

Two Sides

Campaign Update

Europe, January 2024



Jonathan Tame
Managing Director,
Two Sides Europe

Welcome to the European Campaign Update, where we share insights into our activities and accomplishments in 2023 for the Two Sides, Love Paper, and Anti-Greenwash campaigns, keeping our valued members and stakeholders informed.

Our commitment to championing the environmental merits of print, paper, and paper-based packaging remains steadfast. The Love Paper campaign, focussed on improving consumer perceptions of our products, reached a milestone in 2023 with over 2,000 advertisements featured in national newspapers and magazines. This initiative reaches more than 240 million consumers, communicating the sustainable story of magazines, newspapers, and all paper-based products. We are reaching more consumers every year.

Across Europe, the problem of Greenwashing continues, with companies making misleading messages that portray digital communications as better for the environment. Slogans like "Go green, go paperless" not only misguide, but pose a significant threat to our industry. Two Sides actively engages businesses, brands, and organisations, urging them to refrain from making such deceptive statements regarding print and paper.

For a comprehensive overview of our achievements and activities throughout 2023, please read on.

European Results 2023

75

2023 Greenwash Case Wins



730

(1,145 globally)

Total Greenwash Case Wins



176,000

Total Website Page Views



540

Content Items Added To Website



130

eNewsletters Sent



2,100

Love Paper Adverts In
Newspapers And Magazines 2023



18.3
million

People Reached By Social Media



18,300

Social Media Followers



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



www.twosides.info



www.lovepaper.org

Anti-Greenwash

Challenging Misleading Anti-Print Messages

Throughout Europe, Greenwashing is increasing, where brands and organisations encourage customers to shift online, citing environmental benefits as justifications for moving to digital communications.

Our global Anti-Greenwash campaign has achieved notable success, with 730 European organisations (1,145 globally) removing deceptive messages associated with print and paper. Misleading slogans like "Go online and save trees," which falsely suggest environmental benefits of going digital, pose significant harm to our industry. Our actions focus on educating brands about the genuine environmental merits of print, paper, and paper packaging.

In Europe in 2023, we were successful in removing Greenwashing messages from 75 European companies, including brands such as; British Gas, B2 Mobility, Crédit Agricole, Hastings Direct, Intermarché and Scania.

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

A Few Of Our Important Successes Last Year:



SCANIA



Hastings
DIRECT



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

Love Paper



www.lovepaper.org



MEDIA GROUP

Love Paper talks directly to consumers, educating them on the great environmental story of print, paper and paper-based packaging.

Bauer Media, one of the world's leading media groups, is now using the Love Paper logo to highlight the sustainability of its printed magazines. The initiative signifies the company's proactive stance in promoting the sustainable aspects of their print production and its commitment to behaving in an environmentally responsible way.

The Love Paper campaign provides the ideal platform for Bauer to share its story of sustainability.

The Love Paper Logo Available To Use

We have increasing interest from brands and agencies, to use the Love Paper logo on their paper-based communications and packaging. Many examples of which can be found at: lovepaper.org/love-paper-logo-in-use

Paper manufacturers and distributors, printers, mailing houses, postal operators and anyone involved in the creation of print and packaging is encouraged to use the Love Paper logo in their own communications to help spread this vital message.

If you would like to use the Love Paper logo, please contact: info@lovepaper.org



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
- 11 Fact Sheets
- 20 Factographics, ideal for use in your social media communications
- 20 Mini-Videos, again, ideal for use in your social media

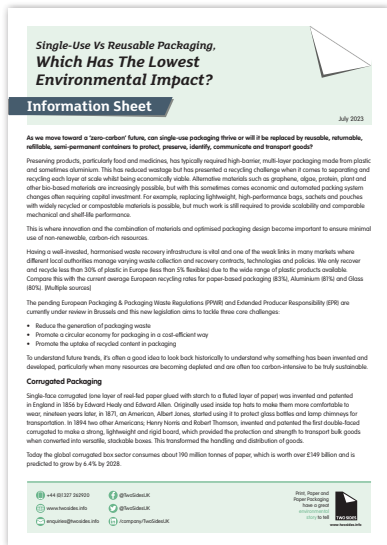
All the above materials have just been updated and will be available in Q1 2024. It's important that our members and wider industry are using the most up-to-date facts and statistics when talking to their clients and customers, informing them of our great sustainable story.



New Materials

In 2023 we produced a series of NEW information sheets including; 'Learning With Paper-Based Materials', 'Single-Use Vs Reusable Packaging', and 'Tissue Made From Trees'. The new series of article-based documents, allow us to explore subjects which may be more subjective with no definitive answer, but helps the reader to be better informed.

A new information sheet based on Print Vs Digital will be available in Q1 of 2024, carefully examining the commonly asked question; "Which is best, digital or print?"



Please contact us to access your personalised resources at: enquiries@twosides.info

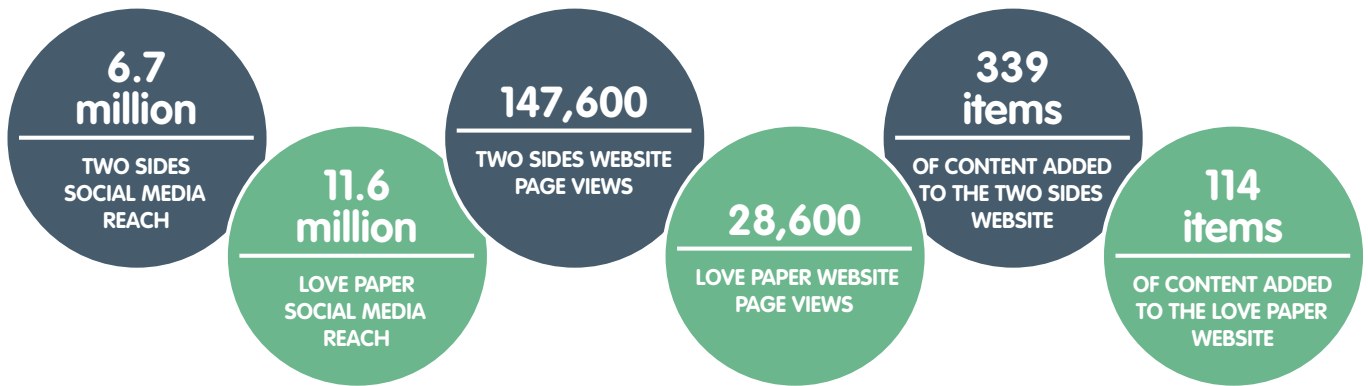
Communications

We engage directly with consumers, brands, and industry stakeholders, telling the compelling sustainable story about print and paper-based products. Our websites are informative hubs, presenting a wealth of facts, figures, research findings, and insightful articles that highlight the environmentally friendly and attractive qualities of print, paper, and paper-based packaging.

With a growing community of more than 40,000 business professionals subscribed to our newsletters across Europe, our focus is on educating and informing brands and marketers why paper is the sustainable choice.



2023 Activity



Two Sides Partners Meeting 2024

On the 24th of January, Jonathan Tame - Managing Director for Two Sides, provided an update on our activity and results in 2023, focused on the tools, resources and information that your business can use.

Our guest speaker was Andrea Boltho, Lecturer and Director of Oxford Economics, presenting his thoughts on "Where is the European Economy Going? More uncertainties than ever".

The Partners Meeting recording and presentations can be found here:
twosides.info/UK/2024-two-sides-partners-meeting/



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.



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