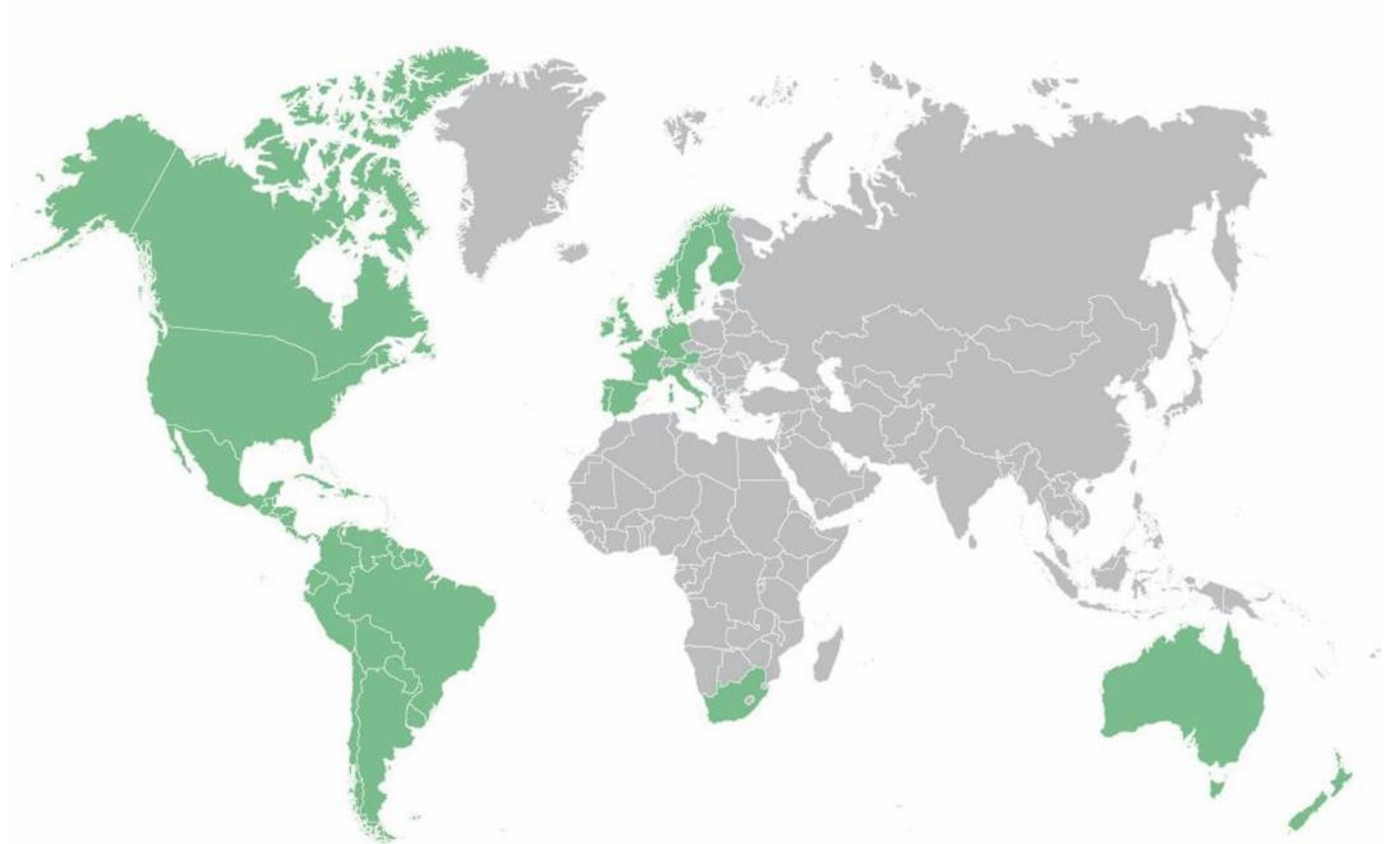


Two Sides
Euro-Graph
General Assembly
24th March 2022

Summary of Presentation

- 2022 Strategy
- Funding
- Greenwash
- Love Paper
- Resources for Members
- Trend Tracker Research
- Reach and Communications
- Focus 2022



Two Sides Strategy 2022

- Build on current funding base, seek additional packaging participation
- Increase regional funding and activity. Maintain and regularly review KPI reporting
- Increase Anti-Greenwash activity
- Grow Love Paper activity to target consumers with positive messages about Paper
- Continue to target communications. Expand and measure reach
- Commence 2023 Trend Tracker research
- Particular attention to industry liaison. Ensure Two Sides messages are aligned with the evolving arguments and benefits of forests, recycling rates and wider sustainability messages

Funding development

Without detracting from delivering graphic-industry focussed campaigns;

- Attract more funding from the Packaging Sector
 - Created database of 90 companies with Turnover > €50million
 - 289 key contacts – CEOs, Sustainability Managers
 - Developing arguments and plan to engage and convince. Why is Two Sides relevant for the packaging sector?
- Identify other sector stakeholders - Pulp manufacturers, Machinery manufacturers and distributors
- Discussion with ETS – European Tissue Symposium for Love Paper
- Raise more regional funding from the sector. Printers, convertors, agencies, postal operators..... France has secured €20k from thermal paper sector (receipts)

2022 Regional Funding

| Local/Country Marketing Teams, Basic Contributions, Euros | Act. 2020 | Bud 2021 | Actual 2021 | Bud 2022 |
|---|----------------|----------------|----------------|----------------|
| Austria | 10,000 | 10,000 | 10,000 | 10,000 |
| France, Including Inapa | 17,000 | 17,000 | 18,500 | 18,500 |
| Germany, Including Inapa | 25,000 | 25,000 | 48,000 | 48,000 |
| Italy | 20,000 | 20,000 | 20,000 | 20,000 |
| Netherlands | 8,000 | 9,500 | | |
| Nordics | 24,000 | 24,000 | 24,000 | 24,000 |
| Spain | | | | |
| UK | 25,000 | 25,000 | 25,000 | 25,000 |
| Total | 129,000 | 130,500 | 145,500 | 145,500 |

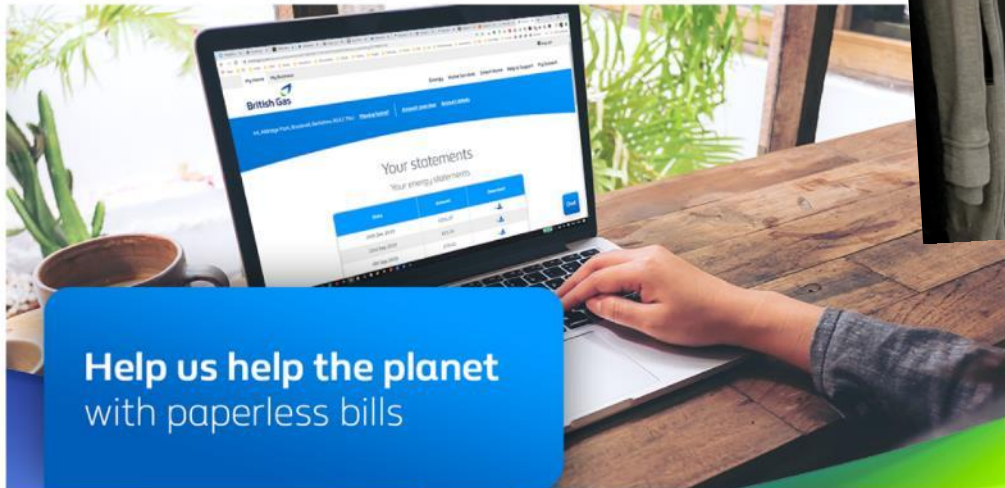
| Local/Country Marketing Teams, Additional for Social Media, Two Sides and Love Paper, Euros | Act. 2020 | Bud 2021 | Actual 2021 | Bud 2022 |
|---|-----------|----------|---------------|---------------|
| Austria | | | | |
| France | | | 3,580 | 5,700 |
| Germany | | | 6,382 | 8,600 |
| Italy | | | 887 | 5,700 |
| Netherlands | | | | |
| Nordics | | | 887 | 2,900 |
| Spain | | | | |
| UK | | | 5,213 | 5,700 |
| Total | | | 16,949 | 28,600 |

| | | | | |
|----------------------------|----------------|----------------|----------------|----------------|
| Total Contributions | 129,000 | 130,500 | 162,449 | 174,100 |
|----------------------------|----------------|----------------|----------------|----------------|

