



@POWER_OF_PRINT
#POP19



WIFI NAME: Stationers guest
PASSWORD: london123



DISCOVER THE POWER OF PRINT

Canon



FEDRIGONI

PrintWeek

bcsq



B P I F
EST. 1901

PRINT  **POWER**



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.

Two Sides' members span the entire print, paper and packaging value chain including: forestry, pulp, paper, packaging, inks and chemicals, finishing, publishing, printing, envelopes and postal operators.



Anti print and paper messages still surround our industry



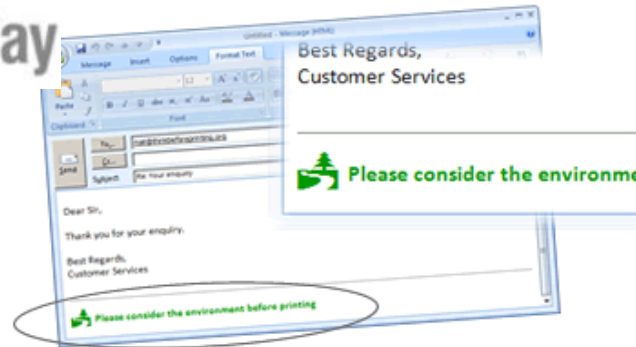
Promoting
Electronic
Billing,
Statements,
& Payments.

Switch to paper-free billing

Switch to paper-free billing to stop your paper bill.



Save trees, save paper



Reader's
Digest

MENU HEALTH FOOD ADVICE CULTURE TRUE STORIES JOKES VIDEOS

40 Facts That Will Make You Use Less Paper

Deforestation destroys habitats



Fewer trees mean poorer air quality



Two Sides

02 - UK 4G 17% 16:57

www.direct.aviva.co.uk

Let's go paperless

Close

We're trying to cut down on the millions of paper documents we send to customers each year. But we can't do it without you.

You can choose to receive **online only** documents through MyAviva. It's quick, easy and better for the environment.

Show me how

Go Paperless!

JAMES GIBB
residential factors

our **Paperless** customers are **saving** the planet...

229,888 sheets of paper & envelopes per year

2,298,880 litres of water per year

and almost **28 trees** per year!

#GoPaperless

GMAIL

NatWest

Antonia, do your bit - go paperless

Paperless banking means more trees, less waste

Is this email not displaying correctly? View it in your browser. Your partial postcode: 8GB Please refer to the Security section in the footer of this

now

RAC

Mr [REDACTED], manage your membe...

Go paperless and do your bit for the planet

Thursday >

secure mail

Delivered by Royal Mail C9 10017

GO PAPERLESS

Join us in going green

paymentsshield we've got it covered

paymentsshield.co.uk/register

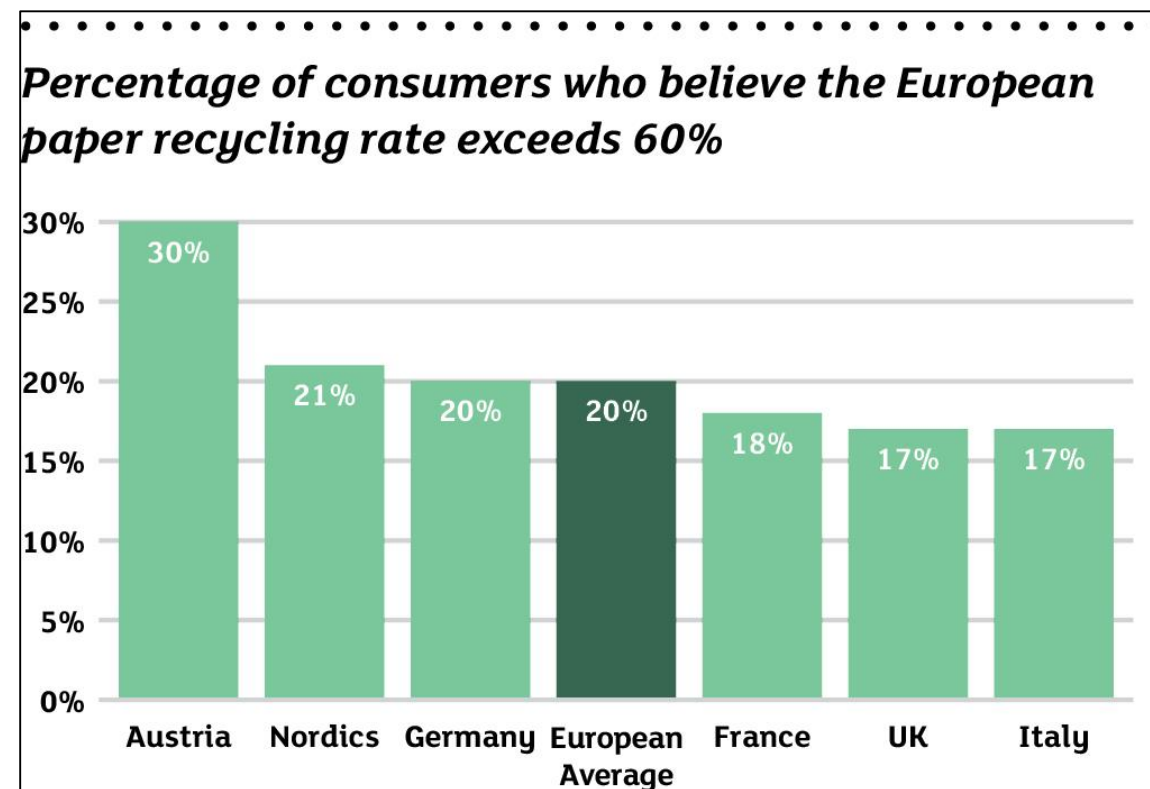
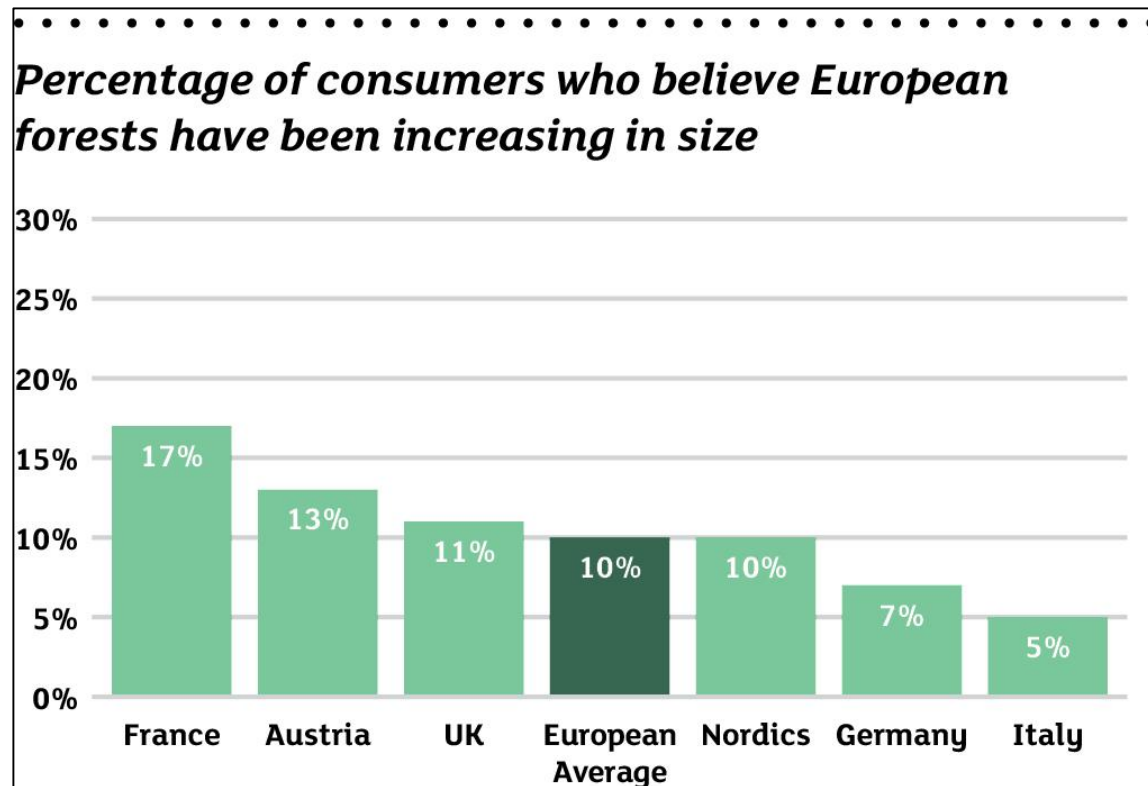
Two Sides Research

