



www.twosides.info



www.lovepaper.org

Two Sides Euro-Graph General Assembly

21st November 2024

Agenda



- Campaign update
 - Tackling Greenwash
 - Consumer engagement (Love Paper)
 - Resources & Materials
 - Research - Trend Tracker 2025
 - Communication & Reach
- Funding



An Industry Under the Spotlight

Never has there been a time when sustainability has been so high on the agenda for all stakeholders

Legislative

- EUDR – deforestation-free products
- PPWR – Packaging and packaging waste regulations
- EU Green Claims, Greenwashing regulations




Consumer Mistrust

- Industry still seen as responsible for forest loss
- High recycling rates not understood

Volume Decline

- Move away from communication paper continues
- Greenwashing still being used to support digital switch



Two Sides Structure & Overview

About Two Sides

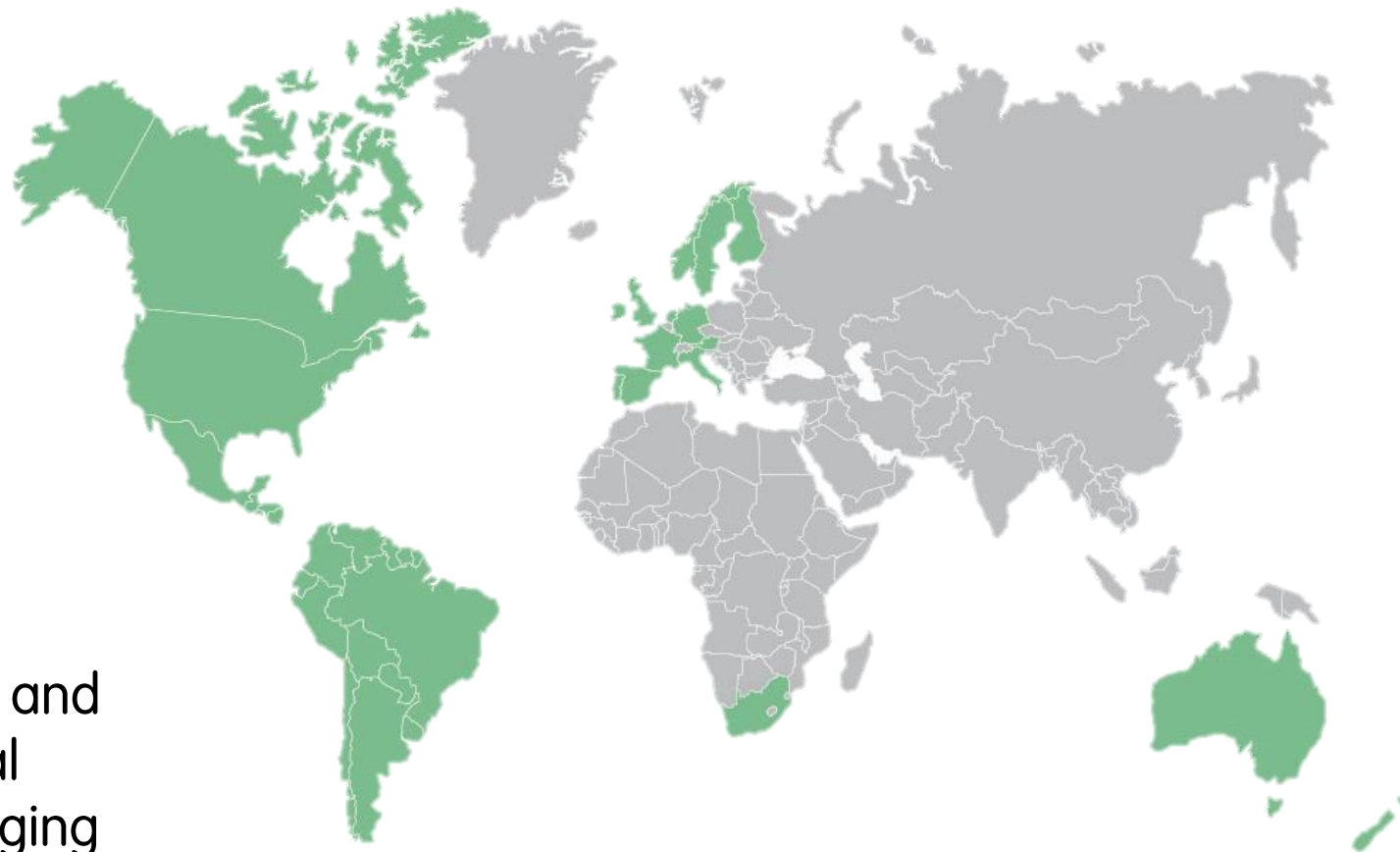


Founded in 2008, Two Sides is a global **not-for-profit**, membership organisation promoting the unique sustainable and attractive attributes of print, paper and paper-based packaging.

600+ members globally

Members include;

Industry associations, paper manufactures and distributors, printers, mailing houses, postal operators, envelope manufacturers, packaging converters, OEMS, creative agencies & brands.



Europe – Country Managers

TWO SIDES



Martyn Eustace
Chairman



Josh Birch
Campaign Manager
Two Sides UK



Magnus Thorkildsen
Country Manager
Two Sides Nordics



Jonathan Tame
Managing Director
Two Sides Europe



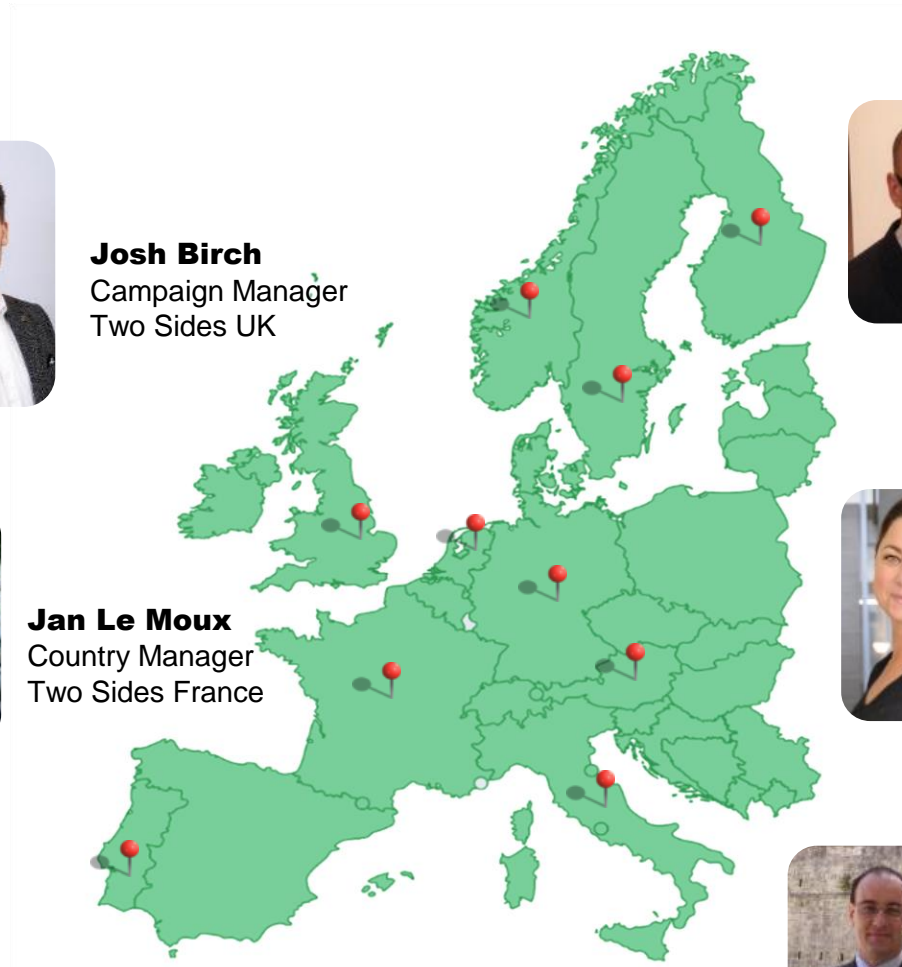
Jan Le Moux
Country Manager
Two Sides France



**Naciye Schmidt and
Anne-Katrin Kohlmorgen**
Country Managers
Two Sides Germany



Pedro Felipe Silva
Country Manager
Two Sides Portugal



Massimo Ramunni
Country Manager
Two Sides Italy

Sustainability Steering Group




Delegate	Organisation	Sector reflected
Cynthia Wee	Communications Manager, PostEurop	Post
Dr Rick Stunt	Group Paper Director of Associated Newspapers UK and Chairman of NME Newsprint and Environment Working Group	Newspapers
Sarah Lesting	Head of Sustainable Solutions & Managing Director UK, Leipa	Paper Manufacture
Marie-Claude Ritt	Sustainability Manager, Sylvamo	Paper Manufacture
Niina Niemela	Senior Manager, Sustainability, UPM	Paper Manufacture
Pedro Filipe Silva	Sustainability Manager, The Navigator Company	Paper Manufacture
Isabella Bussi	Group Head of Sustainability, Fedrigoni	Paper Manufacture
Sandrina Machado	Product stewardship and environmental specialist, Sappi	Paper Manufacture
Laetitia Reynaud	Policy Advisor, Intergraf,	Printing
Jens Kriete	Sustainability Manager, Koeheler Group	Paper Manufacture
Viktor Kovacic	Managing Director, FEPE	Envelope Manufacture
Marco Martinez	Product Manager Release Liners and Sustainability. Ahlstrom- Munksjö	Labels and Packaging
Deborah Dorosz Nicolas Coupriy	Sustainability Manager, Antalis Marketing and Sustainability Manager, Antalis	Paper Manufacture and Distribution
Louis Peake	Group Sustainability Engagement Manager, Smurfit Kappa	Packaging Manufacture
Rebecca Elliott	Compliance & Sustainability Manager, Elliott Baxter	Paper Distribution
Karoline Angerer	Sustainability Manager Kraftpaper and Paper Bags, Mondi	Paper Manufacture
Martyn Eustace	Two Sides, Chairman	
Jonathan Tame	Two Sides, Managing Director	
Josh Birch	Two Sides, Campaign Manager	

Marketing Steering Group



Delegate	Organisation	Sector reflected
Stephanie Kienapfel	Mondi - Head of Marketing & Business Development, Mondi Uncoated Fine Paper	Paper Manufacture
Kati Murto	UPM – Vice President, Stakeholder relations -	Paper Manufacture
Fredrik Holgersson	Holmen – Senior Vice President Sales	Paper Manufacture
Wim Dootselaere	Sylvamo – Head of Marketing	Paper Manufacture
Wolfgang Bürgers	Leipa - Marketing & Sales Director	Paper Manufacture
Margarita Goltz	Sappi Europe - Marketing Communications	Paper Manufacture
Catarina Novais	The Navigator Company – Marketing Director	Paper Manufacture
José Manuel Pinheiro	The Navigator Company – Head of marketing Tissue	Paper Manufacture
Micaela di Trana	Fedrigoni, Marketing and R&D Director	Paper Manufacture
Maren Fohrmann	Igepa – Marketing Manager	Eugropa – Paper Merchant
Brigitte Abessira	Antalis – Communication Manager	Eugropa – Paper Merchant
Mathew Faulkner	Canon - Head of Marketing EMEA	OEM
James Hewes	PRCA – CEO Public Relations & Communications Association	PR & Communications
Mark Davies	Whistl - Managing Director DoorDrop media and President of ELMA (the European Letterbox Marketing Association)	Mail and Door Drops
Mike Turner	ECMA - (European Carton Makers Association) Managing Director	Packaging
Jan Le Moux	Two Sides Country Manager - France	Two Sides
Anne-Katrin Kohlmorgen	Two Sides Country Manager - Germany	Two Sides
Josh Birch	Two Sides Campaign Manager - UK	Two Sides
Martyn Eustace	Two Sides - Chairman	Two Sides
Jonathan Tame	Two Sides - Managing Director	Two Sides