- Encourage and increase local activity
- Focus on local communication; digital/social media
- Encourage local funding to equal central contribution

Greenwash

Greenwash increasing. New cases weekly

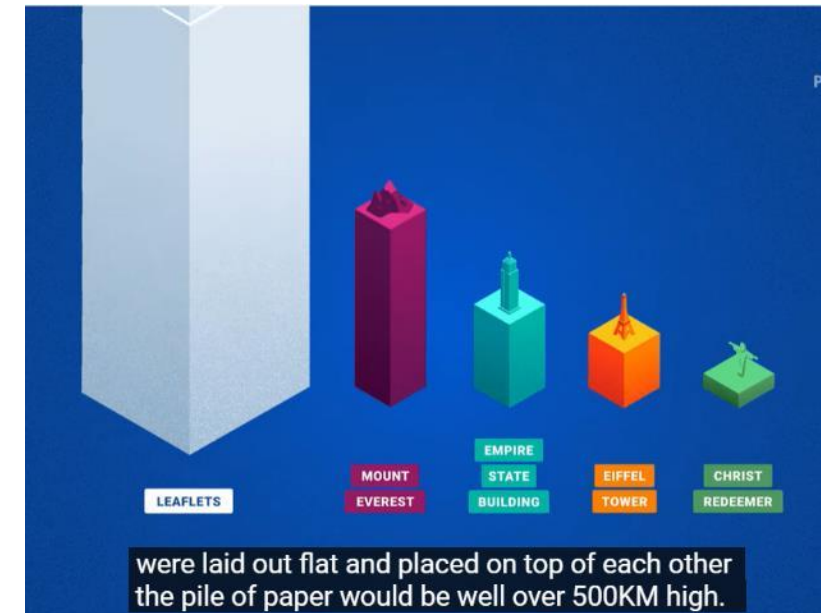


PharmaLedger

https://www.youtube.com/watch?v=_jy35jZdTm4

(An example of Greenwash affecting Packaging sector)

- Initiative from pharmaceutical companies to push product information leaflets on-line
- Misleading statements that it is;
 - Better for the environment
 - Easier, more convenient and safer for consumers
- Working with European Carton Industry (ECMA) who are lobbying EU policy
- Two Sides success challenging the misleading environmental claims, which have been removed



Patients then just have to scan a medicine's box via an app on a smartphone to obtain the latest approved digital leaflet with trusted information. Regulators have more efficiency, and with less printed paper, the industry can reduce its environmental footprint. It also allows patients to be part of the solution against counterfeit medicines. You can find out more about the idea behind this use case by watching our video.



Value of Two Sides Greenwash campaign

Research in 2021 - Headlines

- The European paper, print and postal sector, (transactional print and mailings). is estimated to be worth €7.8 billion¹
- 499 European* Service Providers have removed Greenwashing as a result of Two Sides engagement.
- Total value of paper, print and mail preserved: €44.7 million (est.)
- The campaign has stopped Greenwashing statements being seen, annually, over 590 million times in Europe*, meaning millions of consumers have stopped seeing misleading environmental messages about print and paper.
- Greenwashing is a serious danger for our industry which, if left unchallenged, threatens the loss of €337 million of value in Europe*

¹ Value of paper, print and postage for household bills and statements

*Europe/European is EU+UK

Greenwash Update – End Q4 2021

| Total Cummulative | France | Austria | Italy | Germany | Netherlands | Nordics | Spain | UK | N.America | Brazil | S.Africa | AUZ/ NZ |
|--------------------------------|--------|---------|-------|---------|-------------|---------|-------|-----|-----------|--------|----------|---------|
| Number of Companies Researched | 191 | 32 | 391 | 379 | 36 | 471 | 75 | 360 | 246 | 366 | 7 | 173 |
| Number of Companies Engaged | 91 | 26 | 46 | 356 | 17 | 239 | 66 | 299 | 219 | 254 | 9 | 144 |
| Number of Companies Changed | 48 | 2 | 3 | 147 | 8 | 90 | 28 | 194 | 149 | 80 | 6 | 91 |
| Greenwash Success Rate | 53% | 8% | 7% | 41% | 47% | 38% | 42% | 65% | 68% | 31% | 67% | 63% |

Greenwash is a global activity

- 2,728 Corporates researched
- 1771 Companies engaged
- 872 have changed their messages
- 24 new wins in Q4 2021 – 135 in 2021

| Europe | ROW | Global |
|--------|-----|--------|
| 1,926 | 793 | 2,719 |
| 1,120 | 631 | 1,751 |
| 547 | 325 | 872 |
| 49% | 52% | 50% |

Prevent B2B Greenwash using Social Media

52% of UK consumers do not want to be forced to switch to digital bills and statements.

Source: Censuswide & Two Sides, 2021.

To find out more about
visit www.twosides.info

55 % der deutschen Verbraucher wollen nicht auf digitale Rechnungen und Kontoauszüge umsteigen müssen.

Quelle: Censuswide & Two Sides, 2021.

Um mehr über Greenwash
besuchen Sie de.twsides.info

64 % des consommateurs français ne veulent pas être contraints de passer aux factures et relevés numériques.

Censuswide & Two Sides, 2021.

Pour en savoir plus sur le greenwash, visitez
fr.twosides.info/campagne-anti-greenwash



76% of UK consumers believe they have the right to choose paper or digital communications from their service providers.

To find out more about
visit www.twosides.info

70 % der deutschen Verbraucher wollen selbst entscheiden können, wie sie ihre Kommunikation von Unternehmen erhalten (digital oder gedruckt).

Um mehr über Greenwash
besuchen Sie de.twsides.info

78 % des consommateurs français souhaitent avoir le droit de choisir comment ils reçoivent leurs communications (numériques ou imprimées) des organisations.

Two Sides & Toluna, 2021.

Pour en savoir plus sur le greenwash, visitez
fr.twosides.info/campagne-anti-greenwash



Increasing legislation on Greenwashing

- Increasing awareness and publicity of Corporate Greenwashing
- EU regulations under review
- In UK – Competition and Market Authority (CMA) published new regulations Sept'21
- Two Sides have 2 cases with CMA for consideration, comment and action



The European Commission's quest against "greenwashing"





Love Paper

Creating an emotional attachment to Paper



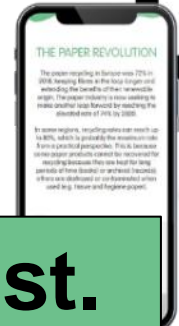
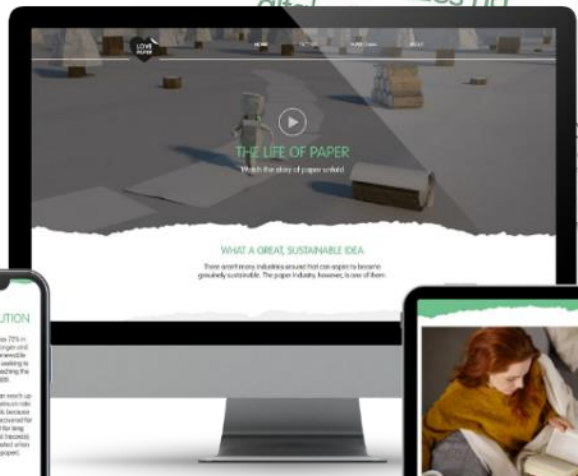
Love Paper Print Ads Reach 20m+ Europeans Every Month



1,200 adverts est. in EU, 2021

AMAR PAPEL É FÁCIL

O papel e a comunicação impressa são ferramentas altamente eficazes na alfabetização



53.6 million metric tonnes (Mt) of e-waste was produced across the world in 2019.

Source: Global E-waste Monitor, 2020.

Discover the facts about paper www.lovepaper.info

lovepaper.uk It's likely you've reading this from your smartphone screen, maybe whilst watching tonight's episode of #myCelebrity on TV. You might even have a #smartwatch on your wrist or have a smart speaker telling you the weather for tomorrow in the background. All of these devices add up and their impact on the environment is often forgotten. Let's look at their true environmental impact... In 2019, we threw away a staggering 53.6 million metric tonnes (Mt) of e-waste.

