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www.lovepaper.org

Two Sides Partners Webinar

22nd January 2026, 9.30 – 11.00 GMT (10:30 – 12.00 CET)

Agenda



GMT London

9.30	Welcome
9.30 – 9.35	Introduction
9.35 – 9.55	Two Sides Campaign Update
9.55 – 10.35	Sustainability In A Time of Disruption Trewin Restorick, Sizzle
10.35 – 10.50	Love Paper Week 2026
10.50 – 11.00	Questions

Jonathan Tame, Managing Director

Jonathan@twosides.info

Housekeeping

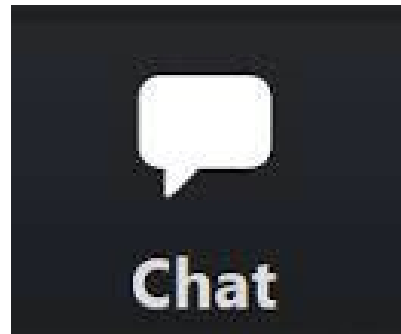


Please ask questions throughout

We will have 15 minutes at the end of the session

We will follow up on all questions we haven't been able to answer live

Use the thumbs-up to up-vote your favourite questions



Please **don't** put your questions in the chat function.

But feel free to put any other comments in this section or post any ideas you might have!



This session is being recorded.

TWO SIDES

Members include;

Two Sides 2026



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Two Sides Trend Tracker 2025

*Exploring Global Consumer Perceptions Of Print,
Paper, Packaging And The Environment*

European Findings



A man with glasses and a beard is sitting on a grey couch, smiling while reading a green book. He is holding a white card in his right hand. The background features a wooden bookshelf with books and plants, and a lamp is visible on the left.

Reading Habits

Understanding consumer preferences towards reading, advertising and digital



Preferences and Attitudes towards Reading in Print vs Digital

To what extent do you agree with the following statements:



I think children and **students learn** more when reading printed, rather than digital, books and course materials



I am increasingly concerned that my **personal information** held electronically is **at risk** of being hacked, stolen, lost or damaged



I am concerned that the **overuse of electronic devices** could be **damaging to my health** (eye strain, sleep deprivation, headaches)

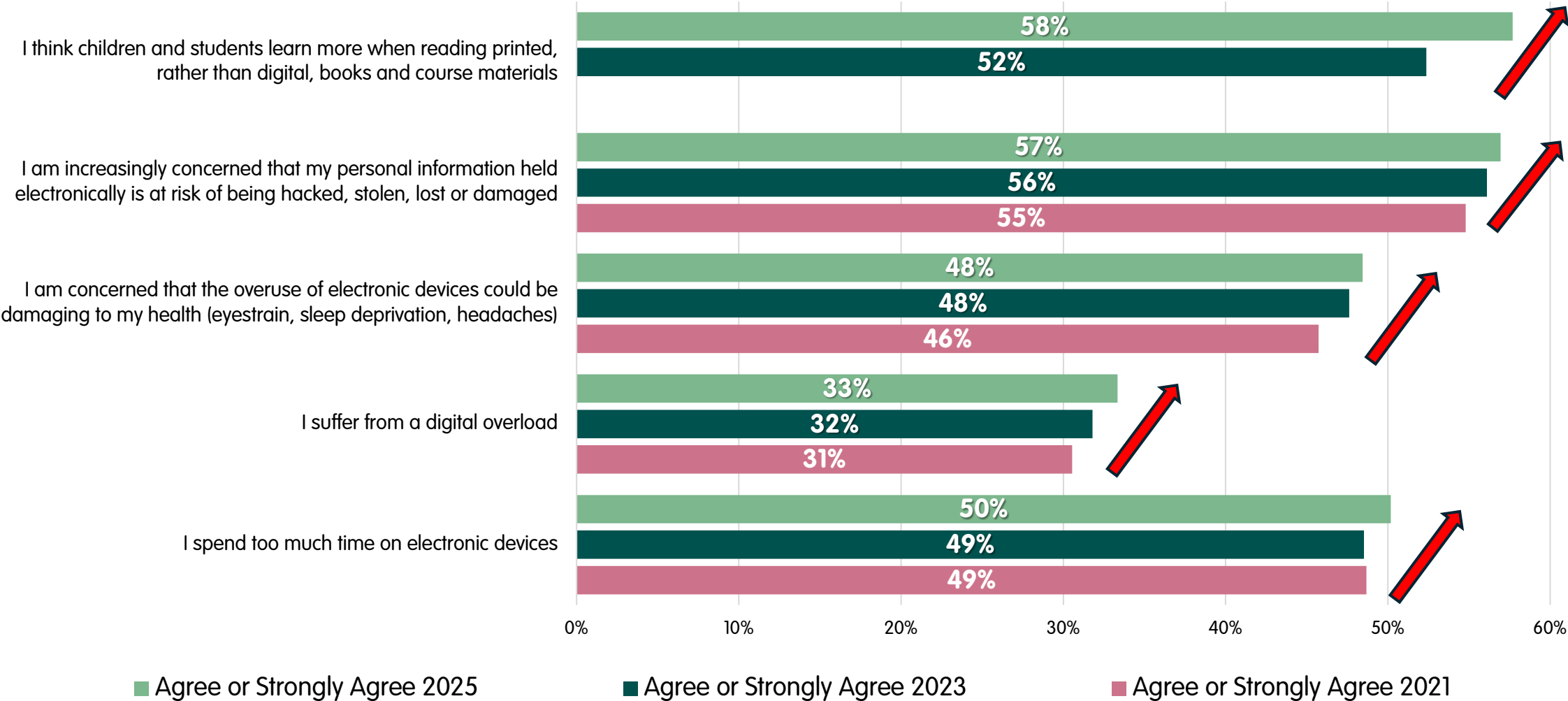


I spend **too much time** on electronic devices



Preferences and Attitudes towards Reading, News and Digital

To what extent do you agree with the following statements:





Preferences and Attitudes towards Advertising

To what extent do you agree with the following statements:



Agree they don't pay attention to adverts online - compared to **42%** who don't pay attention to adverts received in the post



Do their best to block or avoid online adverts



Of consumers say they are either more likely to act when they see printed or mailed ads or are neutral on the issue



Of consumers say they trust marketing adverts in print (Direct mail & Newspapers) more than adverts online, or are neutral on the issue



Preferences and Attitudes towards Billing & Statements

To what extent do you agree with the following statements:



Believe service providers are **trying to save costs** rather than environment by switching to digital



Find paper bills and statements, rather than digital, **better for record keeping**



Believe should **not be charged more** for choosing a paper bill or statement

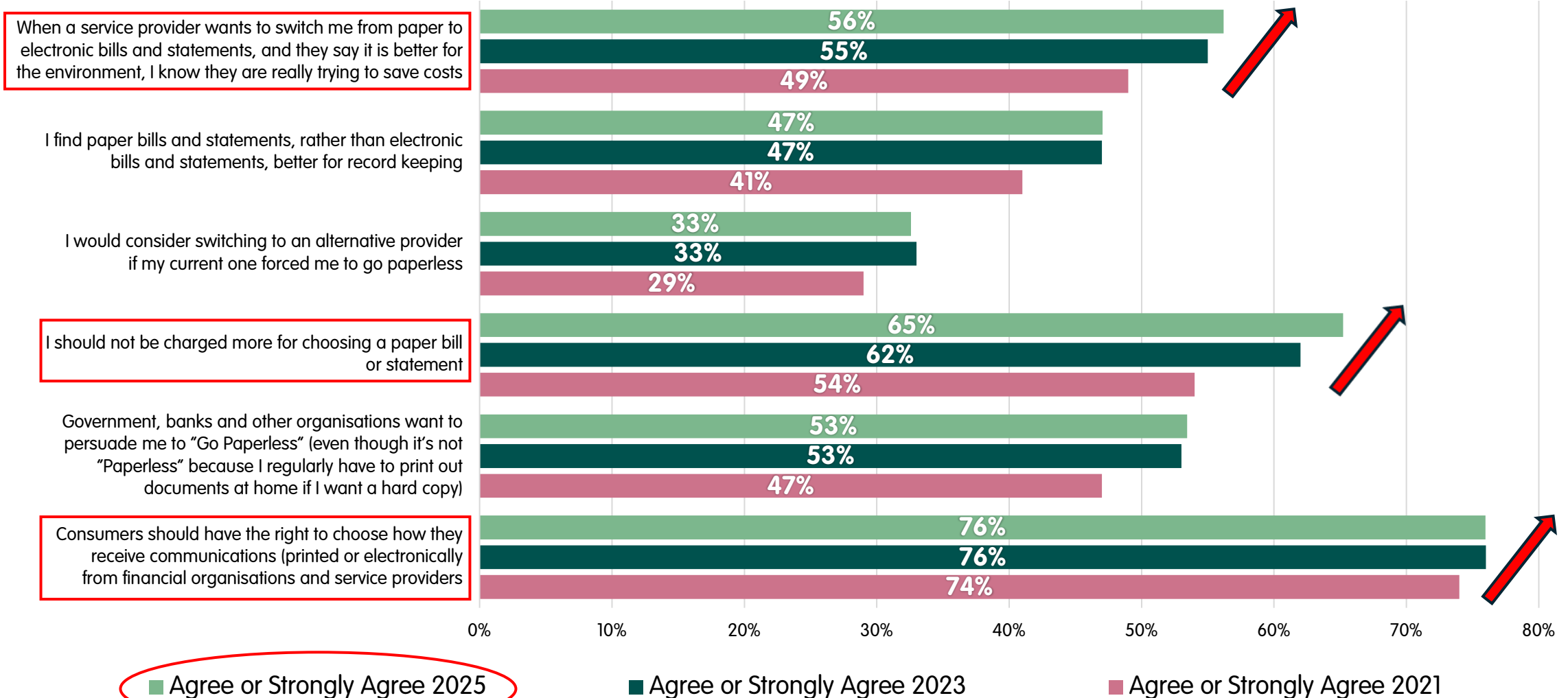


Should have the **right to choose** how they receive communications, **printed** or digital, from financial organisations



