



www.twosides.info



www.lovepaper.org

Print, Paper and paper packaging have
a great environmental story to tell

Two Sides

Jonathan Tame – Managing Director

Jonathan@twosides.info

What do consumers think about Print & Paper ?

67% Believe only recycled paper should be used

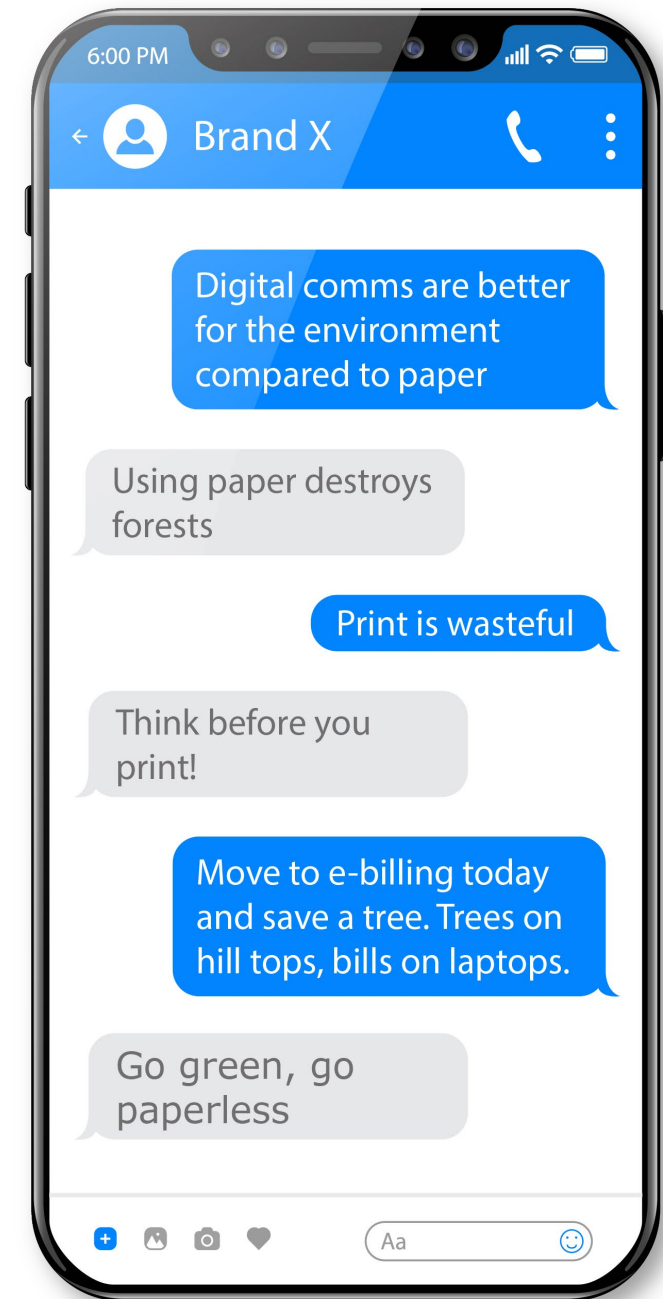
60% Believe European forests are shrinking

56% Believe electronic communications are better for the environment

41% Believe paper is a wasteful product

Source: Two Sides, 2023 Trend Tracker Survey

10,050 consumers in, Argentina, Brazil, Chile, North America, South Africa and Europe; Austria, Belgium, Brazil, Denmark, Finland, France, Germany, Italy, Norway, Sweden, and the UK



TWO SIDES

About Two Sides

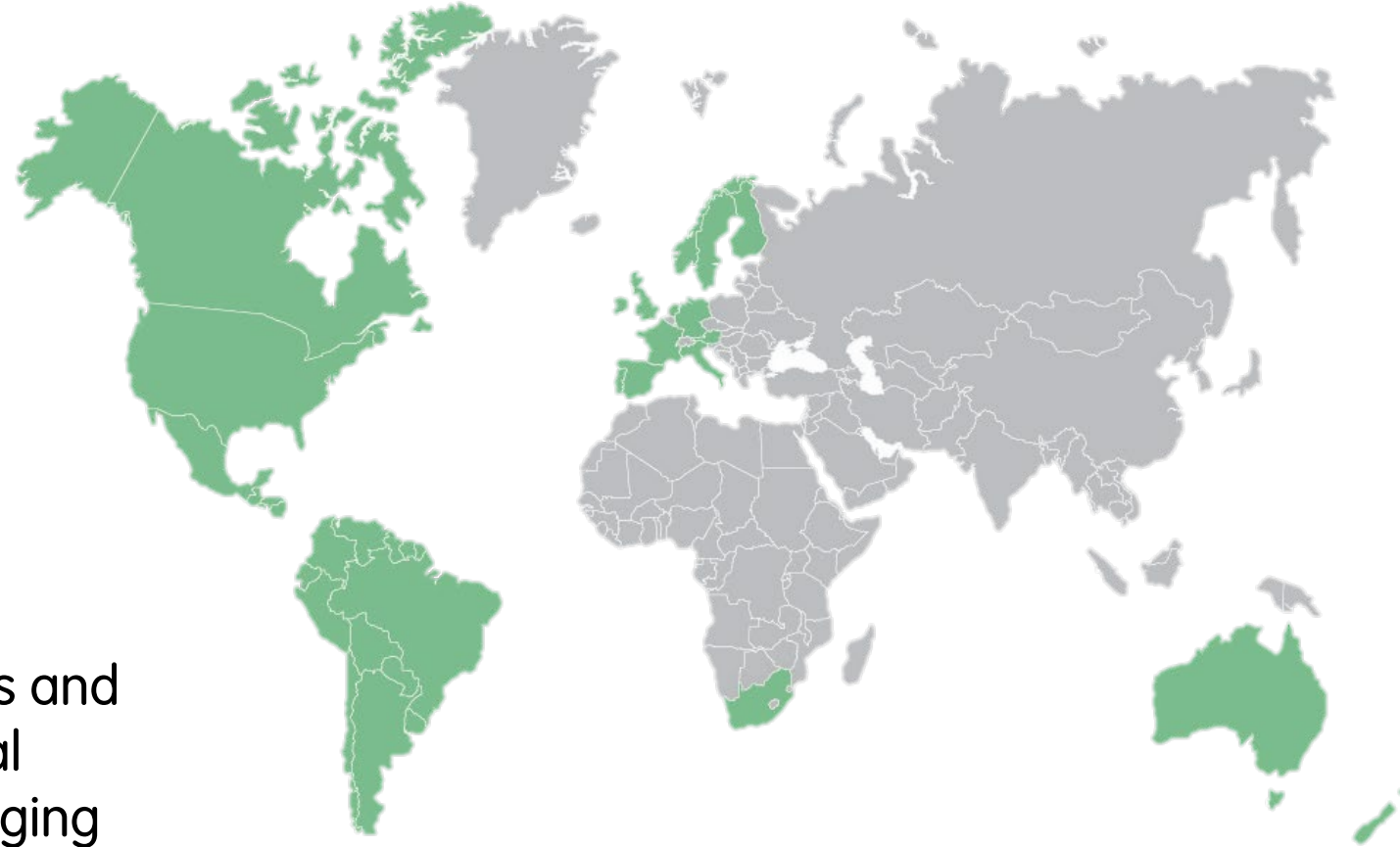


Founded in 2008, Two Sides is a global **not-for-profit**, membership organisation promoting the unique sustainable and attractive attributes of print, paper and paper-based packaging.

600 members globally

Members include;

Industry associations, paper manufacturers and distributors, printers, mailing houses, postal operators, envelope manufacturers, packaging converters, OEMS (Canon, HP, Xerox etc.)...