Liked by soulgardenpoems and 6 others

Review of Love Paper

- Globally, Black Heart to be replaced by Green Heart in all adverts and communications
- Review of current adverts to reflect changing sustainability messages
- QR codes being introduced to all adverts in national newspapers and magazines to enable tracking



Increase consumer engagement

- NEW competition – **Trialing in UK**
- Running from April to December 2022
- Partnership with **National Book Tokens**
- £10,000 of book Vouchers to be won - 24 monthly winners of £50
- Entrants will have to read the key facts on forests and recycling, and correctly answer 3 questions
- Bigger opportunity with National Book Tokens, that Two Sides messages are used more widely in their communications with Book Publishers, Schools, Book Shops.....
- When proven successful, this “Model” can be introduced in other countries

Euro-Graph General Assembly– 24th March 2022



WIN £50
OF NATIONAL BOOK TOKENS

We're giving away £10,000 to spend on books!
Scan the **QR code** or visit lovepaper.org to enter

Draft UK Competition Ad



PAPER LOVES TREES

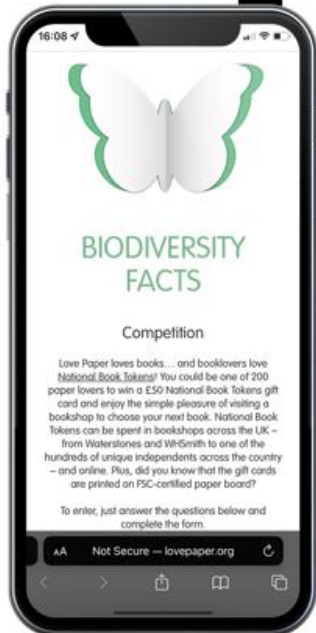
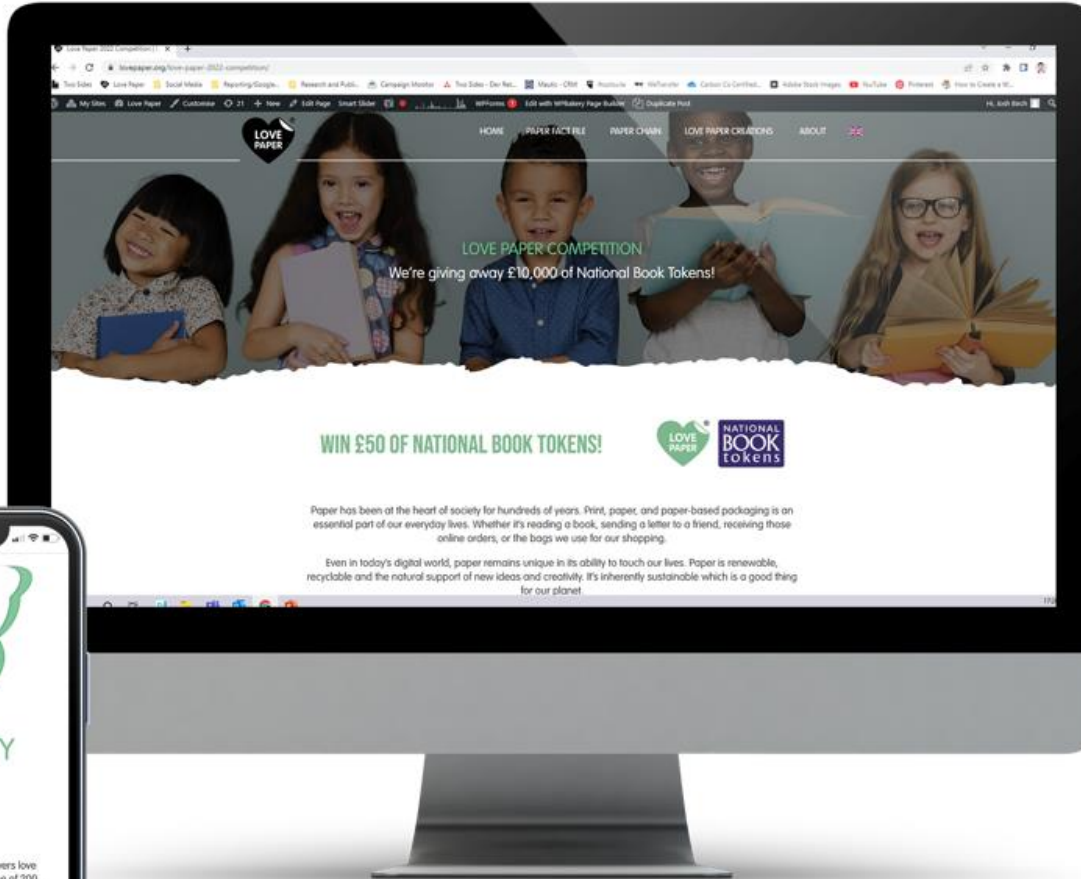
European forests, which provide wood for making paper, paper packaging and many other products, have been growing by 1,500 football pitches every day!

Source: Food and Agriculture Organisation of the United Nations (FAO), 2005 - 2020
European Forests: EU27 + Norway, Switzerland and the UK

Discover the story of paper
www.lovepaper.org
Scan for paper facts, activities, blogs and much more!

Supported by
NATIONAL BOOK tokens

Increase consumer engagement



- Entrants to competition will have to engage with the Love Paper Website
- Connect with the wider Love Paper activities
- Subscribe to receive Love Paper communications
- Enable us to measure engagement

Spreading the Love Paper message

New information Sheet

Inform Brands how to tell the sustainable story of their paper use

Engage brands through;

- Trade media
- Social media
- Agencies



TELLING THE SUSTAINABLE STORY OF YOUR PRINTED COMMUNICATIONS AND PAPER PACKAGING

Love Paper® is a global campaign to explain the sustainable and attractive attributes of print, paper and paper-based packaging.

Run by not-for-profit organisation, Two Sides, the campaign seeks to tell consumers across the world the positive messages about paper, print and paper packaging, from its environmental credentials to its ability to improve mental wellbeing, help with learning and enhance creativity. Paper is renewable, recyclable and the natural support of new ideas and creativity.

Love Paper presents the sustainable facts around print, paper, and paper packaging in a simple and consumer friendly way. Through national newspaper and magazine advertising (space donated to us), social media and supported by a website, we reach more than 20 million consumers every month in the UK. Our key sustainability messages explain the high recycling rates of 74% for paper and 83% for paper packaging, the highest of any material in the world, and the fact that European forests are growing in size by the equivalent of 1,500 football pitches every day.



Your Commitment

To qualify for using the Love Paper® logo:

- The logo will appear only on paper products manufactured from virgin or recycled cellulose fibre.

Example of Love Paper in action

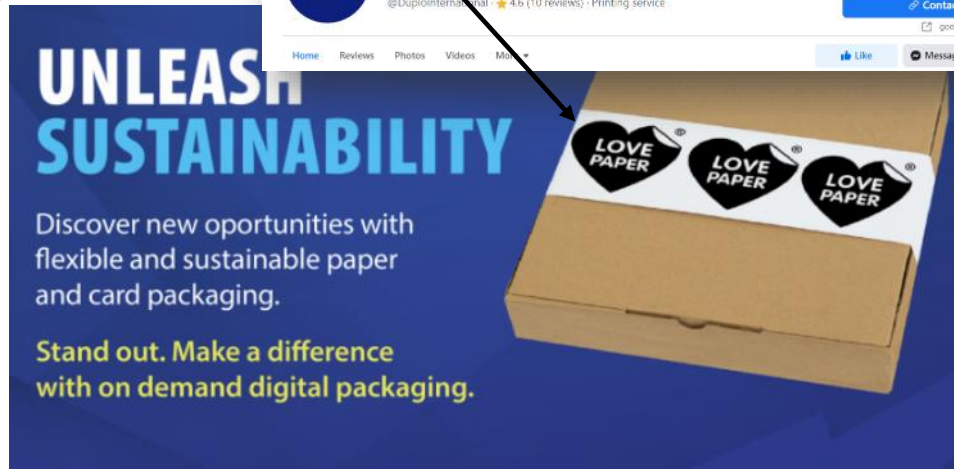
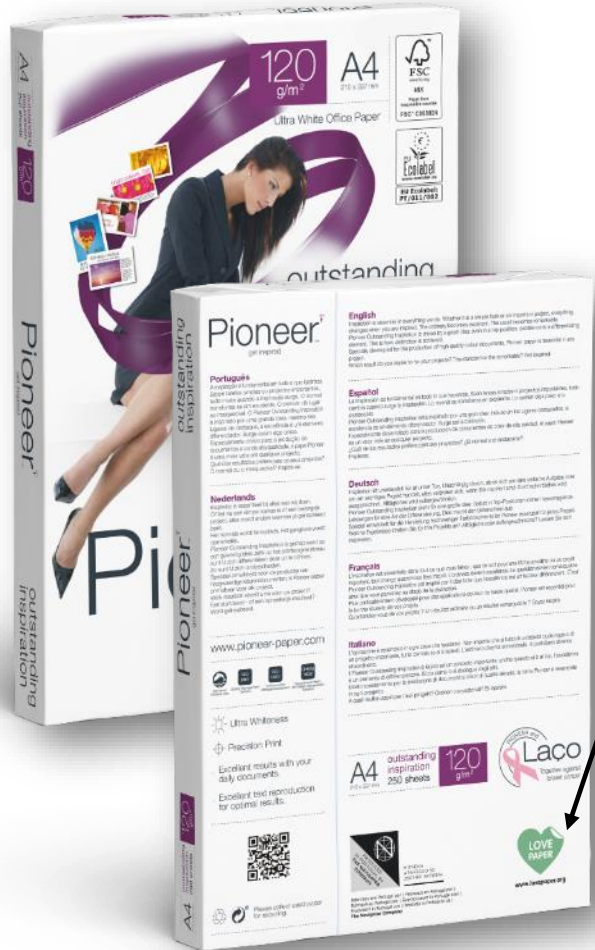