Two Sides Campaign Update

Two Sides Focus



Tackling
Greenwash



Educating
Consumers



Facts,
Resources &
Information

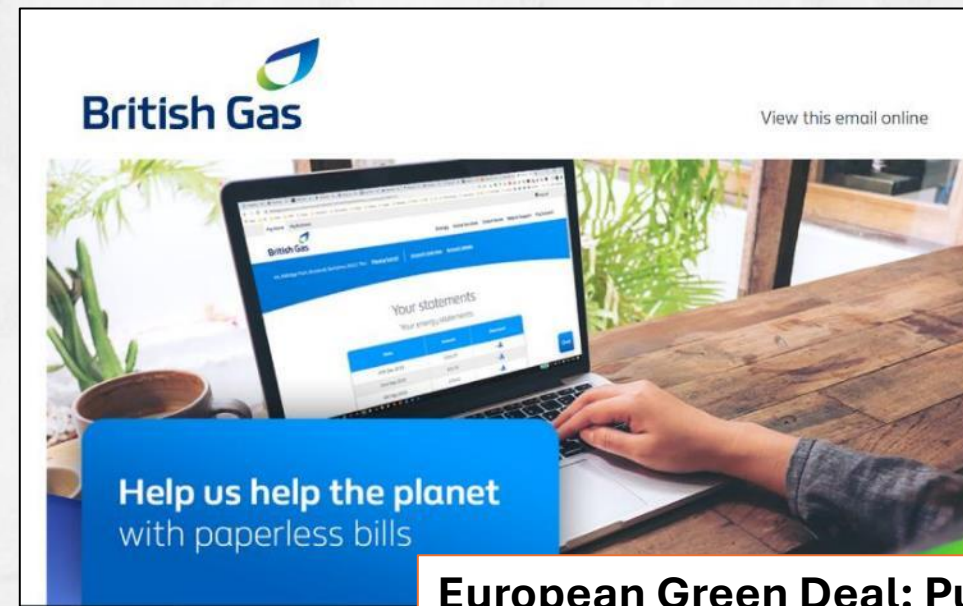


Anti-Greenwash Campaign

Tackling negative statements about
paper and paper packaging

Greenwash spans both paper and paper packaging sectors

- Persistent messages pushing driving consumers to digital communications
- Changes to EU Packaging Waste Directive, will reduce secondary packaging
- An increase of Greenwash messages related to packaging reduction is expected
- Boutique manufacturers of alternative “Tree-Free” paper (bamboo, grass) seize opportunity to make sensational misleading and exaggerated statements
- NGOs and campaigns, example Canopy, World Counts, pushing the narrative on alternative fibre, resource efficiency, and using less



TWO SIDES

European Green Deal: Putting an end to wasteful packaging, boosting reuse and recycling

On average, each European generates almost 180 kg of packaging waste per year. Packaging is one of the main users of virgin materials as 40% of plastics and 50% of paper used in the EU is destined for packaging.



Current German Examples



BMW Financial Services

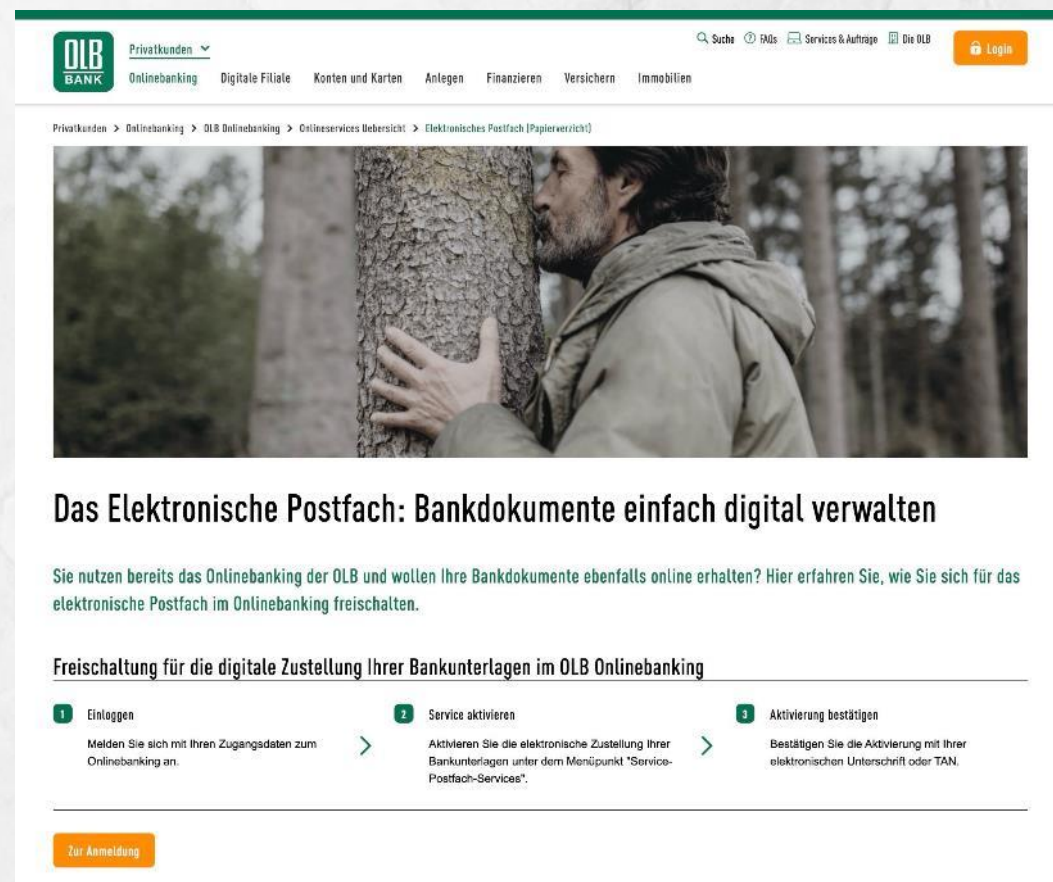


Sehr geehrte Damen und Herren,

Ressourcenschonung steht bei der **BMW Group** im Zentrum der Unternehmensausrichtung. Dies beschränkt sich nicht nur auf die Fahrzeugproduktion, sondern umfasst alle Unternehmensteile. Wir, die BMW Bank als Teil der BMW Group, möchten gerne gemeinsam mit Ihnen ebenfalls einen Beitrag leisten, um unseren **ökologischen Fußabdruck** weiter zu **reduzieren**.

Vor diesem Hintergrund haben wir uns vorgenommen, weitestgehend auf **Papier** zu **verzichten**. Wir freuen uns sehr, wenn Sie uns bei diesem Vorhaben unterstützen und unser **Online-Portal Mein BMW Financial Services** nutzen. Dort haben Sie **papierlosen Zugriff** auf **Schreiben** der BMW Bank und für Sie relevante Informationen – **übersichtlich** und **klimaschonend**.

Oldenburgische Landesbank



Adidas – Success August 2024



6,06 million
customers

[Ein weiterer Schritt zu mehr Nachhaltigkeit](#)

[Diese E-Mail online anzeigen](#)

[MÄNNER](#) [FRAUEN](#) [KINDER](#) [STORES](#)



SCHLUSS MIT UNNÖTIGEM PAPIER

Wir haben uns das Ziel gesetzt, unseren CO₂-Fußabdruck zu verkleinern. Weniger Papier zu verwenden, bringt uns diesem Ziel einen Schritt näher.

In Deutschland und Spanien haben wir schon über 2 Millionen DIN A4 Blätter gespart – das entspricht 19 Fußballplätzen! Deswegen sagen wir jetzt auch Bye-bye zu Rücksendeetiketten und Hallo zu digitalen Lösungen.

Willkommen im Zeitalter der papierlosen Lieferungen!

NO MORE UNNECESSARY PAPER

We have set ourselves the goal of reducing our carbon footprint. Using less paper brings us one step closer to this goal.

"After internal review, we can advise that the statement you referenced is not part of our current or future communications plan. we continue to check our statements on paper as part of our checks."

VRM – Success July 2024



2,01 million
customers

VRM

Sparen Sie am Papier,
nicht an den Nachrichten.

4 Wochen
gratis lesen



Liebe Frau Kraust,

das **digitale Komplettpaket Ihrer regionalen Tageszeitung** liefert täglich lokale Nachrichten und Themen aus aller Welt. Und das bei gleichzeitigem Verzicht auf Papier – helfen auch Sie der Umwelt. **Anlässlich des heutigen Weltumwelttages schenken wir Ihnen 4 Wochen kostenlos unser digitales Komplettpaket!** Überzeugen Sie sich selbst von den zahlreichen Vorteilen der digitalen Zeitung.

4 Wochen gratis lesen

Digital komplett – jetzt selbst überzeugen:

The complete digital package of your regional daily newspaper delivers local news and topics from all over the world every day. Without paper you too can help the environment.

Entdecken Sie jeden Sonntag exklusiv im E-Paper unsere neue **Sonntagsausgabe**. Auf 16 Seiten präsentieren wir Ihnen **große Geschichten** aus den Bereichen Gesellschaft, Politik, Umwelt, Sport und vieles mehr – in moderner **Magazin-Optik**. Genießen Sie fesselnde Reportagen und Interviews sowie vertiefende Analysen zu aktuellen Themen. Tauchen Sie ein in die Welt der Sonntagsausgabe und lassen Sie sich von spannenden Berichten sowie vielen weiteren unterhaltsamen Inhalten **inspirieren**.

Digital komplett

inkl. E-Paper, Web & News-App

- ✓ E-Paper am Sonntag
- ✓ Kostenloser Zugriff auf alle Lokalausgaben
- ✓ Newsticker, Zoom- und Vorlesefunktion
- ✓ Spannende Podcasts und knifflige Rätsel
- ✓ Inklusive Newsletter
- ✓ Über alle Kanäle bestens informiert
- ✓ Zugang für bis zu 5 Familienmitglieder nutzbar

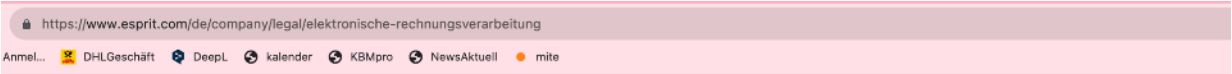


Esprit – Success October 2024



4,5 million customers

Removed from Website



	PDF e-Invoice	PDF Image	Papier
Papier vermeiden (nachhaltig sein)	✓	✓	✗
Geld für die Post sparen	✓	✓	✗
Verbesserte Transparenz	✓	(✓)	(✓)
Verbesserte Datenqualität und -genauigkeit	✓	(✓)	(✓)
Lieferanten sehen den Status der Rechnungen	✓	✗	✗

Die beste Lösung für Sie & unsere Umwelt

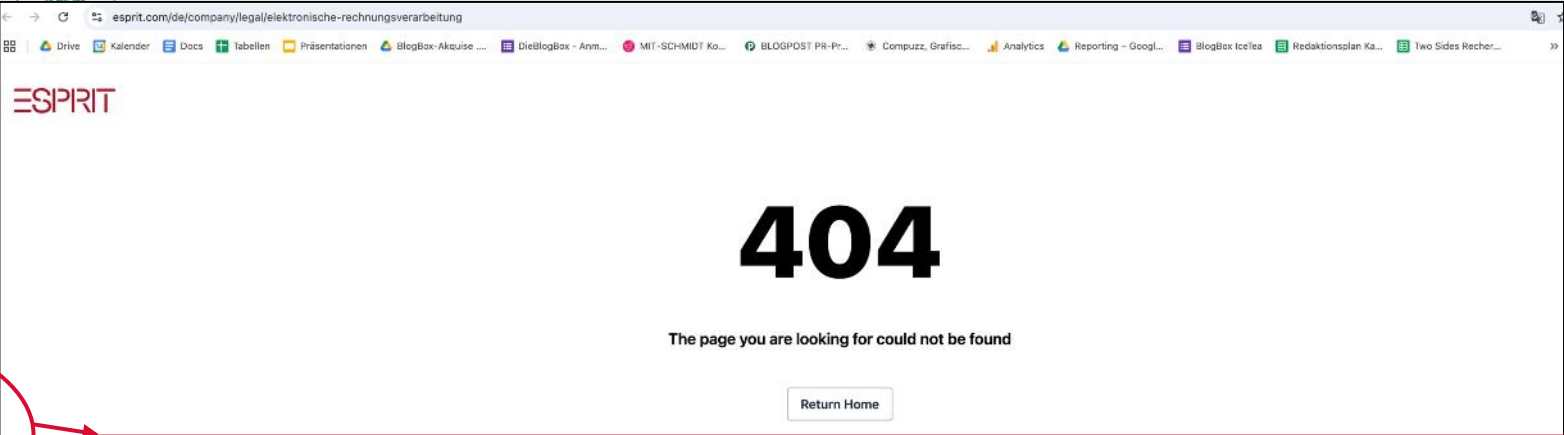
✓ Hoher Vorteil (✓) Mittlerer Vorteil ✗ Kein Vorteil

PDF e-Invoice

PDF Image

Papier

Als letzte Möglichkeit können Sie Rechnungen in Papierform versenden. Dies ist jedoch keine bevorzugte Option und diejenige mit den wenigsten Vorteilen. Bitte beachten Sie die Anforderungen, die im folgenden Lieferantenleitfaden aufgeführt sind, und sorgfältig zu lesen und zu befolgen, um zu vermeiden, dass Ihre Rechnung - Lieferantenleitfaden



"Avoid paper (be sustainable)" "This is our least preferred option and the one with the least benefits for you. Help us save paper and refrain from sending invoices by post in the future."

