

Press Release

Two Sides successfully combats Greenwash from major Corporates

Anti-print marketing messages withdrawn by leading Utility supplier and major Telecoms organisation

4th June, London, UK - Two Sides, the UK initiative to promote the responsible production and use of print and paper, and encourage its use as an attractive, practical and sustainable communications medium, today announced that it has been successful in its first two attempts to combat Greenwash from major UK corporations.

“We have successfully negotiated a change in the marketing messages of a leading utility provider and major telecommunications organisation. We have agreed not to name them because this is not a ‘name and shame’ situation but a process of education,” says Martyn Eustace, Director of Two Sides.

“This move,” says Eustace, “is very encouraging and we will also engage with others who insist on using misleading messages which damage the Print and Paper industry. We have no quarrel with companies who would like customers to switch to e-billing because they believe it is more efficient or saves money, but we will fight all the way to stop them from making a link between reducing the use of paper and helping the environment unless they have proof that this is so. It is clear that any environmental claim which is unsupported by facts runs against the Code of Advertising Practice (CAP) and we will have no hesitation in reporting abuses to the Advertising Standards Authority (ASA).”

Greenwash is all about using unsubstantiated claims about the environmental benefit of products or services usually for promotional benefit. Greenwash messages, for example: ‘switch to e-billing because it’s better for the environment’, imply that consumers will be choosing a more sustainable and environmentally-friendly option than print and paper. However, this can only be true if the reduction in paper use is not replaced with environmental costs elsewhere, such as customers’ PCs and the server equipment necessary to deliver, receive and store e-bills.

Going ‘Paperless’ can also be further misleading as research has shown that a significant proportion of customers print out their own bills and statements if they wish to check their accounts or keep a permanent hard record. “Unless all the environmental impacts of electronic communication are understood, including the high cost of hardware manufacture and disposal, print and paper may be the sustainable way to communicate,” says Eustace, “Companies have a duty to prove that their own reduction in paper use from online billing is not replaced with an environmental cost elsewhere which negates the original saving.”

Print and Paper
have a great
environmental
story to tell



“Greenwash creates a false impression about the sustainability of print and paper, damages the Print and Paper industry and jeopardises the livelihood of the many thousands of people employed therein. Paper is a renewable and recyclable product that, if responsibly produced and consumed, is an environmentally sustainable media. In Europe, where 93% of our paper comes from, the area of forest has grown by 30% since 1950 and is increasing at a rate of 1.5 million football pitches every year. The forestry and paper industries are major guardians of this precious and growing resource,” says Martyn Eustace.

Note to editors:

- **Images:** of the Two Sides logo and photo of Martyn Eustace are available on request from mary@mbpublicrelations.co.uk

- **Advertising:** if you wish to support the Two Sides campaign by donating advertising space in your publications then please contact mary@mbpublicrelations.co.uk

About Two Sides

Two Sides is an initiative (created in 2008) by companies from the Graphic Communication Value Chain including forestry, pulp, paper, inks and chemicals, pre press, press, finishing, publishing and printing. Today there over 120 members. Our common goal is to promote the responsible production and use of print and paper, and dispel common environmental misconceptions by providing users with verifiable information on why print and paper is an attractive, practical and sustainable communications medium. www.twosides.info

Contacts:

Two Sides: Martyn Eustace T +44 (0) 7834 761072 E: mje@twosides.info

mbpr: Mary Burt T +44 (0)208 968 2087 E: mary@mbpublicrelations.co.uk

Print and Paper
have a great
environmental
story to tell