The logo for Primary Times, with 'primary' in red and 'times' in blue.

- 59 Regional Primary Times magazines - distribution **2.7 million per issue** (UK)
- Published 7 times a year
- Distributed free to primary schools 6-11 year olds
- Taken home and remains in the home for several weeks
- Working with Primary Times on new projects and Two Sides messages



Encourage our own industry to use the logo



Love Paper is a campaign, run by paper advocacy group Two Sides, that informs consumers of the positive stories about print, paper and paper packaging. Antalis have been a proud and supportive member of Two Sides for many years. We both love everything about paper, from its environmental credentials to its ability to improve mental well-being, learning and enhance creativity. In fact, there aren't many industries around that can aspire to become genuinely sustainable. The paper industry, however, is one of them.



SHARING SOME LOVE... DISCOVER OUR ANIMATED VIDEOS!



Love Paper Websites

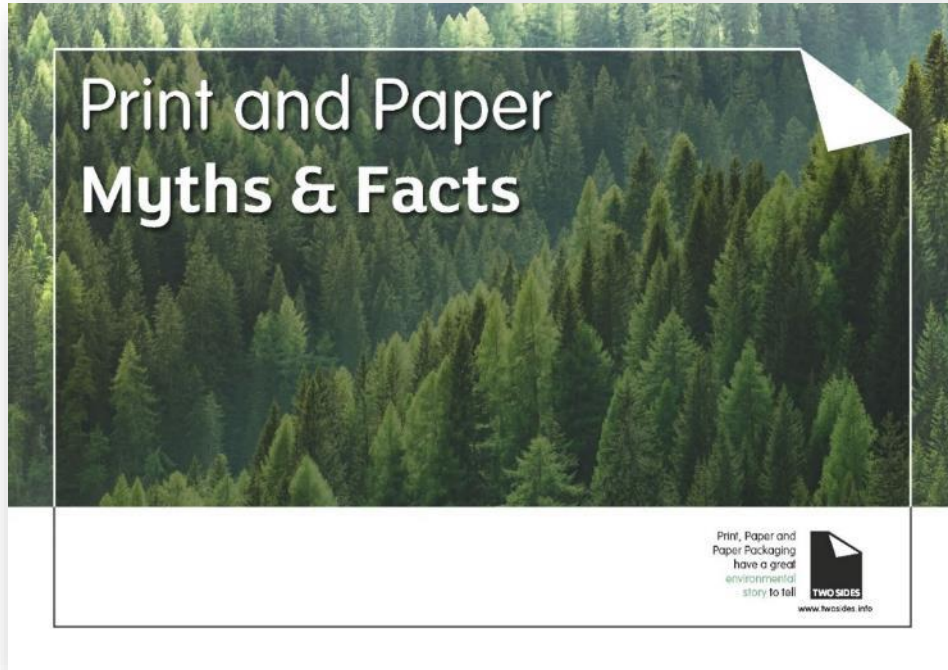
- Austria: <https://at.lovepaper.org/>
- Brazil: <https://lovepaper.org.br/>
- France: <https://fr.lovepaper.org/>
- Germany: <https://de.lovepaper.org/>
- Italy: <https://it.lovepaper.org/>
- The Nordics: <https://nordics.lovepaper.org/>
- The UK: <https://lovepaper.org/>

- ANZ: <https://www.lovepaper.org.au/>
- Latin America: <https://al.lovepaper.org/>
- North America: <https://lovepaperna.org/>

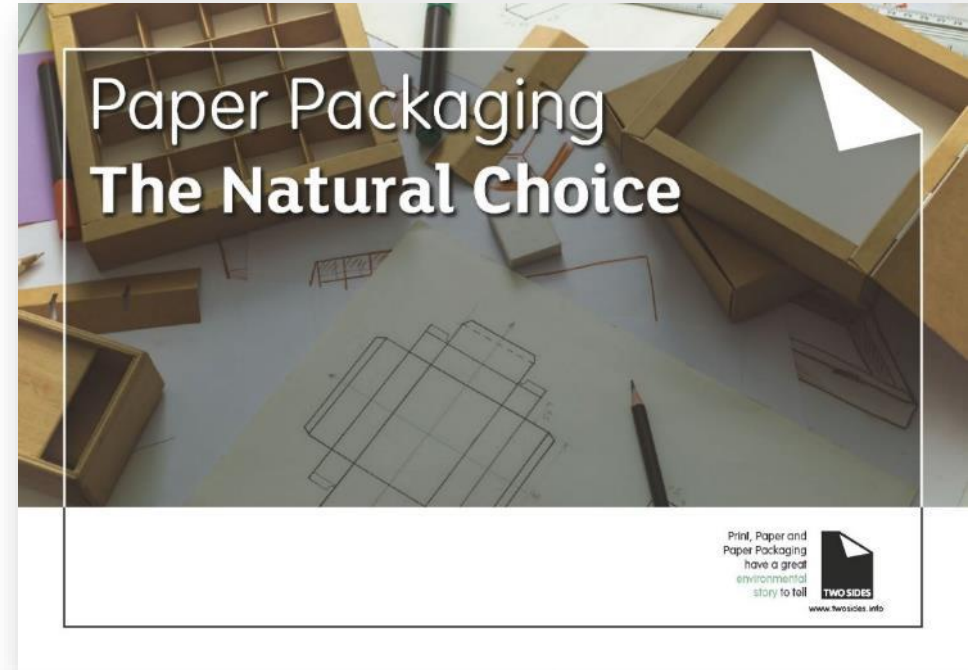



Tools & Resources

Myths and Facts



Packaging Booklet

When it comes to the sustainability of Print and Paper it is important to separate the Facts from the Myths.

The European paper industry is a world leader when it comes to sustainably sourced raw materials, renewable energy and recycling rates.

Not the myths: organic paper are still prevalent amongst consumers. A 2021 survey by Two Sides revealed that 64% of European consumers believe European forests are shrinking when, in fact, they have been growing by an average of 1 to 1.5 billion trees every day.

The total volume of European forests is approximately 28 billion m³, a figure which is currently growing by about 40 million m³ annually.

The survey also revealed that 38% of European consumers believe paper is a wasteful product and 27% believe paper is bad for the environment.

When the source of these misconceptions is the abundance of misleading information about paper and its impact on the environment, paper has seen the profound communications medium for 2,000 years. Even in today's digital world it continues to be highly effective and produced, used and disposed of responsibly, is inherently sustainable.

Two Sides seeks to ensure that, by fostering a better understanding of our industry's environmental credentials, print and paper, through its myriad of uses, the commercial applications to the basis of learning and creativity, remain an essential medium for many generations to come.

About Two Sides
Two Sides is a not-for-profit, global initiative promoting the unique, sustainable and attractive attributes of print, paper and paper packaging.
Find out more at www.twosides.info

Print, Paper and Paper Packaging have a great environmental story to tell
www.twosides.info



01. **The Fact** - European forests have been growing by over 1,500 football pitches every day
03. **The Fact** - Sustainable forest management preserves biodiversity and safeguards forests for future generations
05. **The Fact** - Paper is highly recycled and naturally sustainable
07. **The Fact** - Virgin fibres from sustainably managed forests are needed to maintain the paper cycle
09. **The Fact** - Most of the energy used is renewable and carbon intensity is surprisingly low
11. **The Fact** - Paper production is dependent on water, yet relatively little is consumed
13. **The Fact** - The paper industry supports a circular economy
15. **The Fact** - Electronic communication also has environmental impacts
17. **The Fact** - Many consumers value paper-based communication
19. **Glossary**
20. **Sources**



Paper Packaging Is Part Of The Circular Economy

Paper packaging fits into the circular economy model seamlessly. Its raw material, wood fibre, is a renewable, natural and sustainable resource. Paper packaging is easily collected and recycled, ensuring these valuable fibres are used time and time again.