Global Reach



Jill Crossley
Director of Operations



Jules Van Sant
Executive Director



Jonathan Tame
Managing Director,
Two Sides Europe



Martyn Eustace
Chairman
Two Sides

TWO SIDES



Fabio Mortara
President
Two Sides Latin America



**Manoel Manteigas
de Oliveira**
Technical Director,
Two Sides Latin America



Heloísa Vidigal
Marketing Director,
Two Sides Latin America



Kellie Northwood
Executive Director,
Two Sides Australia and
New Zealand



Deon Joubert
Executive Director,
Two Sides South Africa



Europe – Country Managers



Martyn Eustace
Chairman



Jonathan Tame
Managing Director
Two Sides Europe



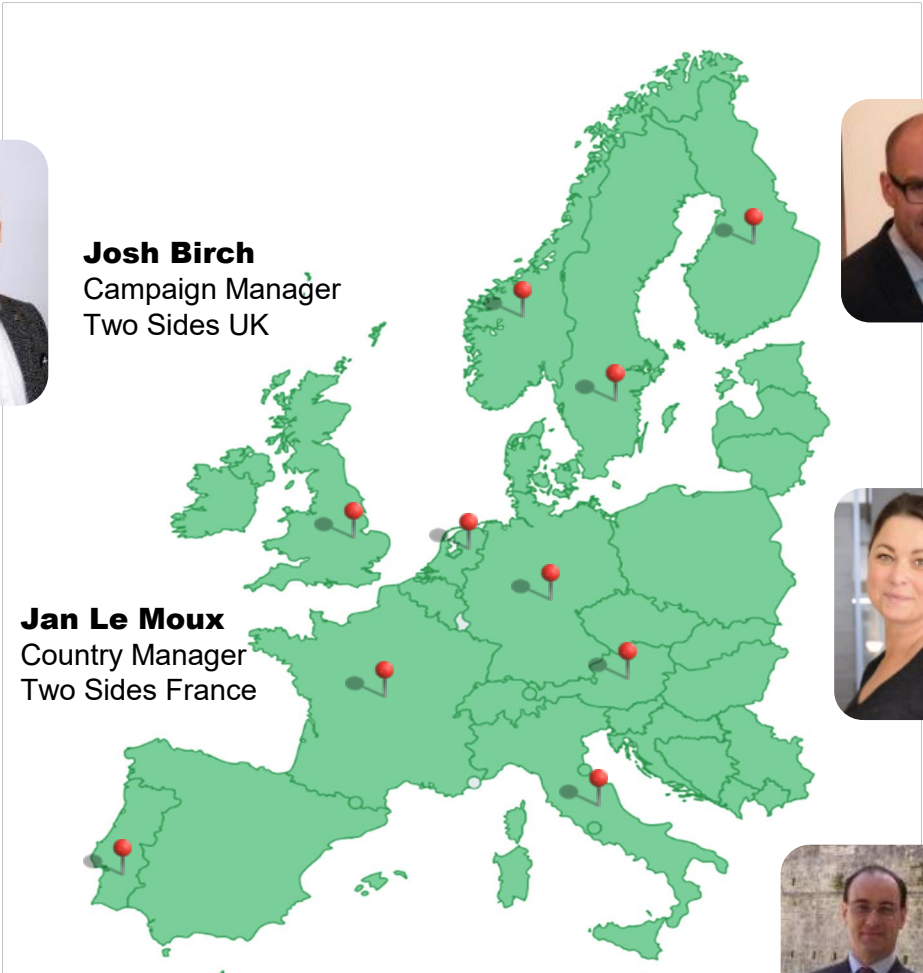
Josh Birch
Campaign Manager
Two Sides UK



Jan Le Moux
Country Manager
Two Sides France



Pedro Felipe Silva
Country Manager
Two Sides Portugal



Magnus Thorkildsen
Country Manager
Two Sides Nordics



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



Massimo Ramunni
Country Manager
Two Sides Italy

Two Sides Focus



Tackling
Greenwash



Educating
Consumers



Facts,
Resources &
Information

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

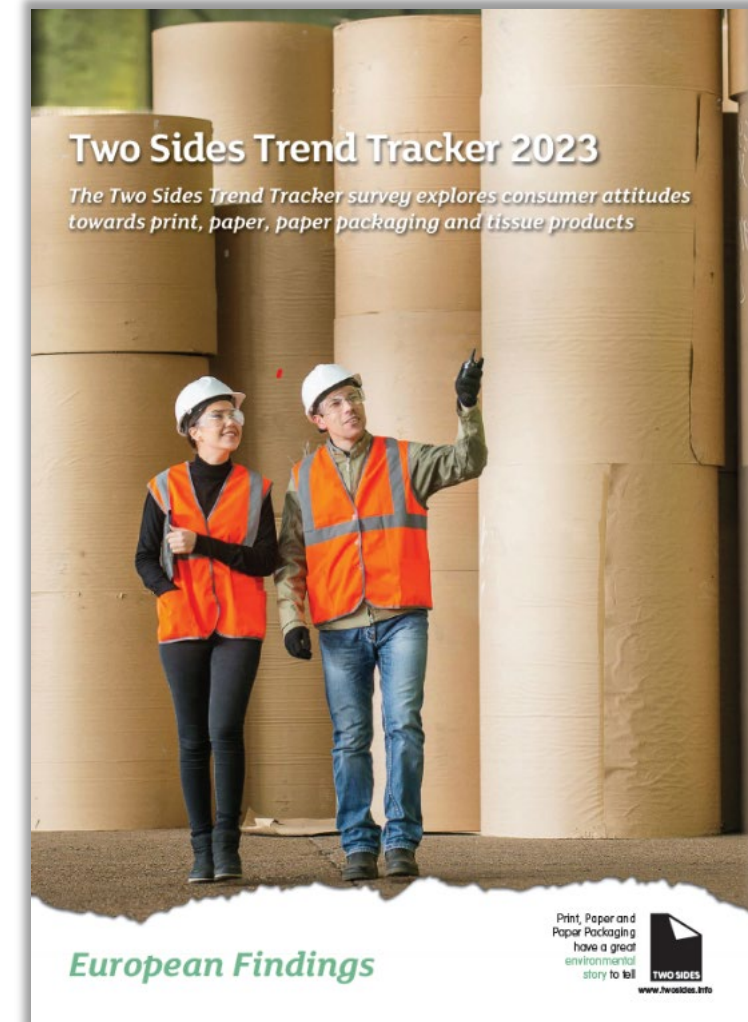
- Environmental Perceptions
- Reading Habits
- Packaging Preferences
- Attitudes towards Tissue Products