European study of consumer perceptions and attitudes towards print and paper

- Consumer research carried out in all Two Sides regions
- 6,000 European respondents
- Consumers still think that;
 - Paper destroys forests
 - We are poor recyclers



Busting the Myths – Key Findings





EUROPEAN FOREST AREA HAS
BEEN GROWING BY OVER 1,500
FOOTBALL PITCHES EVERY DAY!

Source: FAO, 2005-2015

Find out more:
twosides.info/european-forests



OVER 72% OF PAPER
IS RECYCLED IN
EUROPE

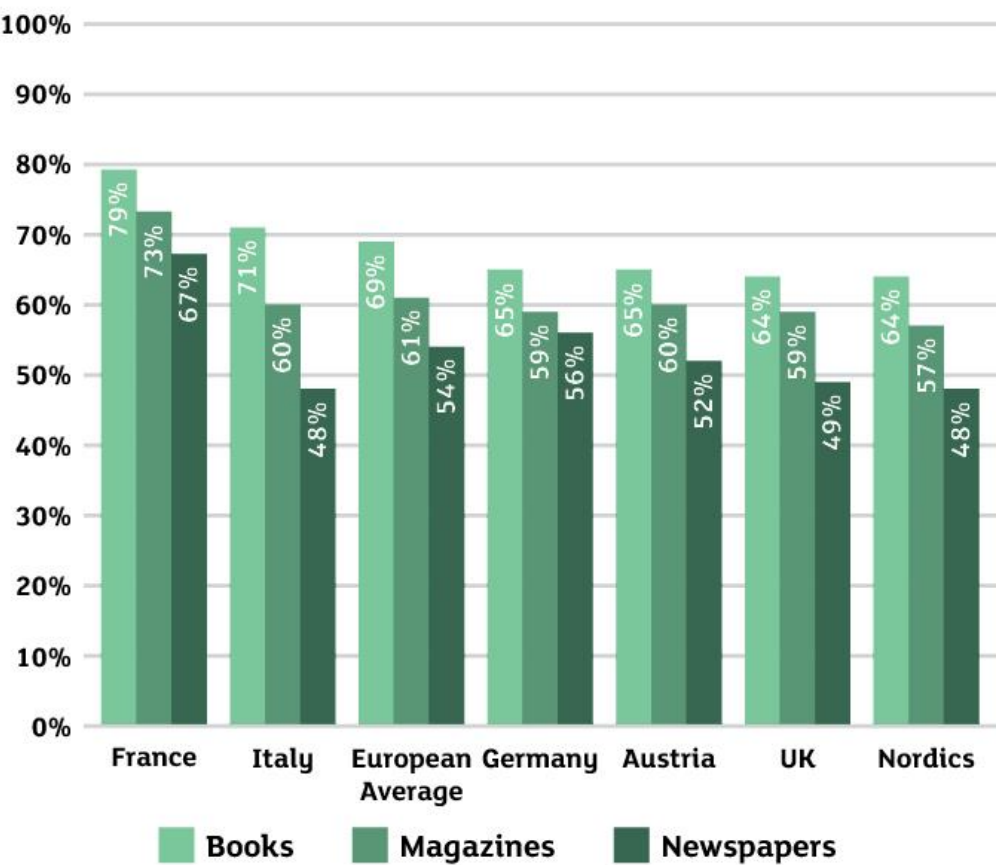
Source: CEPI Statistics, 2018

Find out more:
twosides.info/recycled-products

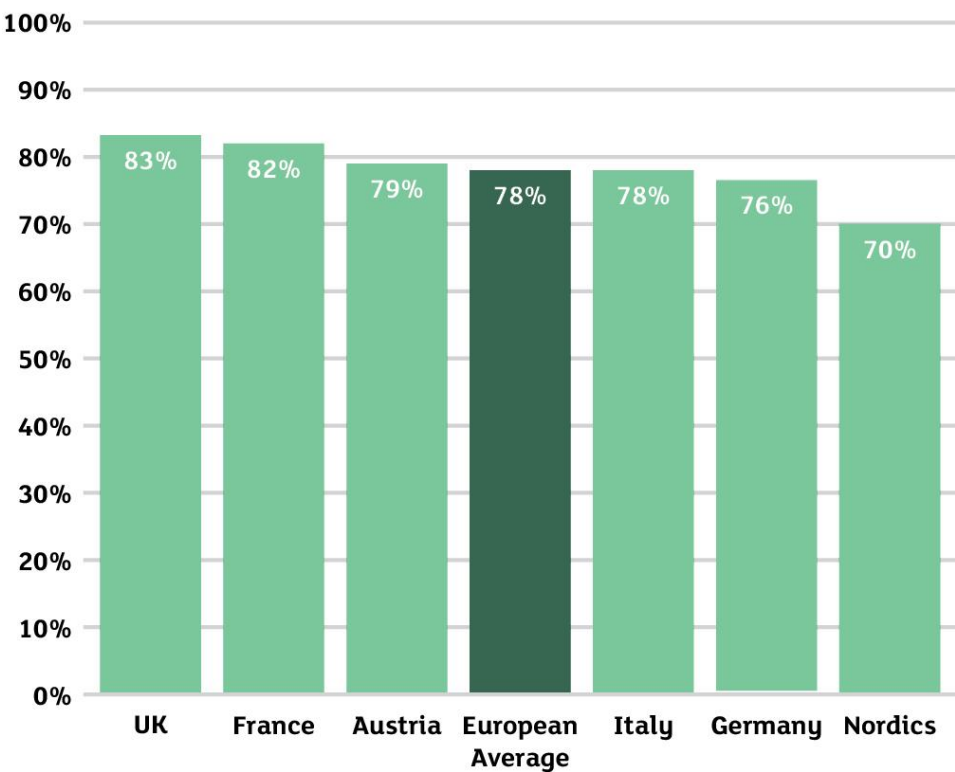


Busting the Myths – Key Findings

Percentage of consumers who prefer to read in print



Percentage of consumers who believe they have the right to choose how they receive communications

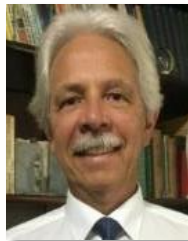


Global Reach

Phil Riebel
President,
Two Sides
North America



Fabio Mortara
Executive Director,
Two Sides Brazil



Jonathan Tame
Managing Director,
Two Sides Europe

Deon Joubert
Executive Director,
Two Sides South Africa



Martyn Eustace
Chairman



Kellie Northwood
Executive Director,
Two Sides Australia and
New Zealand

Two Sides Europe



Jonathan Tame
Managing Director
Two Sides Europe



Magnus Thorkildsen
Country Manager
Two Sides Nordics



Martyn Eustace
Chairman



Greg Selfe
Country Manager
Two Sides UK



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



Rutger Van Dijk
Country Manager
Netherlands



Patrick Mader
Country Manager
Two Sides Austria



Jan Le Moux
Country Manager
Two Sides France



Massimo Ramunni
Country Manager
Two Sides Italy

Central Marketing Team



Jonathan Tame
Managing Director



Martyn Eustace
Chairman

**European Country
Managers**

Greg Selfe
UK Country Manager



Josh Birch
Design & Marketing assistant

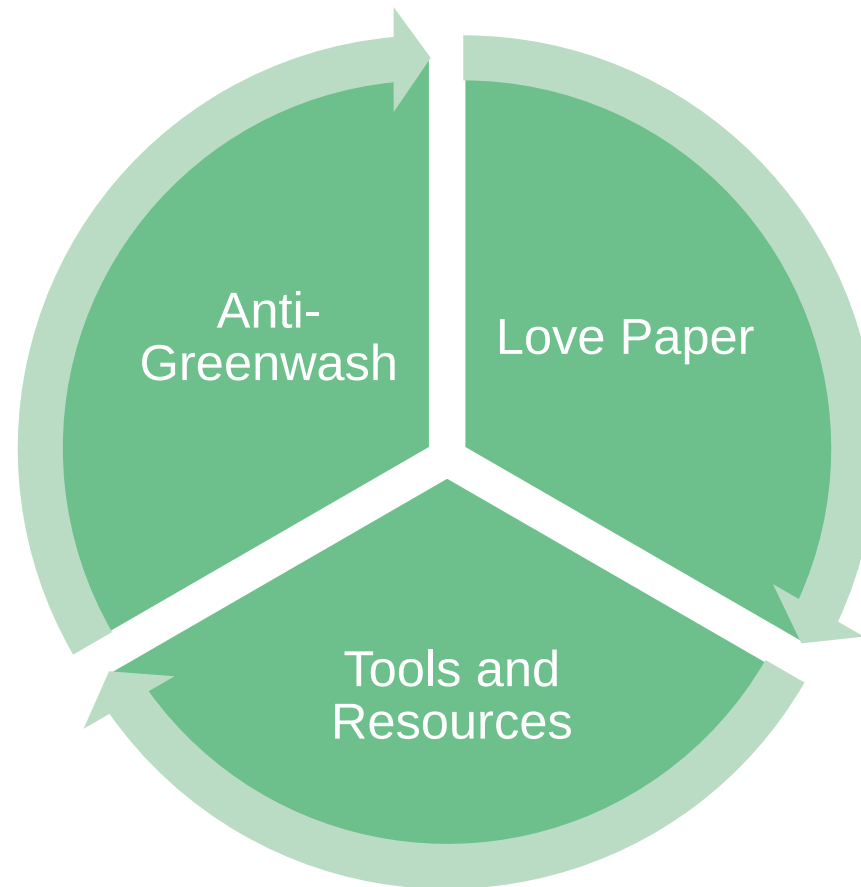
Joanne Hainge
Greenwash,
Membership & Events Manager