A circular economy is a systemic approach to economic development designed to benefit businesses, society, and the environment. In contrast to the 'take-make-waste' linear model, a circular economy is regenerative by design and aims to gradually decouple growth from the consumption of finite resources.

Elen Weiskopf-Forstner

The European paper industry is building on decades of work done to make its industrial model circular, making it one of the most sustainable industries in Europe.

It relies on raw materials, pulp derived from processing wood, which is inherently sustainable as it comes from sustainably managed forests. It has achieved 26% decarbonisation since 2005 and has become an industry leader for industrial symbiosis, sharing materials, heat energy and water.

Paper is recycled at a rate of 74% (2020) in Europe, which is the highest recycling rate for paper in the world. Paper packaging has an even higher recycling rate at 85% (2020) and more paper-based packaging is recycled than all other packaging materials combined. The paper industry aims to further increase recycling and material use of recycling residues through the sharing of best practice and the development of cross-sectorial alliances.

The European paper industry has been at the forefront of industrial change, pioneering cross-sector collaborations and structural changes to achieve green goals.

In 2019, the Confederation of European Paper Industries (CEPI) initiated Asempaper, an ambitious cross-industry alliance. Members come from across the fibre-based packaging value chain, from paper and board producers, packaging converters, and brand owners and retailers, to technology and material suppliers, waste sorters and collectors. Asempaper seeks innovation in packaging performance and functionality, as well as improving performance in recycling systems to reach the full potential of the circular economy.

Collaboration throughout the supply chain is fundamental to the success of the circular economy of the future.

15

Fact Sheets – Continued development

All fact sheets updated 2021

1. Renewable Energy and Carbon Footprint
2. Paper Production and Sustainable Forests
3. Paper Recovery and Recycling
4. Paper's Water Footprint
5. Paper Bags, The Natural Choice
6. What's More Hygienic: Electronic Hand Dryers or Paper Towels?
7. Paper From Alternative Fibres
8. Greenwash
9. Paper Bags - **New**
10. Boxes - **New**
11. Forest Benefits and Biodiversity – **NEW** – approved by Cepi. To be reviewed by Sustainability Steering Group

Forest Benefits and Biodiversity

The Facts

Forests, if managed sustainably, play an essential role in climate and biodiversity protection. They protect soil and water resources, provide livelihoods to millions of people worldwide, and contribute to the wellbeing of rural and urban communities.¹

Forests are one of the world's most valuable resources and home to more than half the world's land-based animal and plant species.²

Forests cover 31% of the world's total land area and 40% of the European territory. European forests are growing in both area and volume, currently approximately 28 billion m³ and growing by around 612 million m³ every year. This is a net annual growth of more than 2% once the volume of wood felling has been deducted.³ Between 2005 and 2020, European forests grew by 58,390km² – that is an area larger than Switzerland and equivalent to 1,500 football pitches of forest growth every day.⁴

Nearly 24% of forests, almost 50 million hectares – an area equal to that of Spain, are in areas protected for the conservation of biodiversity and landscape. The area of forests designated for biodiversity conservation has increased by 65% in 20 years, and the area designated for landscape conservation by 8%.¹

Forests in Europe are also becoming more diverse in tree species composition. 67% of forest area is composed of two or more tree species.¹ The vast majority of terrestrial biodiversity is found in the world's forests. Together they contain more than 60,000 different tree species and provide habitats for 80% of amphibian species, 75% of bird species and 68% of mammal species.⁵

“Over the last 37 years, there were only minor fluctuations in the common forest bird index in European forests. The fact that populations of common forest bird species are stable indicates the overall stability of the forest environment and biodiversity.”

State of Europe's Forests, 2020

Over the past four decades, forests have helped moderate global warming by absorbing around a quarter of the carbon dioxide emitted by human activities.

Carbon sequestration in forests reduces the rate of carbon accumulation in the atmosphere and so reduces the rate of climate change.⁶

Forests directly affect livelihoods and have recreational and cultural importance.

Most of the world's societies today have at least some interaction with forests and the biodiversity they contain. However, all people from around the globe benefit from the functions provided by the factors of this biodiversity in the carbon, water and nutrient cycles and through the links with food production.⁷

The forest sector consists of forestry, the wood industry, and the pulp and paper industry. Forests provide more than 86 million green jobs globally⁸, employs 3.5 million Europeans⁹, and support the livelihoods of many more people. They are vital for the conservation of biodiversity, energy supply, and soil and water protection and worth €143 billion to the European economy each year.⁹

80% of the world's forests are publicly owned and therefore strengthening policy, legal and institutional frameworks that improve local people's rights to access and manage forest resources goes a long way to improve livelihoods.⁹ In the majority of countries, more than 90% of forests are accessible to the public, with the average around 70%. About 6% of forests are primarily designated or managed for public recreation. The average interaction with forest recreation such as walks, hiking, picnics, etc, is estimated at 16 visits per person per year.¹

Forests also provide positive impacts to individuals' physical and mental health across all ages and genders, particularly those living in urban areas and the less privileged of the population. In industrialised and urban living environments, green spaces can enhance motivation for physical exercise

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@TwoSidesUK

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/company/TwoSidesUK

Print, Paper and
Paper Packaging
have a great
environmental
story to tell



Factographics update

- Review current library of facts with other industry associations
- Update Factographics
- To be approved by Cepi and the Sustainability Group
- Ensure messages the industry use are accurate and consistent



| Label | Paper | Facts | Source |
|------------------|-------|--|--|
| Energy | 1 | 62% of the energy used to produce paper and paper packaging in Europe comes from renewable sources. | Confederation of European Paper Industries (CEPI), 2020. CEPI represents 92% of European pulp and paper production |
| Energy | 2 | The European pulp and paper industry is the biggest single user and producer of renewable energy in Europe. | CEPI, Key Statistics, 2021 |
| Carbon Emissions | 3 | The direct CO2 emissions of the European pulp and paper industry reduced by 26% between 2005 and 2020. | CEPI, Key Statistics, 2021 |
| Carbon Emissions | 4 | Paper and paper products only account for 0.8% of European greenhouse gas emissions. | European Environment Agency (EEA), 2020 |
| Carbon Emissions | 5 | European forests absorb the equivalent of nearly 10% of total EU greenhouse gas emissions each year. | Forest Europe, State of Europe's Forest, 2020 |
| Forests | 6 | Between 2005 and 2020, European forests grew by 58,390km ² . That is an area larger than Switzerland! | FAO data, 2005-2020 |
| Forests | 7 | European forests, which provide wood for making paper products, have been growing by 1,500 football pitches every day! | FAO, 2020 |
| Wider Benefits | 8 | Forests provide more than 86 million green jobs globally and support the livelihoods of many more people. | FAO and UNEP, The Stat of the World's Forests, 2020 |
| Pulp | 9 | Over 80% of the pulp purchased by the European pulp and paper industry is certified. | CEPI Sustainability Report, 2019 |
| Recycling | 10 | The European paper recycling rate is 74%, making it one of the most recycled materials in the world! | CEPI, 2020 |
| Recycling | 11 | In Europe, 56 million tonnes of paper was collected and recycled in 2020. | European Paper Recycling Council, Monitoring Report, 2020 |

Personalising Two Sides Tools

Can be personalised for members and supporters

Between 2005 and 2020, European forests grew by 58,390km². That is an area larger than Switzerland!

Source: FAO data, 2005-2020.

To find out more interesting facts, visit www.twosides.info

BURGO GROUP

European forests, which provide wood for making paper, paper packaging, and many other products, have been growing by 1,500 football pitches every day!

Source: FAO data, 2005-2020.

To find out more interesting facts, visit www.twosides.info

Norske Skog

The recycling rate for paper and cardboard packaging in the EU is 85% (58% globally).