Current French Examples



Intermarché

UN GESTE EN MOINS POUR LA PLANÈTE.



Bonjour

Vos courses du 19/11/2022
D'un montant de:

16.85€

Dans votre Intermarché de Paris,
21 Rue Brancion
75015 Paris

Vous trouverez votre ticket de caisse en
pièce jointe de cet email.

Merci pour votre fidélité. On espère vous
revoir très bientôt,

L'équipe Intermarché

Aidez-nous à préserver 6240 arbres chaque année!*

ENSEMBLE,
PRÉSERVONS NOTRE PLANÈTE

RÉDUISONS
NOTRE CONSOMMATION
DE PAPIER

Je dis OUI
aux résultats
par internet !



* Chaque année, l'empreinte papier des résultats d'analyse correspond à l'implantation de 6240 arbres.

Cerballiance

**C'est la fin
des tickets papier !**



Devenez membre
du **Club TotalEnergies™**
et retrouvez l'historique
de tous vos achats !



À compter du 1er janvier 2023, les données relatives aux ventes de carburants TotalEnergies seront disponibles en ligne sur l'application TotalEnergies. L'accès à ces données est réservé aux clients membres du Club TotalEnergies. Les données ne sont pas disponibles pour les clients non membres du Club TotalEnergies. Les données ne sont pas disponibles pour les clients non membres du Club TotalEnergies.



1 million
customers

Removed from Website

Transition towards dematerialisation. Access your documents via myfonica.

Ecology and durability: eliminating the physical environment, reducing our impact on the environment by saving resources and minimizing waste

Si vous ne parvenez pas à lire ce message correctement, [clicquez ici](#)

 **FONCIA**

 MyFoncia



TRANSITION VERS LA DÉMATÉRIALISATION
ACCÈS À VOS DOCUMENTS VIA MYFONCIA

Chère cliente, Cher client,

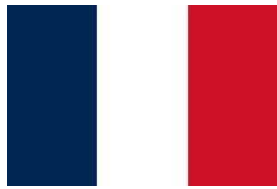
Chez Foncia, nous sommes constamment à la recherche de moyens innovants pour **améliorer nos services**.

Dans cette optique, nous nous tournons vers la mise à disposition électronique de tous vos documents directement dans votre espace client MyFoncia **à compter de ce jour**.

Cette transition vers le numérique permettra de **réduire notre empreinte carbone tout en simplifiant et sécurisant l'accès à vos informations importantes**.

Les avantages de cette nouvelle méthode incluent :

- ✓ **Accessibilité instantanée** : Vos documents seront disponibles dès qu'ils seront générés, vous permettant un accès instantané depuis n'importe quel appareil connecté à Internet.
- ✓ **Économies** : La dématérialisation de vos documents permet d'économiser les frais d'affranchissement pour l'ensemble de la copropriété.
- ✓ **Écologie et durabilité** : En éliminant l'envoi physique, nous réduisons notre impact sur l'environnement en économisant des ressources et en minimisant les déchets.
- ✓ **Sécurité renforcée** : La mise à disposition électronique offre un moyen sécurisé de stocker et de consulter vos documents, renforçant ainsi la confidentialité de vos informations.



TRANSILIEN

[Se déplacer & visiter >](#)
[Tarifs & forfaits >](#)
[Services & réseaux sociaux >](#)
[Mon compte](#)

PRÊT À SAUVER QUELQUES HECTARES ?
 Oublie le papier, la souscription au forfait imagine R 2019 / 2020, c'est 100% en ligne !

SOUSCRIRE

[ITINÉRAIRES](#)
[PROCHAINS DÉPARTS](#)

156 million
Passengers
each year

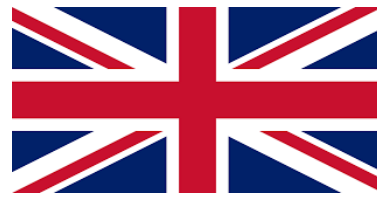
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Ready to save a few hectares.

Forget paper, subscribing to the imagine package. It's 100% online

AXA – Jan 2024

9 million
customers



Email address:

Mobile number:

Add a landline number +

We've gone paperless; it's better for the environment, so it's better for everyone. But because we know some customers prefer it, you can still have your documents posted to you, just untick the box below.



Yes, I'm happy with online documents

Accessibility and support

We're here to help our customers, no matter what. We offer various types of support, such as documents in Braille, large font and audio formats, and the option to add a trusted person to your account.

We've gone paperless, it's better for the environment, so it's better for everyone.

I can confirm that we will be removing the statement “*it's better for the environment, so it's better for everyone*” from AXA Insurance UK plc's marketing material. We will be making this change as soon as operationally feasible.

I would like to thank you for bringing this important matter to our attention.

Yours sincerely

Mark Gardner

Chief Counsel – AXA Insurance

How Is envoPAP Better than recycled paper?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.



No purification needed

It is a clean raw material that does not need to be purified first like recycled paper.



Reusing waste materials

It is a good example of using green energy to reuse waste materials.



Saving carbon footprint

It has 38% carbon footprint saving compared to conventional paper.

50

Trees saved

38%

Carbon footprint saved

Our flagship product is currently being used for office printing requirements by L'Oréal's HQ based in London replacing tree-paper and wood-based fibers giving sustainability a chance!

L'ORÉAL

5,400

Trees saved

38%

Carbon footprint saved

Our UK Stockists, Springfield Papers have built a great track record of their efforts towards saving our environment.

SPRINGFIELD

250

Trees saved

28%

Carbon footprint saved

Our ecoPOUCH is currently being used by Sudzucker for sugar packaging, trying to do their bit towards our environment!

SUDZUCKER GROUP

“EnvoPAP, a leading sustainable materials company, creates products from discarded agricultural fibres, offering a sustainable alternative to traditional paper and packaging materials that rely on deforestation and fossil fuels.

This unique approach not only saves trees and reduces air pollution, but also minimises plastic waste, and supports fair pay for farmers. By ensuring the sustainability of our products’ start, use, and end-of-life, envoPAP is leading the way to achieving Net Zero.”

ENGOS are still a problem

TWO SIDES



Tools and resources

Get involved

Menu

WE PROTECT FORESTS, SPECIES, AND CLIMATE

Together with our partners,
we focus on **sustainable
alternatives** to logging
Ancient and Endangered
Forests, including:

Recycled content: Use of recycled and post-consumer recycled inputs is the best way to minimize the impact on forests.

Next Gen Solutions: Alternative fibres, made from things like agricultural residues (ie. wheat or flax straw), make great paper for packaging while reducing reliance on forests and lowering emissions.

Innovative design: We support and encourage our partners to right size their packaging or rethink it all together.

FSC Certification: When forest fibre is needed, we encourage partners to source their packaging from suppliers with the highest environmental and social standards.



3.1
BILLION
TREES

ARE LOGGED EVERY
YEAR FOR PAPER
PACKAGING.

If placed end-to-end, those trees would wrap
around the Earth 1,037 times.



Greenwash



As of Q3 2024:

- 2,830 Companies engaged (1,815 EU)
- 1,266 have changed their messages (811 EU)
- Global Press release update 31st October 2024



Deutsche Bank



Mercedes-Benz



TWO SIDES PRESS RELEASE

31.10.24, London 11:00 GMT

Two Sides Global Campaign Reports Rising Greenwash Cases As Organisations Focus On Sustainability

Two Sides has challenged over 2,800 organisations found to be communicating greenwashing messages to their customers, resulting in more than 1,260 organisations removing or changing misleading anti-paper statements.

Economic pressures continue to drive many cases of Greenwashing with numerous organisations that have previously relied on paper for customer communication shifting their customers from traditional paper-based services to digital platforms to cut costs. This transition is often accompanied by misleading and unsubstantiated environmental marketing claims like "Go Green – Go Paperless" or "Choose e-billing and help save a tree," – but this is misleading and Greenwashing.

Consumer preferences are being ignored in the push to digital communications. Data from the 2023 Two Sides [Trend Tracker](#) report revealed that 55% of European consumers believe that companies' environmental arguments for switching to digital are misleading and are primarily about reducing company costs. Additionally, the research shows that 76% of consumers want the option to choose and do not want to be forced over to digital communications.

As corporate sustainability gains attention, other sectors like tissue and paper-based packaging are also facing Greenwashing, with products being misleadingly marketed as more sustainable. These claims often cite various environmental reasons, such as the use of new or alternative fibre sources, but are frequently unsubstantiated.

Two Sides Europe Managing Director Jonathan Tame says, "These greenwash claims not only breach established environmental marketing regulations but also harm an industry with a well-established and continually improving environmental track record. Far from 'saving trees,' a healthy market for forest products, such as paper, encourages the long-term growth of forests through sustainable forest management. Many of the organisations we challenge are surprised to learn that European forests have actually been expanding by the equivalent of 1,500 football pitches every day."

Globally, Two Sides has engaged over 2,800 organisations making misleading claims about paper. In Europe alone, 811 companies, including South West Water, New Look, BMW Financial Services and Deutsche Bank, have removed or changed these statements.

"It remains vital that these misleading messages are challenged to ensure that the industry's great environmental record is acknowledged and to protect the livelihoods of thousands of people who work in the forest, paper, packaging and print sectors from the impact of opportunistic and deceptive greenwash marketing," Tame said.