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



Consumer preferences for print return after Covid

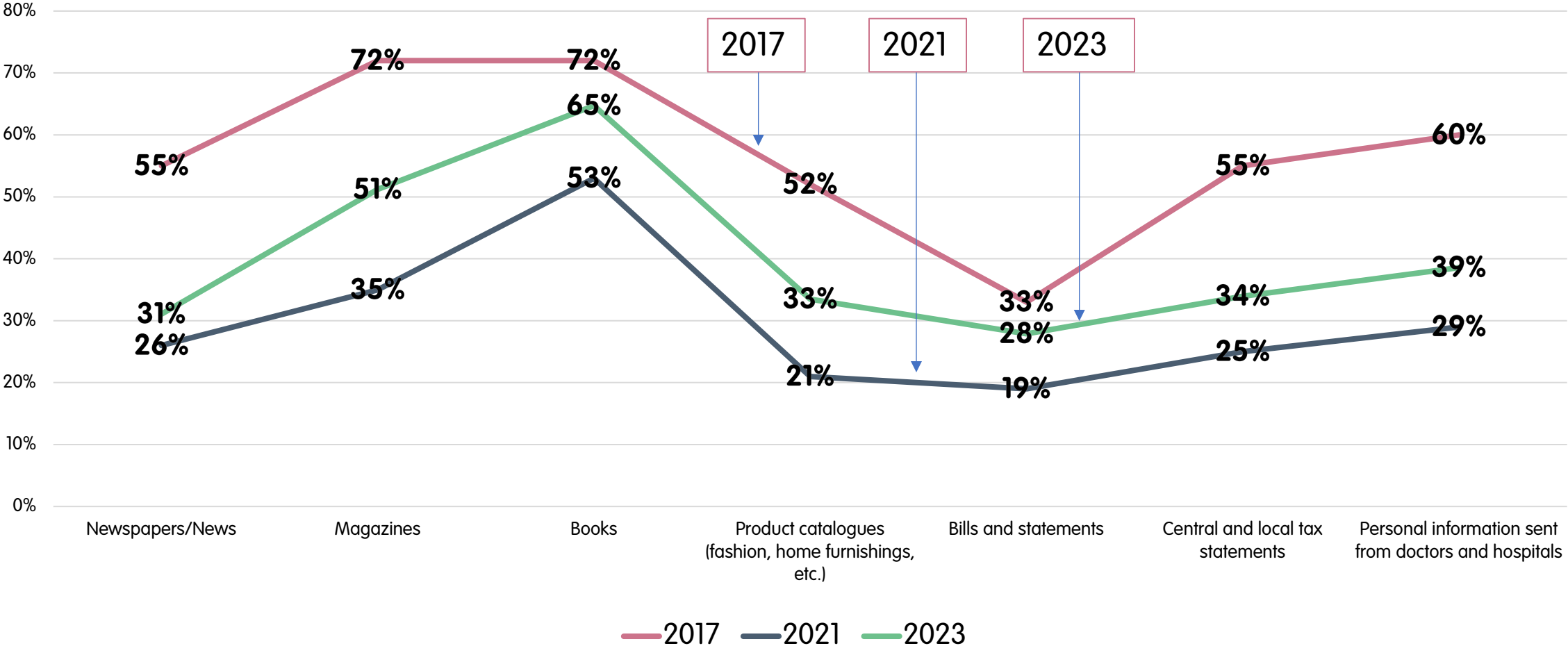


Comparing The Trend

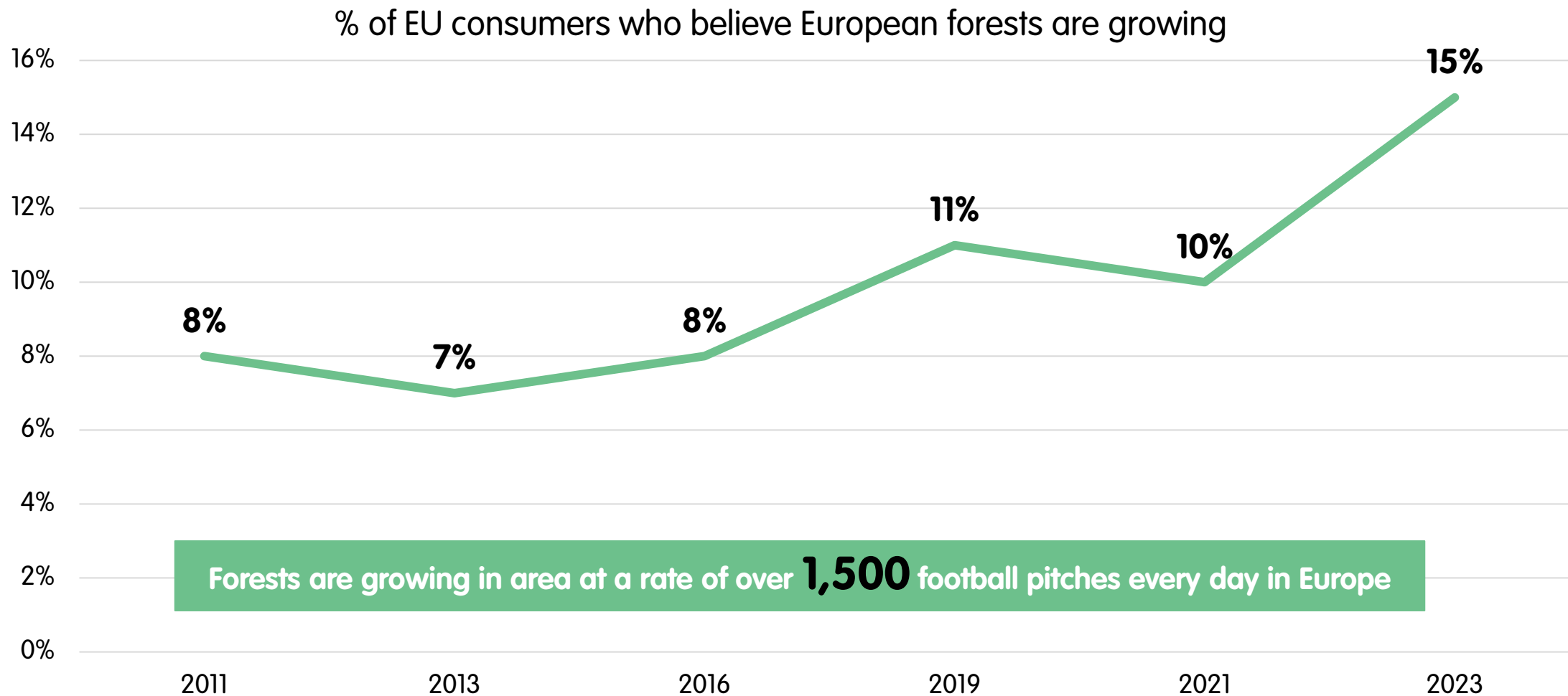
EUROPE



How do you prefer to read or receive...
% of EU consumers who prefer to read in print - 2017 vs 2021 vs 2023

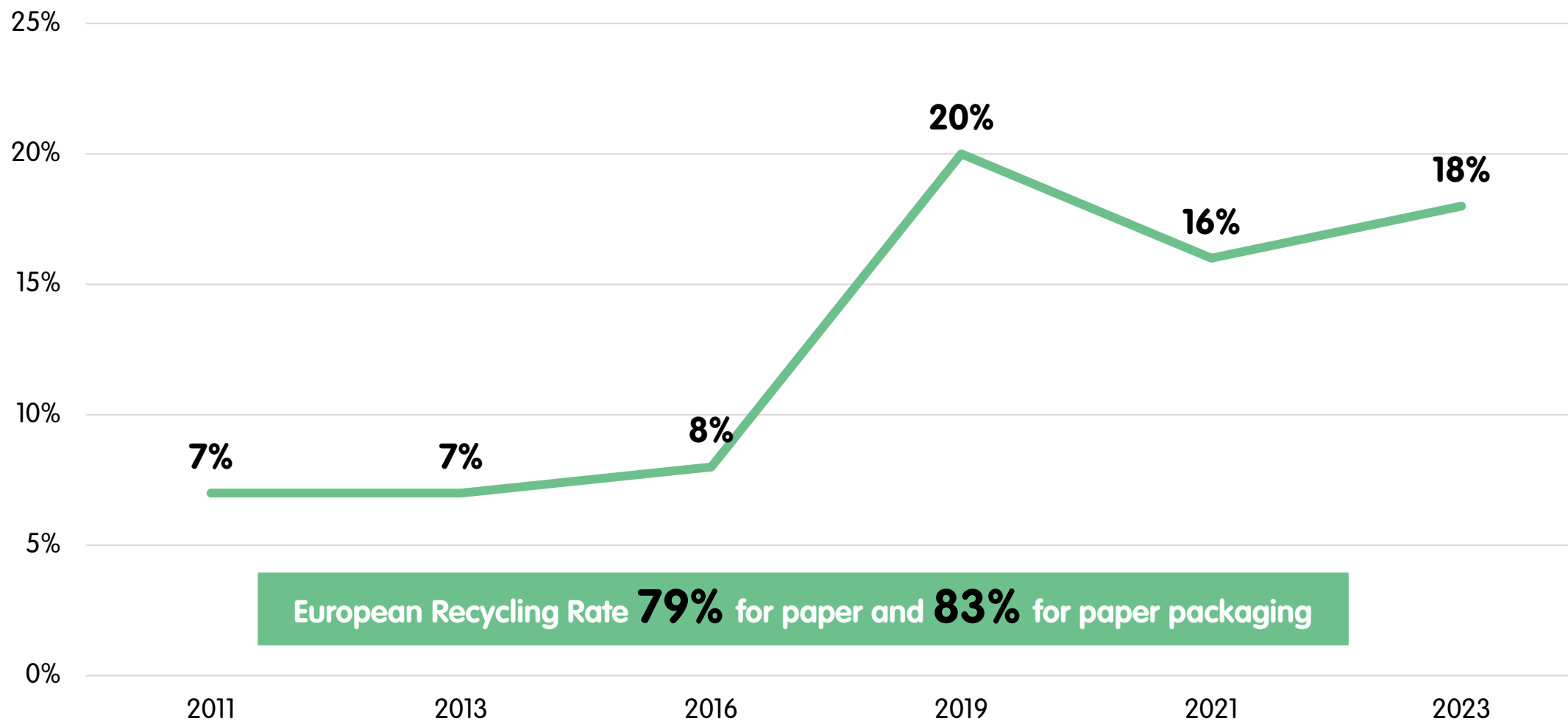


What do you believe has been happening to the size of European forest area since the year 2000?



What percentage do you think is recycled in Europe?

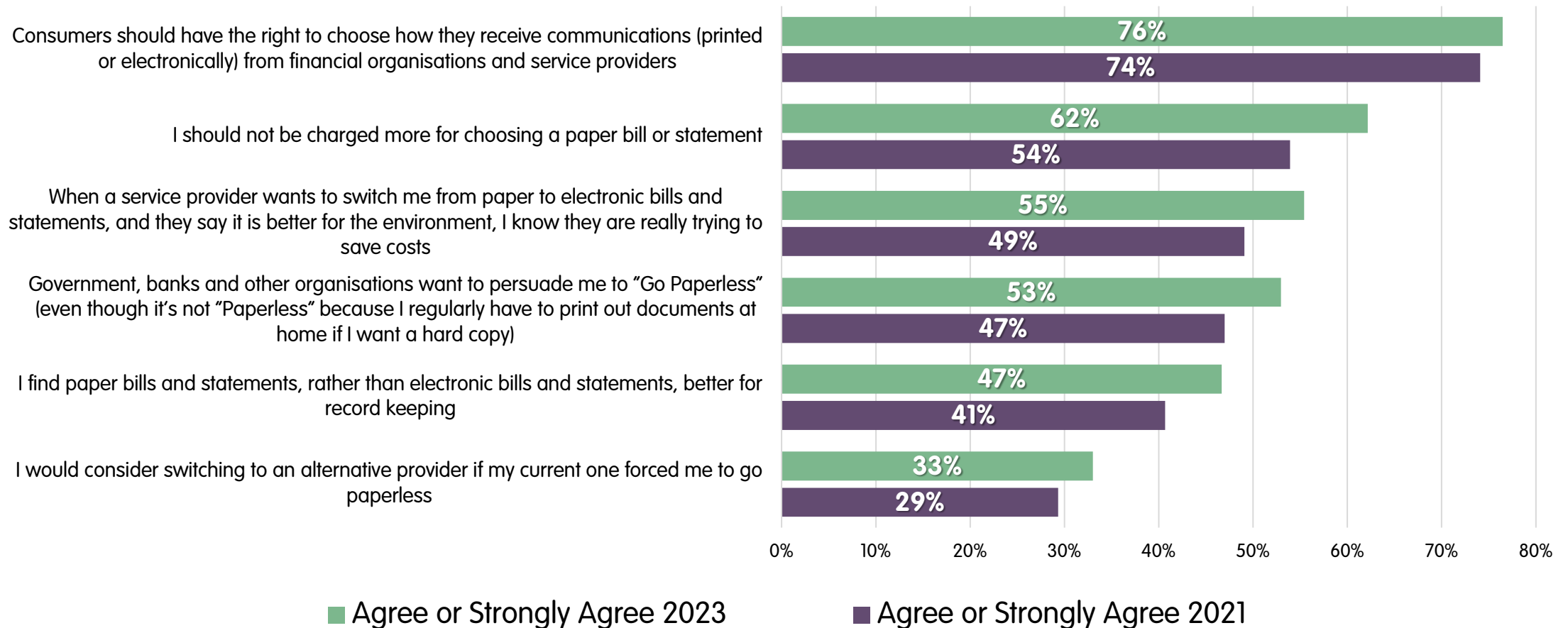
% of EU consumers who believe the paper and paper packaging recycling rate to be over 60%.