Source: Eurostat, 2016
Ellen MacArthur Foundation, The New Plastics Economy: Rethinking the Future of Plastics & Circularity Action, 2017

To find out more interesting facts, visit www.twosides.info

Norske Skog

Paper Production and Sustainable Forests

The Facts

The global paper industry demands wood, and trees, the raw material for its products, ecosystems services and biodiversity. Europe's trees have been growing for an average of 100+ years, thanks in part to the fact that, in Europe, wood comes from sustainably managed forests under strict and legal control.

Cellulose fibre is the primary raw material for 95% of the fibre used by the European pulp and paper industry. It is a renewable and biodegradable resource, which is low cost and plentiful. Conventional wood processing generates wood waste, which is used for energy production, and the remaining wood chips are used for animal bedding and other purposes.

It is possible to produce paper from recycled fibre, which is a sustainable and renewable resource. In Europe, 79% of paper consumption was recycled paper in 2019. Recycled paper is the most sustainable choice for paper and paper packaging.

Waste paper is being recycled into new paper products, which is a sustainable and renewable resource. In Europe, 79% of paper consumption was recycled paper in 2019. Recycled paper is the most sustainable choice for paper and paper packaging.

Paper Recovery and Recycling

The Facts

In Europe, 79% of paper consumption was recycled paper in 2019. Recycled paper is the most sustainable choice for paper and paper packaging.

Paper Bags, The Natural Choice

The Facts

There is increasing concern about the environmental impact of plastic bags and particularly their carbon footprint. Paper bags are a sustainable and renewable resource, which is low cost and plentiful. Conventional paper bags are made from recycled paper, which is a sustainable and renewable resource. In Europe, 79% of paper consumption was recycled paper in 2019. Recycled paper is the most sustainable choice for paper and paper packaging.

El papel y la imprenta

Mitos y realidades

sappi

El papel y la imprenta tienen una gran historia medioambiental que contar

Print und Papier

Mythen & Fakten

mond

Le papier et l'imprimé

Mythes et réalités

BURGO GROUP

Paper and paper products only account for 0.8% of European greenhouse gas emissions.

European Environmental Agency (EEA), 2020

Discover the facts about paper www.twosides.info

Did You Know











Discover the facts about paper www.twosides.info

Resources easy to access


Created a simpler way for Euro-Graph members to access these









This link can be shared with your marketing teams <http://bit.ly/eurograph-member-resources>

My files > Eurograph Member Resources

| | Name ▾ | Modified ▾ |
|---|---------------------|-------------|
|  | Arctic Paper | February 24 |
|  | Burgo | February 24 |
|  | Crown Van Gelder | February 24 |
|  | Fedrigoni | February 24 |
|  | Heinzel Laakirchen | February 24 |
|  | Holmen Paper | February 24 |
|  | Iberpapel Zicunaga | February 25 |
|  | International Paper | February 24 |
|  | Kabel | February 24 |
|  | Lesta Group | February 24 |



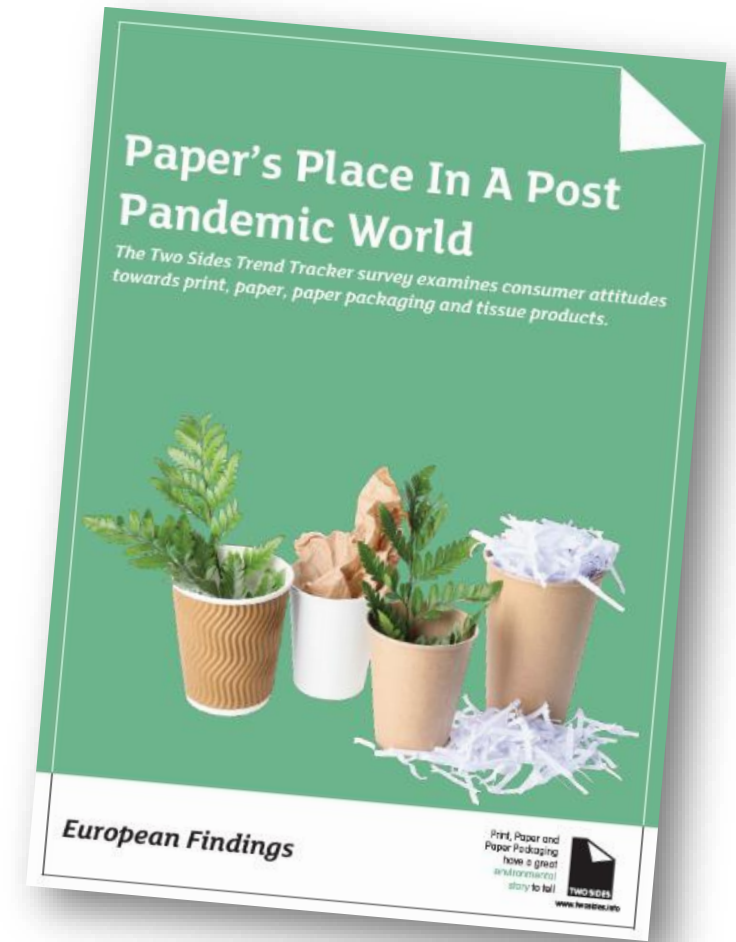
My files > Eurograph Member Resources > Burgo 

| | Name ▾ | Modified ▾ |
|---|-------------------------------------|-------------|
|  | 2020 Fact Sheets | February 24 |
|  | 2020 Factographics | February 24 |
|  | 2020 Mini-Videos | February 24 |
|  | 2020 Packaging Report Factographics | February 24 |
|  | Myths_and_Facts.pdf | February 24 |
|  | Packaging_Booklet.pdf | February 24 |
|  | Packaging_Factographics.zip | February 24 |
|  | Print_Power_Factographics.zip | February 24 |

Trend Tracker Survey

Trend Tracker Survey

- Biennial Research
- Next to be published April 2023
- Will continue to explore and understand changing consumer preferences, perceptions, and attitudes towards print, paper and paper packaging
 - Environmental Perceptions
 - Reading Habits
 - Packaging Preferences
- Wide stakeholder engagement
- ‘Base’ research plus topical areas of interest

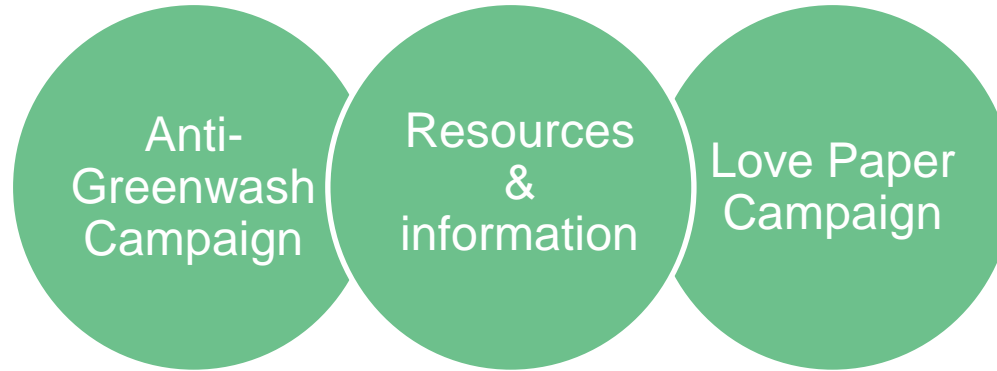


Communications

Communications Strategy

Business Professionals Focus

11 Language websites
190,000 visitors p.a.
Regular e-newsletters
Members resource area
Active Social Media
Twitter
Facebook
LinkedIn