Two Sides UK
+44 (0) 327 262920 enquiries@twosides.info www.twosides.info
iCon Centre, Eastern Way, Dovenby, NN11 0GB, United Kingdom



Improving public perceptions of paper and paper-based packaging

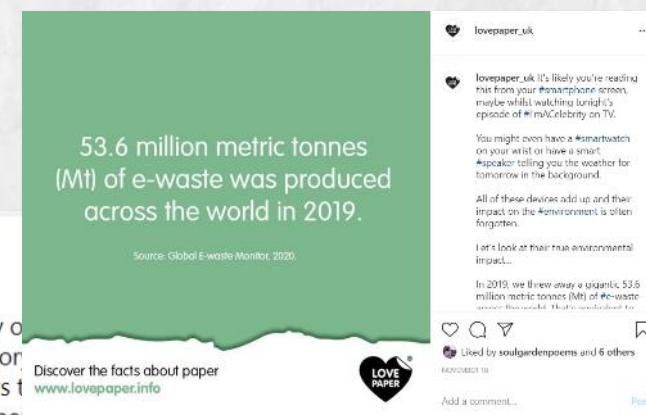


www.lovepaper.org

Love Paper messages reach 230m+ European consumers every year. Off the page and online



Over 2,000 Love Paper adverts placed in Europe ytd

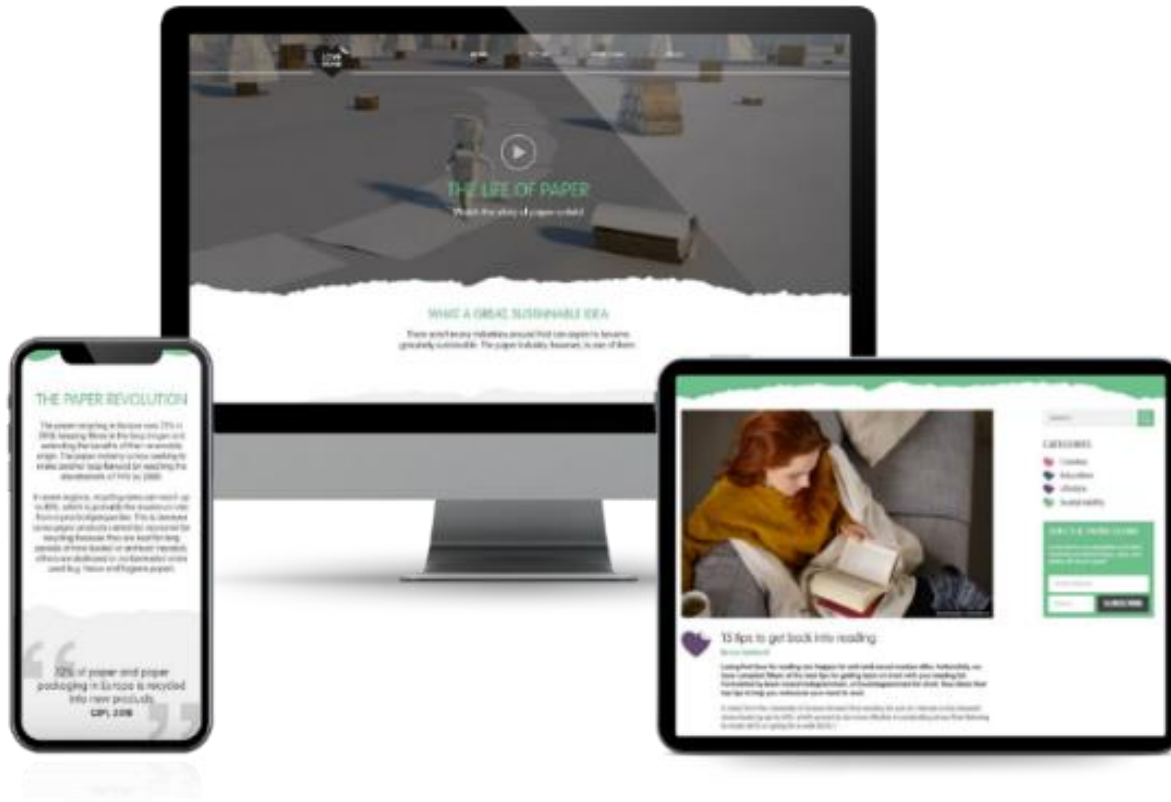


Love Paper Website



Consumer friendly information for people who see adverts/social media posts and want more information.

Provides links to Two Sides website for 'deeper dive'



Regional sites in:

Europe (English): <https://lovepaper.org/>

Germany: <https://de.lovepaper.org/>

Italy: <https://it.lovepaper.org/>

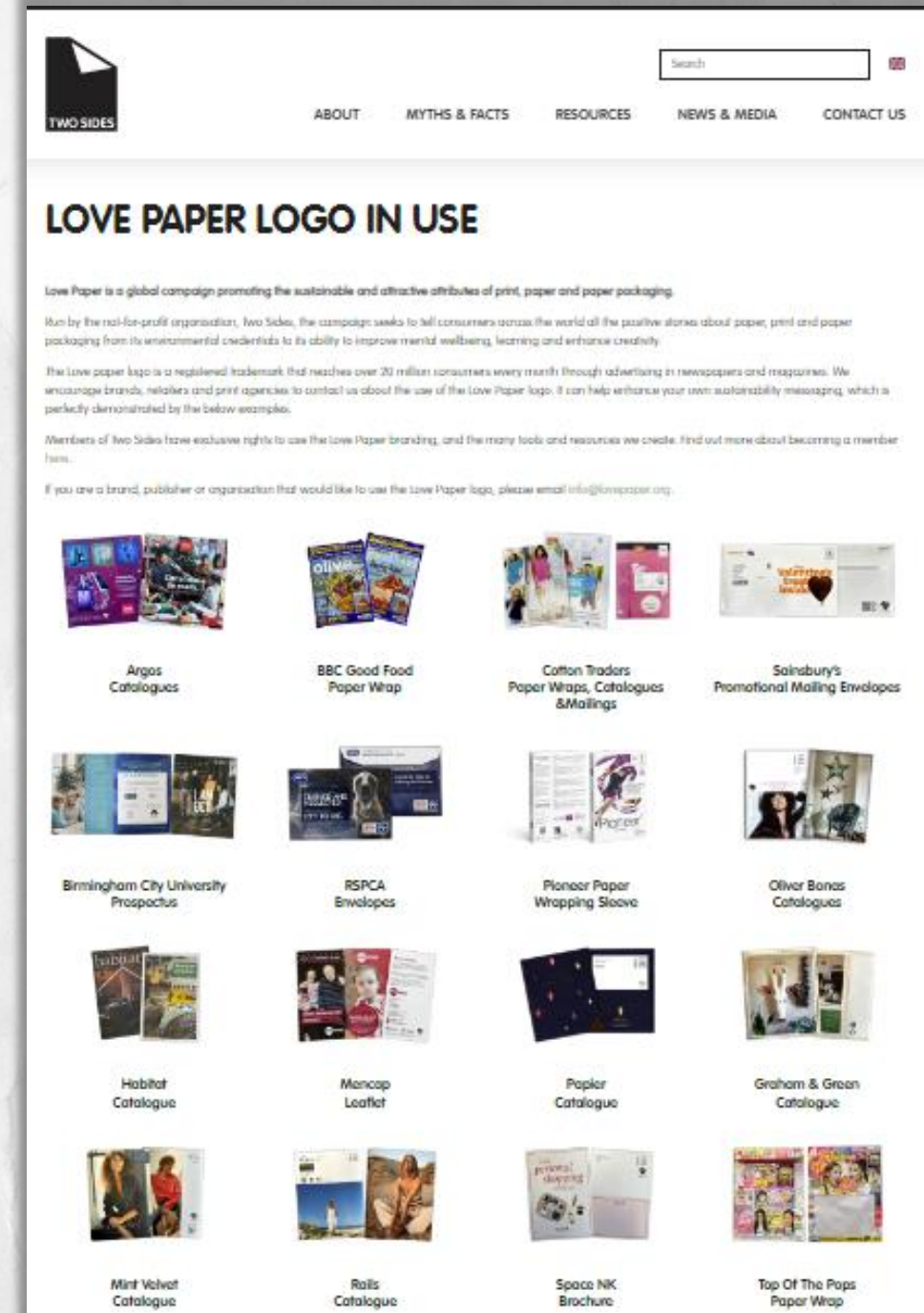
Brazil: <https://lovepaper.org.br/>

Latin America: <https://al.lovepaper.org/>

United States: <https://lovepaperna.org/>

Helping Brands tell the sustainable story of their paper use

<https://www.twosides.info/love-paper-logo-in-use/>



Love Paper can support the story that brands want to tell about their sustainable packaging



www.lovepaper.org



www.lovepaper.org



www.lovepaper.org



www.lovepaper.org



www.lovepaper.org



www.lovepaper.org

Example of Love Paper in use Italy

Engagement with graphic schools and Universities to talk about the sustainability of paper and a future in the industry



Design & communication competition creating promotional adverts



AMA LA CARTA – LOVE PAPER

Chi Vive del bosco, lo protegge! Così fa anche la carta
Whoever lives in the forest protects it! So does paper.



October'24

More than 260 posters in all
the stops of Milan Metro for 15
days

Call to action is to Love Paper
Italy Website

Looking for budget to do this in
Rome 2025



Love Paper Week 3rd - 7th Feb 2025



- Love Paper Week – A global initiative for the industry to collectively champion paper, sustainability and attractiveness, to consumers and business.
- Simple assets and resources, communicated widely, for the industry to use through social media and other individual company communications.
- Year 1, modest activity but growing year on year to be a truly recognised week.
- Mobilise everyone in the world of paper to celebrate a week/day. From direct mail and sack paper to corrugated board.



WEEK

3rd - 7th Feb 2025

lovepaper.info/lovepaperweek



WEEK

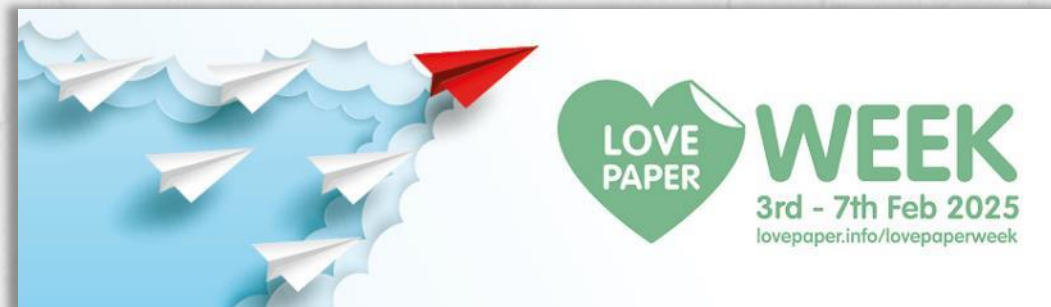
3rd - 7th Feb 2025

lovepaper.info/lovepaperweek

Love Paper Week Activity

Timeline:

- w/c 2nd December:
Press release on Love Paper Week live.
- w/c 9th December:
Contact all members/stakeholders about Love Paper Week and ask them to get involved.
Share creative assets for them to use – email footers, logos, social content.
- w/c 6th January:
Landing page live 1st week back after Christmas break. Newsletters sent out on Love Paper Week.
- w/c 3rd February:
Love Paper Week live! Content going out on social media every day that week.
- w/c 10th March:
Report created on engagement and results.



A hand is holding a small, rectangular cardboard box with a white label. The box is positioned over a desk covered with various items: architectural sketches of buildings, a circular ruler, a pencil, a pen, and other cardboard pieces. The background is slightly blurred, focusing attention on the hand and the box.

Member Resources

Information, tools and events
available to our members

Marketing Materials And Tools

TWO SIDES

Myths & Facts 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.

Yet the myths about paper are still prevalent amongst consumers. A 2021 survey by Two Sides revealed that 64% of European consumers believe European forests are spinning wheels, in fact, they have been growing by an area equivalent to 1,500 football pitches every day.

The total volume of Europe's forests is approximately 28 billion m³, a figure which is currently growing by about 62 million m³ annually.

The survey also revealed that 59% of European consumers believe paper is a wasteful product and 37% believe paper is bad for the environment.

Often the source of these misconceptions is the abundance of misleading information about paper and its impact on the environment. Paper has been the preferred 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, from 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 sustainability 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

Forests have been growing by over 1,500 every day

Best 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

Packaging Facts Booklet



Paper Packaging Is P The Circular Economy

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

www.twosides.info

Our raw material, wood fibre, is a renewable, natural and sustainable. These valuable fibres are used time and time again.

Industry is building on its success to make its industrial change, pursuing cross sector collaborations and structural changes to achieve green goals.

In 2019, the Confederation of European Paper Industries (CEPI) initiated decoregon, an ambitious cross-industry initiative. 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. Decoregon 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.

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.

Elin Nyström-Kronk

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

Paper is recycled at a rate of 74% in 2020 in Europe, which is the highest recycling rate for paper in the world. Paper packaging has an even higher recycling rate of 83% (2018) and more paper-based packaging is recycled than all other packaging materials combined. The paper industry strives to further increase recycling and material use of recycling residues through the sharing of best practice and the development of cross-sectoral alliances.