Bradley Leadbitter
Marketing Assistant

Holly Coulton
Marketing Communications
Manager



Core Activities



Anti-Greenwash

Tackling misleading, anti-paper and print messages

UK Brand engagement

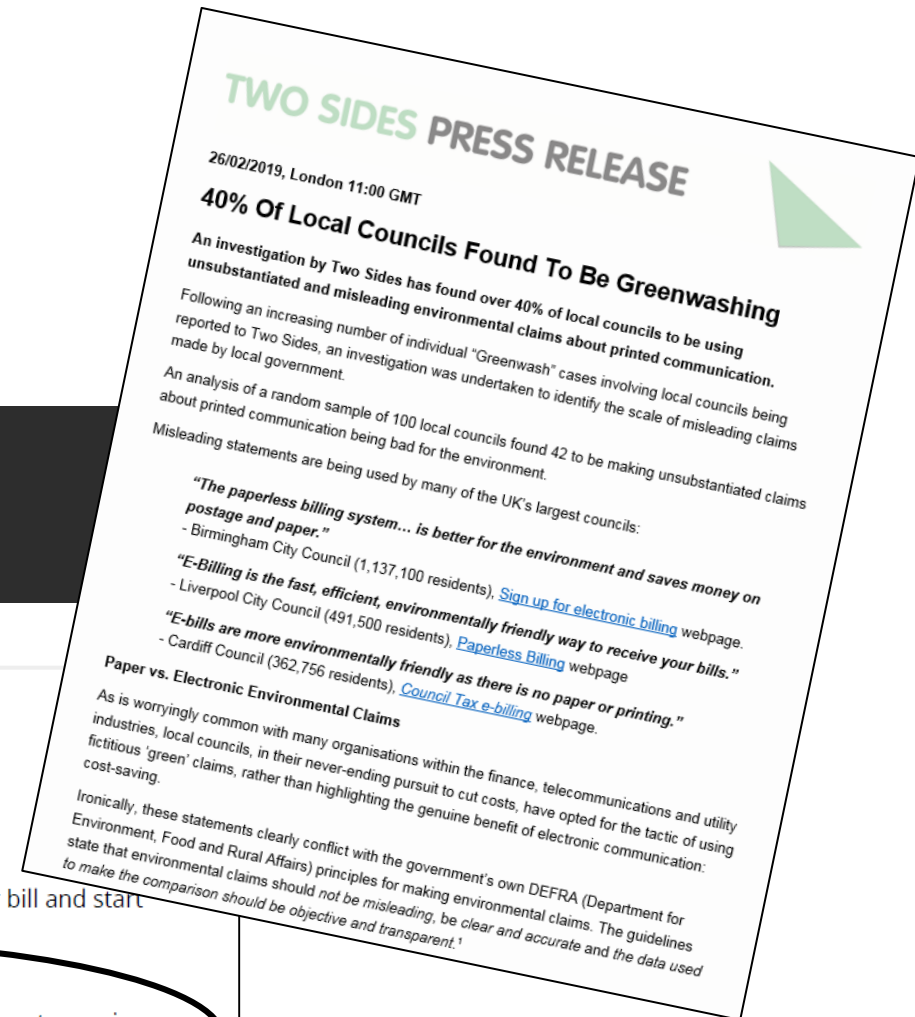


Local Government (UK)

Investigation of 100 local council websites found 40% contain misleading messages relating to switching to electronic billing.



The screenshot shows the Liverpool City Council website. At the top is the council's logo and name. Below it, the heading "Council Tax" is followed by a link to "Register for e-billing". Underneath, it says "Get your bills by email" and "Paperless billing means you can stop receiving a paper bill and start receiving your bill via e-mail." A black oval highlights the sentence: "E-billing is the fast, efficient, environmentally friendly way to receive your bills."



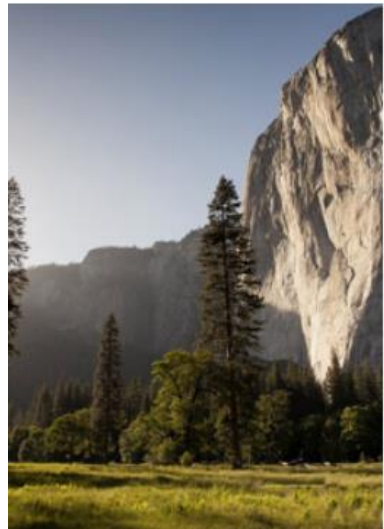
The image shows a tilted document titled "TWO SIDES PRESS RELEASE". The date and time are "26/02/2019, London 11:00 GMT". The headline is "40% Of Local Councils Found To Be Greenwashing". The text states: "An investigation by Two Sides has found over 40% of local councils to be using unsubstantiated and misleading environmental claims about printed communication. Following an increasing number of individual 'Greenwash' cases involving local councils being reported to Two Sides, an investigation was undertaken to identify the scale of misleading claims made by local government. An analysis of a random sample of 100 local councils found 42 to be making unsubstantiated claims about printed communication being bad for the environment. Misleading statements are being used by many of the UK's largest councils: 'The paperless billing system... is better for the environment and saves money on postage and paper.' - Birmingham City Council (1,137,100 residents), [Sign up for electronic billing](#) webpage. 'E-Billing is the fast, efficient, environmentally friendly way to receive your bills.' - Liverpool City Council (491,500 residents), [Paperless Billing](#) webpage. 'E-bills are more environmentally friendly as there is no paper or printing.' - Cardiff Council (362,756 residents), [Council Tax e-billing](#) webpage. Paper vs. Electronic Environmental Claims As is worryingly common with many organisations within the finance, telecommunications and utility industries, local councils, in their never-ending pursuit to cut costs, have opted for the tactic of using fictitious 'green' claims, rather than highlighting the genuine benefit of electronic communication: cost-saving. Ironically, these statements clearly conflict with the government's own DEFRA (Department for Environment, Food and Rural Affairs) principles for making environmental claims. The guidelines state that environmental claims should not be misleading, be clear and accurate and the data used to make the comparison should be objective and transparent."

Stone Paper



Product made from 80% mineral filler – 20% HDPE (plastic)

Sold globally under many guises; Armen Paper, Karst, Limex Paper



Stone Paper is a tree-free paper that consists mainly of mineral powder bounded with a small percentage of non-toxic resin.

Stone Paper is tree-free, and thus protects our forests, our environment and above all has similarities to traditional wood pulp paper in regard to its elasticity and tear-resistance in a ratio of 1:1 and 2:1.

1 ton Stone Paper instead of woodpulp paper means oxygen for 40 people a year.

Completely produced from waste product.
18 trees need to be cut down for 1 ton woodpulp paper.

Stone Paper consists entirely out of waste and recycled material and therefore has a much lower impact on the environment. For a ton of woodpulp paper, 18 trees need to be cut down which are then replaced with fast growing trees that destroy the bio-diversity. Pulp paper can be recycled 7 times but each process has the same destructive effect on the environment.