Consumers want the right to choose



Preferences and Attitudes towards Billing and Statements. To what extent do you agree with the following statements:



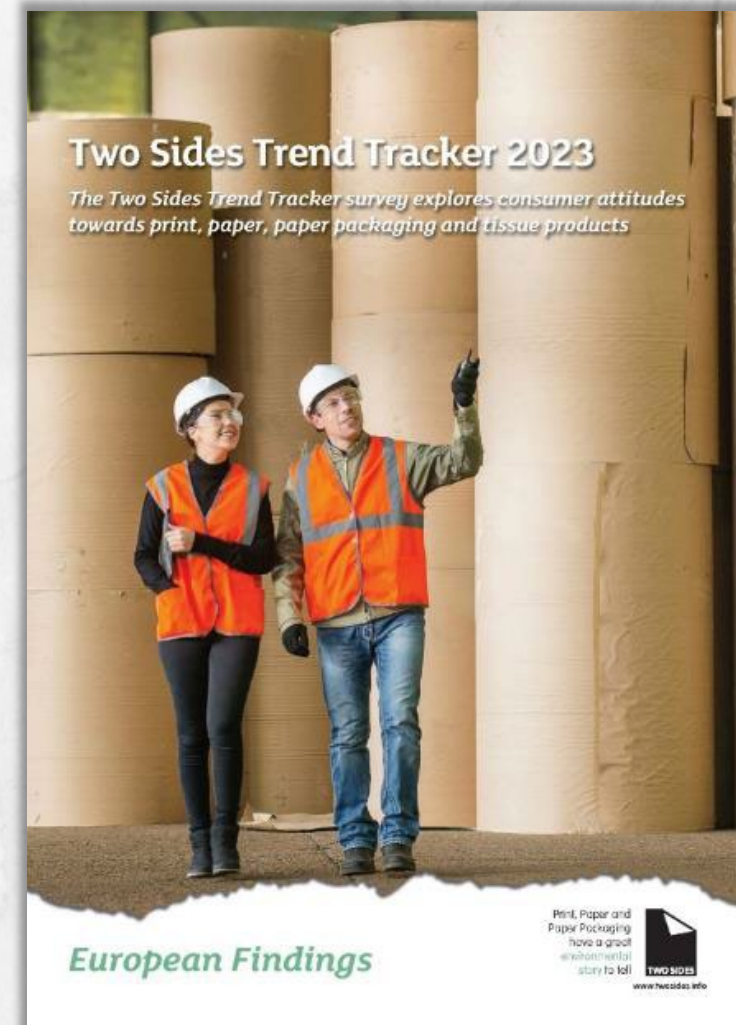
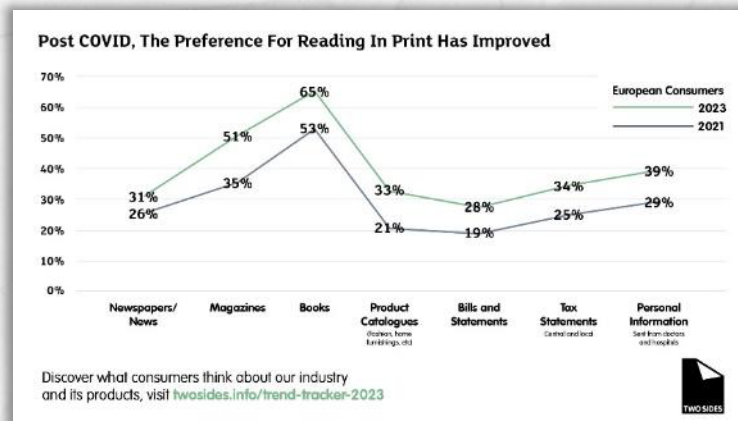
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Trend Tracker – Resources

TWO SIDES

Reports to be published in June 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)





Anti-Greenwash Campaign

Tackling negative statements about
paper and paper packaging

Examples



HM Revenue
& Customs



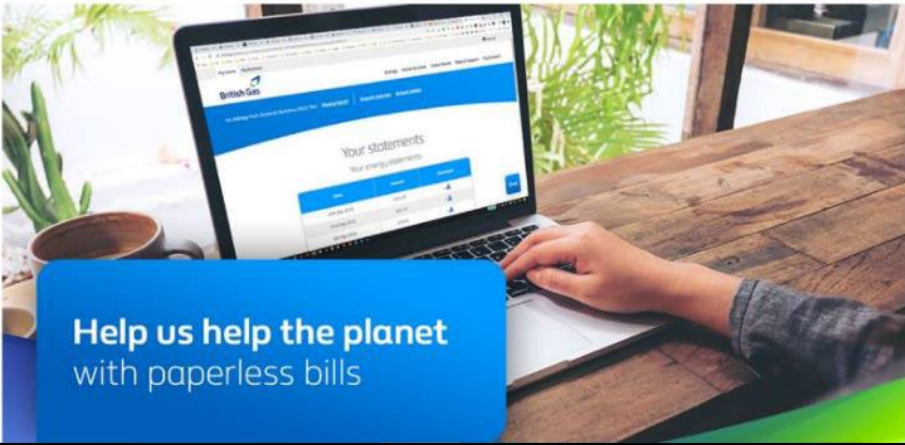
Go paperless with the HMRC app

We're reducing the number of paper letters we send

Make sure you don't miss any important updates from us by opting into paperless letters in the HMRC app today. Join 6 million people already saving paper and helping the environment.



View this email online

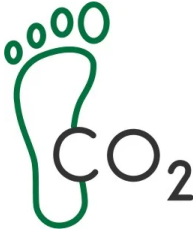


Help us help the planet
with paperless bills

envoPAP

The Sustainable Materials Company





Carbon Footprint Reduction

Emit 28% – 38% fewer carbon emissions, reducing your environmental impact from day one.

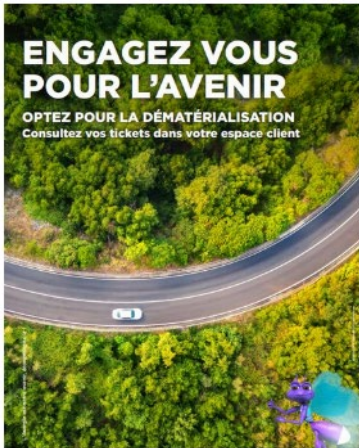


Reduced Deforestation

Saved over 1 million trees by using disregarded agricultural fibres.

ENGAGEZ VOUS POUR L'AVENIR

OPTEZ POUR LA DÉMATÉRIALISATION
Consultez vos tickets dans votre espace client



DEVEZ Membre DU CLUB CERTAS ENERGY
WWW.CLUB-CERTAS.COM



DEMATÉRIALISATION DU TICKET DE TRANSACTION

Certas Energy souhaite encourager ses clients à avoir un comportement plus éco-responsable, en consultant leur ticket de transaction dans leur espace personnel plutôt que de l'imprimer.

C'est encore un pas fait afin de limiter les émissions carbone inhérentes à certaines actions.

Auparavant Certas Energy, à travers le Club Certas Energy, proposait déjà à ses clients de ne pas imprimer leur ticket et de le recevoir par email à chaque transaction.

Mais l'email étant également énergivore, le souhait a été de se tourner vers une solution toujours simple et pratique pour les clients tout en cherchant à diminuer au maximum les émissions liées au ticket de transaction.

OPTEZ POUR LA DÉMATÉRIALISATION

Engagez-vous pour l'avenir
Consultez vos tickets dans votre espace client.



Devenez membre du Club Certas Energy pour maîtriser vos émissions de CO2 et profiter de nombreux avantages. Inscrivez-vous sur www.club-certas.com ou appelez le 01 70 00 00 00.



Si tous le monde joue le jeu se sont plus de 5 000km de papiers qui seront économisés. On compte sur vous.

Two Sides provides facts and assistance to marketeers and brands to avoid misleading environmental claims

TWO SIDES

Engaging Brands and Marketeers on the dangers of Greenwash, covering;

- Papers environmental credentials
- The impact of digital
- The right to choose
- Advertising regulations

New EU Green Claims will tighten regulations on Greenwashing.

Our own industry needs to be mindful and check statements that we are making.

“Go Green, Go Paperless” Messages Are Misleading The Impact of Greenwashing

Consumers are increasingly aware of the impact their choices have on the environment and are influenced by environmental or green claims made by trusted organisations. Greenwash is defined as “Behaviour or activities that make people believe that a company is doing more to protect the environment than it really is”, (Cambridge Dictionary) or, “Disinformation disseminated by an organisation so as to present an environmentally responsible public image.” (Wikipedia)

Many leading organisations, including banks, utility companies and telecommunications providers, are urging their customers to go paperless with claims that paperless bills, statements and other electronic communications save trees, are “greener” and better for the environment.

These statements are **greenwashing**. They are not specific, not supported by reliable scientific evidence, life cycle analysis, and are misleading because they imply that electronic communication always has less effect on the environment than printed materials. This contravenes advertising regulations in most European countries.

Examples of misleading statements;

1. Go paperless, save trees and help save the planet
2. Move to email away from tree-mail
3. Go to digital statements and protect the environment

These statements are not just misleading but hugely damaging to an industry that employs in the UK alone, 116,000 people (1,096,000 EU), in more than 8,400 business (115,700 EU). Most commonly, the driving reason for this move to digital communication is cost reduction.

This information sheet will provide you with valuable facts and statistics that you should consider before encouraging your customers to switch to digital communication for environmental reasons.

49% of consumers believe organisations promoting digital as better for the environment is really about saving cost.

– Two Sides/Toluna, 2021.

Paper has a great sustainable story. Made from trees, it is a renewable and sustainable raw material and easy to recycle.

Raw materials from which digital equipment, servers and the equipment for how power is generated are often finite, precious, non-renewable materials and notoriously difficult to recycle.

Myth – Going paperless saves trees and stops deforestation

It's common to see organisations make statements such as “save trees and stop deforestation” to encourage their customers to move from paper communications to electronic communications. In fact, these statements quite simply aren't true. Here's why:

A healthy market for forest products, such as paper, encourages the long-term growth of forests through sustainable forest management. Which, in turn, helps to mitigate climate change by absorbing CO₂.