15

16

Fact Sheets

1. Paper Packaging, The Natural Choice
2. Paper Bags, The Natural Choice
3. Paper Production and Sustainable Forests
4. Paper Recovery & Recycling
5. Forest Benefits and Biodiversity
6. Renewable Energy & Carbon Footprint
7. Paper From Alternative Fibres
8. Paper's Water Footprint
9. Greenwash
10. What's More Hygienic; Hand Dryers or Paper Towels

TWO SIDES

Paper Production and Sustainable Forests

The Facts

The pulp and paper industry depends on, and promotes, sustainable forest management to provide a reliable supply of wood fibres, the key raw material for its products. Well-managed forests bring multiple benefits: services and biodiversity. European forests, from where the region's paper fibres, have been growing by an area equivalent to 1,000 football pitches every day. 4 or 100% standards, thanks in part to the support of the pulp and paper industry.

In Europe, wood comes from sustainably managed forests where the cycle of planting, growing and logging is carefully controlled.

Cellulose fibre is the primary raw material for papermaking. Of the fibre used by the European pulp and paper industry, 40% comes from virgin wood fibre and 55% from paper for recycling.

In principle, cellulose fibre can be obtained from almost any plant or sustainable wood fibre source is available, such as agricultural residues. However, wood is the dominant source because of its renewable and versatile nature, technical

These multibenefit ecosystems, with their natural beauty and biodiversity, are essential for the health and well-being of the forest sector. On the other hand, the forest sector is a low-carbon sector, with investments that will continue to be a key factor in the coming years.

Papier et Fibres – D'origines Alternatives

Les Faits

L'industrie du papier/carton repose sur l'utilisation responsable et économiquement viable de la fibre de cellulose. Elle permet de produire une grande variété de produits à base de papier et de cellulose que nous utilisons au quotidien, comme les journaux, les magazines, les livres, les sacs en papier, les boîtes et les caisses en carton, ou encore des produits d'hygiène. Les fibres proviennent de sources renouvelables, des forêts ou du recyclage du papier, mais certains produits utilisent des fibres de cellulose

Les types de fibres d'origines alternatives

En principe, presque toutes les fibres végétales peuvent être utilisées pour fabriquer du papier, mais les caractéristiques varient et pas sont commercialement viables.

- La paille était autrefois largement utilisée, mais elle a traditionnellement souffert d'inconvénients, tels qu'une capacité à retenir l'eau pendant la fabrication du papier et un potentiel de pollution plus important, associé à un coût plus élevé et une qualité inférieure par rapport à la pâte de bois.

Eine natürliche Entscheidung – Papiertragetaschen

Die Fakten

Täglich werden wir mit den wachsenden Auswirkungen und steigende Zahl von Plastikmüll und -partikeln, die in den Welt mit Verboten, Geldstrafen und Initiativen zur Reduzierung von unnötiger Plastikabfälle einen wertvollen Beitrag für eine zirkuläre stellen Verpackungsmaterialien aus Papier aufgrund ihrer natürlichen praktikable Alternative dar. Und zahlreiche Studien belegen die Vorteile.

Benutzen in der Bevölkerung über den enormen Plastikverbrauch

In den letzten Jahren sind die Auswirkungen von Einzelverpackungen und Kunststoffen auf die Umwelt immer deutlicher geworden. Stimmen mit der Befürchtung, dass vergleichsweise wenig Kunststoffverpackungen korrekt recycelt werden (42 % EU-Durchschnitt 2016) und nur 14 % weltweit) und dass sie bei unvorsichtiger Nutzung einen möglichen Anteil an der Verschmutzung der Weltmeere haben, werden laut Umweltschützer zeigen sich besorgt und befürchten, dass bis zum Jahr 2050 mehr Plastik im Meer sein könnte als Fische schwimmen.

Laut Marina Lühr-Waltch stehen Einkaufstüten an 7. Stelle der Abfallprodukte, die am häufigsten an Europas Stränden zu finden sind.¹ Zwischen 2013 und 2019 wurden 3 % des angespülten Materials als Plastikfetzen und 0,2 % als Papiertragetaschen identifiziert. Und das obwohl der Anteil von Plastikfetzen abgenommen hat, da die europäischen Staaten gehandelt und den Verbrauch eingeschränkt haben.²

„Fast 80 % der Abfälle im Meer stammen vom Land. Das meiste davon ist Kunststoff. Inzwischen finden wir Plastik in den Mägen von Seevögeln und gestrandeten Walen. Es ist offensichtlich: Wir müssen handeln.“

Europäischer Umweltkommissar Karmenu Veltz, November 2017.

Paper Packaging – The Natural Choice

The Facts

Well-designed, efficiently produced, appropriately used and responsibly disposed-of packaging provides multiple benefits. It is essential to prevent product damage and can help extend a product's life. It helps improve efficiency in the supply chain and provides safe and convenient access to goods. Packaging communicates vital information to the customer whilst providing a great 'unboxing experience' to those receiving gifts or luxury items. However, poor material choices are damaging to both brands and the planet.

The impact on the environment caused by discarded man-made materials has reached critical levels.

There is now a greater need than ever for packaging to be sustainable throughout its life cycle. Packaging should incorporate eco-design at its inception, use responsibly sourced raw materials, and be manufactured using efficient processes that are driven by renewable energy. Packaging should be re-used or recycled wherever possible, then sent to the most appropriate end-of-life solution, such as incineration for energy generation or composting.

Paper packaging is part of the solution. Paper packaging is made from wood fibre, a natural and renewable material that is highly recycled.

The Sustainable Choice

The key raw material for making paper packaging is cellulose fibre from trees, a natural and renewable and is a highly recycled raw material.

Virgin fibre is sourced from sustainably managed forests. Despite consumer perception, European forests are growing in size. Between 2005 and 2020, European forest cover

Paper and cardboard is the most recycled packaging material in Europe. In 2018, 82.9% of all paper and cardboard was recycled, outperforming metallic packaging (80.1%), glass packaging (74.7%) and far exceeding that of plastic packaging (41.8%).¹

In Europe, paper fibres are recycled and re-used 3.8 times on average.² However, laboratory experiments have shown fibre can be recycled significantly more, up to 25 times.⁴ Developing efficiencies in recycling processes, improving collection systems and increasing consumer action may one day help realise this potential.

“The European paper packaging industry aims to reach an ambitious recycling rate of 90% by 2030.”

Avegreen, 2021

Product Protection

Packaging plays an essential role in minimising damage

Insight Articles

- Alternative email footers
- Paper from alternative fibres
- Tissue made from trees
- Single-use vs reusable packaging
- The importance of paper-based materials in education
- Which is best, print or digital?
- Regulatory overview, print & paper

TWO SIDES

Single-Use Vs Reusable Packaging, Which Has The Lowest Environmental Impact?

July 2023

As we move toward a 'zero-carbon' future, can reusable, semi-permanent containers to protect products?

Preserving products, particularly food and medicine and sometimes aluminium. This has reduced waste recycling each layer at scale whilst being economical. Other bio-based materials are increasingly possible changes often requiring capital investment. For example, with widely recycled or compostable materials to mechanical and shelf-life performance.

This is where innovation and the combination of use of non-renewable, carbon-rich resources.

Having a well-invested, harmonised waste recovery different local authorities manage varying waste recycled 38% of plastic in Europe due to the wide rates for exceeded that of plastic with 82% of paper.

The pending European Packaging & Packaging currently under review in Brussels and this new legislation.

- Reduce the generation of packaging waste
- Promote a circular economy for packaging in
- Promote the uptake of recycled content in packaging

To understand future trends, it's often a good idea developed, particularly when many resources are

Corrugated Packaging

Single-face corrugated (one layer of reel-fed paper in England in 1856 by Edward Healy and Edward wear, nineteen years later, in 1871, an American, transportation. In 1894 two other Americans, Henry corrugated to make a strong, lightweight and rigid when converted into versatile, stackable boxes. The

Today the global corrugated box sector consumes predicted to grow by 6.4% by 2028.¹

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The Importance Of Paper-Based Materials In Education

July 2023

Over the last 20 years or so, technology and portable technology has changed

While many of these changes are no doubt in this article, researchers are beginning

In the past 10 to 15 years, there has been online. This shift accelerated rapidly due to this increasing reliance on digital methods. Information. There is also growing concern

Digital Vs. Paper-Based Materials

In 2018, researchers in Israel and Spain digital text and printed text. They found texts.¹

Similarly, a study involving millions of the Development (OECD) found that those accounting for social background and 9-10 years) who used tablets in all or used them—a differential equivalent to

Patricia Alexander is a psychologist of although students think they learn more the problem can be attributed to the text messages or social-media posts; attention and thought, people still tend

As well as encouraging us to read quick mental maps that help us to remember but that's far more difficult when scrolling just when scrolling that the brain struggles, some of them read a printed version the chronology of the plot better than the

The benefits of paper-based learning also produce better results. A 2014 study notes on a laptop. When it came to the notes for 10 minutes before the test, "the

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Which Is Best, Digital Or Print Communications?

March 2024

Insight

All too often going paperless is championed by businesses wanting to move their customers on-line to reduce cost, with misleading emotional statements of lower environmental impacts. However, the benefits and effectiveness of one medium over the other is not that clear cut. Furthermore, the impact of digital communications is not consequence free, too often ignored and not fully understood.

Since the invention of the first personal computer in the mid 1960's, the world of digitalisation has transformed technology to be able to process, store and access data instantly anywhere on the planet. The pace of change has been breathtaking, and that change is only going to quicken thanks to the voracious demand for high-speed mobile and virtual computing to power our interconnected world and the Internet of Things (IoT), Artificial Intelligence (AI), Augmented Reality (AR), Virtual Reality (VR), automation and robotisation. Much of this has had a positive impact on our lives thus far, particularly connecting people over long distances. Unfortunately, it's not all good news!

The Environmental Impacts Of Digital

The environmental impact of this digital evolution cannot be ignored. The ICT (Information and Communication Technology) industry accounted for 4-6% of global electricity use in 2020, which is more than 2% of global greenhouse gas emissions. With increasing demand, the ICT industry is expected to increase its global electricity use over the next decade.¹

Coupled with the energy requirements to power digital communications, the demand for non-renewable rare earth minerals is growing at a comparable rate, creating a huge waste challenge for future generations.²

The electronic waste problem is colossal and growing quickly. In 2019, the industry produced 53.6 million tonnes of waste globally. When precious materials like iron, copper and gold are thrown away, this fuels more extraction through mining with consequential negative environmental and social impacts. This problem is compounded by the fact that only 42.5% of e-waste was collected for recycling in Europe in 2020.³

Much has been written about the impact on our health, particularly for younger people, by the addiction to electronic devices. Decreasing levels of concentration, a decrease in memory retention and a negative impact on our wellbeing. All this takes its toll on society and leads to a potential breakdown in meaningful and relevant communication.⁴

Printed Textbooks Make A Return To Education

As reported in the UK Guardian newspaper⁵, a soon-to-be published, groundbreaking study from neuroscientists at Columbia University's Teachers College has come down decisively on the matter: for "deeper reading" there is a clear advantage to reading a text on paper, rather than on a screen, where "shallow reading was observed". This research is not unique and follows other country concerns about the removal of textbooks from schools.

Sweden was one of the first European countries that adopted digitalisation within its educational curricula in 2018. It has now announced going back to using printed textbooks in an attempt to improve education. Swedish Minister of Education, Lotta Edholm, announced in an article published in Göteborgs-Posten, June 2023, that it was proven by studies presented by the Swedish National Agency for Education that students who are reading textbooks can understand better than those who are using digital content.⁶

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Print, Paper and Paper Packaging have a great environmental story to tell
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Factographics And Mini Videos

TWO SIDES

- 20+ Factographics on the sustainability and attractiveness of paper, print media and paper packaging.
- 20 Mini Videos
- Ideal for social media



Can Be Personalised For Members And Supporters

TWO SIDES

Zwischen 2005 und 2020 wuchsen die Wälder Europas um eine Fläche von 58.000 km² – eine Fläche, die größer ist als die Schweiz.