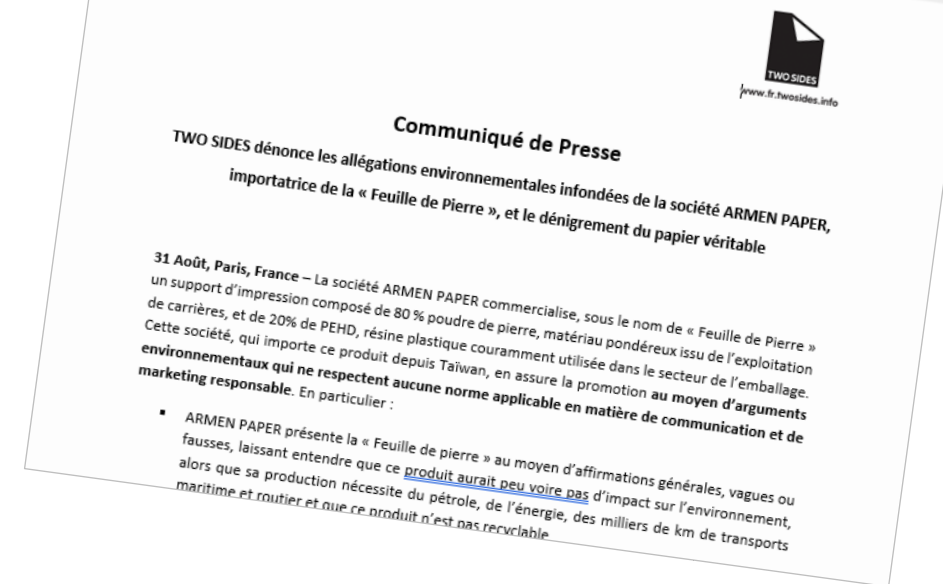
During the production of 1 ton of Stone Paper instead of woodpulp, you save the amount of CO2 that would be expended on a journey of 4.520 km by car.

Stone Paper 482 kg CO2, Pulp papier 1.431 kg CO2.
The CO2 emission from production to end-user: the CO2 emission caused by the production process, transport and raw materials. The emission is 67% lower than woodpulp paper. Choosing for Stone Paper is comparable to preventing the CO2 emission of a trip from Amsterdam to Jerusalem by car.

Two Sides

Two Sides Actions

- France – Positive ruling by French advertising regulator against Armen Paper
- Netherlands – Success with Dutch regulator against Stone Paper.
- UK – Referred Itochu Europe to ASA on Limex Paper, who subsequently changed their claims



SPECIAL OFFERS & MESSAGES

Alternative payment options - see reverse side



CHRYSLER
CAPITAL.

GO GREEN AND RELAX.

Shift into cruise control and reduce your carbon footprint. Receive email statements and let us worry about your due date by enrolling in Auto Pay.

Log in at myaccount.chryslercapital.com today to explore your options.

Ram is a registered trademark of FCA US LLC.



Brussels Airlines replaces printed newspapers with e-newspapers

Tuesday, October 29, 2019 — *Digital alternatives are replacing paper across the travel journey at Brussels Airlines. 52% of the airline's guests already exchanged the paper boarding pass for a smartphone version. Now, the Belgian company wants to bring the digitalisation on board by replacing its newspapers by digital copies. The removal of printed newspapers on its 250 flights per day avoids 115 tons of transported weight per year, decreasing fuel consumption and thus CO2 emissions.*



Successful campaign in France



Anti-Greenwash Global Success

Two Sides successfully engages organisations making unsubstantiated environmental claims about the use of paper.

Globally, to date:

- 963 cases of greenwashing found (UK 172)
- 470 organisations have changed messages (UK 109)



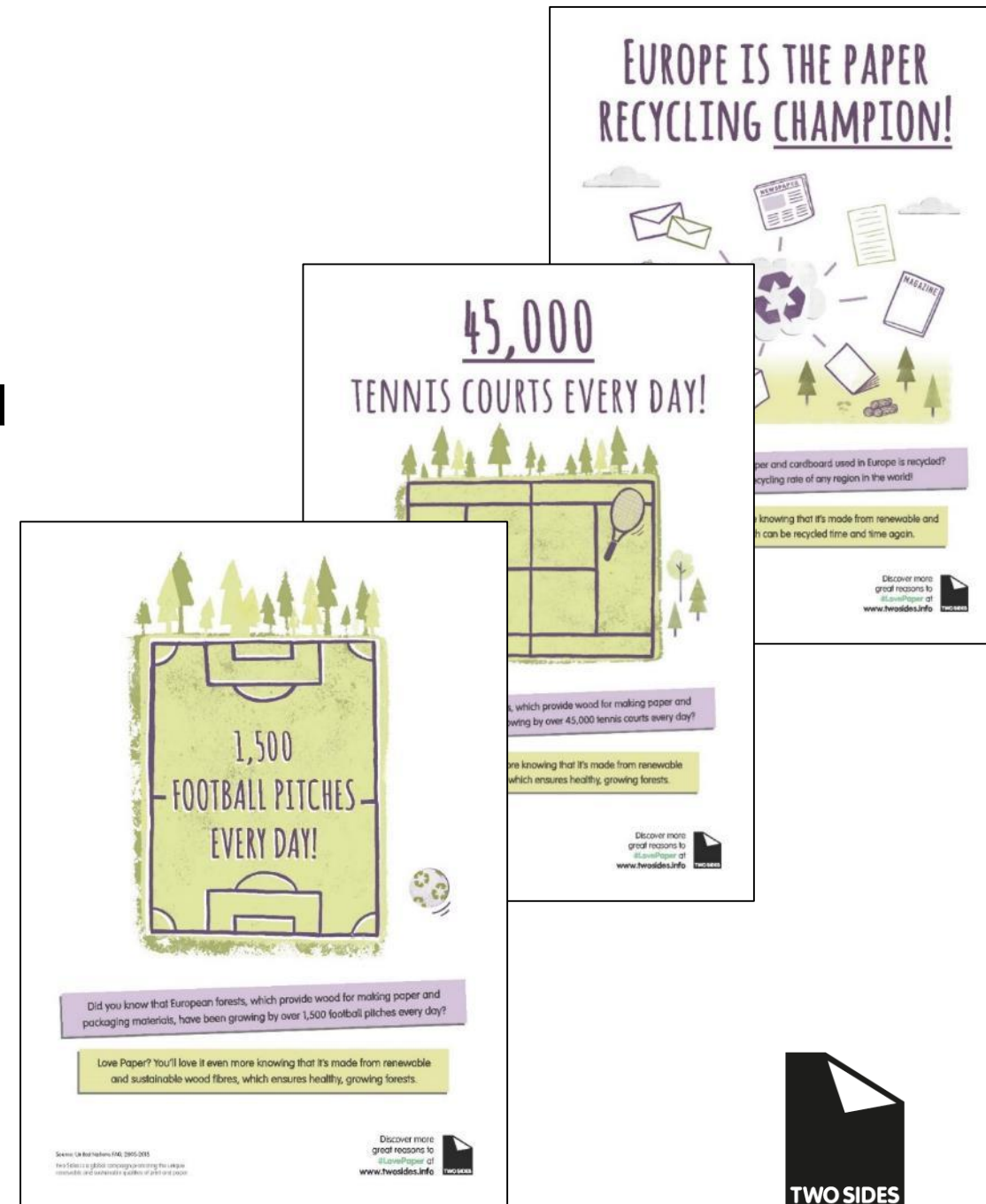
Love Paper

Improving consumer perceptions of print and paper



Love Paper

- Reaches 10m+ consumers
- Adverts in national and local newspapers and consumer and business magazines
- Launched in 2016, now running in UK, Austria, Germany, Australia, USA, Brazil and India
- Approx. 500 adverts placed every year
- €5m ad value



Love Paper Reach



Love Paper Relaunch

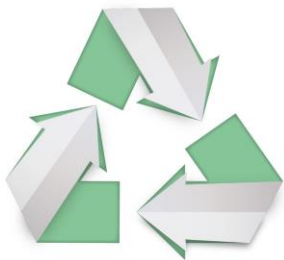


PAPER LOVES TREES

European forests, which provide wood for making paper, paper packaging and many other products, have been growing by 1,500 football pitches every day!