Between 2005 and 2020, European forests, which provide 90% of the virgin wood fibre used by the European paper industry, grew by 58,390 km² – an area bigger than Switzerland and amounts to 1,500 football pitches of forest growth every day (United Nations FAO, 2020).

Providing an organisation is sourcing its paper from responsible producers, they should not be concerned about saving trees. Indeed, quite the opposite.

Between 2005 and 2020, European forests grew by 1500 football pitches every day!



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



www.twosides.info

Improving public perceptions of paper and paper-based packaging



www.lovepaper.org

Global Reach



Love Paper ads published in:

- Europe - UK, France, Germany, Italy, Sweden, Finland, Norway and Austria
- USA & Canada
- Brazil & South America
- South Africa
- Australia & New Zealand



Simple Messages



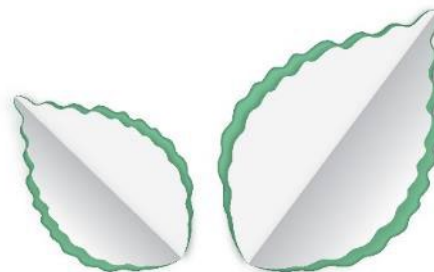
PAPER REVOLUTION

71% of paper and 82% of paper-based packaging is recycled into new products; one of the highest recycling rates of any material in Europe!

Sources: Confederation of European Paper Industries (CEPI), 2021 and Eurostat, 2020.
Europe: EU27 + Norway, Switzerland and the UK.



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



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 Organization of the United Nations (FAO), 2003 - 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!



PAPER POWER

62% of the energy used to produce paper and paper-based packaging in Europe comes from renewable sources.

Source: Confederation of European Paper Industries (CEPI), 2020.
CEPI represents 92% of European pulp and paper production.



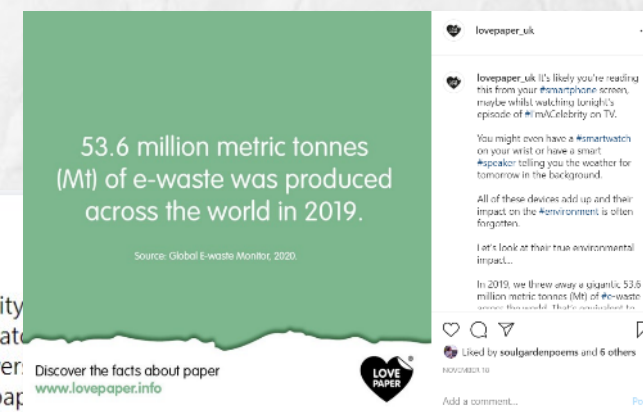
Discover the story of paper
www.lovepaper.org
Scan for paper facts, activities,
blogs and much more!



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



Over 2,100 Love Paper adverts placed in Europe 2023



Website

www.lovepaper.org





[HOME](#) [PAPER FACT FILE](#) [PAPER CHAIN](#) [LOVE PAPER CREATIONS](#) [ABOUT](#) 

PAPER. IT'S MORE SUSTAINABLE THAN YOU THINK!

[Click here to start exploring](#)

WHAT A GREAT, SUSTAINABLE IDEA

There aren't many industries around that can aspire to become genuinely sustainable. The paper industry, however, is one of them.

DISCOVER

MORE THAN SHOPPING BAGS AND STRAWS

Discover the page turning facts about paper. **Some may surprise you!**



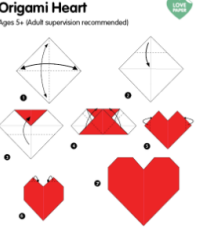
[HOME](#) [PAPER FACT FILE](#) [PAPER CHAIN](#) [LOVE PAPER CREATIONS](#) [ABOUT](#) 

PAPER CRAFT AND ORIGAMI

Fancy trying your hand at some paper folding? Origami is the art of paper folding. Its name derives from the Japanese words ori ("folding") and kami ("paper").

Origami Heart

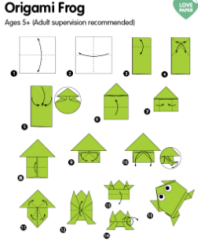
Ages 5+ (Adult supervision recommended)



[Download](#) ↓

Origami Frog

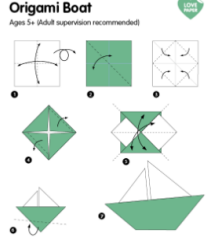
Ages 5+ (Adult supervision recommended)



[Download](#) ↓

Origami Boat

Ages 5+ (Adult supervision recommended)



[Download](#) ↓

UK Love Paper Competition

Love Paper competition supported by national Book Tokens.
Running in the UK July 1st – December 31st 2024

Printed adverts in national newspapers and magazines along
with paid social media adverts

25x £50 book vouchers to be won every month
(150 total with a total value of £7,500)

14,800 entrants since 1st July (4 months)

Love Paper website visitors and newsletter subscribers
increasing quickly due to the competition



WIN A £50 NATIONAL BOOK TOKEN!



Paper has been at the heart of society for hundreds of years. Print, paper, and paper-based packaging is an essential part of our everyday lives. Whether it's reading a book, sending a letter to a friend, receiving those online orders, or the bags we use for our shopping.

Even in today's digital world, paper remains unique in its ability to touch our lives. Paper is renewable, recyclable and the natural support of new ideas and creativity. It's inherently sustainable which is a good thing for our planet.

Enter our competition below to begin your own sustainable story – and explore our website for even more paper facts, activities, blogs and much more!



FORESTRY FACTS



RECYCLING FACTS



BIODIVERSITY FACTS

Competition

Love Paper loves books... and booklovers love National Book Tokens. You could be one of 150 booklovers to win a £50 National Book Tokens gift card!

National Book Tokens can be spent in bookshops across the UK – from Waterstones and WHSmith to one of the hundreds of unique independents across the country – and online. Plus, did you know that the gift cards are printed on FSC-certified paper board?

To enter, just answer the questions below and complete the form.

Hint: Flip the panels above for facts on forests, recycling and biodiversity!

Competition Questions

Q1. European Forests Are Growing By How Much Every Day? *

☐ 50 acres

☐ 500 tennis courts

☐ 1,500 football pitches

Q2. What Percentage Of Paper Is Recycled In Europe? *

☐ 31%

☐ 51%

☐ 71%

Q3. How Many Animal Species Live Within European Forests? *

☐ Over 750

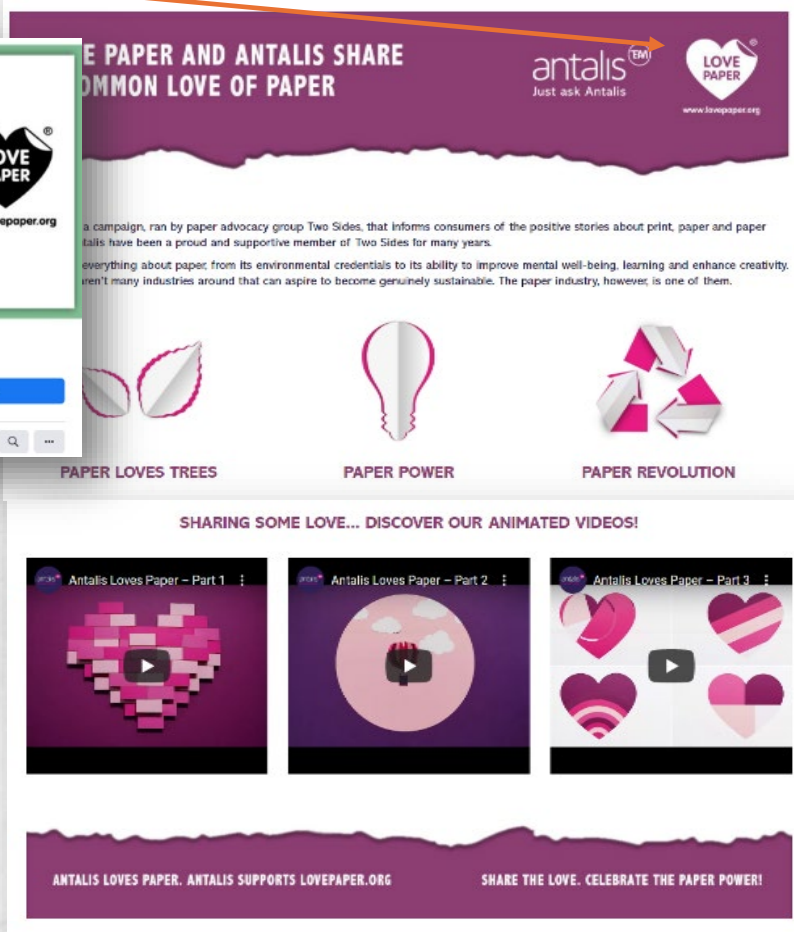
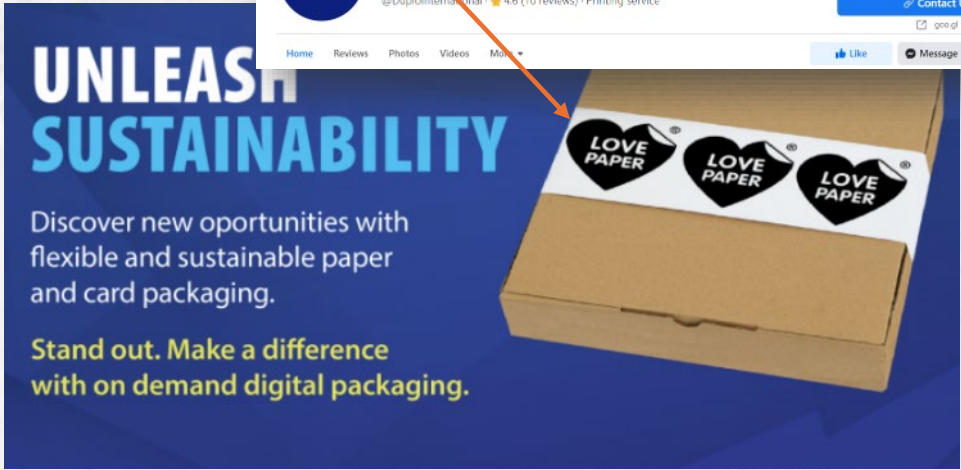
☐ Less than 1,000

☐ Over 1,000

Entrant Details

There will be 25 winners every month until the 31st December 2024!