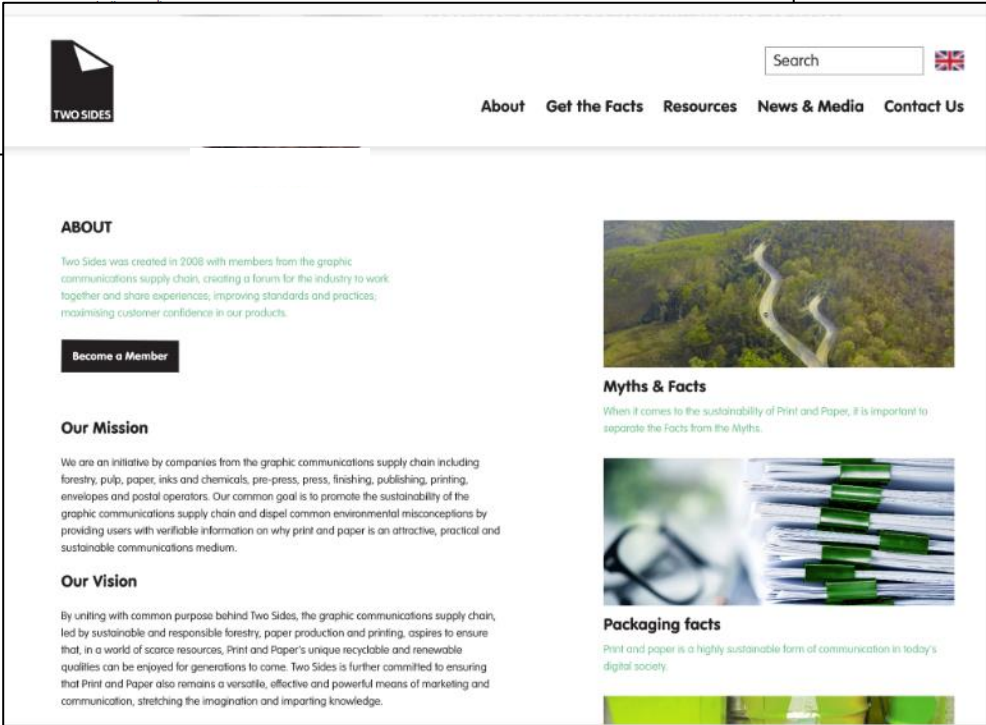
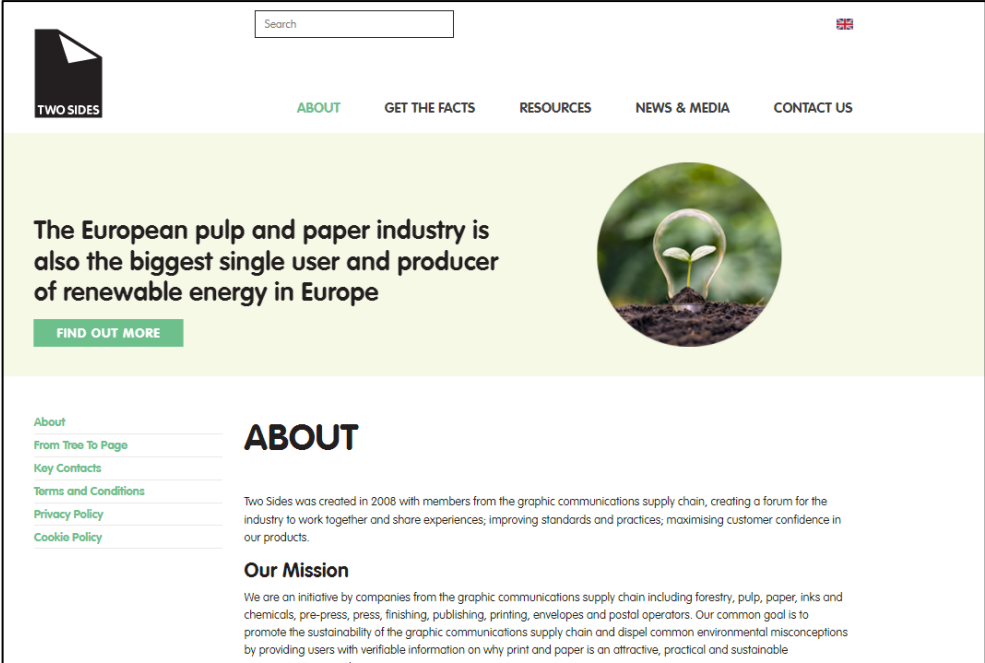
Consumers Focus

10 language websites
40,000 visitors p.a.
Regular e-newsletters
Active Social Media
Twitter
Facebook
Instagram

230,000 Website Visitors
12 million Social Media Reach
(annually)

Website Development

- On-going review of website performance
- Key objectives to; Reduce bounce rate, increase pages visited and total time on site
- This is Evolution Not Revolution, but outcome will improve visitor experience
- Results and improvements will be measured



Two Sides and Love Paper Social Media to reach 12 million Europeans



**Love Paper
2021
Target
5,000,000
million
Reached
6,262,000**

**Love Paper
2022
Target Reach
8,000,000**

**Two Sides
2021
target
2,200,000
Reached
2,552,000**

**Two Sides
2022
Target Reach
4,000,000**



| Main channels used | |
|--------------------|--|
| LinkedIn | |
| Twitter | |
| Facebook | |
| Google | |



Link Communications to Events

Global Recycling Day – 18th March

 Two Sides
@TwoSidesUK

In Europe, 56 million tonnes of [#paper](#) was collected and [#recycled](#) in 2020.

Click here to read more on how Europe has kept its promise on [#recycling](#): bit.ly/3hTF7EW



 Two Sides France Retweeted

 Industrie Papetière @COPACEL_ · Mar 18

[#JourneeMondialeDuRecyclage](#) : savez-vous qu'en 2020, près de 80% des déchets en papier et carton ont été recyclés dans une papeterie ?



 Two Sides
@TwoSidesUK

It's [#GlobalRecyclingDay](#)! Did you know that 83% of [#paperpackaging](#) is [#recycled](#) in Europe? It's the most recycled [#packaging](#) material in the world!

Click here to read more [#sustainable](#) facts about the [#environmental](#) benefits of [#paperrecycling](#)!
bit.ly/3tJM2X9



 Love Paper
@LovePaperUK

It's [#GlobalRecyclingDay](#)! Did you know that the current [#recyclingrate](#) in Europe is 74%? That makes it the most [#recycle](#) material in the world!

Click here to read more: bit.ly/3LG0g3m

The European paper recycling rate is 74%, making it one of the most recycled materials in the world!

Source: CEPI, 2020

Discover the facts about paper
www.lovepaper.org



International Day of Forests – 21st March



Two Sides
@TwoSidesUK

The [#InternationalDayofForests](#) celebrates and raises awareness of all types of [#forests](#) all over the world.

Discover everything they do for us and what we can do for them: bit.ly/37smbLA



Love Paper @LovePaperUK · 8m

It's [#InternationalDayofForests](#)! A celebration to raise awareness of all types of [#forests](#) all over the world. The theme for 2022 is "Forests and [#sustainable](#) production and consumption."

Click here to read interesting facts about [#forestry](#): bit.ly/3liAnUi





World Recycling Day – 18th March



Patrick Mader
Austria

The campaign included these elements:

- **Press release** to 200 journalists (general and special interest)
- Showing **ads in Austrian print media** (10 dailies, 2 weeklies, 3 special interest). Made possible by co-operation with Austrian Newspaper (VÖZ), who is a national TS member.
- Showing **ads on Twitter**, collecting 62.000 impressions on that day.
- Sending out of a **TS newsletter**, opening rate 38%. Linking to a number of recycling stories and fact sheets on the **TS website**.



Print ad campaign

- 15 adverts were published
- Ad value more than 150.000 Euros



Calendar of relevant Global events and interest action days

| | | Daily Events | Weekly Events |
|----------|--------|--|------------------------|
| January | 03-Jan | | |
| | 10-Jan | | |
| | 17-Jan | | Big Energy Saving Week |
| | 24-Jan | International Day of Education (24th) | |
| | 31-Jan | World Wetlands Day (2nd) | |
| February | 07-Feb | | |
| | 14-Feb | | |
| | 21-Feb | | |
| | 28-Feb | World Wildlife Day (3rd) | |
| March | 07-Mar | | |
| | 14-Mar | Global Recycling Day (18th) | |
| | 21-Mar | International Day of Forests (21st) / Earth Hour (26th)/International Day of Happiness | |
| | 28-Mar | | |
| April | 03-Apr | | |
| | 10-Apr | | |
| | 17-Apr | Earth Day (22nd)/ World Creativity Day (21st) | |
| | 24-Apr | | |
| May | 01-May | | |
| | 08-May | | |
| | 15-May | International Biodiversity Day (22nd) | Walk to School Week |
| | 22-May | | |
| | 29-May | | Bike Week |
| June | 05-Jun | World Environment Day (5th) / World Oceans Day (8th) | |
| | 12-Jun | National Refil Day (16th) / National Clean Air Day (17th) | |
| | 19-Jun | World Rainforest Day (22nd) | |
| | 26-Jun | International Day of the Tropics (29th) / Plastic Bag Free Day (3rd) | |

Industry and stakeholder updates

- Regular Campaign Updates inform members and stakeholders
- German and English
- Easy to read 4page A4 format
- EU version twice a year
- Please share

Two Sides Kampagnen-Update

Two Sides Campaign Update

Europe, 2021 Review

Unsere Ergebnisse in Zahlen

- 650 Millionen Kunden von Dienstleistern haben keine Greenwashing-Ansprüche zu Gesicht bekommen
- 1493 Unternehmen und ihre Claims werden bis heute im Rahmen unserer Greenwashing-Aktivitäten analysiert
- 839 Unternehmen, die Greenwashing betreiben und die daraufhin kontaktiert wurden
- 428 Erfolgreiche Korrekturen der Greenwashing-Claims
- 200.000 Website-Besuche pro Jahr
- 646 Love Paper-Anzeigen in Zeitungen weltweit im Jahr 2020
- 470 Neue Inhalte auf der Website im Jahr 2020
- 30 Two Sides ist inzwischen in 30 Ländern vertreten



Anti-Greenwash

Wir stoppen irreführende Anti-Print-Aussagen!