Discover the story of paper
www.lovepaper.org

Source: Forest and Agricultural Organization of the United Nations (FAO), 2005 - 2013
European Forests: EU28 + Norway and Switzerland



PAPER REVOLUTION

72% of paper and paper packaging is recycled into new products; one of the highest recycling rates of any material in Europe.

Discover the story of paper
www.lovepaper.org

Source: Confederation of European Paper Industries (CEPI), 2018
Europe: EU28 + Norway and Switzerland



PAPER POWER

60% of the energy used to produce paper and paper packaging in Europe comes from renewable sources.

Discover the story of paper
www.lovepaper.org

Source: Confederation of European Paper Industries (CEPI), 2018
CEPI represents 92% of European pulp and paper production



Country versions



DER WALD WÄCHST

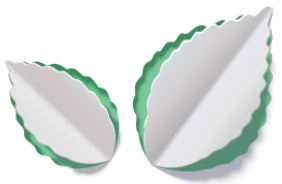
Die Wälder Europas, in denen der Rohstoff für Printmedien, Papierverpackungen und andere Produkte nachwächst, werden immer größer - um 1500 Fußballfelder jeden Tag.

Erfahre, was dahinter steckt
www.at.twosides.info/FSwald

In Österreich sind 47% der Wälder mit Nadelbäumen bedeckt.
Quelle: UNEP/FAO 2005-2010 for forests in EU28+CH+NO, Statistik Austria



Austria



UNZERTRENNLICH PAPIER UND BÄUME

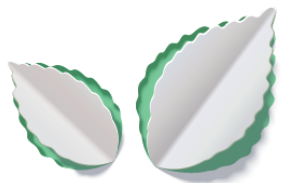
Europäische Wälder, die für die Herstellung von Holz, Papier und viele weitere Produkte genutzt werden, wachsen täglich um eine Fläche von 1.500 Fußballfeldern!

Papier – Entdecke die wahre Geschichte
www.de.lovepaper.org

Quelle: Statista-Helmholtz (FAO, 2005 – 2010)
Europäische Wälder: EU28 + Norwegen und Schweiz



Germany



LA CARTA AMA GLI ALBERI

1.500 campi da calcio al giorno. Così tanto crescono le foreste europee.
Quelle da cui si ottiene il legno per fare la carta.
Questa è una notizia, vera.

Scopri le notizie vere sulla carta
www.naturalmenteioamolacarta.it

Roma (FAO), 2005-2010
Foreste europee: 28 paesi dell'Unione europea + Norvegia e Svizzera

*Naturalmente
io ♥ la carta*

Italy

Country versions



PAPERI RAKASTAA PUITA

Euroopan metsät, jotka tarjoavat puuta paperin ja monien muiden tuotteiden valmistukseen, ovat kasvaneet päivittäin 1500 jalkapallokentällä!

Opi oikea tarina paperista
nordics.twosides.info/lovepaper

EUROPEAN FOREST AND AGRICULTURAL ORGANISATION OF THE UNITED NATIONS (FAO), 2005 - 2015
European Forests: EC28 + Norway and Switzerland



Finland



PAPIR ELSKER TRÆR

Europeiske skoger som skaper trær for papirproduksjon og mye annet, vokser med 1.500 fotballbaner hver eneste dag!

Lær mer om papirets historie
nordics.twosides.info/lovepaper

EUROPEAN FOREST AND AGRICULTURAL ORGANISATION OF THE UNITED NATIONS (FAO), 2005 - 2015
European Forests: EC28 + Norway and Switzerland



Norway



PAPPER ÄLSKAR TRÄD

Europeiska skogar som skapar trä för pappersframställning och mycket annat har växt med 1.500 fotbollsplaner varje dag!

Lär dig papprets sanna historia
nordics.twosides.info/lovepaper

EUROPEAN FOREST AND AGRICULTURAL ORGANISATION OF THE UNITED NATIONS (FAO), 2005 - 2015
European Forests: EC28 + Norway and Switzerland