Preferences and Attitudes towards **Billing & Statements**

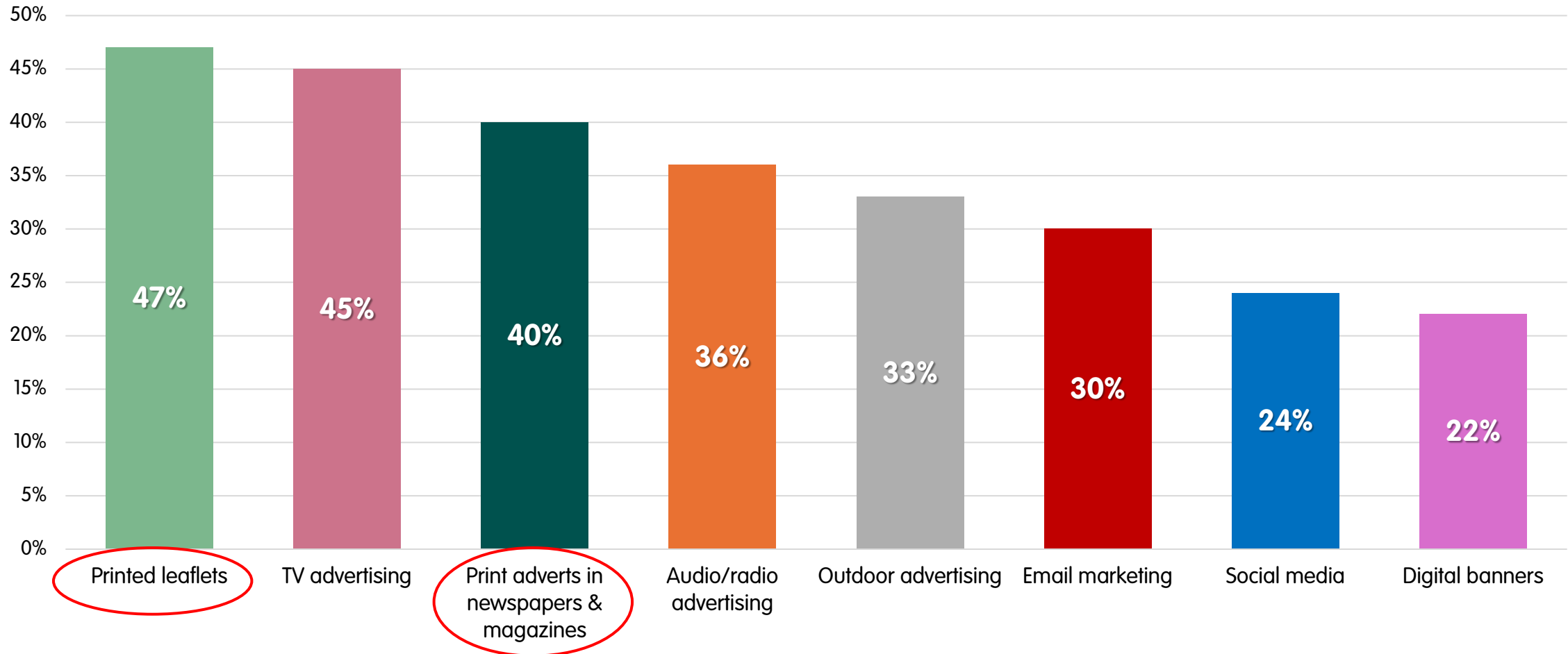
To what extent do you agree with the following statements:





Which types of **advertising media** do you find most trustworthy when it comes to offers with price information?

Rated Most Trustworthy (4 & 5)



An aerial photograph of a vast, dense forest with many green trees, serving as the background for the text.

