

# Two Sides

## Campaign Update

Europe, Jan - June 2023



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Managing Director,  
Two Sides Europe

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

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

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

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

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

### Headlines Jan - June 2023

1,490

Greenwash Case Engaged



682  
(2,328 globally)

Greenwash Case Wins



79,000

Website Sessions



190

Content Items Added To Website



55

eNewsletters Sent



1270

Love Paper Adverts In  
Newspapers And Magazines 2023



16.7  
million

People Reached By Social Media



17,500

Social Media Followers



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



[www.twosides.info](http://www.twosides.info)



[www.lovepaper.org](http://www.lovepaper.org)

# Anti-Greenwash

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

Two Sides has written to REWE, a German retailer, about their recent marketing announcement to reduce their costs by replacing printed promotional leaflets with digital communications, citing sensational and misleading environmental benefits that unfairly condemn print and paper. We have asked REWE to desist from making these misleading statements and to provide detailed substantiation of the environmental benefits claimed.

## REWE To Remove Printed Flyers From 1st July 2023

*“According to the company, the new advertising strategy will save more than 73,000 tonnes of paper, 70,000 tonnes of CO<sub>2</sub>, 1.1 million tonnes of water and 380 million kWh of energy every year.”*

To read the press release and the letter Two Sides sent to REWE, go here: [https://bit.ly/REWE\\_Greenwashing](https://bit.ly/REWE_Greenwashing)

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

## A Few Of Our Important Successes This Year:



Find out more about our Anti-Greenwash campaign at: [www.twosides.info/anti-greenwash/](http://www.twosides.info/anti-greenwash/)

# Communications

52  
items

OF CONTENT ADDED  
TO THE LOVE PAPER  
WEBSITE

138  
items

OF CONTENT ADDED  
TO THE TWO SIDES  
WEBSITE

10.6  
million

TWO SIDES  
SOCIAL REACH

6.1  
million

LOVE PAPER  
SOCIAL REACH

## Jan - June 2023

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

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

# Two Sides Trend Tracker 2023

In January 2023, a global study of 10,250 consumers was commissioned by Two Sides and conducted online by the independent research company Toluna. The Two Sides Trend Tracker survey is one of the print and paper industry's largest, questioning consumers in 16 countries across the world, from South America and the United States to South Africa and Europe, to provide an assessment of consumers' attitudes towards print and paper.

This biennial survey (every 2 years) seeks to understand changing consumer preferences, perceptions, and attitudes towards print, paper, and paper-based packaging.

## Key Findings:

### Environmental Perceptions

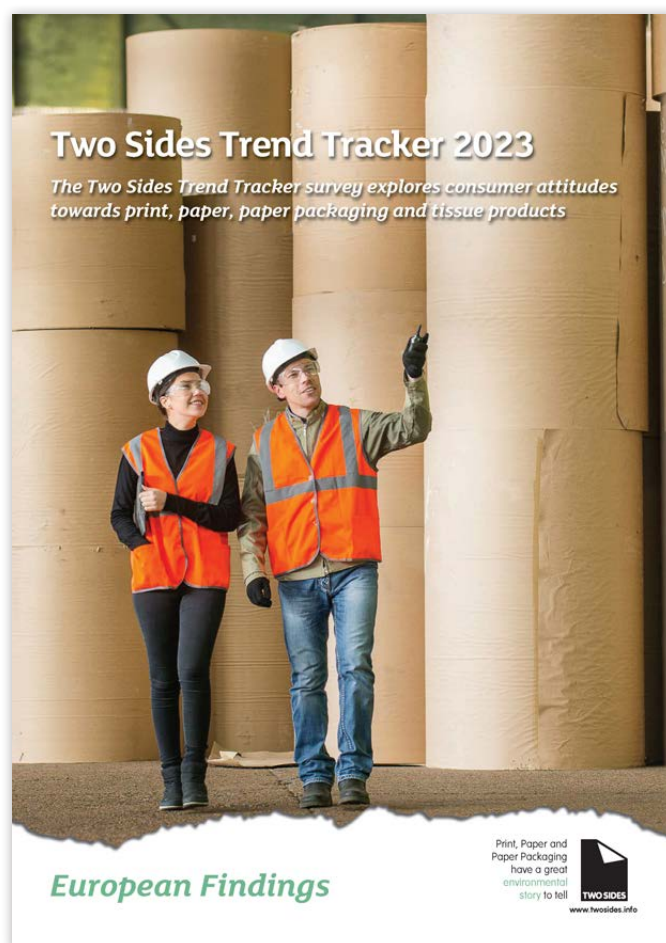
- Only 15% of consumers understand that European forests are growing
- Just 18% of consumers understand the paper recycling rate exceeds 60% in Europe