Sweden

Love Paper Relaunch

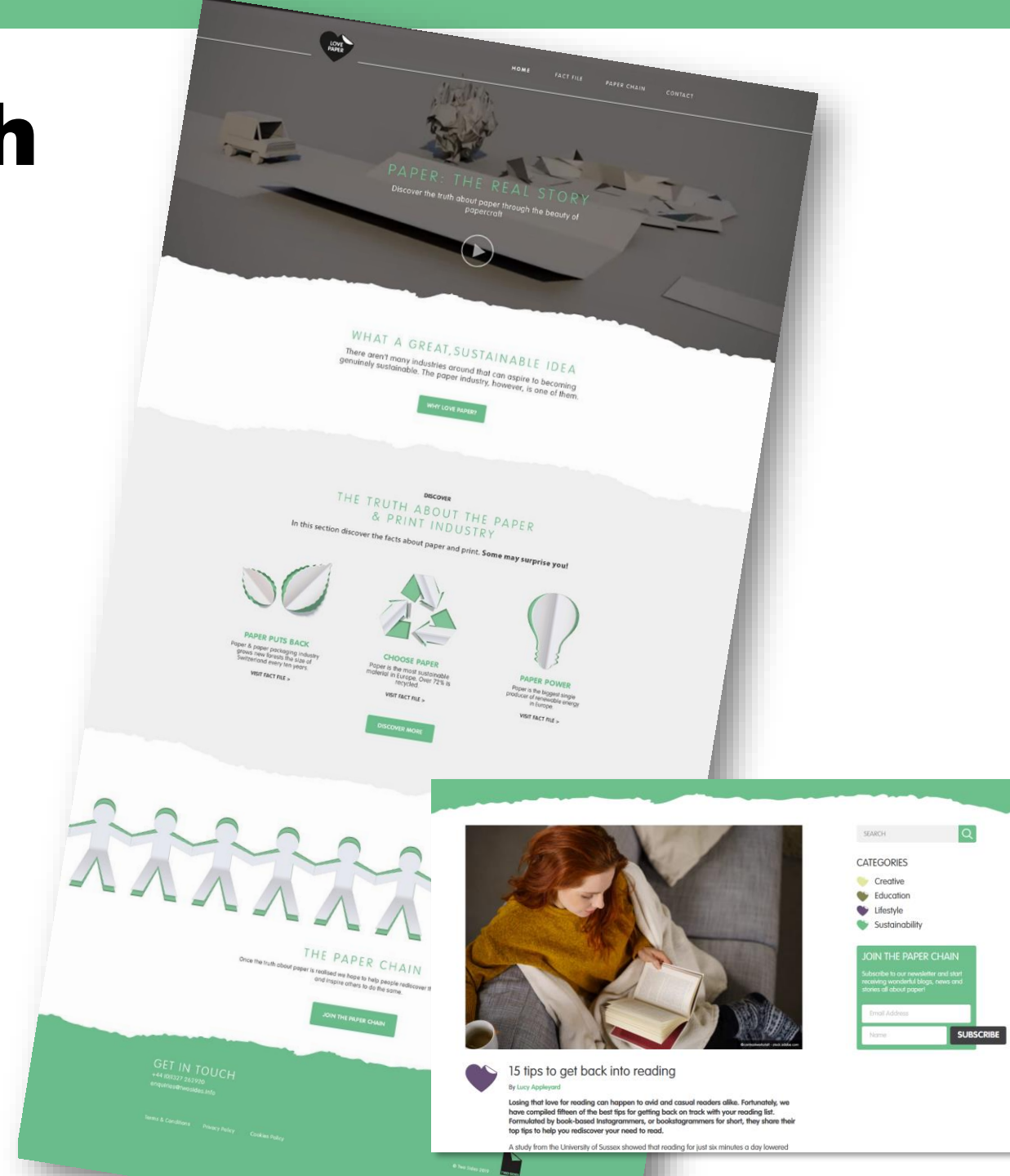
Consumer Website

- Video, competitions, downloadable content, consumer stories, easier-to-digest key information about paper's sustainability
- Social Media activity driving traffic to consumer- friendly microsite

Video

- Engaging, emotive video highlighting the circular journey of print, paper and paper packaging