Quelle: FAO, 2020.

Für weitere Fakten besuchen Sie bitte www.twosides.info

leopa

En France, les émissions directes de CO₂ de l'industrie de la pâte et du papier ont diminué de 38 % entre 2005 et 2018.

Source: COPACE, statistiques 2019.

Découvrez la performance environnementale du papier sur www.twosides.info

Norske Skog

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

Sources: Eurostat, 2016; Ellen MacArthur Foundation, The New Plastics Economy: Rethinking the Future of Plastics & Catalysing Action, 2017.

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

Paper Production and Sustainable Forests

The Facts

The pulp and paper industry depends on, and practices, sustainable forest management to provide a reliable supply of wood. But, the way we materialize the products and processes has multiple benefits for society, such as local jobs, ecosystem services and biodiversity. Sustainable forests, from which the majority of paper is made, cover 92% of the world's land area.

Papier et Fibres D'origines Alternatives

Les Faits

L'industrie du papier/carton repose sur l'utilisation responsable et économiquement viable de la fibre de cellulose. Elle permet de produire des produits innovants, tout en favorisant le développement durable. Les forêts alternatives, qui fournissent la majeure partie du papier, couvrent 92 % de la superficie terrestre mondiale.

Eine natürliche Entscheidung Papiertragetaschen

Die Fakten

Täglich werden wir mit den wachsenden Auswirkungen unserer Plastiknutzung konfrontiert, u.a. auch durch die steigende Zahl von Plastikmüll- und -geräten, die in den Weltmeeren treiben. Die EU-Müllrichtlinien haben darauf mit Verbots, Ombefristen und Initiativen zur Reduzierung von Plastik reagiert. Während eine allgemeine Verringerung unnötiger Plastikabfälle einen wertvollen Beitrag für eine zirkuläre und weniger verschwendende Abfallwirtschaft leistet, stellen Verpackungsmaterialien aus Papier aufgrund ihrer natürlichen und erneuerbaren Eigenschaften eine attraktive und praktikable Alternative dar. Zahlreiche Studien belegen die Vorteile von Papierprodukten gegenüber Kunststoffverpackungen.

Bezugnehmend auf die Berichterstattung über den enormen Plastikverbrauch:

In den letzten Jahren sind die Auswirkungen von Umverpackungen und Kunststoffen auf die Umwelt immer deutlicher geworden. Umweltschäden durch die Produktion, den Transport und die Entsorgung von Kunststoffen sind weltweit ein wachsendes Problem. Die EU-Müllrichtlinien haben darauf mit Verbots, Ombefristen und Initiativen zur Reduzierung von Plastik reagiert. Während eine allgemeine Verringerung unnötiger Plastikabfälle einen wertvollen Beitrag für eine zirkuläre und weniger verschwendende Abfallwirtschaft leistet, stellen Verpackungsmaterialien aus Papier aufgrund ihrer natürlichen und erneuerbaren Eigenschaften eine attraktive und praktikable Alternative dar. Zahlreiche Studien belegen die Vorteile von Papierprodukten gegenüber Kunststoffverpackungen.

Im Jahr 2012 führte die EU Richtlinie für Plastikmüll, um, mit dem Ziel, den durchschnittlichen Verbrauch pro Person pro Jahr auf 10 kg zu senken. Bis Ende 2019 soll der Pro-Kopf-Verbrauch auf 10 kg und bis 2025 auf 6 kg Plastikmüll pro Person sinken.

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Fast 80 % der Abfälle im Meer stammen vom Land. Das meiste davon ist Kunststoff. Inzwischen finden wir Plastik in den Mägen von Seevögeln und gestrandeten Wale. Es ist offensichtlich: Wir müssen handeln.

Europäischer Umweltkommissar Karmenu Velez, November 2017.

Smurfit Kappa

Tryck och Papper-Myter och Fakta

Canon

Papierverpackungen Die Entscheidung für Natürlichkeit

mondi

Print and Paper Myths & Facts

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

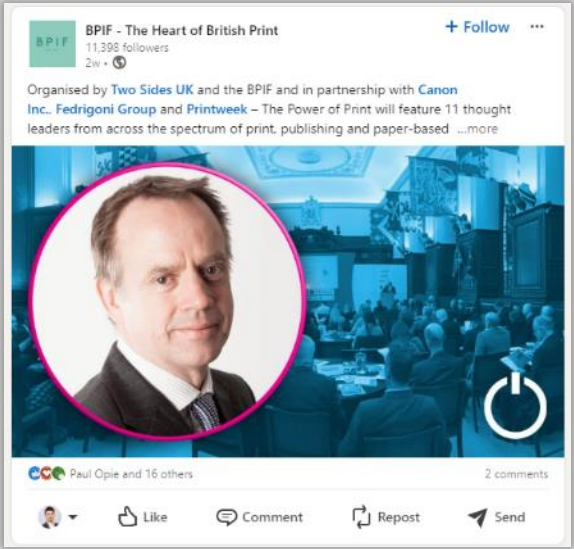
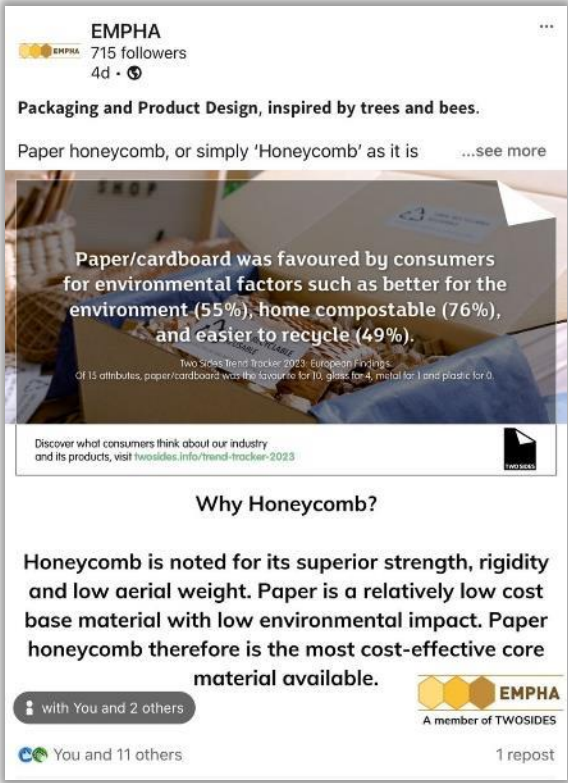
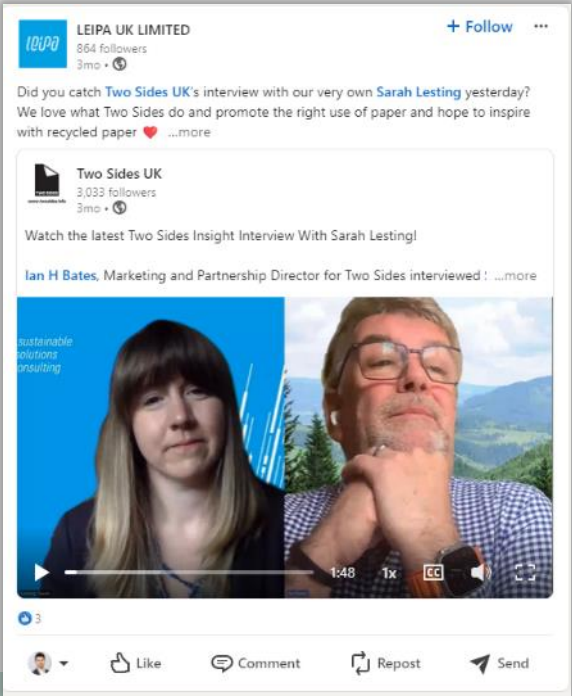
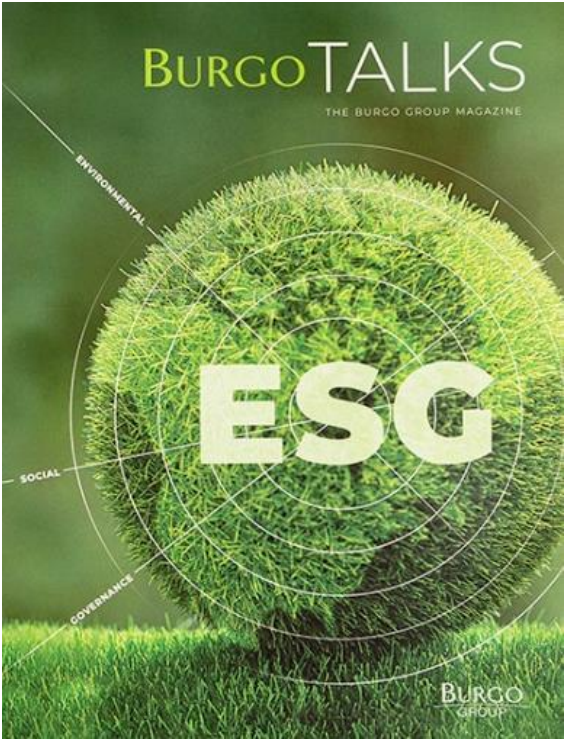
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Did You Know

er the facts about paper www.twosides.info

TWO SIDES

Content And Resources Can Be Used By Our Members



Two Sides Resources



- A library of reliable and factual information for Industry Professionals and Consumers
- Two Sides research and information is increasingly used by the industry
- Complicated subjects 'packaged' in easy-to-read formats; particularly designed to reach consumers
- Working with all the major paper and packaging Associations and pro-paper/print organisations

Trend Tracker Survey

SURVEY

How was your experience with us?

Select one

- ☐ Fantastic
- ☒ Good
- ☐ Average
- ☐ Poor
- ☐ Very poor!!

Are you going to recommend us?

What can we do to improve service?

Write a comment...

Providing Facts To The Industry

Trend Tracker research published every 2 years

To explore and understand changing consumer preferences, perceptions, and attitudes towards print, paper and paper packaging

- Environmental Perceptions
- Reading Habits
- Packaging Preferences
- Attitudes towards Tissue Products

Next survey to be published **May 2025**

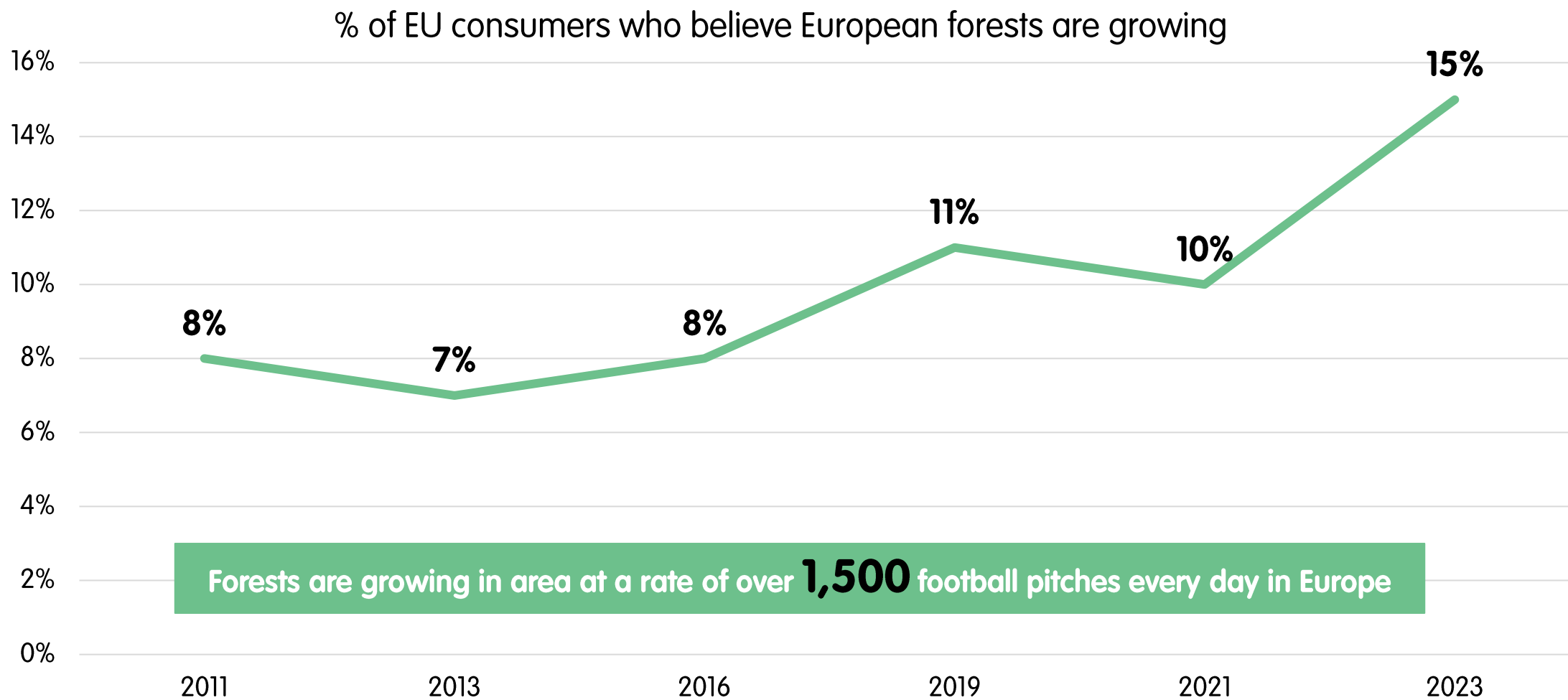
Global study of 10,647 consumers by independent research company **Toluna**