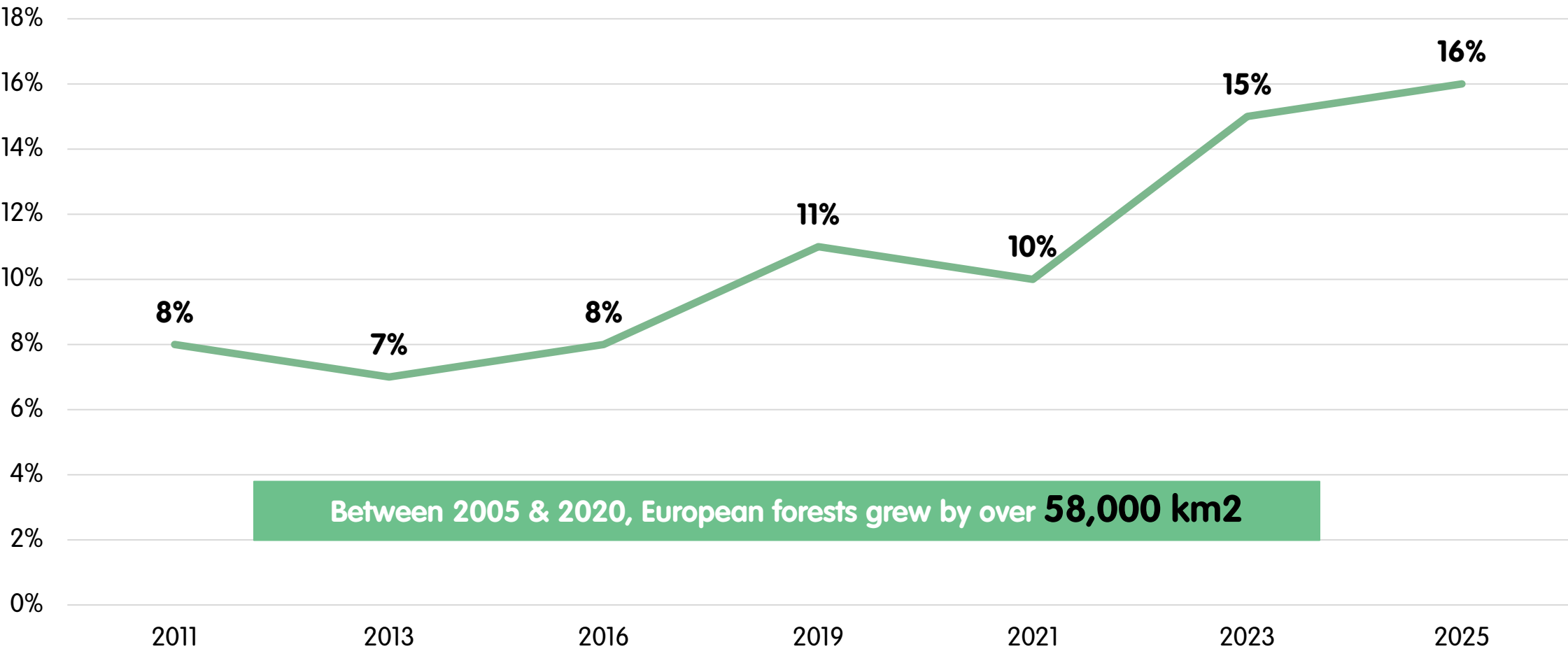
Environmental Perceptions

Understanding consumer attitudes towards media
and the environment



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

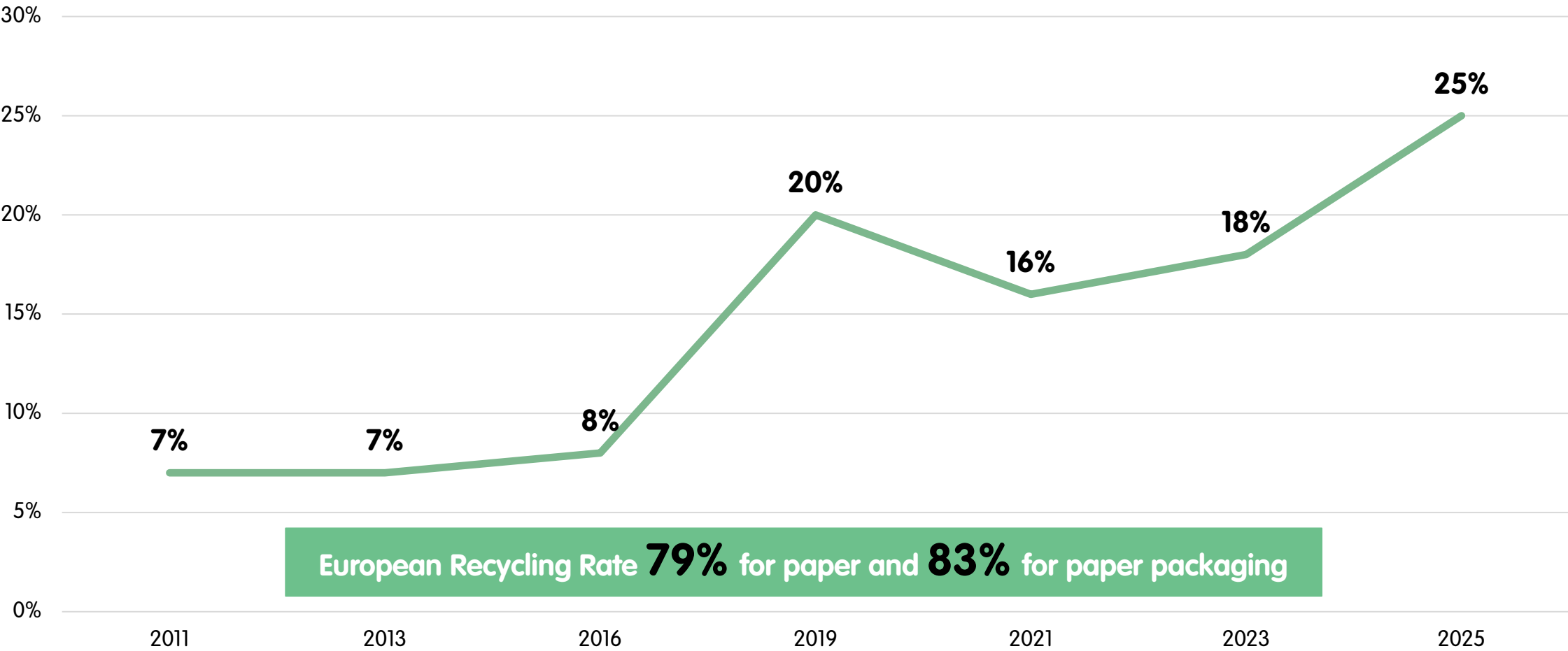
EU Consumers who believe European Forests are growing





When thinking about the following products, what percentage do you think is recycled in Europe?

EU consumers who believe European Paper Recycling Rate is above 60%



European Recycling Rate **79%** for paper and **83%** for paper packaging

Conclusions

- Consumer perceptions of paper-based products are improving, but misconceptions remain
- Consumers still believe European forests are shrinking and do not fully understand our high recycling rate
- The industry must share clear, facts-based messages to challenge digital-only myths and that paper-packaging and paper products are the natural sustainable choice
- Two Sides and Love Paper remain essential to this mission, helping to inform, inspire and educate

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Trend Tracker Resources

Report published 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
- Social media graphics exclusively for members

<https://twosides.info/trend-tracker-2025>

4-page
Headline summary

16-page
Executive report



Marketing - Social media graphics



PowerPoint Slides

About the Survey



Two Sides Focus



Tackling
Greenwash



Educating
Consumers



Facts,
Resources &
Information



Anti-Greenwash Campaign

Tackling negative statements about
paper and paper packaging

This Is Greenwashing



Chaque année, les **45 millions** de factures envoyées à nos clients représentent **1000 tonnes** de papier, soit **50 camions**.

ET SI NOUS CHANGIONS CELA ENSEMBLE ?



[View this email online](#)



Help us help the planet
with paperless bills

TWO SIDES

[PRIVATKUNDEN](#)
[GESCHÄFTSKUNDEN](#)
[ÜBER GENERALI](#)
[KARRIERE](#)
[SERVICE & KONTAKT](#)

[SELF SERVICE](#)
[SCHADEN MELDEN](#)
[KONTAKT](#)
[APPS](#)
[RATGEBER](#)
[JOURNAL](#)

Service & Kontakt / Self Service

Self Service (Online)

Schaden melden

Dokumente einreichen

Dokumente anfordern

Bearbeitungsstand

Tschüss Brief, hallo Zukunft

Ob als E-Mail oder über die DVAG MeineApp: Seit Ende Juni 2021 ausgewählte Vertragsunterlagen digital erhalten

Vielen Dank! Ob Vertragsunterlagen, Beitragsrechnungen oder Schadendokumente – Sie haben sich für die digitale Vertragskommunikation mit uns entschieden.

Informieren Sie sich auf dieser Seite darüber, wie wir gemeinsam auf Papier verzichten und nachhaltig handeln.

ENGAGEZ VOUS POUR L'AVENIR

OPTEZ POUR LA DÉMATÉRIALISATION

Consultez vos tickets dans votre espace client

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.

À partir d'aujourd'hui, Certas Energy, propose déjà à ses clients de ne pas imprimer leur ticket et de le recevoir par email à chaque transaction.

Mais l'email étant également émissif, 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 lisez ce QR code

DEVENEZ MEMBRE DU CLUB CERTAS ENERGY

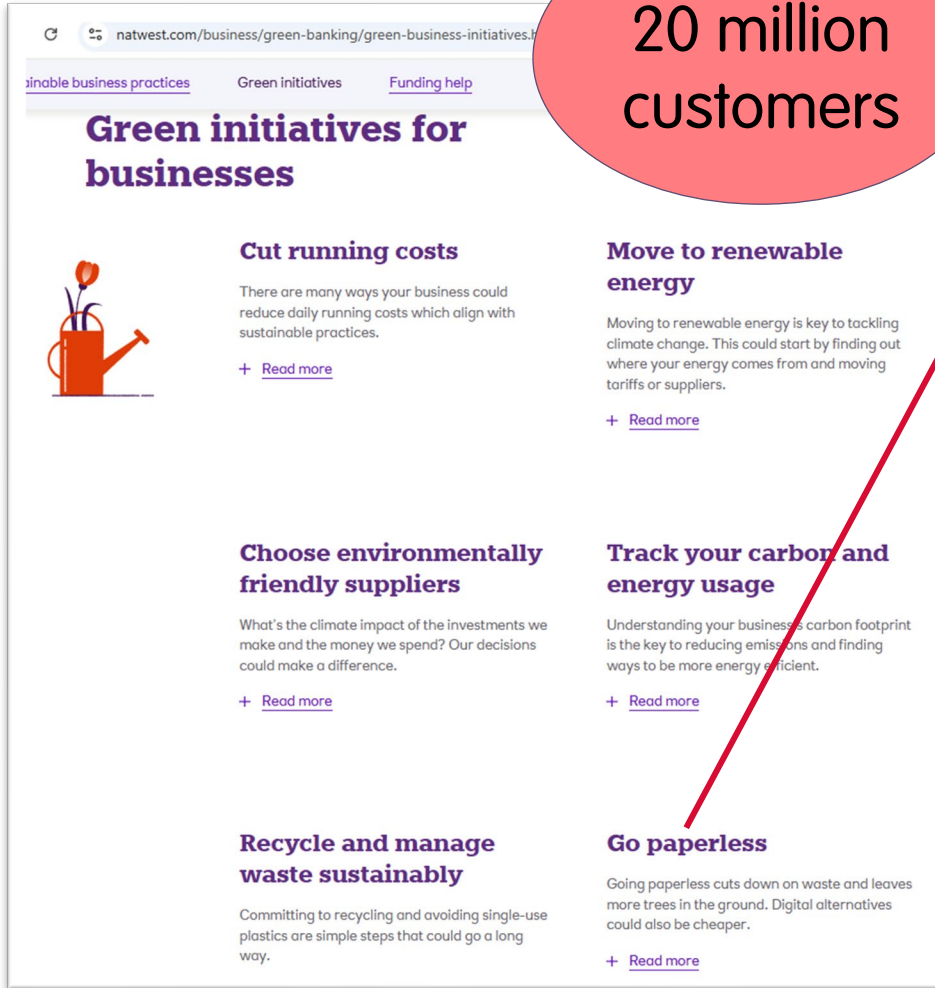
WWW.CLUB-CERTAS.COM

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

Natwest Greenwash November 2025



20 million
customers



Go paperless

Going paperless cuts down on waste and leaves more trees in the ground. Digital alternatives could also be cheaper.

[+ Read more](#)

“Following up on our previous conversation, I can confirm that the message you highlighted has now been removed from the website”.

*Judit Hádá-Shaw
Nature Manager / NatWest Group*

Trainline Greenwash Removed September 2025

"Sustainable travel

Less paper makes for a greener environment"

Why use digital tickets?