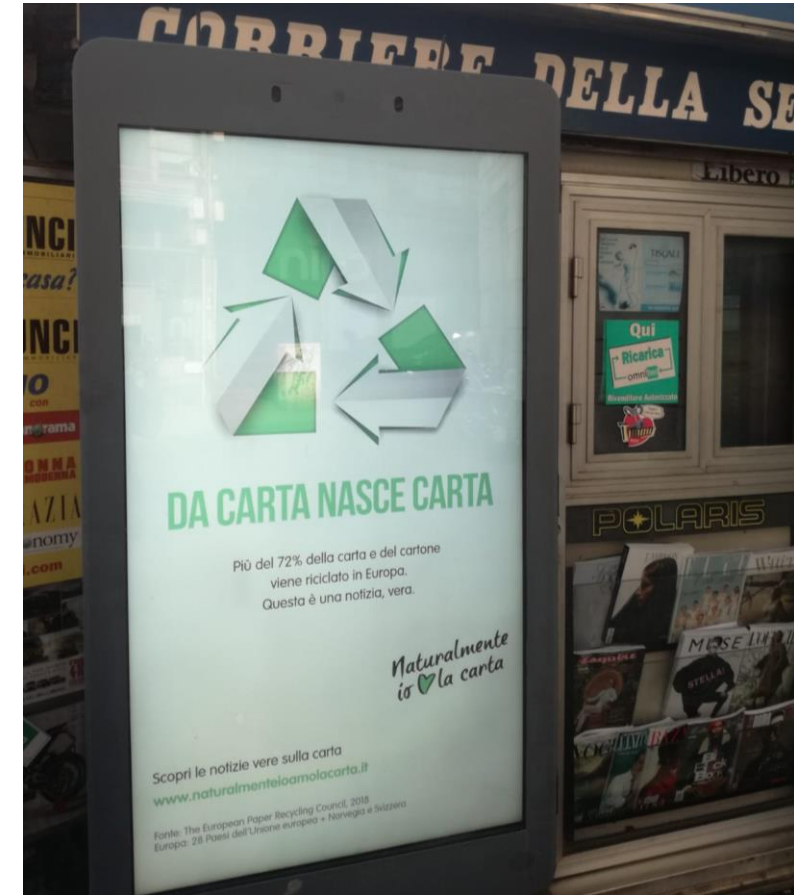
Two Sides



Coverage



Two Sides

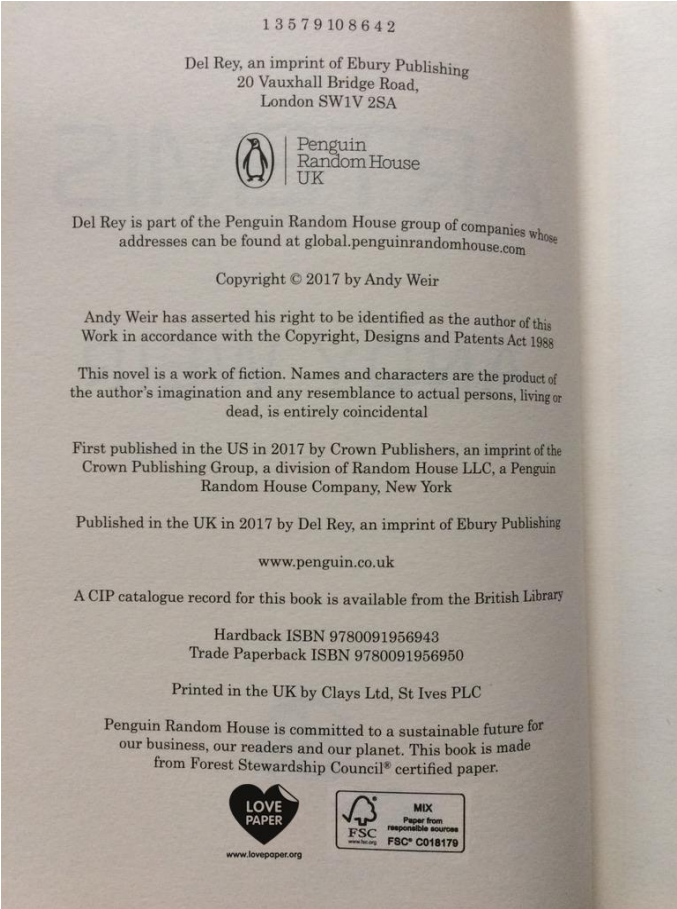


TWO SIDES

Member support and opportunities



Love Paper – exciting opportunities



**Resources and facts
for the industry to use**

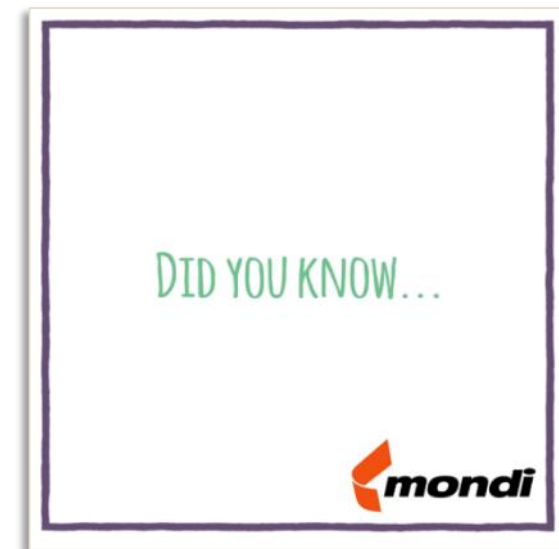
Myths and Facts Booklet

- Busts 8 common myths about print and paper
- Produced in multiple languages
- Version 10 now available



Two Sides Tools

All resources can be co-branded by members and supporting stakeholders



Packaging

Packaging in the Spotlight

Public debate on packaging and waste has never been more in the news

Consumer concerns with **ALL** packaging

Theresa May defends 'long-term' plastic waste plan

🕒 11 January 2018 📄 673

f t w e Share



Theresa May has defended her 25-year plan to protect the environment as campaigners called for "emergency" action now.

The prime minister said her long-term strategy, including eradicating all avoidable plastic waste in the UK by 2042, would allow future generations to "enjoy a beautiful environment".

Packaging Facts Booklet

Facts featured in new packaging booklet :

- **Paper packaging** is essential for minimising environmental impacts.
- **Paper packaging** is recycled more than any other packaging material.
- **Paper packaging** protects more resources than it uses.
- **Paper packaging** supports healthy forests.
- **Paper packaging** helps to tackle climate change.
- **Paper packaging** is an attractive and impactful
- **Paper packaging** is preferred by consumers

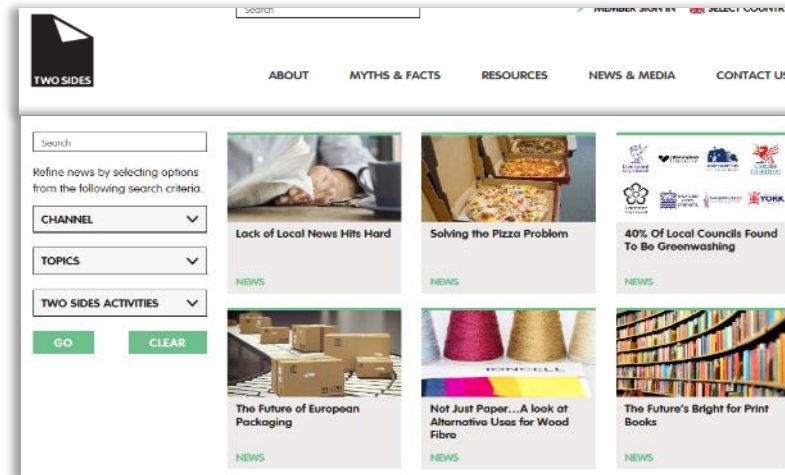


Packaging Tools

Facts Booklet