Im Zeitraum von April bis September dieses Jahr hat unsere Anti-Greenwash-Kampagne 44 Unternehmen erfolgreich dazu gebracht, ihre Marketing Claims zu ändern und irreführende Aussagen in Bezug auf Druck und Papier zu entfernen.

Botschaften wie "Wachst Sie zur E-Richtung und halten Sie der Umwelt", die implizieren, dass die Digitalisierung ausschließlich Vorteile für hoch sind für unsere Branche, äußert sich schädlich. Wir arbeiten hart daran, sicherzustellen, dass Marken die Umweltauswirkungen sämtlicher Medien verstehen basierend auf Aussagen zu Druck, Papier und Papierverpackungen treffen.

Ein Beispiel dafür war unter anderem E.ON in Großbritannien. Nachdem das Unternehmen in einem Schreiben von Two Sides darauf hingewiesen wurde, änderte es schnell die Botschaften auf der Website und in der App.

Kommunikation

Wir verbreiten die nachhaltige Geschichte von Print, Papier und papierbasierten Verpackungen

Von April bis September haben wir weiterhin Content auf den Websites von Two Sides und Love Paper geteilt und so unsere Botschaften noch weiter verbreitet. Die Besucherzahlen sind auch in diesem Zeitraum weiter gestiegen und seit September 2019 konnten wir die Zahl unserer Besucher und der Seitenaufrufe mehr als verdoppeln.

Website Performance Europa – April – September

| Metric | Two Sides | Love Paper |
|----------------------|-----------|------------|
| Page Views (Growth) | 129,076 | 26,976 |
| Unique User (Growth) | 79,566 | 18,021 |

29 WEBSITE NEWSLETTER, 111 NEUE BEITRÄGE AUF DER WEBSITE, 5.500 FOLLOWER AUF SOCIAL MEDIA, 80.000 REICHWEITE, 44 GREENWASH-ERFOLGE, 28.000 NEWSLETTER-ABONNENTEN

Love Paper

Zeit zu handeln – Seien Sie dabei

Stakeholder von Two Sides haben die Möglichkeit, das Love Paper Logo und die damit verbundene Marke zu verwenden. Es ist eine großartige Möglichkeit, Ihre Nachhaltigkeitsbemühungen zu verankern und zu ergänzen. Das Logo kann von Unternehmen, deren Kunden und Firmen selbst auf papierbasierter Kommunikation und Verpackungen verwendet werden, um deren nachhaltige und ethische Eigenschaften zu verdeutlichen.

Kontaktieren Sie uns noch heute, um mehr darüber zu erfahren und sich für die Nutzung des Love Paper Logos zu registrieren.

Tel: 040 741 40 43 9-11
Email: info@lovepaper.org

Kampagnenreichweite

Das Bewusstsein für die Love Paper-Kampagne wächst stetig. Seit April haben wir die Love Paper-Kampagne in Italien, Deutschland und Skandinavien erfolgreich gestartet. Wir verzeichnen kontinuierlich mehr Besucher auf unserer Website (lovepaper.org). Seit April zählen wir 15.000 Besucher und 29.000 Seitenaufrufe.

- 15.000 UNIQUE USER
- 2.500 SOCIAL MEDIA FOLLOWER
- 1.000 NEWSLETTER ABONNENTEN
- 270 PLATZIERTE ANZEIGEN

Love Paper Europa

Die Love Paper-Kampagne wurde im vergangenen September in Großbritannien neu eingeleitet. Seitdem haben wir die Reichweite der Kampagne auf weitere Staaten Europa ausgeweitet, u.a. in Deutschland (AM) und Italien (Septiembre).

Beide Länder beinhalten auch "The Paper Chain" / "Die Papier-Bewegung", einen informativen Blog, der die Rolle von Druckzeitungen, Papier und Papierverpackungen im breiten Prozess und in der Bildung als wichtiges Kommunikationsmedium thematisiert.

Auch "Love Paper Creations" werden in beiden Ländern angeboten. Eine Reihe von Arbeitsblättern für Kinder und Familien, die dazu anregen, sich eine kleine Auswahl von digitalen Geräten und Aktivitäten zu gönnen und Spaß mit Papier zu haben.

Jonathan Tame
Managing Director,
Two Sides Europe

As the world is returning to some normalcy after a couple years of uncertainty, it's clear that sustainability is forefront for consumers, brands and businesses.

We work hard to tell the great environmental story of print, paper and paper-based packaging and, despite restrictions to work and travel, sustainability remains a key talking point. In fact, our Anti-Greenwash campaign is proving more important than ever as, with an economy under pressure, organisations, to save costs, continue to urge their customers to switch from paper to digital communications.

In Europe, we estimate our Anti-Greenwash campaign has prevented Greenwashing by major banks and other service providers (messages such as "Go Green, Go Paperless", and "Save Paper, Save Trees"), being seen over 590 million times a year. Our research shows that €337 million of value for paper, print and mail is at risk if Greenwash is left unchallenged.

To improve consumer perceptions of our products, our growing Love Paper campaign across Europe last year had more than 1,200 adverts in national newspapers and magazines, reaching more than 20 million consumers every month. We are telling more consumers than ever the sustainable story of our products and this will continue to be an important focus this year.

You'll find more details about our results and activity during 2021 over the next few pages.

Europe Headlines

- 590 Million Customers Of Service Providers Prevented From Seeing Greenwash
- 1,925 Major Organisations Investigated For Greenwashing
- 1,140 Organisations Found To Be Greenwashing To Date
- 520 Organisations Greenwashing Successfully Challenged To Date
- 188,500 Website Sessions Annually
- 1,200 Love Paper Adverts In Newspapers And Magazines In 2021
- 400 Content Items Added To The Website In 2021
- 11,850 Social Media Followers

Print, Paper and Paper Packaging have a great environmental story to tell

www.twosides.info www.lovepaper.org



Can we help with Events & Training



Evolving our story and key messages

- Increased focus on our industry and on climate change – COP26
 - More scrutiny on forest use and our sector which is undeniably, in part, responsible for replacing native Boreal forests with plantations which impacts biodiversity
 - Must develop our argumentations beyond growth of European forests, and define tangible benefits of Biodiversity, Ecosystems, Water, Carbon sequestration and storage. Including economic sustainability, livelihoods and well being
- We can expect instances of greenwash to increase as companies see this as an opportunity to push customers paperless
- In the future, informing consumers, commerce and industry of our sector's sustainability actions and nature of our products will become more important than ever
- **Must** ensure our messages are aligned with Ceperi (and the industry) on forests and recycling
- Two Sides on 4evergreen Advisory Board (Ceperi) – Two Sides will use extensive reach to amplify 4evergreen messages

How can Euro-Graph assist Two Sides :

2. Promote Love Paper

- Promote Love Paper within your organisation
 - Use the Love Paper logo where possible on your packaging
 - Can you link your marketing to the Love Paper campaign and assets?
 - Can you use Love Paper messages in Social media?
 - Help publicise and raise awareness of the Love Paper campaign with publishers, brands and end users
 - Encourage your teams to learn more about Love Paper:

<https://www.twosides.info/lovepaper/>

For further help or discuss ideas contact local team or email enquiries@twosides.info

Print and Paper, Attractive and Sustainable

Two Sides active in:

Australia and New Zealand
Europe
North America (USA and Canada)
South Africa
South America



- Every year there are over 250,000 visitors to Two Sides websites and more than 1.5 million electronic newsletters are distributed
- Love Paper campaign reaching over 20 million people a year worth an estimated €3.5 million advertising
- Social Media will reach 12 million Consumers and Business Professionals
- Telling the great sustainability story of print and paper