### Media Habits

- 65% of consumers prefer to read books in print
- 58% of consumers don't pay attention to online adverts
- 52% of consumers believe children learn more when reading printed materials, compared to digital

### Packaging Preferences

- Paper-based packaging is the preferred packaging material for 10 out of 15 attributes, with 55% of consumers choosing it as better for the environment, and 76% for home compostability



A 4-page headline summary of some of the key findings is available publicly to download in many European languages at: <https://www.twosides.info/trend-tracker-2023/>. Non-members can purchase the full detailed Report and Executive Summary.

Members of Two Sides can access the Full Detailed Report and 16-page Executive Summary free of charge in addition to a series of co-branded factographics, which are soon to be launched. Members can also watch the recorded Trend Tracker webinar, which explains some of the key findings and what the report tells us.

If you are a member of Two Sides and would like access to the Trend Tracker materials, please email [enquiries@twosides.info](mailto:enquiries@twosides.info)

# Tools and Resources

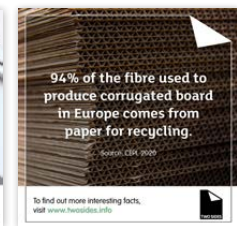
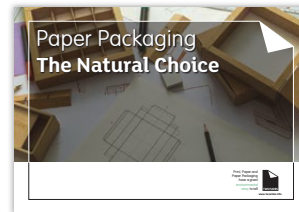
## Information For The Industry

One of our key functions is to provide facts, information, and research for the industry to use. For our stakeholders and members, these resources are available personalised with your branding.

Here is a summary of the assets you have access to:

- Myths and Facts Booklet
- Packaging Fact Booklet
- 12 Fact Sheets
- 20 Factographics, ideal for use in your social media communications
- 20 Mini-Videos, again, ideal for use in your social media

All these materials will be updated in Q4 2023, so that our members are using the most up-to-date facts and statistics when talking to their customers and telling our sustainable story.



## New Materials

We've recently produced 2 NEW Information Based Articles on; 'Learning With Paper-Based Materials' and 'Single-Use Vs Reusable Packaging'. These two topics will lead into a NEW series of article-based documents, exploring subjects which maybe more subjective. Keep an eye out for more to come!

Along with the NEW Information Articles, we've produced a NEW Fact Sheet on tissue. There is an ever-increasing consumer awareness of the environmental impacts of all products and how they might impact global warming, deforestation, water usage and pollution which is why we are often asked (and answered) the question, "Is Tissue Made From Trees Bad For The Environment?".

Please contact us to access your personalised resources. Email: [enquiries@twosides.info](mailto:enquiries@twosides.info)

## About Two Sides

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

The Two Sides campaign is a collaboration of companies from sectors including forestry, pulp and paper manufacturing, inks, pre-press, press, finishing, publishing, printing, envelopes and postal operators.

Two Sides operates throughout Europe, North America, South America, South Africa, Australia and New Zealand.



- [twosides.info](http://twosides.info)
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- [lovepaper.org](http://lovepaper.org)
- [it.lovepaper.org](http://it.lovepaper.org)

- [de.lovepaper.org](http://de.lovepaper.org)

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