Website content and News

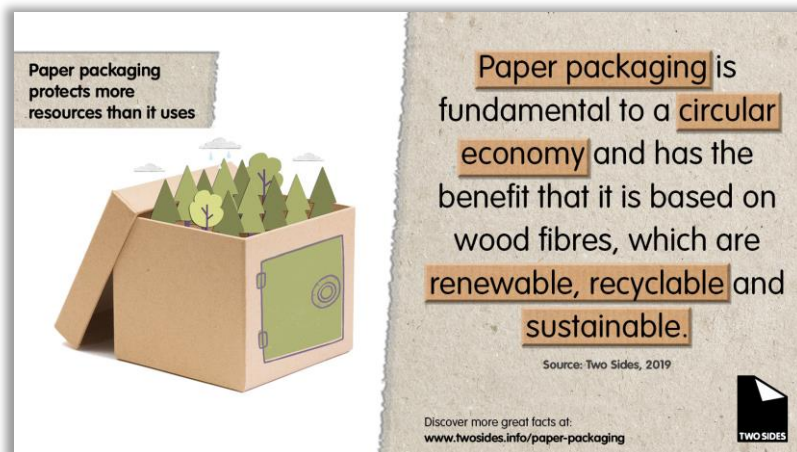
Fact Sheets



12 Factographics

Video and 6 mini videos

Flat pack boxes



Communications

The Page

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

- 8,000 Circulation – January, May, September
- 16 Page A4 format
- Content covering the **effectiveness** and **sustainability** of print media and packaging.
- Facts, Information, News and Innovation
- Industry collaboration
 - Paper supplied by Lenzing (Denmaur)
 - Printing and fulfilment by Latimer Trend
 - Printed envelopes supplied by Encore

SUBSCRIBE:
[BIT.LY/THE-PAGE](https://bit.ly/the-page)



Members Survey planed in 2019

Past UK Survey 2018

We asked our members about the campaigns, what they liked, what they valued and what they thought we should focus on in 2018

- 100% believed the industry must inform consumers on the sustainability of print and paper
- 91% highly valued the Myth and Facts Booklet
- 84% highly valued the Love Paper Campaign
- 77% highly valued the Greenwash campaign
- 76% always or often opened Two Sides and Print Power enews
- **More than 30% respondents were unaware of Two Sides Videos and infographics and other resources**



Print and Paper, Attractive and Sustainable

Two Sides active in:

- Europe
- Australia
- Brazil
- South Africa
- North America
(USA and Canada)



Globally, Two Sides websites now regularly communicate to over 60,000 people. Every year there are over 140,000 visits to websites, 250,000 page views and more than 1.5 million electronic news items distributed.

Telling the great sustainability story of print and paper.