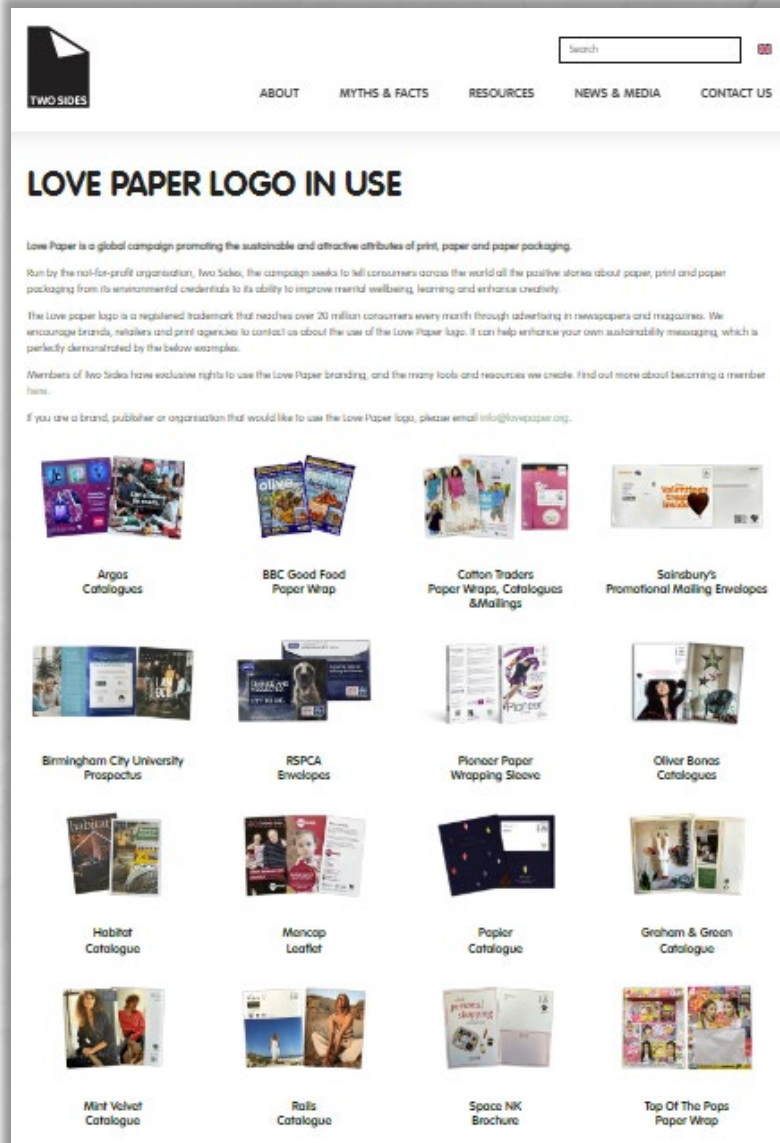
Love Paper can be used by our industry to tell the story of their products



With Love Paper, Brands can now tell the sustainable story of their paper use



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



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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.

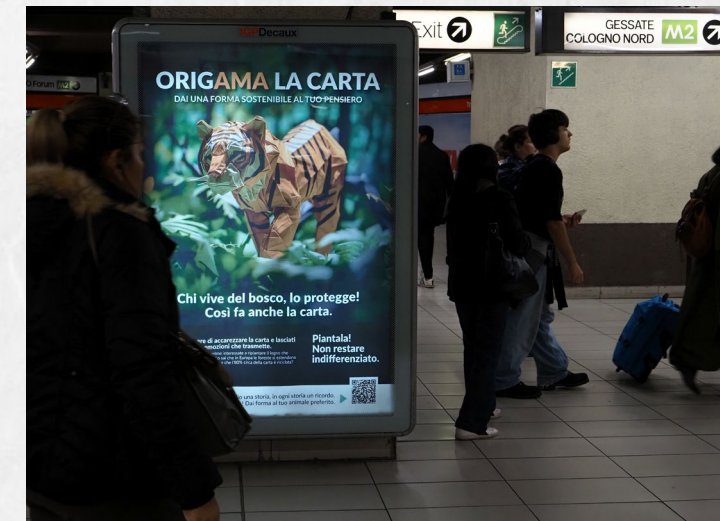


October'24

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.



A hand holds a small, brown cardboard box model with a white label. The background is a desk covered with architectural sketches, a ruler, a compass, and other drafting tools. The text "Member Resources" is overlaid in the center.

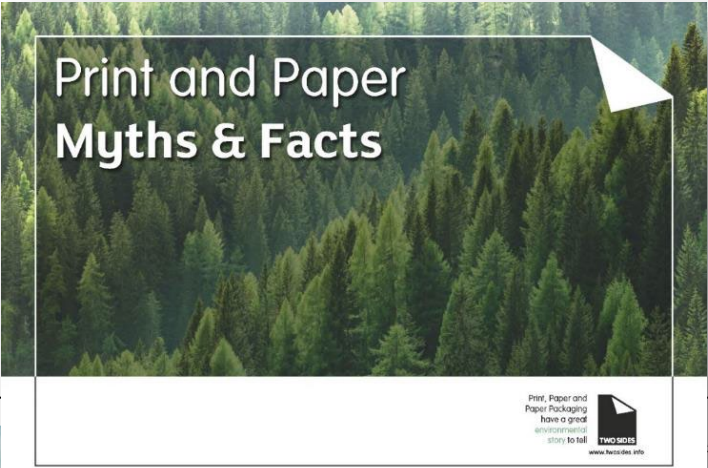
Member Resources

Information, tools and events
available to our members

Marketing Materials and Resources

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 around paper are still prevalent amongst consumers. A 2021 survey by Two Sides revealed that 64% of European consumers believe European forests are spinning whips, 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 39% 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, 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 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

TWO SIDES

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

TWO SIDES

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

Industry is building on its tradition of industrial change, pioneering cross-sector collaborations and structural changes to achieve green goals.

In 2019, the Confederation of European Paper Industries (CEPI) initiated decoregion, 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. Decoregion 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.

Elon Musk/HuffPost

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 materials, 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 practices and the development of cross-sectoral alliances.

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

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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 1,800 football pitches every day. C or PEFC® 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 paper making. 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 even non-wood fibre (such as straw), such as agricultural residues. However, wood is the dominant source because of its renewable and recyclable nature, technical

These multibenefit ecosystems, with its regions (and more between maintaining other ecosystems and health and well-being.

On the other hand, the forest sector is a low-carbon sector, with investments that will continue in the coming

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 des arbres provenant des forêts gérées durablement 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 ne 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.

Besorgnis in der Bevölkerung über den enormen Plastikverbrauch

In den letzten Jahren sind die Auswirkungen von Einwegverpackungen 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 unentsorgter 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 Litter Welt sind sieben Einkaufstüten an 7. Stelle der Abfallprodukte, die am häufigsten an Europas Stränden zu finden sind. 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 gebündelt und den Verbrauch eingedämmt haben.

“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 Vella, 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 vs 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 refillable, semi-permanent containers to protect

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, 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 far exceeded that of plastic with 82% of paper.

The pending European Packaging & Packaging Waste 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, Hans 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.

