Two Sides North America Newsletter

The Two Sides anti-greenwash campaign continues to register significant progress with a success rate of 65% since 2012 - we have now contacted 197 North American companies and 127 have removed or changed their claims. Globally that number is now over 450! This includes major companies like Cigna, Comcast, JP Morgan Chase, Principal and Selective Insurance, to name a few.

One case which has been underway for several years, is Starbucks napkins and bags – which has now officially been resolved in all 7,200 Starbucks outlets in the U.S. and Canada. The change for napkins alone affects at least 1.3 billion impressions per year. You can see the changes – no more claims of saving trees!

A Warm Welcome to
Our Latest Members

JANUARY 2020

www.twosidesna.org
www.twosides.info

330 North Wabash Avenue, Suite 2000
Chicago, Illinois 60611

Chair’s Message

Jetpacks. Living on Mars. Personal Robot Assistant – “Alexa, please…”

Over the years, there have been a number of predictions about what the year 2020 would be like. While many of these predictions are close to accurate, others have missed the mark completely.

The late Donald G. Brennan’s, mathematician and scientist, prediction that there would be antigravity cars was overly optimistic. Ray Kurzweil, futurist and inventor, predicted computers would be virtually invisible, which is much closer to reality with today’s smart phone technology. Kurzweil also predicted that paper books and documents would be “dead,” but in 2018, over 675 million printed books were sold, generating $26 billion in revenue, according to the Association of American Publishers.

Paper is alive in this digital age. Two Sides’ research shows the majority of consumers still prefer to read in print. By integrating augmented reality, QR codes and other technologies into print design, paper and paper-based packaging is more innovative than ever before.

As we enter a new decade, it’s a good opportunity to reflect on where we have been, understand where we are and develop new opportunities for the future. We as an industry must continue to evolve and adapt to our changing world and customer expectations. As part of this evolution, Two Sides and its Board of Directors developed a three year strategic plan to address the next generation of industry support and advocacy. Our focus will be on creating value for our industry by proactively telling the positive sustainability story of print, paper and paper-based packaging, while correcting misleading claims that unjustly impact our products.

I am honored to serve as the new Chair of the Board for Two Sides and I want to thank Travis Mlakar for his leadership while chairing the board and the member companies for giving me this opportunity. I look forward to working with the Two Sides team.

Jeff Hester
Chair of the Board, Two Sides North America
Manager, Valued Added Services, North American Container, International Paper

1Two Sides: Busting the Myths, A Study of U.S. Consumer Perceptions and Attitudes Towards Paper and Print, 2019

Two Sides Anti-Greenwashing Campaign Success Continues
Analysis of Paper Calculator 4.0 by NCASI Reveals Limitations

The Paper Calculator 4.0, developed by the Environmental Paper Network, is a web-accessible tool used by some companies for calculating and comparing the environmental impacts of different paper grades. Although the Paper Calculator is user-friendly, the National Council for Air and Stream Improvements (NCASI), a scientific think tank, has done a thorough analysis which identifies key limitations to be aware of. Our summary and the NCASI fact sheet can be found in the member section on the TSNA website.

ChoosePaper.org Launches

NEW SITE PROMOTES THE BENEFITS AND SUSTAINABILITY OF PAPER RECEIPTS

In October, a global campaign called Choose Paper launched to educate consumers on the many benefits and sustainable features of paper receipts. The Choose Paper campaign highlights issues important to consumers - those of data protection, environmental impact and the safety of paper receipts. To find out more about this initiative, go to www.choosepaper.org.

In the fall of 2019, the California State Senate rejected a bill (AB 161) that would have placed a ban on paper receipts in favor of digital ones. It would have required businesses to implement point of sale (POS) systems to capture electronic data and provide a digital receipt to customers. The Choose Paper campaign was launched as an effort to remind people of the many benefits of paper receipts and the fact that a majority of consumers still prefer them over digital ones.

Keep Me Posted Campaign Achieves an Important Step Forward with AT&T

A recent engagement by Keep Me Posted (KMP) with the telecom giant AT&T has led to a significant change in their messaging, from switching consumers automatically to e-billing to now asking for explicit permission from their customers. See below for the change and read the full story at https://keepmepostedna.org/news/.