- 
Go contactless
Avoid touching station ticket machines
- 
Easy to use
Scan at the ticket gate, or show to staff
- 
Use offline
Once downloaded, you don't need internet access
- 
Avoid queues
Buy in advance and go straight to the platform
- 
Quick access
Find all your tickets in one place
- 
Sustainable travel
Less paper makes for a greener environment

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Quick access
Find all your tickets in one place

Increased Brand Engagement to Prevent Greenwash

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Resource to educate Brands and Marketeers on why they should **not** greenwash, covering;

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

Two Sides and the industry should use this proactively –
Send to Sustainability Managers of industry associations
and brands – Share with the industry to use, particularly
Mail providers

Published in English, German, French and Italian

**“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 58,990 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

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www.twosides.info



If you see Greenwash - report it!

greenwash@twosides.info

A hand is holding a small, brown cardboard box with a white label. The box is being held over a desk covered with various items: architectural sketches, a ruler, a compass, a pencil, and other cardboard pieces. The background is a light-colored surface, possibly a table or desk, with a soft, natural light illuminating the scene. The overall atmosphere is one of creative design and craftsmanship.

Member Resources

Information, tools and events
available to our members

Marketing Materials And Tools

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Myths & Facts Booklet

Print and Paper Myths & Facts

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



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 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



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

Forests have been growing by over 1,500 every day

Sustainable forest management preserves biodiversity and safeguards forests for future generations

Packaging Facts Booklet

Paper Packaging The Natural Choice

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



Paper Packaging Is P The Circular Economy



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/Mark Zuckerberg

model creator, making it one of the most sustainable industries in Europe

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% (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.

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

In 2019, the Confederation of European Paper Industries (CEPI) initiated *Design2Green*, 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. *Design2Green* 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.

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 fibre, the key raw material for its products. Well-managed forests bring multiple benefits: services and biodiversity, European forests, from where the region's paper fibre, have been growing by an area equivalent to 1,800 football pitches every day. 2 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 multi-benefit ecosystems, put in place by forest management, maintain other ecosystems and health and well-being.

On the other hand, the forest sector is a low-carbon sector, for investments that will be 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 de sources renouvelables et recyclées, 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 steigender 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 V

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 so bei unvernünftiger 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 Ulter Welch stehen 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 eingeschränkt 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 Wale. Es ist offensichtlich: Wir müssen handeln.”
Europäischer Umweltkommissar Karman 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

Factographics And Mini Videos

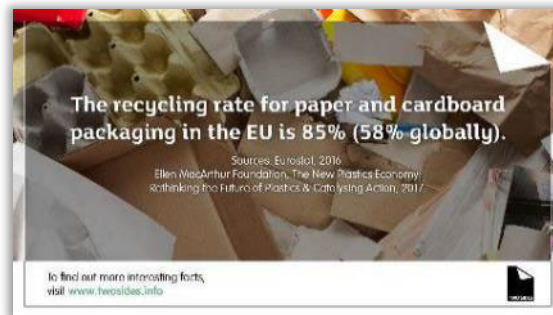
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- 20+ Factographics on the sustainability and attractiveness of paper, print media and paper packaging.
- 20 Mini Videos
- Ideal for social media



Can Be Personalised For Members And Supporters

TWO SIDES

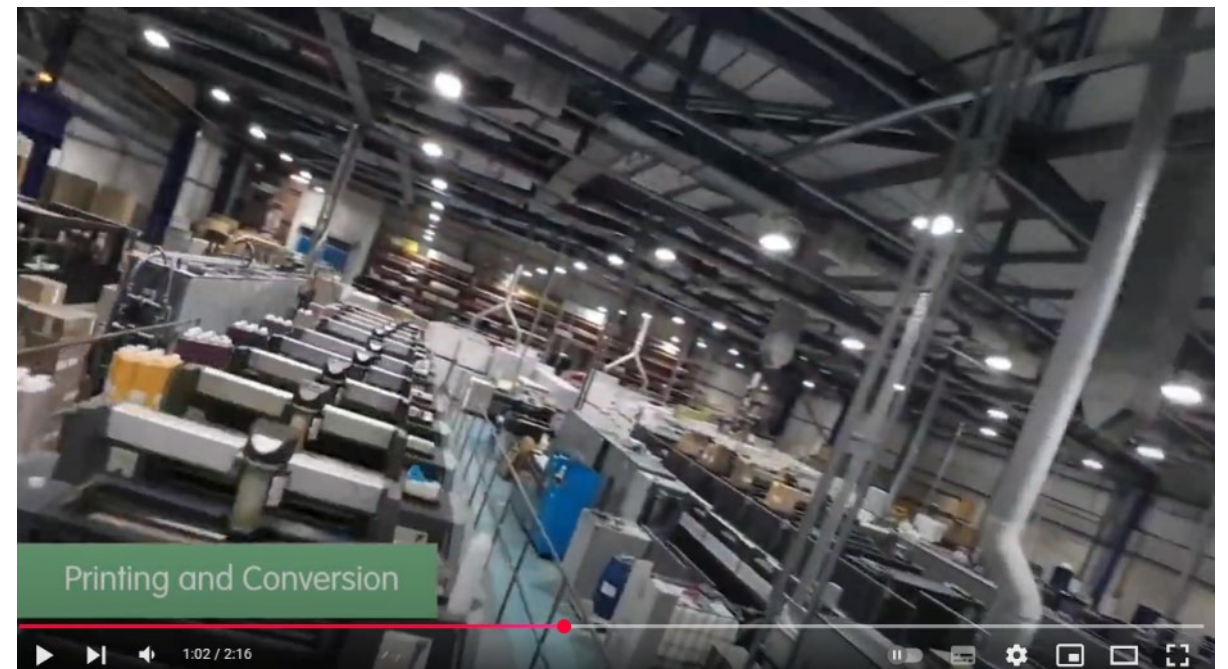
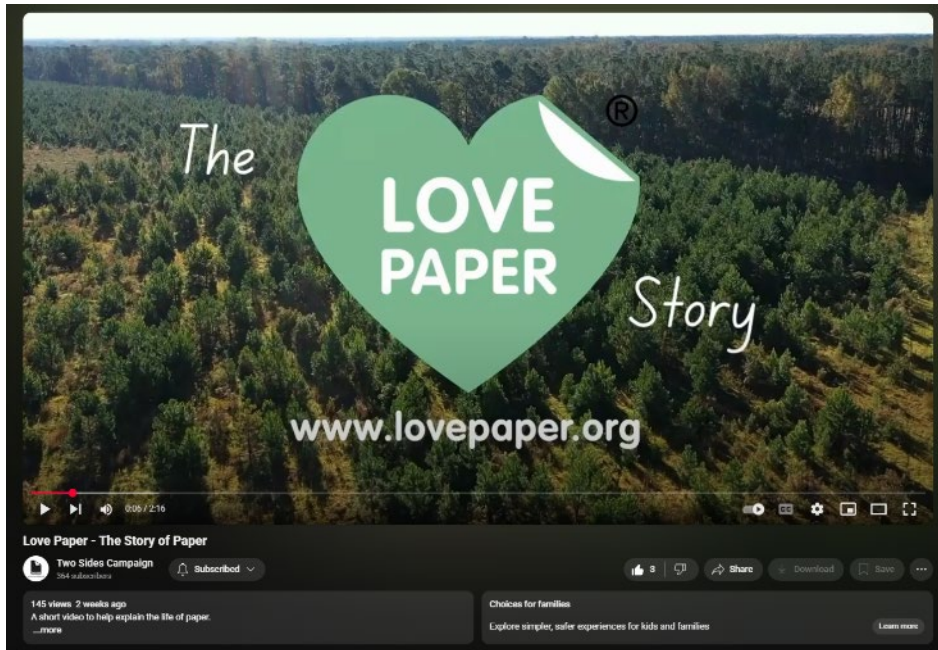


The Story of Print and Paper Video

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- The Story of tree to printed product/packaging
- Can be used by the industry and adapted for stakeholders

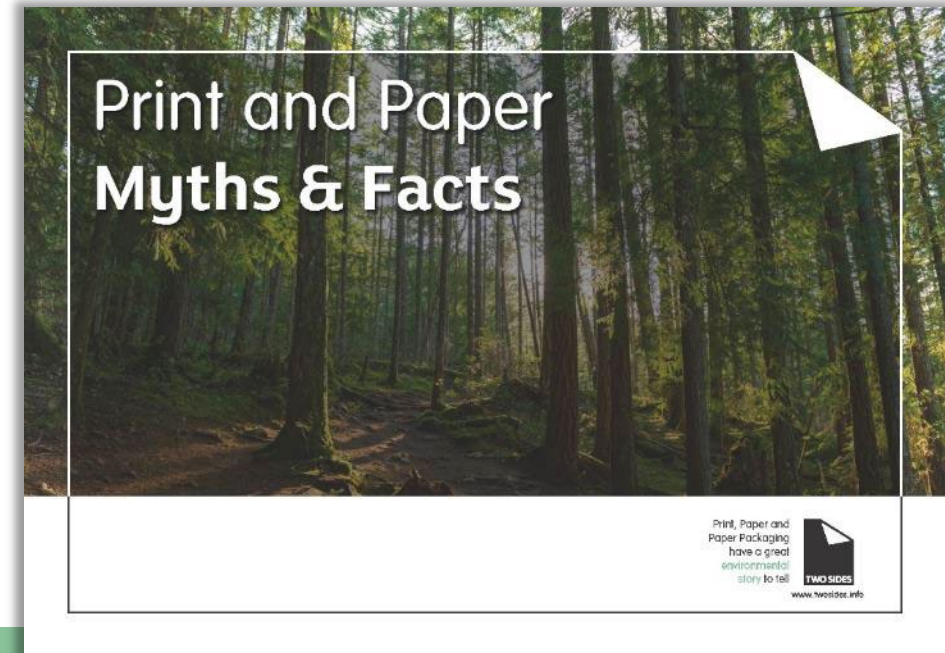
https://youtu.be/MXgojZwr_YQ?si=3mPr7-URvX8iUIAH



