- Applying engineering fundamentals to design packaging elements for improved cost, performance, and functionality.
- Providing technical support to internal teams and clients.

## IS THIS CAREER RIGHT FOR YOU?

### DO YOU LIKE ENGINEERING? DO YOU LIKE TO SOLVE PROBLEMS AND CREATE SOLUTIONS? DO YOU LIKE LEARNING ABOUT HOW THINGS ARE MADE?

- Structural designers effectively communicate with multiple audiences to understand customer needs, convey abstract ideas, and support discussions.
- A proven track record of critical thinking and problem-solving skills is important for structural designers.
- Structural designers visualize and develop compelling design possibilities and innovative packaging solutions. Structural designers must be familiar with drafting, Computer Assisted Design (CAD), and 3D design software to produce necessary product design documentation.
- Many companies want structural designers to have a technical understanding of the production methods, printing methods, materials, and styles of packaging.

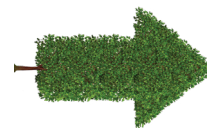
## SALARY

The U.S. average starting annual salary is \$62,691 or \$30.14/hour and the U.S. median annual salary is \$71,500 or \$34.38/hour.

## FUTURE HIRING DEMAND

Structural design jobs are in demand, with these jobs projected to grow 7% from 2018 to 2028.

## MOVING FORWARD



Aspiring structural designers should:

- Earn an associate's or bachelor's degree in graphic design, structural design, engineering, or packaging.
- Explore internships or co-ops, which are a great way to gain experience while completing required coursework. Certain universities across the U.S. and Canada offer degrees related specifically to packaging.

## CONSIDER A #CAREERINCORRUGATED

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