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 a 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 take 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

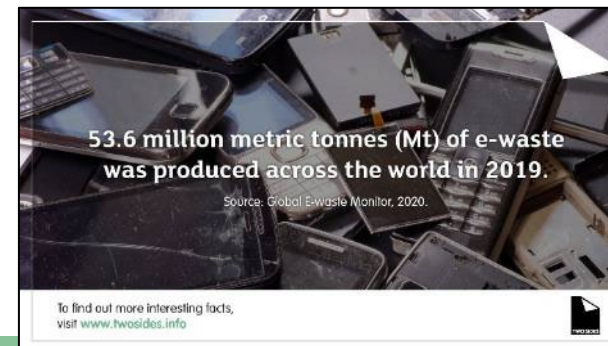
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Print, Paper and Paper Packaging have a great environmental story to tell
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Insight Articles

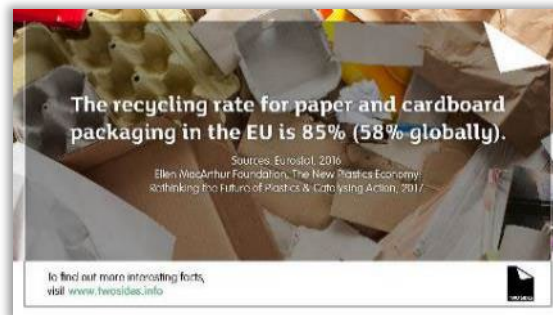
TWO SIDES

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



Can Be Personalised For Members And Supporters

TWO SIDES



Video Project - From Tree To Printed Communication



- Create a video that explains and shows how print (and paper-packaging) is made. The process from forest to a printed item or paper-based packaging
- Focus on sustainability messages but, with wider messages on value to economy “green jobs”, ROI and the effectiveness that print delivers
- Target Audience:
 - Brands and marketing people (Two Sides website and comms)
 - Consumers, education (Love Paper website and comms)
- 1 headline video 3-4 minutes
- But, also available as chapters of the individual parts, 3-4 minutes each
- European usage, not spoken word, with overlay text messages in multi-languages
- Available to Two Sides members, industry associations or by agreement
- Timeline – By end of year



Love Paper Video

The Page

TWO SIDES

www.twosides.info

‘Micro-mag’ published 3 times a year in the UK

- Content covering the effectiveness and sustainability of print media and packaging
- Facts, Information, News and Innovation
- Members can use content
- Printed copies available on request

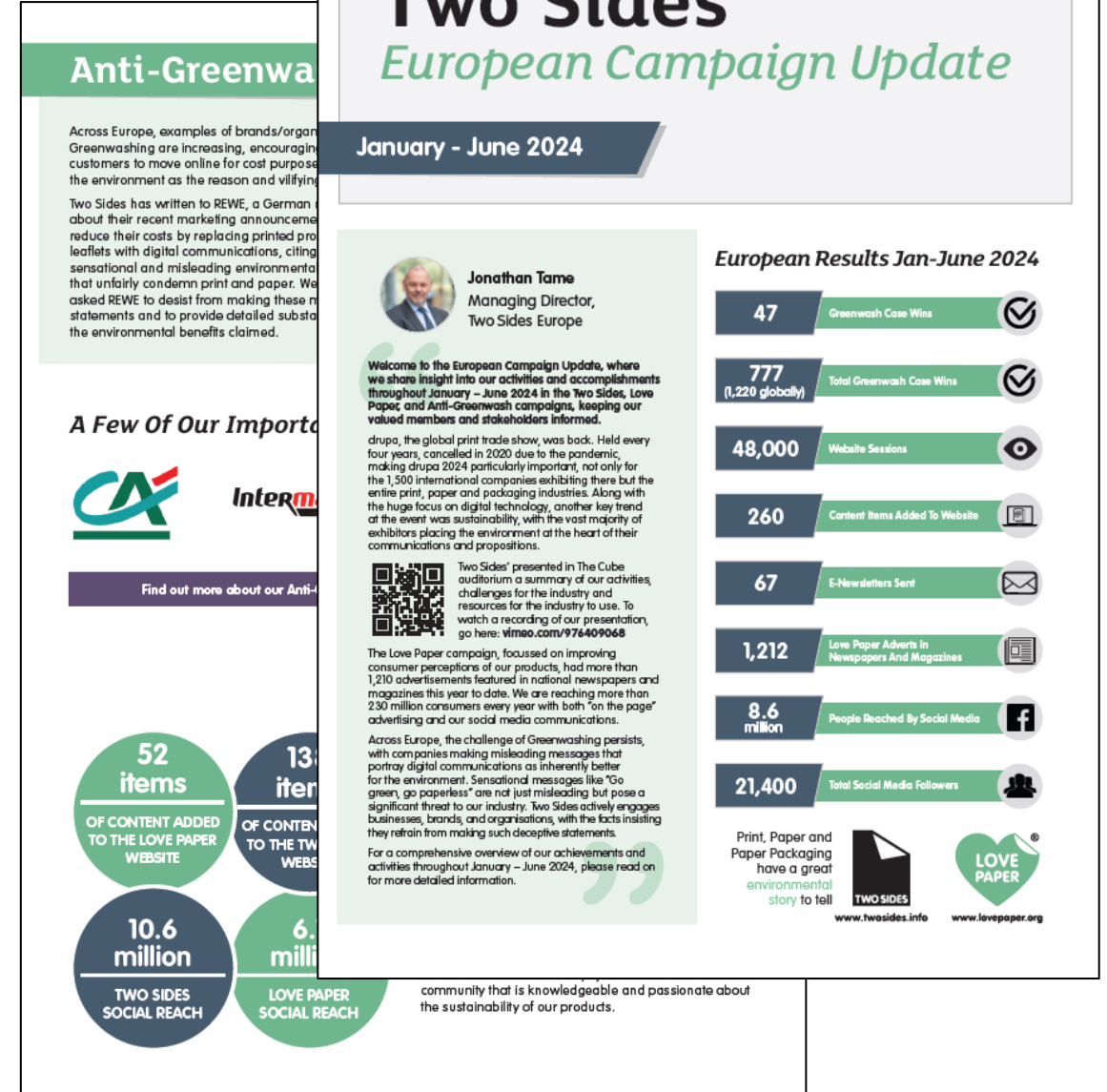
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Campaign Update

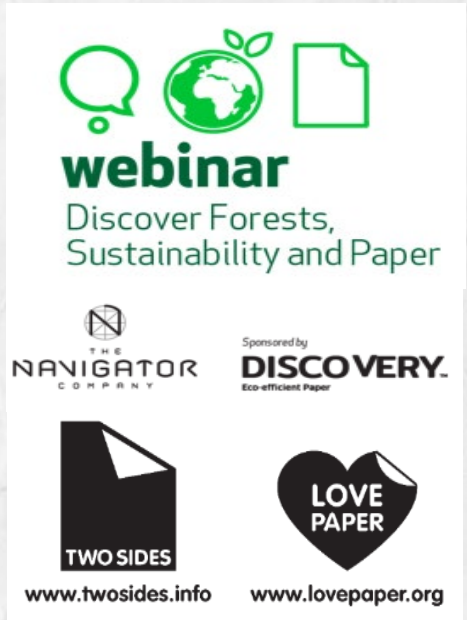
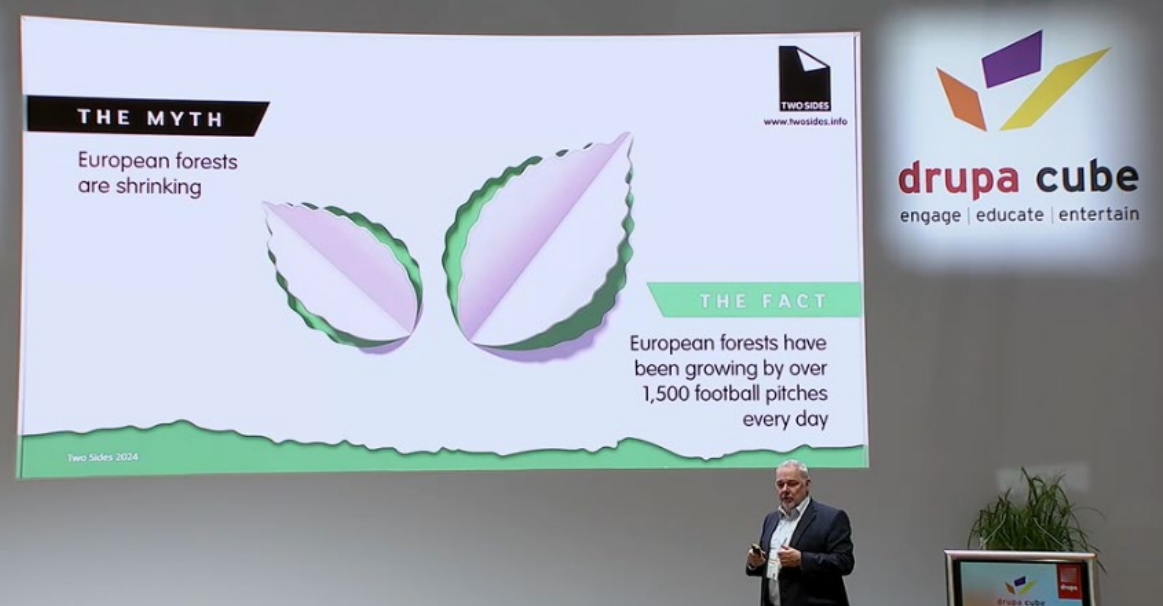
- Europe version published twice a year in English & German
- 4-page A4
- Highlight key results from campaigns:
 - Greenwash
 - Love Paper
 - Marketing activities
- Keeping our members informed