Resource Updates 2026

Two Sides key materials to be updated Spring 2026

- Myths & Facts Booklet
- Packaging Facts Booklet
- Fact Sheets
- Insight Sheets
- Social Media Graphics
- Available in more languages



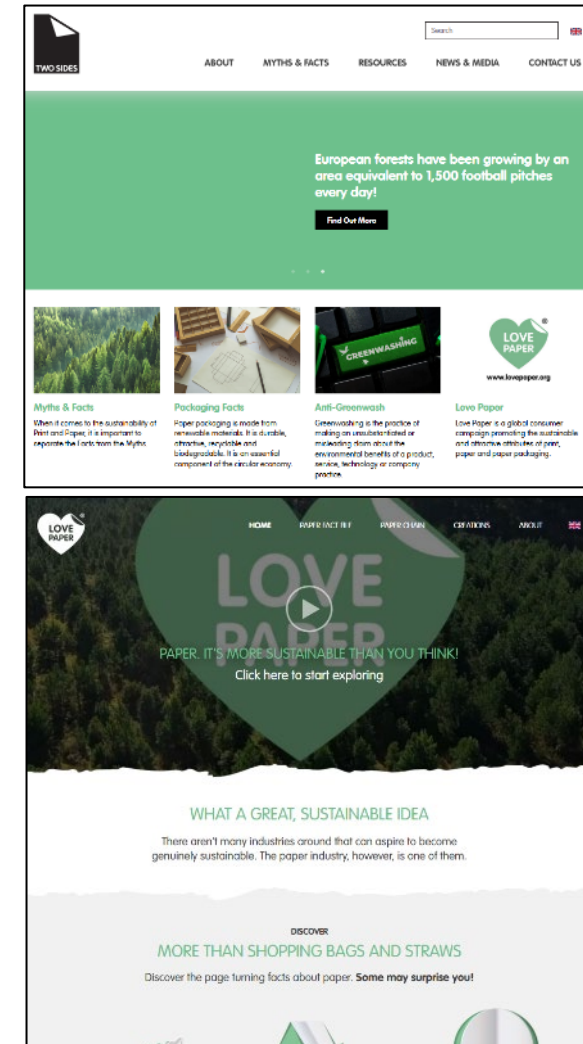
A close-up photograph of a person's hands holding a white envelope. The person has dark skin and is wearing a light-colored, textured sweater. The envelope is held open, and the word "Communications" is overlaid in white text across the center. In the foreground, there are several yellow envelopes and some papers on a desk. The background is blurred, showing a desk with a glass and some plants.

Communications

2026 - New Websites and Communication Platforms



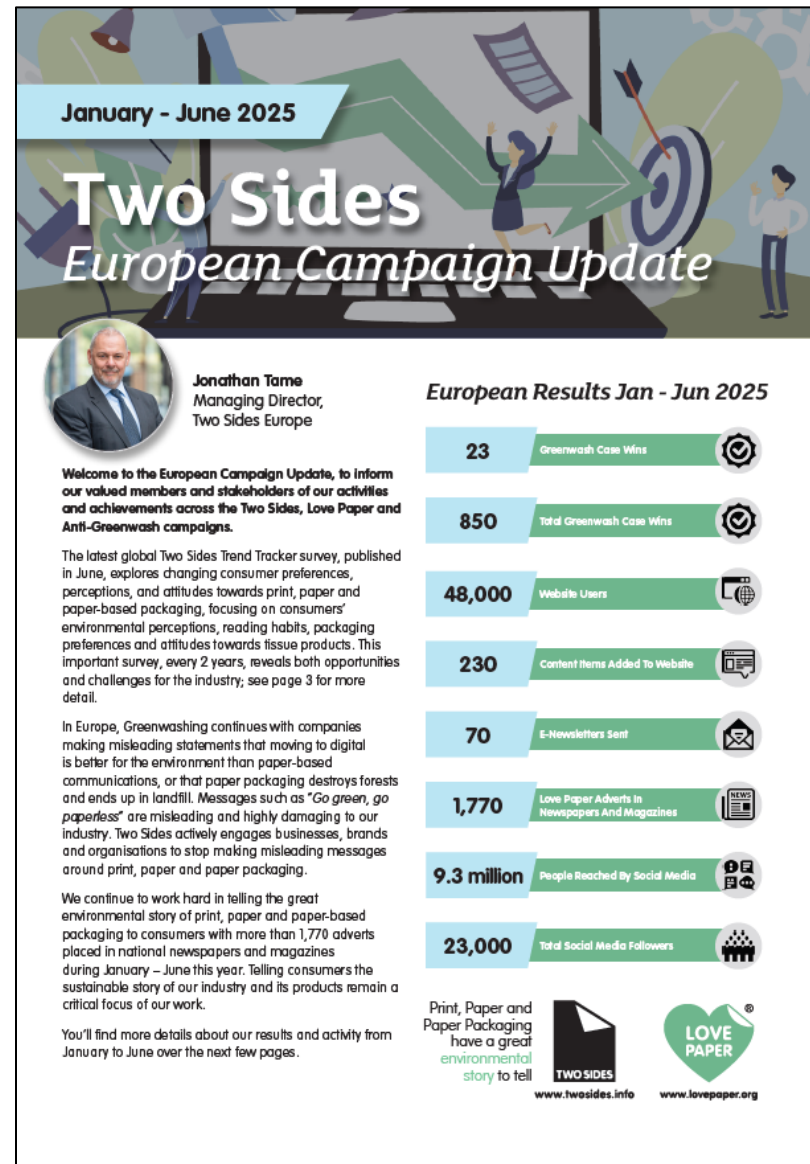
- Two Sides objective is to deliver regionally relevant messages
- Current Europe communications are based upon:
 - 6 Two Sides Websites – English, French, German, Italian, Nordics, Portuguese
 - 3 Love Paper Websites – English, German, Italian
 - Regional Social Media activity
 - Locally translated materials
- We can work smarter and more efficiently in a digital AI world
 - New Fresh Website and Communications Platform for both Two Sides, (B2B), and Love Paper, (B2C) by June 2026
 - Delivering regional content in German, Austrian German, Czech, French, Finnish, Italian, Norwegian, Polish, Portuguese, Spanish, Swedish



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



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European Key Findings:

Environmental Perceptions

Only 16% of consumers recognise that European forests are growing in size, not shrinking

Just 25% of consumers understand that the paper recycling rate exceeds 60% in Europe

Media Habits

65% of consumers prefer to read books in print

58% of consumers don't pay attention to most online marketing adverts

56% of consumers believe children learn more when reading printed materials

Packaging Preferences

Paper-based packaging is the preferred packaging material for 9 out of 15 attributes, with 53% of consumers choosing it as better for the environment, and 75% for being the most home compostable/biodegradable

Tackling Misleading Anti-Print Messages!

Across Europe, examples of brands/organisations' Greenwashing are increasing, encouraging their customers to move online for cost purposes, or reduce paper packaging, citing the environment as the reason and vilifying paper.

Our global Anti-Greenwash campaign is successful, persuading more than 850 European organisations (1,330 globally) to date, to remove misleading messages about print, paper and paper-based packaging. Two Sides has successfully stopped anti-print messages being communicated by European companies such as; HMRC, Santander, Volksbank, Hess Natur and more.

Greenwashing remains a serious threat to our sector, which employs over 1,096,000 people in more than 115,700 businesses in Europe.