Europe - Austria, Belgium, Denmark, Finland, France, Germany, Italy, Norway, Sweden, UK

Globally – Brazil, Chile, Argentina, North America, South Africa

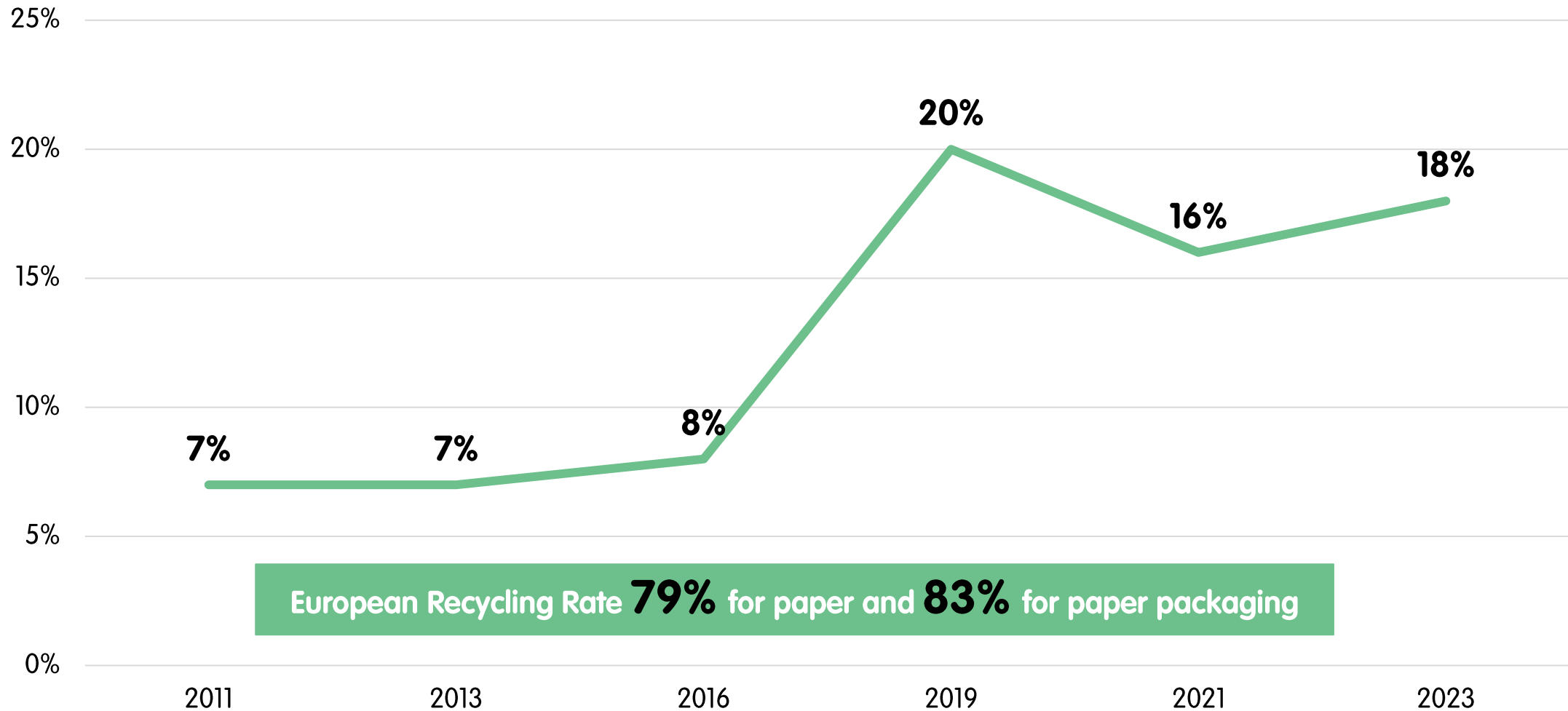


What do you believe has been happening to the size of European forest area since the year 2000?



What percentage do you think is recycled in Europe?

% of EU consumers who believe the paper and paper packaging recycling rate to be over 60%.



Trend Tracker – Resources

TWO SIDES

Reports to be published in May 2025

- 4-page Key headline summary publicly available in English, French, German and Italian
- 16-page Executive report, English, exclusively for members (or for purchase @ €849)
- Detailed PowerPoint report exclusively for members
- Factographics for social media (co-branded for members)

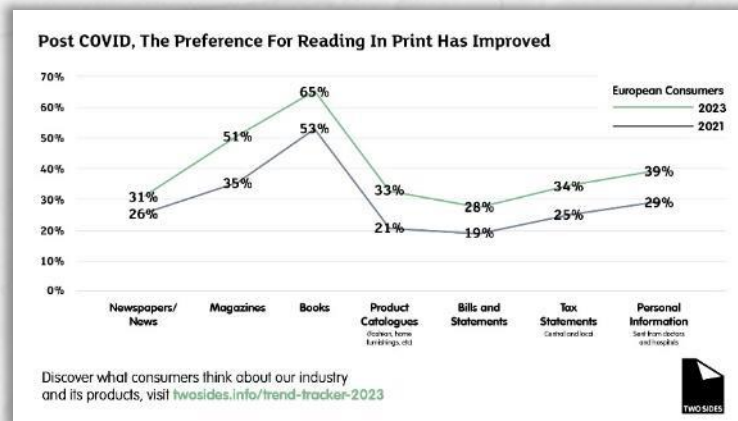


Only 15% of European consumers in 2023 understand that European forests are actually growing in size.

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

Two Sides Trend Tracker 2023 European Findings
FAO Data, 2005 – 2020

Discover what consumers think about our industry and its products, visit twosides.info/trend-tracker-2023



Two Sides Trend Tracker 2023

The Two Sides Trend Tracker survey explores consumer attitudes towards print, paper, paper packaging and tissue products

European Findings

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

www.twosides.info



Trend Tracker 2025 Communications

- European synopsis report to be published in May 2025 in English, French, German and Italian.
- North America and South America reports will also be available
- Press releases, over a number of months on the key findings throughout Two Sides countries;
 1. Environmental Findings – w/c: 26th May 2025
 2. Reading Habits – w/c: 16th June 2025
 3. Packaging Findings – w/c: 7th July 2025
 4. Reading Habits (2) – w/c: 28th July 2025
 5. Environmental Findings (2) – w/c: 18th August 2025
 6. Packaging Findings (2) – w/c: 8th September 2025
- Partner/member webinar 10th June'25



A close-up photograph of a person's hands holding a white envelope. The hands are dark-skinned and are positioned to open the envelope. The envelope is white and has a triangular flap. The word "Communications" is overlaid in white, sans-serif font across the center of the image. In the background, there are several yellow envelopes stacked on a surface. The lighting is soft and warm, creating a professional and focused atmosphere.

Communications

Communications Strategy

TWO SIDES

Business Professionals Focus

11 Language websites
180,000 visitors p.a.
Regular e-newsletters
Active on Social Media:
LinkedIn
Facebook
X (Twitter)



Consumers Focus

6 language websites
80,000 visitors p.a.
Regular e-newsletters
Active on Social Media:
Facebook
Instagram
X (Twitter)
TikTok

Campaign Update

- Europe version published twice a year in English & German
- 4-page A4
- Highlight key results from campaigns:
 - Greenwash
 - Love Paper
 - Marketing activities
- Keeping our members informed

www.twosides.info/campaign-update

TWO SIDES

Two Sides Campaign Update

Europe, Jan - June 2023



Jonathan Tame
Managing Director,
Two Sides Europe

Welcome to the European Campaign Update, to inform our valued members and stakeholders of our activities and achievements across the Two Sides, Love Paper and Anti-Greenwash campaigns.

The global Two Sides Trend Tracker 2023 survey, published in June, explores changing consumer preferences, perceptions, and attitudes towards print, paper and paper-based packaging, focussing on consumers' environmental perceptions, reading habits, packaging preferences and attitudes towards tissue products. This important biennial survey reveals both opportunities and challenges for the industry; see page 3 for more details.

In Europe, a worrying increase in Greenwashing cases continues, where companies make misleading statements that moving to digital is better for the environment than paper-based communications. A recent example is REWE, a German retailer, which has announced they are removing 73,000 tonnes of print to "save" the environment. Two Sides has written to REWE, demanding justification of these sensational claims, and what the equivalent digital impact would be alongside a press release on how REWE are misleading their customers.

We continue to work hard in telling the great environmental story of print, paper and paper-based packaging to consumers with more than 1270 adverts placed in national newspapers and magazines during January - June this year. Telling consumers the sustainable story of our industry and its products remains a critical focus of our work.

You'll find more details about our results and activity from January to June over the next few pages.

Headlines Jan - June 2023

1,490 Greenwash Case Engaged !

682 (2,328 globally) Greenwash Case Wins ✓

79,000 Website Sessions 👁

190 Content Items Added To Website 📄

55 eNewsletters Sent ✉

1270 Love Paper Adverts In Newspapers And Magazines 2023 📰

16.7 million People Reached By Social Media 📱

17,500 Social Media Followers 👤

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

wash

ds/organisations encouraging their purposes, citing and vilifying paper. German retailer, announcement to printed promotional ads, citing environmental benefits paper. We have g these misleading and substantiation of ed.

REWE To Remove Printed Flyers From 1st July 2023

"According to the company, the new advertising strategy will save more than 73,000 tonnes of paper, 70,000 tonnes of CO₂, 1.1 million tonnes of water and 380 million kWh of energy every year."

To read the press release and the letter Two Sides sent to REWE, go here: https://bit.ly/REWE_Greenwashing

We work hard to ensure brands understand the environmental credentials of print, paper and paper packaging. Greenwashing remains a serious threat to our sector, which employs over 1,096,000 people in more than 115,700 businesses in Europe.

Important Successes This Year:

ERMARCHE

Hastings
DIRECT

ZURICH

our Anti-Greenwash campaign at: www.twosides.info/anti-greenwash/

Communications

Jan - June 2023

We talk directly to consumers, brands and industry, telling the great story on the attractiveness and sustainability of our print and paper-based products. The websites are informative with facts, figures, research and insightful articles that demonstrate the sustainable and attractive attributes of print, paper and paper-based packaging.

For 2023, we have a focused social media plan to reach 4.4 million business professionals and 8 million consumers in Europe with our campaign messages. Over 39,000 business professionals now subscribe to our newsletters across Europe, as we continue to build a community that is knowledgeable and passionate about the sustainability of our products.