<https://www.twosides.info/campaign-update/>



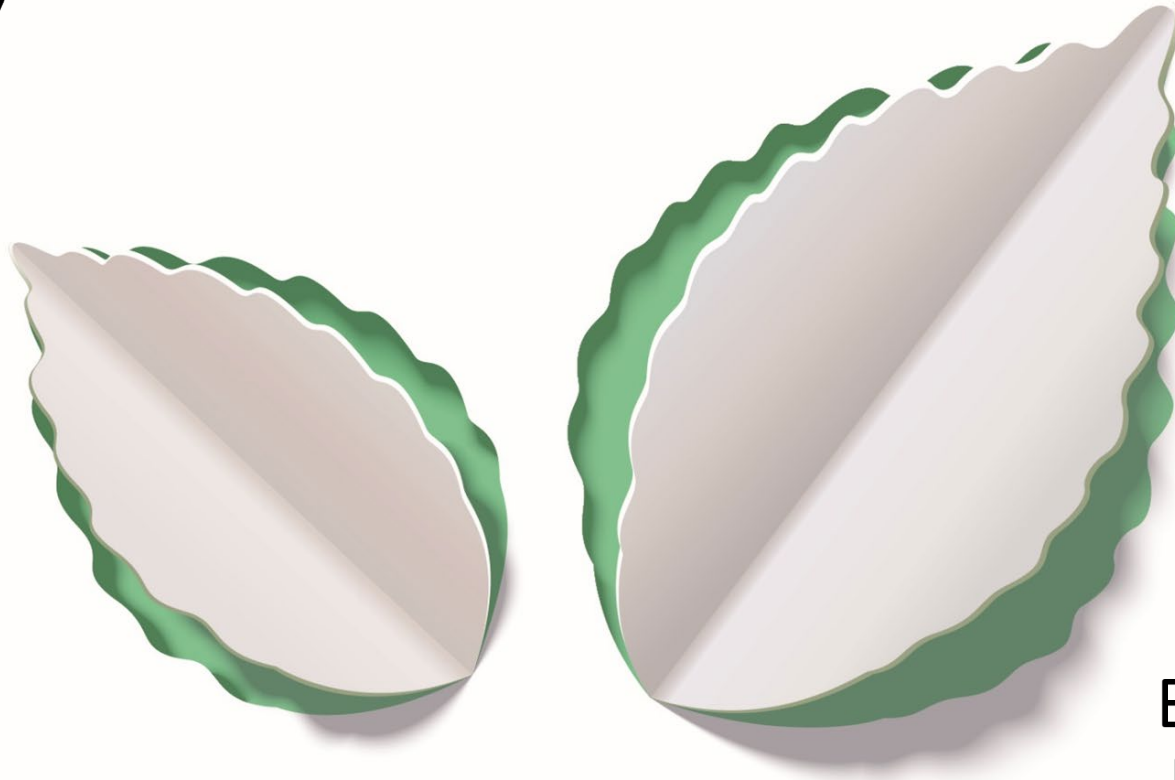
We Can Help With Events And Training

TWO SIDES



THE MYTH

European forests
are shrinking

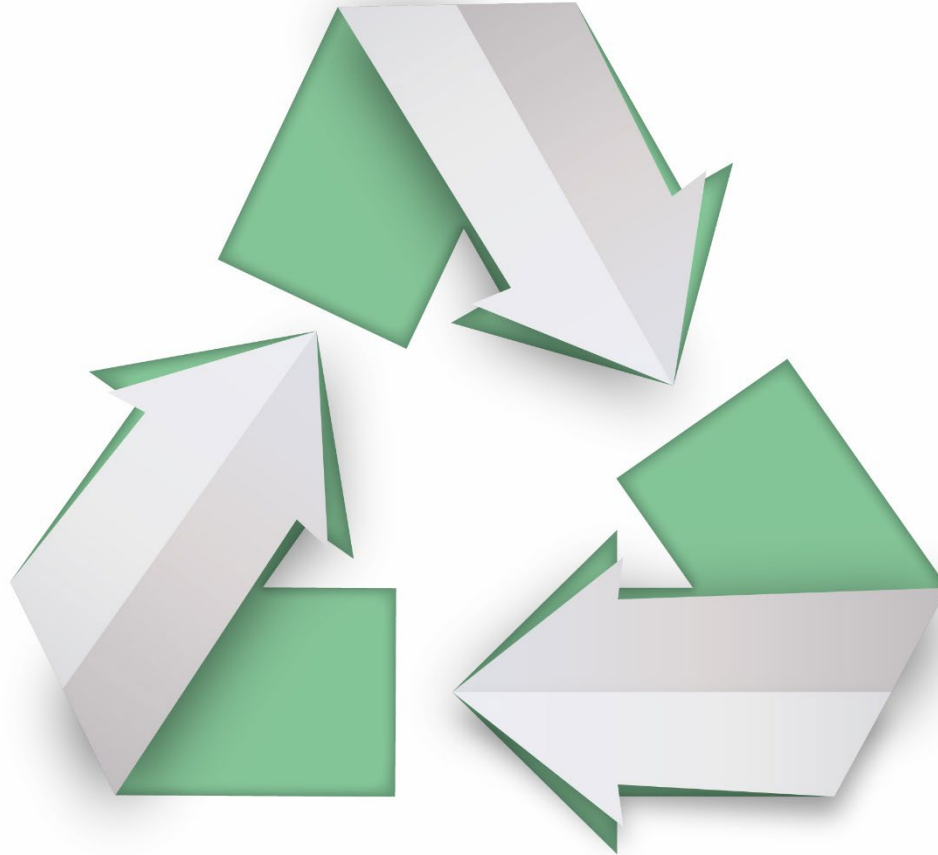


THE FACT

European forests have
been growing by over
1,500 football pitches
every day

THE MYTH

Paper is a
wasteful product

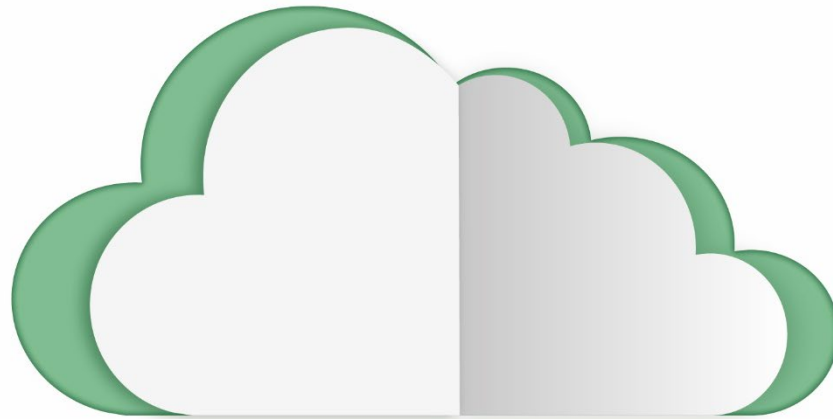


THE FACT

Paper is one of the
most recycled products
in the world

THE MYTH

Electronic communication is better for the environment than paper-based communication



THE FACT

Electronic communication also has environmental impacts

Membership

<https://www.twosides.info/become-a-member/>

TWO SIDES

We need your support!

Lasting impressions

At Two Sides we have one goal - to ensure that print remains one of the most powerful and sustainable forms of communication for generations to come.

Become a member today and join our like-minded industry professionals:

- Exclusive networking and events
- Promotional tools and resources
- Print ROI facts, figures and case studies
- Market trends, news and updates
- Access to exclusive sustainability know-how
- Expert advice and support

To join, simply visit www.twosides.info/become-a-member

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Imagine the power of print

At Two Sides we have one goal - to ensure that print remains one of the most powerful and sustainable forms of communication for generations to come.

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Print and Paper have a great environmental story to tell

Print, Paper & Paper Packaging

What a great, sustainable idea

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"At Two Sides we have one goal – to ensure that print remains one of the most powerful and sustainable forms of communication for generations to come."

MYTHS & FACTS BOOKLET

The Myths and Facts booklet is one of the key resources of the Two Sides campaign. The booklet addresses the popular myths about print and paper and dispels those myths with verifiable facts.

Members of Two Sides can personalise the Myths and Facts booklet. By adding your company's logo to the front cover, and corporate images and text to the inside cover, these personalised booklets can be a valuable tool to share with customers, staff and stakeholders.

To download the Myths and Facts booklet, visit: www.twosides.info/the-myths-and-facts-booklet



FACT SHEETS

Two Sides has published a series of fact sheets to address a wide array of environmental and social issues. These comprehensive fact sheets cover the most common areas of misunderstanding, ranging from forestry to the real environmental impact of electronic communication.

Members of Two Sides can also personalise the fact sheets, creating a powerful addition to their own sustainability materials.

To download the fact sheets, visit: www.twosides.info/fact-sheets

BECOME A MEMBER

Two Sides seeks to ensure that print, paper, and paper-based packaging remains an essential communication medium in today's digital world and the preferred and sustainable way to pack and protect.

By becoming a member of Two Sides, you are making an essential contribution to the promotion of print, paper and paper-based packaging. Membership gives you full access to all of the tools, resources, facts and research developed for the campaign. This provides your business with credible content that can be used in your own communications on the attractiveness and sustainability of print, paper and paper-based packaging.

You'll benefit from:

Facts, primary research and information on the effectiveness and sustainability of print, paper and paper packaging. Use of Two Sides assets in your own communications. Co-branding of all Two Sides resources, including our popular Myths and Facts booklet. Regular E-news and Campaign Updates with key results and successes. The Page, an inspiring pro-print magazine published 3 times per year. Events and networking opportunities, including our Power of Print seminar. Expert advice and guidance.

Join Today

Partner
Membership from
£550/year*

PrintGreen – Coming soon!

New industry campaign to inform Brands and Agencies about the sustainability of print

- Demonstrate the sustainability of the print sector to brands, agencies, media planners and stakeholders who influence channel choice.
- Provide a free and easy-to-use industry **Carbon Calculator** for brands, agencies and media planners to assess the headline carbon impacts of a wide range of printed documents
- Upskill the value chain to understand the true impact of print
- Create a complete end to end picture of a printed item's sustainability position (the channel) rather than an individual supplier element, e.g., paper/transport etc.
- Collaboration of the industry; BPIF, DMA, IPIA, Royal Mail, Strategic Mailing partnership, Two Sides

Launch planned for December 2024

Central Marketing Team



Martyn Eustace
Chairman



Jonathan Tame
Managing Director



Josh Birch
Campaign Manager



Tandy Wakeford
Marketing Executive



Gina Smith
Greenwash,
Membership & Events
Manager



Laura Clarke
Design & Marketing
Executive



www.twosides.info



www.lovepaper.org

Together we must tell the great and
sustainable story of our products

Jonathan Tame

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