If you see Greenwashing, please report it to us at: greenwash@twosides.info

HM Revenue
& Customs

Volksbank

hessnatur
NO COMPROMISE SINCE 1978

Santander

The Page

‘Micro-mag’ published 3 times a year

- 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

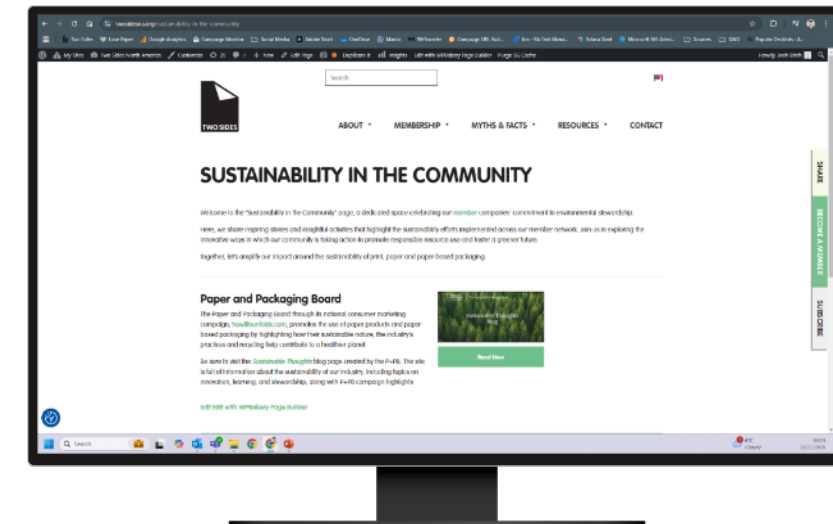
Subscribe: twosides.info/the-page



Sustainability In The Community



- We want to hear about our members' sustainable innovations, campaigns and stories.
- Member content can be promoted on the Two Sides website, and included as an item within the Two Sides Newsletter. MUST be environmental news/sustainability initiatives.
- Please send news and pictures to enquiries@twosides.info with the subject:
For Sustainability In the Community
- If not already, please add us to your press and media lists.
- If you would like to receive our press releases, please let us know.



Improving public perceptions of paper and paper-based packaging



www.lovepaper.org



Sustainability In A Time of Disruption

Trewin Restorick, Sizzle



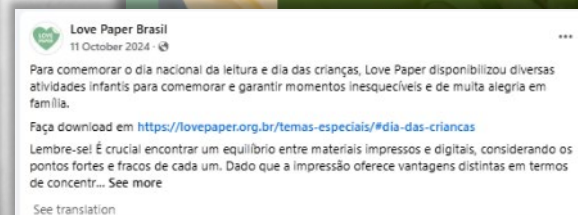
Improving public perceptions of paper and paper-based packaging



www.lovepaper.org

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

Over 2,500 Love Paper adverts placed in Europe 2025

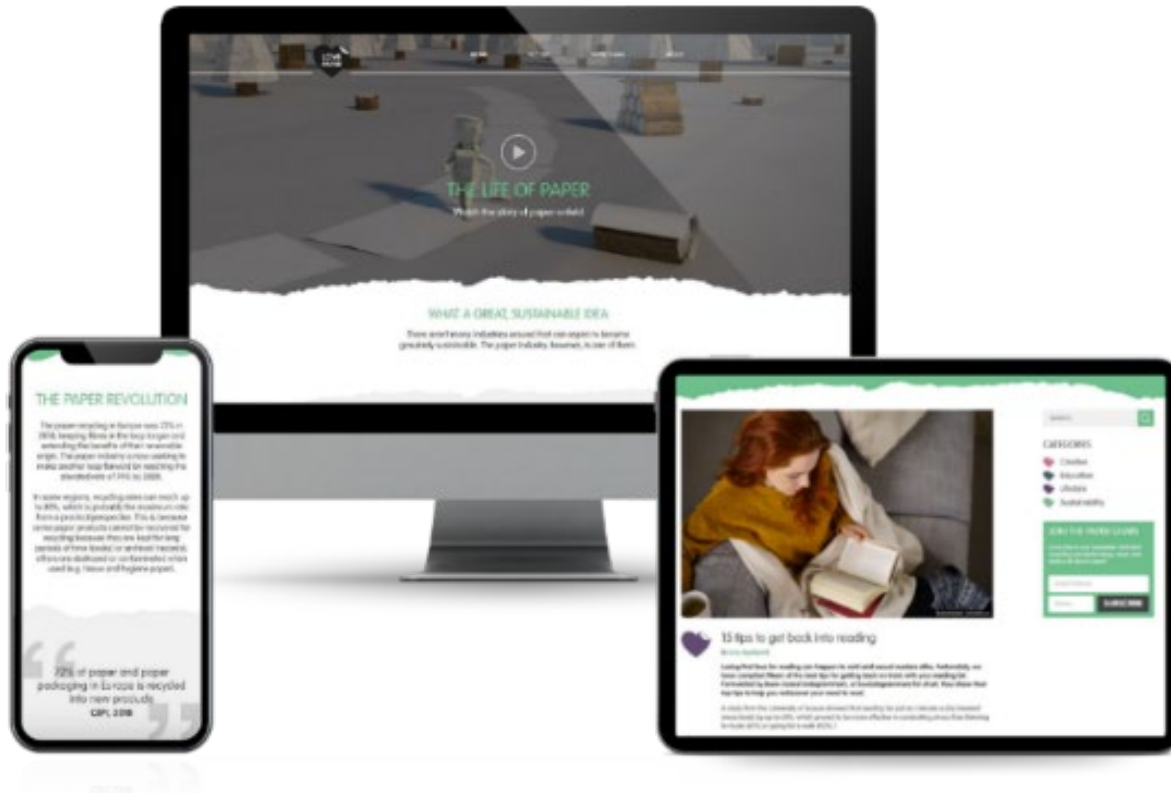


Love Paper Website



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:

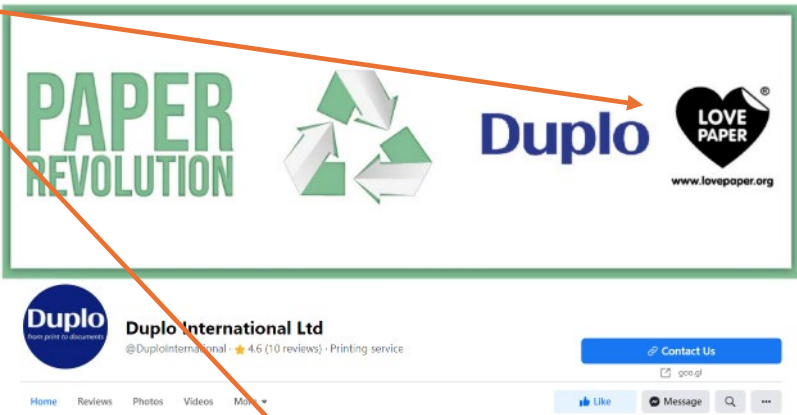
Europe (Multi-Languages): <https://lovepaper.org/>

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

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

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

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



UNLEASH SUSTAINABILITY

Discover new opportunities with flexible and sustainable paper and card packaging.

Stand out. Make a difference with on demand digital packaging.



THE PAPER AND ANTALIS SHARE A COMMON LOVE OF PAPER

antalis Just ask Antalis

LOVE PAPER

a campaign, ran by paper advocacy group Two Sides, that informs consumers of the positive stories about print, paper and paper tails have been a proud and supportive member of Two Sides for many years.

everything about paper, from its environmental credentials to its ability to improve mental well-being, learning and enhance creativity, aren't many industries around that can aspire to become genuinely sustainable. The paper industry, however, is one of them.

PAPER LOVES TREES PAPER POWER PAPER REVOLUTION

SHARING SOME LOVE... DISCOVER OUR ANIMATED VIDEOS!

Antalis Loves Paper – Part 1 Antalis Loves Paper – Part 2 Antalis Loves Paper – Part 3

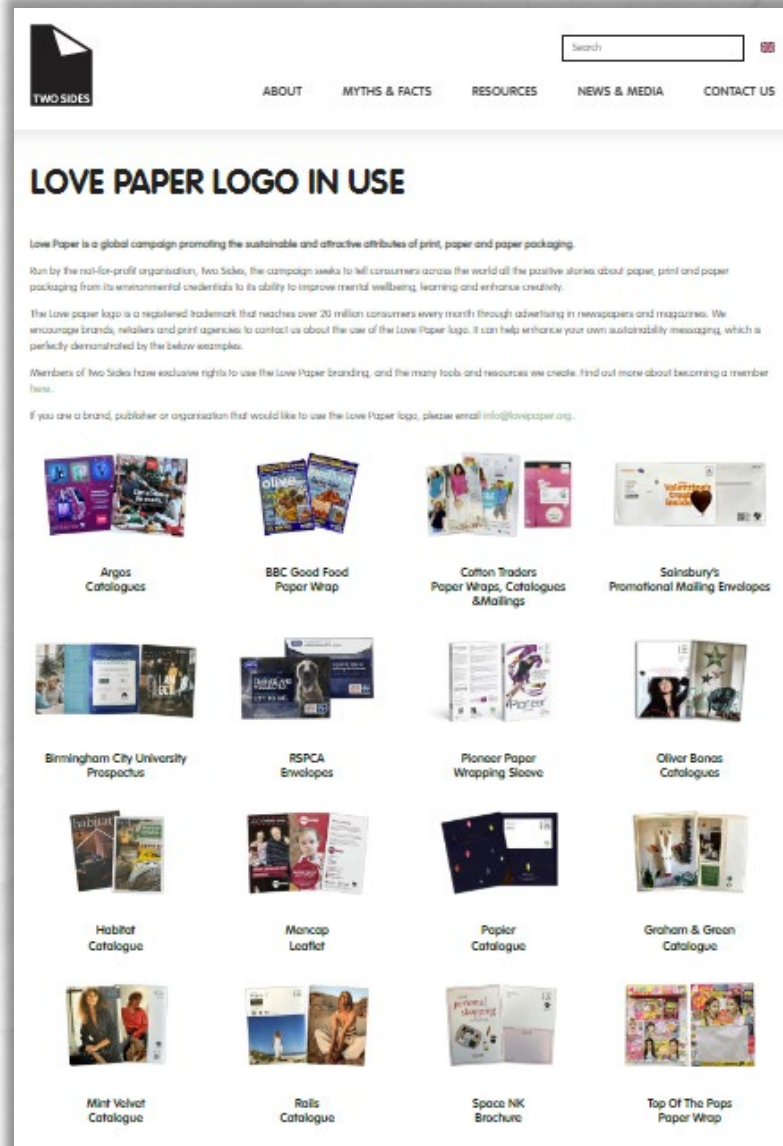
ANTALIS LOVES PAPER. ANTALIS SUPPORTS LOVEPAPER.ORG

SHARE THE LOVE. CELEBRATE THE PAPER POWER!