KMP advocates for the right of every consumer in North America to choose, free of charge, how they receive important information – on paper or electronically – from their service providers. The organization is a coalition of consumer groups and is supported by Consumer Action, the National Consumers League, The National Grange and the Public Interest Advocacy Center, to name a few.

Please contact us at info@keepmepostedna.org to join our coalition and support KMP.

For more information visit www.keepmepostedna.org, and follow us on Twitter, Facebook @KeepMePostedNA, or LinkedIn (KMPNA).
In October 2019, the Two Sides Board of Directors met at International Paper’s headquarters in Memphis, Tennessee to lay out a long-term strategic plan for Two Sides. We are excited about the new plan which includes an improved member value proposition focused on our anti-greenwash campaign success and new areas such as promoting the sustainability of paper-based packaging and renewed focus on Keep Me Posted. Below are the key strategic objectives for the next 3 years:

1. **GROWTH** - Grow Two Sides revenues by 25% over the next 3 years.
   New areas include paper-based packaging and sustainability training.

2. **ANTI-GREENWASH** - Decrease misleading claims from corporations by 20 annually and create fact-based tools for our members regarding new environmental initiatives.

3. **AWARENESS** - Increase awareness of Two Sides as measured by a 15% per year increase in social media followers/increase in website traffic/media impressions.

4. **KEEP ME POSTED** - Grow the Keep Me Posted campaign to triple the current revenues by 2022 by raising awareness of the campaign regarding consumer choice and access to paper-based communications.

Please visit the Two Sides website to download them.

**Renewable energy and carbon footprint**
Contrary to perception, the pulp and paper sector is responsible for only 1.2% of total U.S. industrial greenhouse gas emissions, and the forest products industry produces and uses more renewable energy than any other industrial sector.

**Electronic communication**
The responsible manufacture, use, and recycling of print and paper contribute to long-term sustainable forest management in North America and help mitigate climate change. However, misinformation about the benefits of electronic communication vs. print is a component of marketing campaigns worldwide.

**Paper recovery and recycling**
Paper and paper-based packaging continue to be the most recycled and recyclable material in the U.S. and Canada. In 2018, the recovery rate of these products in the U.S. was 68.1% and 70% in Canada.

**Paper production and sustainable forestry**
In North America, responsible paper production supports healthy forests and growing communities. Roughly half (531 million acres) of the total global area of sustainably managed and certified forests is in North America.

**Environmental facts about the Canadian paper industry**
Nearly half of Canada’s forests are certified to an independent sustainable forest management standard such as the Forest Stewardship Council or the Sustainable Forestry Initiative. In fact, 37% of all certified forests worldwide are in Canada, the largest area of any country.

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**Our 2020-2022 Strategic Roadmap**

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Visit Our NEW Member Login Page and Co-branded Materials

The Members-only section of our Two Sides website is now fully operational, and it has some great new features you should check out:

• Numerous personalized mini-infographics that you can use on social media. These will show as an option to download if you have supplied us with your company logo. They have all been co-branded with your logo and are ready to use.

• A series of 3 personalized larger infographics on “Why do so many people love print and paper?”

• Our Myths and Facts booklet with all the files for you to co-brand.

• PowerPoint presentations designed for members.

To login, go to the top right of the home page at www.twosidesna.org and click MEMBER SIGN IN. If you need your username, contact us at info@twosidesna.org.

A Warm Welcome to Our Latest Members

News Media Alliance -
The News Media Alliance (formerly the Newspaper Association of America) is a non-profit organization representing more than 2,000 news organizations and their multiplatform businesses in the United States and globally. For more see www.newsmediaalliance.org.

Canadian Corrugated and Containerboard Association –
CCCA is the industry association of the corrugated packaging sector across Canada. For more see cccabox.org.

Join Our Growing Social Media Network

Our number of posts, social followers, engagement, likes and re-tweets continue to grow year-over-year. Help us spread the great environmental story of print and paper!

Don’t forget to use our hashtag #PaperFacts in your relevant social media posts and set your alerts to be notified when we have posted new information.

Join the conversation at:
Twitter (@TwoSidesNA)
Facebook (@TwoSidesNorthAmerica)
LinkedIn (Two Sides North America)

Contact us

To discuss membership benefits or for any other information regarding our campaigns, please give us a call or drop us a line; we’d love to hear from you!

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Print and Paper have a great environmental story to tell