138 items

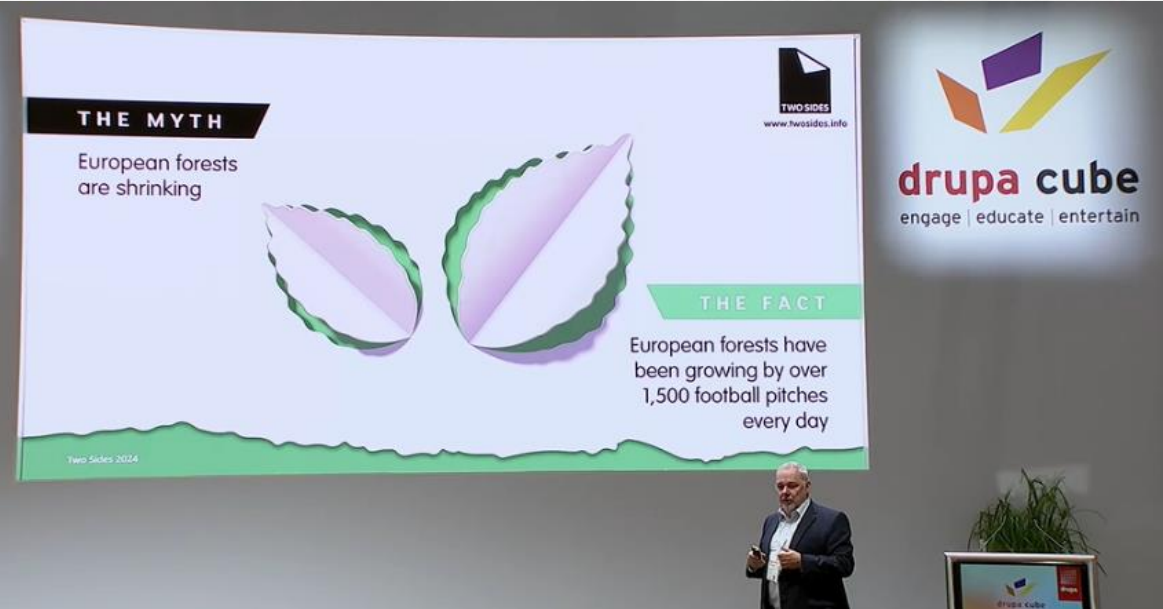
CONTENT ADDED TO THE TWO SIDES WEBSITE

6.1 million

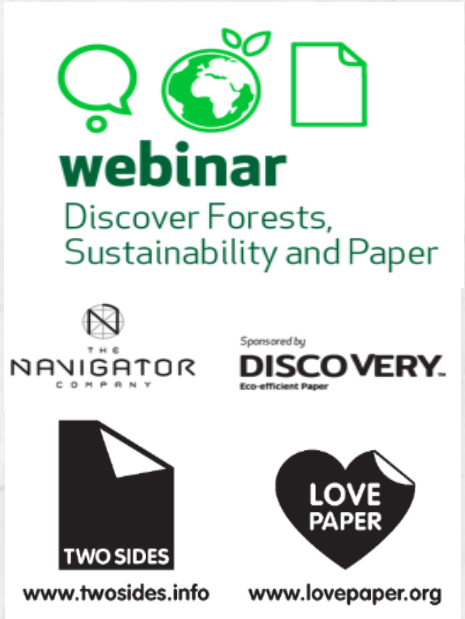
LOVE PAPER SOCIAL REACH

TWO SIDES SOCIAL REACH

We Can Help With Events And Training



TWO SIDES



Funding



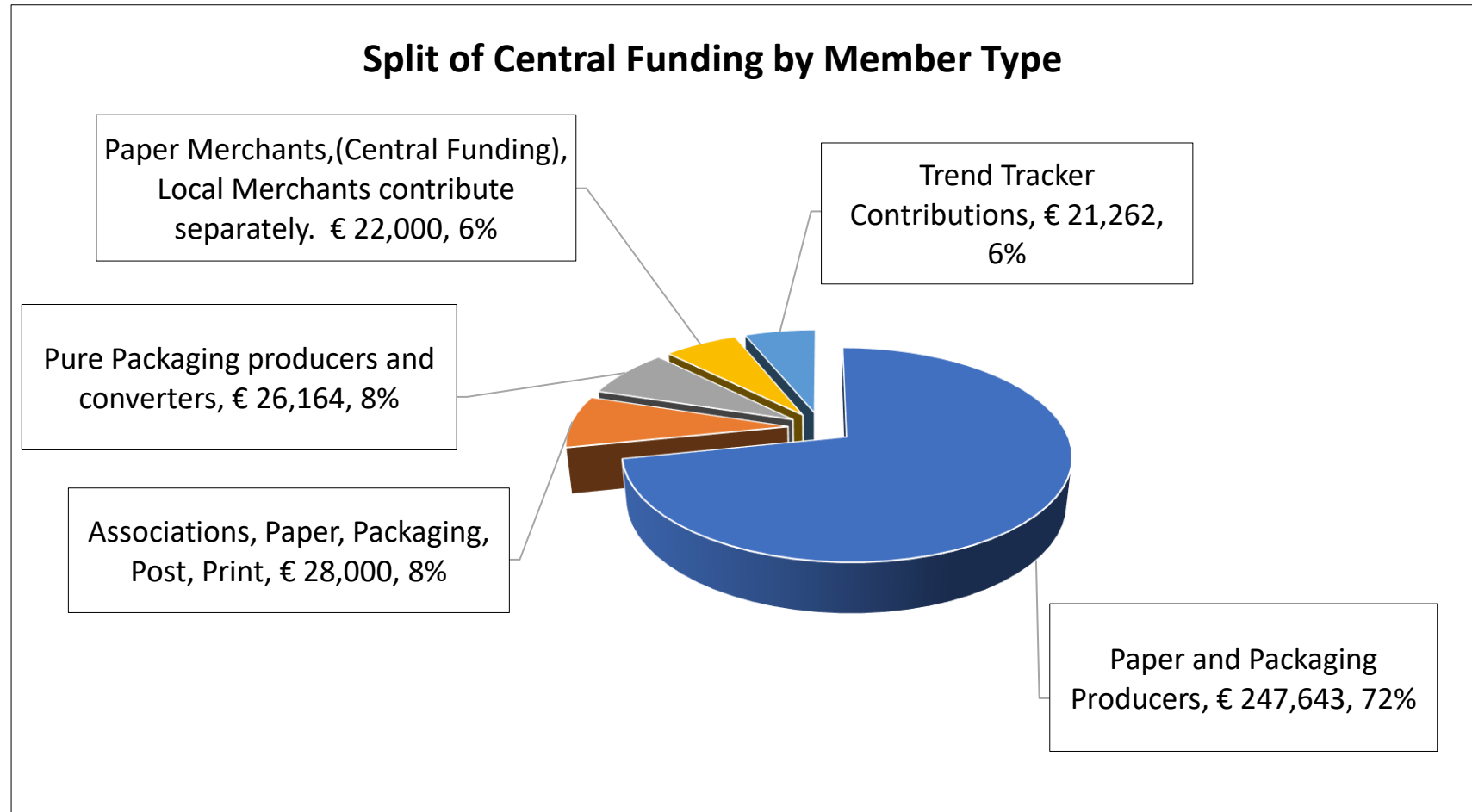
Funding



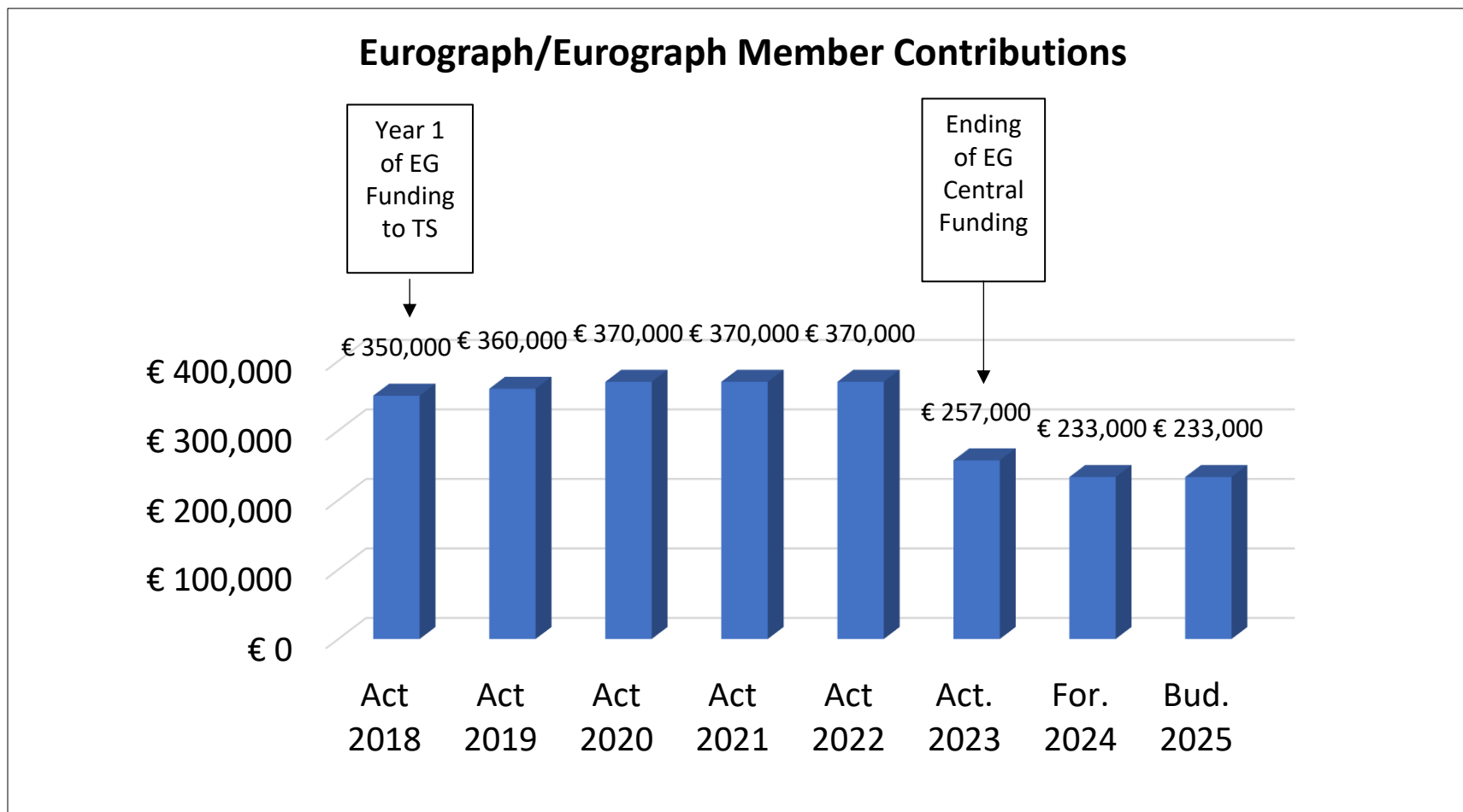
A difficult year!

- Working hard to engage Euro-Graph member teams
- Personnel changes continue. Continual need to ensure that our work is understood by new people and new teams
- We have worked hard to maintain current income and recognise Graphic Industry difficulties
- Consumer concerns about recycling and forest loss are highly relevant for paper-based packaging and EU proposed legislation is threatening volumes. Misinformation abounds.
- Graphic Paper has been our main focus but we seek to make Two Sides the recognised Independent Champion to promote the sustainability of paper - of all types, shapes, sizes and purpose!

Two Sides EU Central Funding



Two Sides EU Central Funding



Funding

- We are emailing membership renewals dated 1st January 2025
- This includes a discretionary 2.5% inflationary increase. We would appreciate your support
- Please consider additional funding/support for new projects or supporting regional activity
- In all our discussions with your staff, participating in the various advisory teams, we get positive information that our materials are used and beneficial
- We believe our work is important – we hope you do too!



www.twosides.info



www.lovepaper.org

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

Thank You

Martyn Eustace – Chairman

Jonathan Tame – Managing Director