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



www.twosides.info/love-paper-logo-in-use

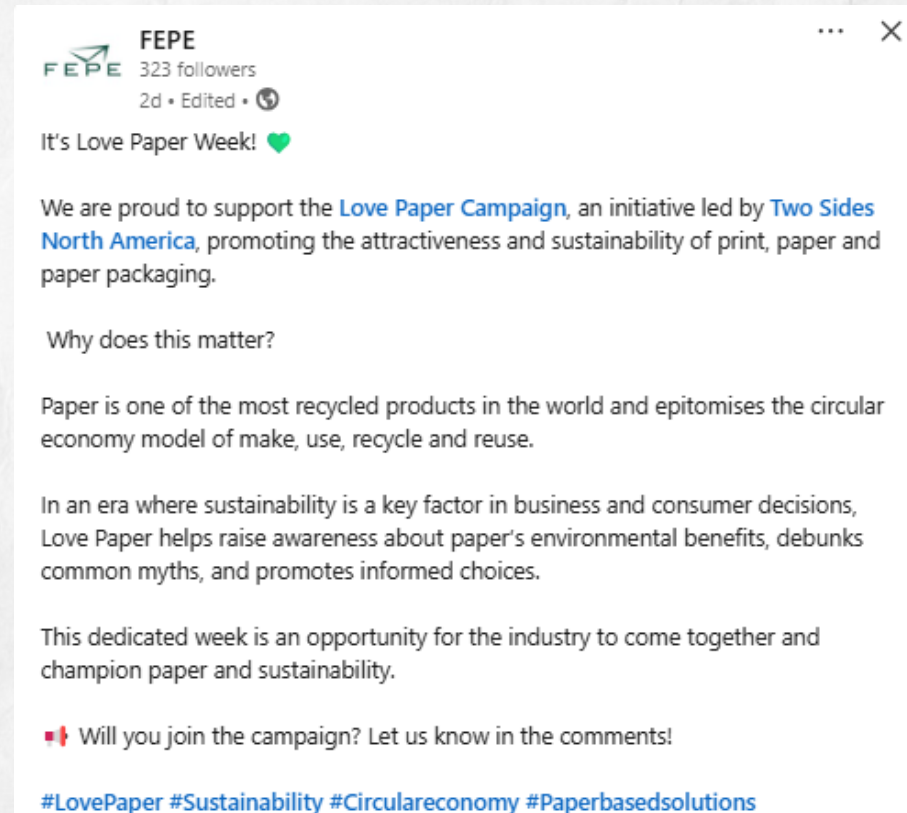
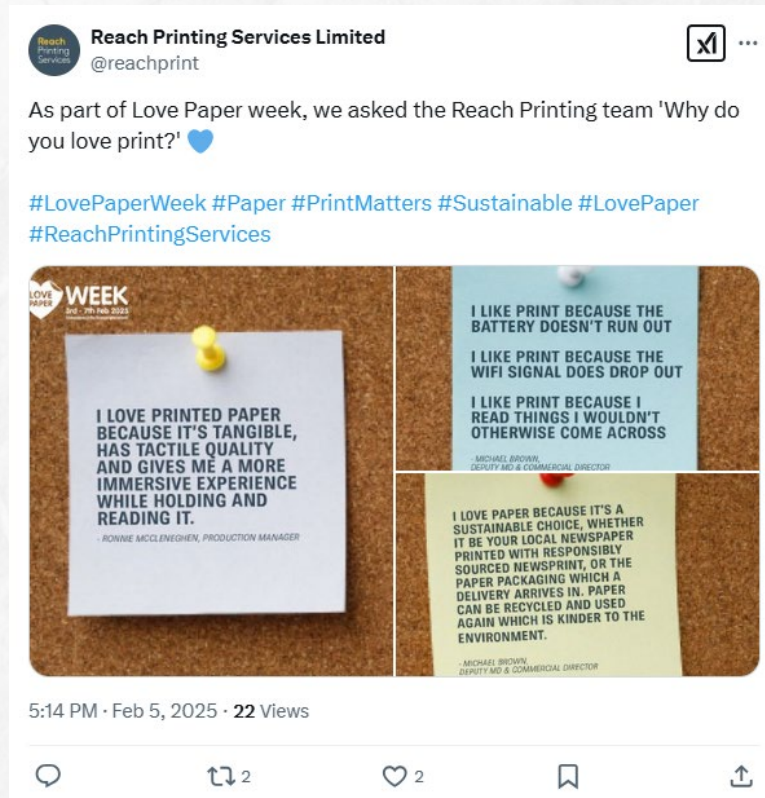


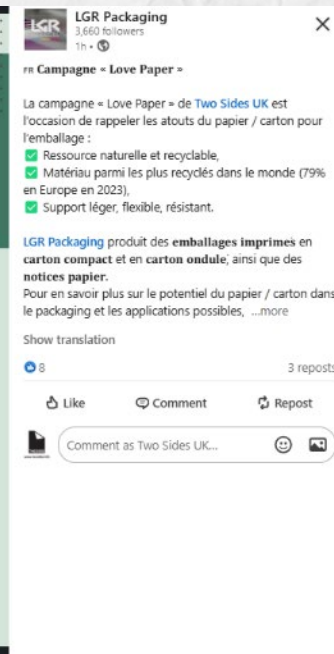
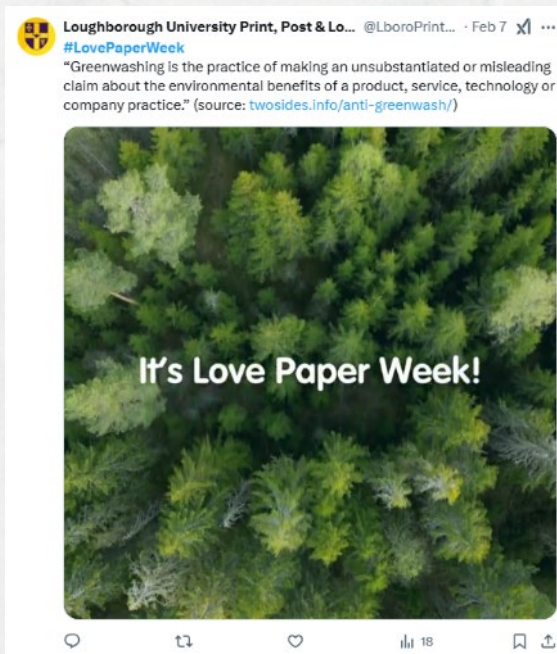
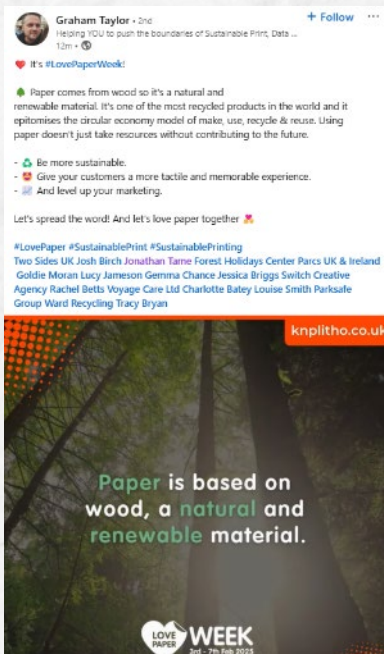
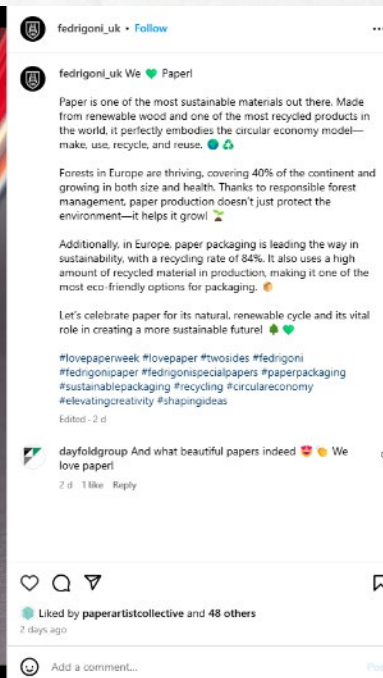
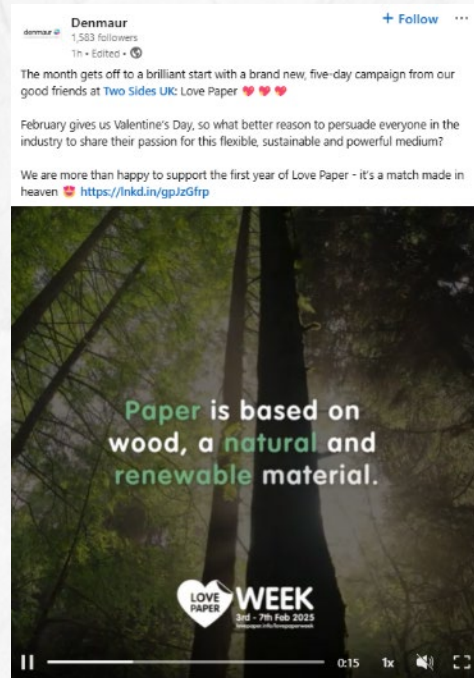


WEEK

3rd - 7th Feb 2025

lovepaper.info/lovepaperweek







WEEK

2nd - 6th Feb 2026

www.lovepaper.org

Love Paper Week 2nd - 6th Feb 2026



A global initiative for the industry to collectively champion paper, sustainability and attractiveness, to consumers and business.

Along with the assets and resources made available last year, there will be NEW additions including:

- New social media package
- New virtual backgrounds
- New email footers
- Social Media competition

We encourage all members, industry associations and publishers to support and promote Love Paper Week



WEEK
2nd - 6th Feb 2026
www.lovepaper.org



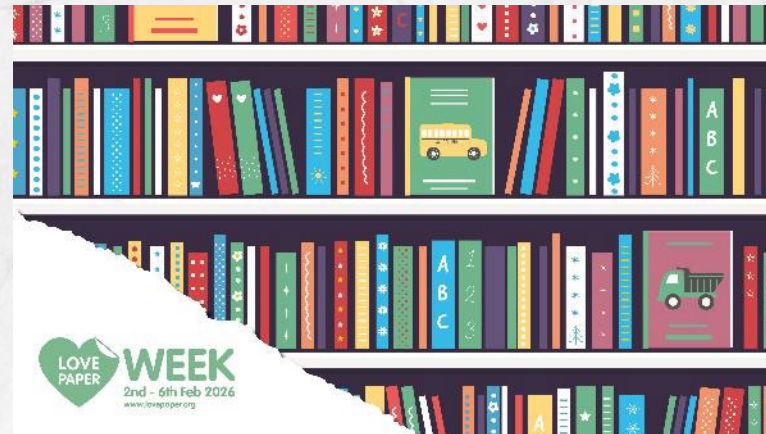
WEEK
2nd - 6th Feb 2026
www.lovepaper.org

Love Paper Week 2026 Resources



- Love Paper Week logo (branding)
- 15x virtual backgrounds
- 12x email footers
- Social media package (visual assets with supporting text and links)

Download them here: lovepaper.org/lovepaperweek





Love Paper Week 2026

Love Paper is a global initiative for the industry to collectively champion paper and sustainability to consumers and businesses.

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. There are many misconceptions relating to paper, print and paper packaging. 35% of European consumers believe that paper and paper packaging are bad for the environment¹ and only 25% believe the paper recycling rate exceeds 60%¹, when in fact it's 75%², the highest of any material in Europe.

Running from the **2nd – 6th February**, we encourage all printers, paper merchants, packaging manufacturers and all those who operate within the sector to support Love Paper week and use the materials available to inform their clients, customers and consumers more widely, why paper is such a sustainable, effective and attractive medium.



How To Support Love Paper Week

Get involved and support Love Paper Week by using the branded marketing communications and resources. Fill in the form below to download the Love Paper 2026 logos, virtual backgrounds, email footers, web banners and a social media package with content to post out every day during Love Paper Week.

Full Name *

Email *

Company *

Submit

Name	Modified	Modified By	File size
LPW26 - Czech Republic Materials	December 16, 2...	Josh Birch	5 items
LPW26 - English Materials	December 16, 2...	Josh Birch	5 items
LPW26 - French Materials	December 16, 2...	Josh Birch	5 items
LPW26 - German Materials	December 16, 2...	Josh Birch	5 items
LPW26 - Italian Materials	December 16, 2...	Josh Birch	5 items
LPW26 - Nordic Materials	December 16, 2...	Josh Birch	2 items
LPW26 - South American Materials	December 16, 2...	Josh Birch	2 items

Download

Greg Selfe > Love Paper > Love Paper Week > LPW26 > **LPW26 - English Materials**

Name	Modified	Modified By	File size
LPW26-Email-Footers	December 16, 2...	Josh Birch	12 items
LPW26-Web-Banners	December 16, 2...	Josh Birch	8 items
LPW26-Zoom-Backgrounds	December 16, 2...	Josh Birch	16 items
LPW26 Social Media Package.zip	December 18, 2...	Chloe Welham	44.4 MB
LPW26-Logos.zip	November 10, 2...	Josh Birch	0.98 MB

Love Paper Week



We ask you to please get involved and support Love Paper Week by using these marketing communications and resources on your social media, emails and online calls, to help inform consumers on why paper is a sustainable, effective and attractive medium.

If you have any questions about Love Paper Week or the assets available, let us know.

lovepaper.org/lovepaperweek



Membership



Meeting Groups



We have two meeting groups:

- Sustainability Steering Group
- Marketing Steering Group

We welcome members of Two Sides to nominate a representative from their company to be part of one or both groups.

These virtual meetings are held twice a year: March/April and October/November.

Help in steering Two Sides to create new resources and communicating messages on relevant topics.



Membership



The industry needs to support the campaign

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 community of 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

Call +44 83327 262920 Email enquiries@twosides.info Visit www.twosides.info

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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Call +44 83327 262920 Email enquiries@twosides.info Visit www.twosides.info

Print and Paper have a great environmental story to tell

ANTI-GREENWASH CAMPAIGN

Two Sides actively engages organisations found to be using unsubstantiated environmental claims about the use of paper.

To date, 30% of companies engaged by Two Sides have changed or removed misleading messages.

Common misconceptions about print and paper are still a major issue for the industry. These misconceptions are further reinforced by financial organisations, utility companies and many other service providers, as they increasingly encourage their customers to switch to electronic bills and statements. Often the incentive to switch is based on inaccurate environmental claims such as "Go Green - Go Paperless" and "100% recycling and help save a tree". These messages are unsubstantiated and can have a lasting effect on consumer perceptions.

What Is Greenwashing?

"Greenwashing is the practice of making an unsubstantiated or misleading claim about the environmental benefits of a product, service, technology or company practice."

UKDC UK takes on climate commitments and

LOVE PAPER CAMPAIGN

The Love Paper campaign tells millions of people every year about the great environmental story behind print, paper and paper packaging.

The campaign, first launched in 2012, seeks to improve consumer perceptions of print media and raise awareness of the responsible forestry which supports the paper and packaging industry.

A 2023 consumer survey, commissioned by Two Sides and conducted by Gallop, revealed some common misconceptions held by UK consumers:

- 74% believe trees are cut down to make paper
- 68% believe paper is made from plastic
- 65% believe paper is made from oil
- 62% believe paper is made from coal
- 58% believe paper is made from sugar
- 55% believe paper is made from wood
- 52% believe paper is made from water
- 48% believe paper is made from air
- 45% believe paper is made from earth
- 42% believe paper is made from fire
- 38% believe paper is made from sun
- 35% believe paper is made from moon
- 32% believe paper is made from stars
- 28% believe paper is made from planets
- 25% believe paper is made from galaxies
- 22% believe paper is made from the universe
- 18% believe paper is made from everything

www.lovepaper.org

Print, Paper & Paper Packaging

What a great, sustainable idea

MEMBERSHIP

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

www.twosides.info www.lovepaper.org

Membership

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



Member Benefits

- License to use the Two Sides and Love Paper branding and logo.
- Facts, primary research and information on the effectiveness and sustainability of print, paper and paper packaging.
- 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.
- Promoted as a key partner in Two Sides communications; Press, social media and on our website.
- Training and support for your staff.
- Use of Two Sides speakers at your events

We rely on Industry support!



Questions?



www.twosides.info



www.lovepaper.org

Thank you!

For any further questions, please email:
enquiries@twosides.info

Jonathan Tame
Managing Director
jonathan@twosides.info